

The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

JULY 30, 1949



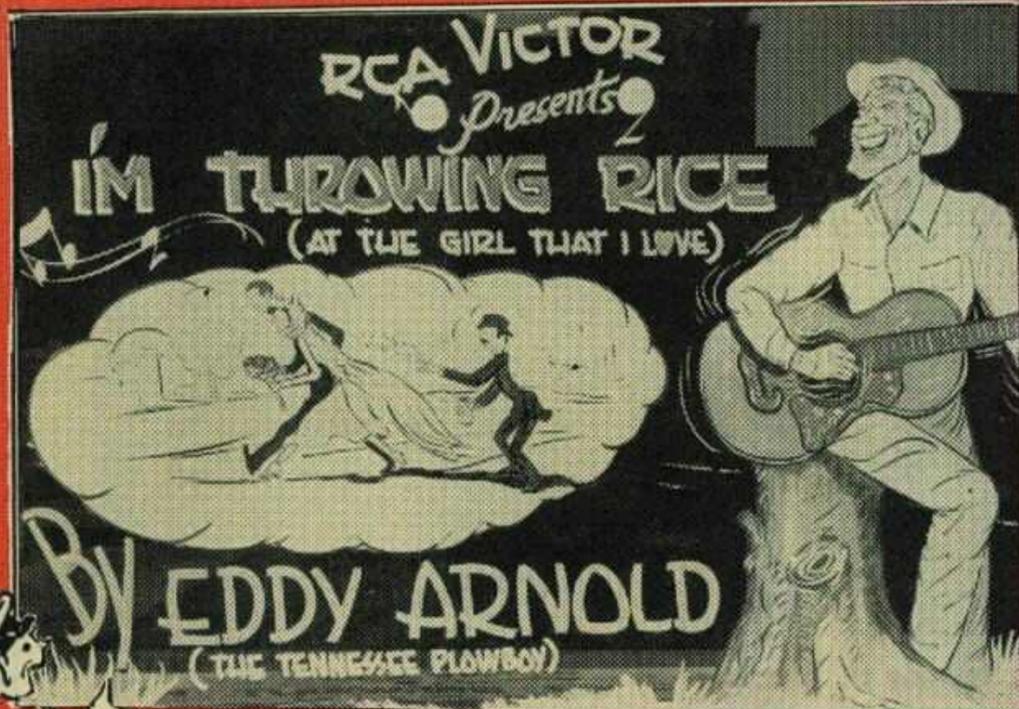
While Spike Jones and His Musical Depreciation Revue were playing an engagement at the Curran Theater, San Francisco, the American Federation of Musicians (AFM) held its annual convention. The result, pictured above, illustrates what happens when good fellows get together. Spike, atop his favorite steed and wearing an Indian headdress, supervises the presentation of a slicker to James C. Petrillo, AFM chief, who thus became an honorary City Slicker. Missing from the picture because he couldn't find his "union" suit is Ralph Wonders, head of Arena Stars, Inc. Spike's next RCA Victor release is "The Dance of the Hours" and "None But the Lonely Heart." The maestro and his new Musical Depreciation Revue of 1950 are scheduled to open at the Flamingo Hotel, Las Vegas, Nev., August 4. Other bookings include the Indiana State Fair in September, Texas State Fair in October and the Chase Hotel, St. Louis, in November.

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U. S. STYMIES FOREIGN ACTS

Large - Screen Theater Tele OK'd by 20th

Program Format Undecided

HOLLYWOOD, July 23. — Large screen theater television by the end of the year appears virtually certain following word that 20th Century-Fox had approved launching of tele operations by Fox West Coast Theaters (FWC) subsid org. Altho the programing formula is still uncertain, FWC show palaces in Hollywood, including Grauman's Chinese and Carthay Circle theaters, appear destined to become first movie houses to feature large-screen video on the Coast. Engineering tests recently undertaken met with home office okay, leaving FWC clear to proceed with the long-formulated plans.

If present plans work out, system of micro-wave or telephone line relay stations will be erected in Southern California to feed Hollywood originated programs to outlying theaters. Telefare would, of course, be in addition to motion pix, with video being used as an additional box-office draw. Planned sports and special events remotes would be featured, as well as originally staged musical and variety fare which would originate live at well-equipped Chinese Theater. 20th originally planned to experiment telewise by reconverting the Carthay Circle Theater here to tele, but has since expanded plans to launch video on a bigger regional scale.

Tax Take in Night Spots Off Only 9%

Cabarets, Ballrooms Hold Up

WASHINGTON, July 23.—Collections during the 1949 fiscal year from the 20 per cent tax on cabarets, ballrooms and roof gardens declined \$4,490,103 or less than 9 per cent from the 1948 fiscal year, a survey of Internal Revenue Bureau reports shows this week. Receipts for the year ending June 30 last were \$49,037,038, compared with \$53,527,141 in 1948.

In a year of generally slumping excise collections the decline in re-

(SEE NITE SPOT TAX on page 20)

Eastern AGVA Clamps Down On Benefits

NEW YORK, July 23. — Tommy Lyons, Eastern regional director of the American Guild of Variety Artists (AGVA), this week stated that he would not approve future requests for talent for use in benefits unless

(See Eastern AGVA on page 20)

Republic Into TV Film Field

HOLLYWOOD, July 23.—Republic Pictures is set to invade the video film field with a series of 10-minute subjects which it will sell on an outright basis at \$10,000.

Short shorts will be composed of film clips taken from the studio's celluloid library and segued into video documentaries. Narration will be soundtracked with each subject following educational lines, treating the "how" and "why" of various topics. Pilot reels were screened before agency toppers with Herb Yates, Republic prexy, awaiting reception to his series before continuing his assembly of more vid-films. Series is tentatively tagged *American True Stories*.

Those purchasing the Republic reels will gain sole rights and will be able to resell or lease them to sponsors and videocasters. Out-right sale angle is a departure from the term leasing deals normally followed in film deals.

Music Merchants' Conclave Stresses Buyers' Market

NEW YORK, July 25.—The National Association of Music Merchants' (NAMM) convention opened today with some 7,000 in attendance and about 250 exhibitors registered. In contrast to previous years, the convention's keynote hinges on the fact that a buyers' market is at hand. As expressed by NAMM President Hugh W. Pandall in his annual message, "This is a day of the hard-working salesman has returned."

Addressing the convention, Randall pointed out that altho savings are large and wages high, the public has adopted a "let's wait" attitude in the belief that prices are coming down. "I doubt any great readjustment of prices in the foreseeable future," he said, and added that "our problem is one of stimulating the public's desire to buy."

The entire programing schedule of the convention is in line with this thought, the sessions stressing selling, merchandising and sales training.

Cautious Shoppers

Other NAMM spokesmen expressed views similar to Randall's. Some pointed out that in recent postwar years the price was no factor. Merchants today, however, are buying carefully and obtaining stock only

when they are sure they have the right merchandise at the right price. Convention execs, however, expressed the view that considerable buying will be done at this convention—their philosophy being that merchants held off from buying at the radio parts show in Chicago and the recent semi-annual furniture show in Chicago in order to see what the NAMM would have in the way of merchandise. Many items, NAMM claims, particularly in radio and television, have not been shown in other shows.

Randall, touching upon current conditions, stated that the solution to the merchant's dilemma lay in stepped-up promotion, intensified sales training, better and more local advertising, better window displays and close expense control. He warned, however, that once the desire to buy is stimulated, the merchandise must be on hand.

William R. Gard, NAMM exec sec—

(See NAMM Keynotes on page 14)

Truman Asks 3-Million Loan For '50 Event

Celebration Plans Under Way

WASHINGTON, July 23.—A new drive to get a trumping Congressional outlay for a gigantic outdoor-indoor celebration of the national capital's 1950 sesquicentennial is under way, this time spearheaded by President Truman, who revealed this week that he will ask Congress to appropriate \$3,000,000 for the fete.

Altho Congress has delayed action on a bill to authorize the Reconstruction Finance Corporation (RFC) to advance a \$2,000,000 loan for the celebration, Truman has indicated that the \$3,000,000 outlay has a chance to be granted.

Tentative plans for next year's celebration call for a wide and varied number of outdoor events, including band concerts, dances, open-air legit shows, fireworks and parades. Also on the tentative agenda are numerous special events that would attract wide radio and television coverage.

Rochester Package For 1-Night Tour

HOLLYWOOD, July 23. — Eddie (Rochester) Anderson kicks off a series of one-nighters at the Denver Civic Auditorium July 26. Package, wrapped up by Federal Artists, includes Jubalaires, Mabel Scott, Scat Man Carruthers, Kitty Murray and Joe Lutchers' ork. Advance for show is being handled by Jack Duvaney, former Capitol Records' flack, and Earle Dancer, p. m. and husband of Ethel Waters.

Tour is already set to hit Denver, Des Moines, Davenport, Ia., St. Louis, Kansas City, Mo.; Omaha, Little Rock, Memphis, Joplin, Mo.; Topeka, Kan.; Houston, Birmingham, Atlanta, Nashville, Louisville, Dayton, O.; Cincinnati, Toledo, Detroit, Cleveland, Columbus, O., and Pittsburgh. Other Eastern towns will be set before the show comes off the road about September 8. Rochester is due back with Benny September 11. He plans to make this tour a yearly trip.

Vaude Boom No Boon to Alien Artists

Immigration Stumbling Block

NEW YORK, July 23.—Altho the vaudeville revival boom in this country is bringing numerous inquiries from foreign artists anxious to come over here to work, there is little prospect of an early large-scale invasion of acts from abroad.

Chief among the stumbling blocks are the tightened regulations and restrictions imposed by the Immigration Department, involving so much red tape that an act sometimes has to wait from one to two years before its entry to the U. S. can be negotiated.

The long and tortuous procedure begins with the performer's application to the American consul for a visa—after having obtained a definite booking over here. An intensive investigation of the artist's background, particularly his political history, then follows. It is this probe that consumes the greatest amount of time. Sometimes, it is claimed, the consul just keeps stalling the performer, without bothering to do anything about his application, until he has been discouraged from the American trip. If the employer over here tries to expedite matters by appealing to

(See VAUDE BOOM on page 20)

Music Fee Fight Looms Between Archer, BMI

NEW YORK, July 23.—A duel between Tom Archer, Midwestern territory chain operator, and Broadcast Music, Inc. (BMI), music licensing org, was shaping up last week. It was learned that BMI has sent an ultimatum to Archer, who also functions as chairman of the National Broadroom Operators' Association (NBOA), that he start paying BMI licensing fees or an infringement suit might result.

Archer, it was learned, has been sending out band contracts to various booking offices which included a special rider clause. The clause stated: "Leader agrees that no musical compositions, the public performance rights to which are controlled by BMI, shall be played by his orchestra during the engagement, and, in case of a breach of the following agree-

(See Music Fee Fight on page 17)

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Equity Presses Derwent Case

Second Wire On Detention Sent Truman

Vindication Held Incomplete

NEW YORK, July 23.—Show business is far from satisfied with the Department of Justice's sloughing-off of the detention of Clarence Derwent, Actors' Equity president, by immigration authorities Sunday (17) as a "routine matter." Derwent was held for a six-hour questioning at La Guardia Airport upon his return from an engagement with the Virginia State production of *Hamlet* in Elsinore, Denmark, and at U. S. troupe installations in Germany. The actor was released in custody of his attorney for a further hearing Tuesday (19), after which the Department of Justice announced his clearance for re-entry into the United States.

From questions put to him at the airport, it is indicated that his detention may have arisen from charges from someone anxious to smear Equity's president as a leftist, and to pass it off as routine procedure is (See EQUITY PRESSES on page 24)

Icecapades 147G Gross at Cincy

CINCINNATI, July 23.—Icecapades of 1949 grossed \$147,665 in 14 performances at the Cincinnati Garden (July 9-20), considered a hefty take in view of hot weather and the fact that Cincinnatians are not accustomed to going indoors for such extravaganzas in mid-summer. Matinees were given Saturday and Sunday (17-18). The show pulled gross attendance of 66,533, and 65,067 paid, with tickets scaled at \$1.25 to \$3.

Only other icer to play the Garden this year was Shipstad and Johnson's *Ice Follies*, which drew 94,022 for a gross of \$215,432 in a seven-day engagement in March. The *Follies*, however, was benefited by more seasonal weather and the novelty of the newly opened Garden.

Icecapades was intensively advertised and publicized, the Walter A. Haehle agency handling the campaign.

All-Western Nitery Opening in Philly

PHILADELPHIA, July 23.—The town's first all-Western nitery will light up early in August, with Mac Maguire reopening Neil Deighan's Cafe directly across the river in Camden, N. J. Maguire is a local disk jockey, spinning the hillbilly platters on WIP. He also puts out his own records under a Quaker label and has a hillbilly band, the Harmony Rangers.

Maguire figures the time is ripe for a cashing in on the hillbilly popularity in this territory. Altho he has promoted and staged many Western jamborees, this will be his first entry in the nitery operating field. Spot and entertainment policy will be fashioned along the lines of the Village Barn in New York.

Another newcomer to the nitery field here is Jules Zaretsky, who opens the New Crystal Bar this week, bringing in Beryl Booker, former pianist for the Slim Gaillard Trio, with her own Trio-Art.

Murtagh Charged With Favoritism In Ticket Probe

NEW YORK, July 23.—Events in the theater ticket agency pyrotechnics were led off this week by the cut-off of allotments of Yankee Stadium tickets to all brokers except McBride's and Tyson's as of Monday (18). This move brought loud yelps of favoritism from the little ticket brokers, who claimed that the move was playing into the hands of Commissioner of Investigation John M. Murtagh. Yankee prexy, Dan Topping, denied that the order was directed at the little fellows. He said that it was an attempt to rectify numerous complaints at the Yankee office by seeing that baseball tickets are handled by reputable firms. He also pointed out that less than 2 per cent of the stadium tickets are sold thru brokers.

Later in the day, the New York Ticket Brokers, Inc., theater ticket (See Charge Murtagh on page 24)

ATAM, Theater Ops Discuss New Pact

NEW YORK, July 23.—Committees comprised of representatives of the League of New York Theaters and the Association of Theatrical Agents and Managers (ATAM), met Tuesday (19) to discuss a new contract. ATAM suggested that the current agreement, expiring September 1, be extended for three years.

A special meeting of the league's board of governors on Thursday, to consider the proposal, boasted a bare quorum. It was decided to table the matter until a meeting could be called for a larger membership turnout. Currently many league members are out of town.

Indianapolis Burly House Closed as Fire Hazard

INDIANAPOLIS, July 23.—Intensifying a drive to close buildings regarded as unsafe, State Fire Marshal Alex Houglund has ordered closing of the Mutual Theater, burlesque house.

Citing 13 specific violations of the State fire code, the order, revoking the theater's license and ordering an immediate closing, was signed by city Building Commissioner Charles E. Bacon.

The State fire marshal said the theater will be closed until specific repairs are made to conform with State fire laws and the 1947 National Electric Code.

WBKB, IATSE Near Deal on Transcriptions

CHICAGO, July 23.—After weeks of negotiations and disagreements which threatened to prevent future use of its teletranscription system for theater television and program syndication, WBKB, local B&K station, this week seemed on the verge of making a deal with the IATSE Station management refused to comment on the situation, but reliable sources stated that altho various unions had originally sought to have nine men work on the system, agreement was reached on the station's proposal to hire three IA men. Consummation of the deal is expected next week.

The station had been asked to hire projectionists, film processors, engineers and electricians. According to reports it now will hire a projectionist (See WBKB, IATSE on page 8)

Ralph Branca Inks To Croon for GAC After World Series

NEW YORK, July 23.—Brooklyn Dodger pitcher Ralph Branca threw a high, wide one in the direction of the night club business this week when he inked with General Artists Corporation (GAC). Branca, who GAC claims has a set of tonsils equal to his right arm—on his good days, that is—will be submitted to niteries as a vocalist in October—after the World Series. GAC execs believe that Branca will not be available until after he pitches the seventh game of the series.

Branca currently is foregoing the training of Burt Shotton in favor of vocal coaching by Sanford Gold, which may account for his recent mound results.

Kain in New Publicity Firm

NEW YORK, July 23.—Sidney M. Kain, formerly with Loew's, Inc., and Warner Bros., has formed a new public relations company known as Showmessaging Associates with offices at 314 Fifth Avenue. The firm will supervise special promotions for all types of products which are merchandised thru the medium of the local theater, radio, television and the motion picture industry.

Lions Parade Used To Plug Outdoor Biz

Beachs, Fairs Have Floats

NEW YORK, July 23.—Convention of the Lions International the past week added color and zip to an otherwise drab week in this heat-smothered burg. With approximately 35,000 delegates, friends and bandsmen taking over Madison Square Garden and most of Manhattan's midtown hotels from Sunday (17) thru Wednesday (20), the city lost some of its mid-summer vacation emptiness.

As usual, for the New Yorkers, highlight of the convention was the big parade down Fifth Avenue late Monday afternoon, which was really a super-duper, with about 7,000 marchers, 62 musical units and some 30 floats in line. Lions parade is always exceptional in the quality and diversity of its bands and drum corps. Commercial bands in this year's march included two top string bands, the Aqua and the Polish-American from Philadelphia.

Also in line were the crack military units, the First Army (Governor's Island) Band and the First Air Force Band, a score of peppy school bands and many Lions bands and drum corps. Unique feature was the Boy Scouts group from La Junta, Colo., which put on realistic Koshare Indian dances.

Several of the floats plugged beach resorts and regional fairs. Best of these was an elaborate facsimile of the beach and surf at Virginia Beach, Va., complete with a water-skiing cutie and several bathing beauties. Danbury (Conn.) Fair had a neat car and trailer in line and the Peru (South America) delegation plugged the Lima (Peru) fair skedded for October.

Florida made a big splash with three colorfully garbed bands and (See LIONS PARADE on page 28)

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19

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- No. 1 On the Honor Roll of Hits
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SOME ENCHANTED EVENING
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RIDERS IN THE SKY V. Monroe Ork., V 20-3411, 47-2902
- No. 1 Disk via Dealer Sales
SOME ENCHANTED EVENING, P. Como, M. Ayres Ork. V 20-3402; 47-2896
- No. 1 Disk in the Nation's Juke Boxes
RIDERS IN THE SKY V. Monroe Ork., V 20-3411, 47-2902
- No. 1 Most Played Juke Box Country and Western Record
I'M THROWING RICE AT THE GIRL I LOVE, E. Arnold, V 21-0083; 48-0080
- No. 1 Best Selling Retail Country and Western Record
LOVESICK BLUES, H. Williams and His Drifting Cowboys, MGM 10352
- No. 1 Most Played Juke Box Blues and Rhythm Record
TROUBLE BLUES, C. Brown, Aladdin 3024
- No. 1 Best Selling Retail Blues and Rhythm Record
TROUBLE BLUES, C. Brown, Aladdin 3024
- No. 1 Sheet Music Seller in England
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Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 40 to 69 in NAMM Section.



NAB STREAMLINING GAINS OK

NBC Leads Summer Eve Sales

NEW YORK, July 23.—The National Broadcasting Company (NBC) is in the lead in evening time sales insofar as summer billings are concerned, the compilation below reveals. The figures are for 15-minute periods, with the radio sales covering the 7 to 11 p.m. time period, and the TV figures the 6 to 11 p.m. period. No comparison is given for TV in 1948, since in the like period a year ago total sales for all webs came to but 40 quarter-hour periods.

Radio								
	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.	Total
NBC	10	14	14	8	11	6	12	75
CBS	3	9	5	7	3	7	12	46
ABC	6	5	8	4	10	4	11	46
MBS	2½	1½	2½	3½	2½	4	4	19 2/3

Does not include co-ops.

Totals

July, 1948		July, 1949	
NBC	86	NBC	75
CBS	62	CBS	46
ABC	46	ABC	46
MBS	31	MBS	19 2/3

Television

	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.	Total
NBC	6	6	6	4	6	2	8	28
CBS	8	3	8	1	2	3	0	25
DuMont	6	2	4	4	2	4	4	26
ABC	1	0	6	6	4	0	4	23

Television

In 1948 there were only 40 sponsored quarter-hours on all the networks combined.

Change Due To Strengthen Miller's Leadership, Power

NEW YORK, July 23.—The reorganization of the National Association of Broadcasters (NAB), effected two weeks ago by its board of directors under the somewhat euphemistic guise of a "streamlining," is expected to produce not only a new bilateral AM-TV organization, but a sharper and far more spirited leadership from Judge Justin Miller, the NAB president. Trade observers believe that Judge Miller, from here on in, is going to move rapidly and forthrightly in directing the association's activities, with control of the organization, subject to constitutional limitations and the normal checks stemming from the board of directors, clearly centered in his hands.

NBC To Debut 1st Giveaway Program Soon

CHICAGO, July 23.—The National Broadcasting Company (NBC) TV web will have its first giveaway program soon if plans of the net's central division video staff materialize. The TV department here is now developing a cash giveaway program tentatively titled *Flash for Cash*.

Program format, based on ideas of Don Meier, NBC producer, and Bill Wright, of Wright Radio Productions, has been submitted to New York for approval, with a decision expected in a few weeks.

Program is planned as a once-a-week, half hour airtel. Cash giveaway is expected to be between \$1,000 and \$2,000 weekly. Both the studio and home audience will be able to participate, the latter via phone. Clues for answers to questions asked contestants will be found in musical acts performed by talent.

Auditions for talent are now going on here.

CBS Sells First "Sing It" Slice

NEW YORK, July 23.—Perseverance paid off for Columbia Broadcasting System (CBS) this week when, after 57 weeks of sustaining operations, it sold its first hunk of *Sing It Again*, Saturday night hour-long giveaway. First bankroller for the series is Carter Products, which will plug its Arrid deodorant. Account took the third quarter-hour seg, 10:30 p.m., starting September 11.

Programs sells for \$3,100 per quarter hour. Sullivan, Stauffer, Colwell & Bayles is agency.

Pic Gossip Stanza Scheduled for NBC

HOLLYWOOD, July 23.—National Broadcasting Company (NBC) this week shook loose another programming restriction by closing a deal for September 10 kick-off of a Hollywood gossip commentary stanza featuring film colony gabber George Fisher. Fisher thus becomes the first Hollywood gossip to air on NBC in years, and will do a transcribed 15-minute stanza once weekly, to be bankrolled by Hunt Club Dog Foods.

Show will be aired over all web stations except Western division outlets. Airtel will incorporate "on-the-spot" taped interviews with film celebs, pre-recorded at film studios. Show was packaged by Ben Pearson of the Stempel-Olenick Agency.

FMBC Launches Chi Set Survey

CHICAGO, July 23.—Stations of the FM Broadcasters of Chicagoland (FMBC) next week will start a survey to determine the number of FM sets in this area and extent of FM listening. Ralph Wood Jr., association president, said that the first of two monthly coincidental telephone checks will be made next Wednesday night (27). In September surveys will be made every two weeks.

Survey will be under the direction of a University of Chicago research expert and will utilize 2,000 calls per month. Association members are having it made in order to obtain sales promotion information heretofore unavailable.

During the association board of directors meeting which okayed the survey, the FM broadcasters also approved sending to the Federal Communications Commission (FCC) a letter protesting curtailed operation of FM stations of network affiliates. Whereas indie FM stations here are now operating an average of 13 hours per day, the network outlets are functioning only six hours daily. The FMBC maintains that small amount of net service is retarding FM's growth here.

"This Is FBI" Sticks to ABC

NEW YORK, July 23.—Equitable Life this week squelched reports that it would switch *This Is Your FBI* from the American Broadcasting Company (ABC) to the National Broadcasting Company (NBC). The Jerry Devine package was repacked for another period on ABC.

It will likely retain the current 8:30 p.m. Friday time on ABC. This is the same spot which NBC had pitched at the insurance outfit.

CINCINNATI, July 23.—Milton (Chick) Allison, former sales director of WLWT here, reported set for a top executive job in the Columbia Broadcasting System's video sales department.

NBC Juggling Sked for Moo; CBS Hop Looms

HOLLYWOOD, July 23.—National Broadcasting Company (NBC) sales department is attempting a major sked rejuggling move to ease Carnation's *Contented Hour* out of the 10 p.m. EST time Mondays. Carnation, one of web's oldest clients, wants out of the time because of stiff competition from Columbia Broadcasting System's (CBS) *My Friend Irma* and has asked net to find a better time—or the bankroller may listen to CBS's tempting calls.

Carnation was offered the Monday 8 p.m. slot, currently tenanted by *Cavalcade*, and nixed the switch. There is strong possibility that the Tuesday 8 p.m. slot, vacated by Ralph Edwards's *This Is Your Life*, may be acceptable to the milk firm—but only if the Martin-Lewis comedy stanza is sold. Colgate is reportedly set to put Martin and Lewis into the 8:30 p.m. Tuesday slot, in which case Carnation would be hesitant about taking the preceding time.

Another possibility is a switch to the Friday evening line-up which is being revamped following partial destruction of the web's comedy line-up last season. The Cities Service musical series, another long-time NBC client, may be moved to another period, with Carnation shifting somewhere in the revamped Friday line-up.

Webs Bark With Joy For Hunt Dog Dinner

NEW YORK, July 23.—Two of the major networks each signed the same account this week. Sponsor is Hunt Dog Food, which took a quarter-hour spot on National Broadcasting Company (NBC) and a five-minute news spot on Columbia (CBS).

NBC buy is for Saturday afternoon, 5:45, and the CBS time for Saturday at 11 p.m.

At the same time, widespread support of this change, as well as the revision of the NAB structure, is evident thruout the industry. This is reflected both in conversations with top broadcasters and reactions voiced for the record by many others. Replying to a telegraphic inquiry from *The Billboard* this week, a cross section of U. S. broadcasters virtually unanimously declared that the reorganization was just what Dr. Television ordered. Their comments follow below. Even some stations which resigned recently from NAB, altho unwilling to be quoted because of their resignations, voiced off-the-record approval.

Quick Action

One of the first indications of Miller's decision for swift action was his appointment this week of Ralph W. Hardy as director of the NAB's newly created audio division (see separate story). Hardy's appointment followed approval of the NAB streamlining plan by about eight days. To those who know the court-like deliberation Miller brings to his decisions, the quick appointment is clear evidence of some extensive thinking—even before the board meeting.

Behind Miller's move to revitalize NAB are several factors. One is the discontent which had been expressed by those members who've turned in their tickets recently, a discontent which started to become evident at the last NAB convention and which has been mounting, to some extent, even since. Another is the threat of the Television Broadcasters Association (TBA) which could really amount to a major "attack" should Wayne Coy accept its presidency.

A final factor is Miller's own theory that NAB, like the industry it (See *CHANGE DUE* on page 10)

Hardy To Head NAB Audio Div.

WASHINGTON, July 23.—Ralph W. Hardy, assistant manager of KSL, Salt Lake City, will take over the newly created post of director of the audio division in the National Association of Broadcasters (NAB) starting September 1, Prexy Justin Miller announced yesterday. Miller is preparing also to name an appointee to the newly created parallel post of video director which was rejected by A. D. (Jess) Willard. The jobs were carved out by the structural reorganization plan approved by the NAB board meeting earlier this month.

Hardy, 33 years old, is a bishop in the Mormon Church and has been active in radio since 1937. His salary in the new job will be \$17,500. He is now chairman of the NAB committee on standards and practices.

A missionary in Great Britain for the Mormon Church in 1935, Hardy joined KSL two years later and advanced from staff announcer to continuity editor, thence to continuity manager, traffic manager, accounts executive, program director, director of public affairs and finally assistant manager.

ABC Drops 1/4-Hour Period In Selling Kate Smith Time

NEW YORK, July 23.—A new sales method has been devised by the American Broadcasting Company (ABC) in its efforts to pact medium-to-small advertisers for the new Kate Smith radio show, which tees off this fall. The traditional method of selling quarter-hour periods is out the window for this program, and the approach, if successful, is likely to be adapted to other new shows, still in the offing. The basic switch on the Smith record show is that, instead of having each sponsor pay for his own little time period, commercials for all will be alternated thruout the entire 105 minutes.

The new procedure will afford each sponsor a number of plugs sprinkled thruout the entire length of the show. This will enable the lesser-sized bankroller to feel a real identity with and consideration for the airer as a whole, rather than for a single period only. Also it takes away the risk of one of several sponsors getting a better break, rating-wise, than the others. For example, with four bankrollers each taking 15-minute slices of ABC's *Stop the Music*, the ratings of the four periods are far from equal, the last quarter hour (preceding Walter Winchell) generally outdrawing the others. Under the Kate Smith sales plan, all sponsors will get equal chances to reach the audience which dials in and out over the program's spread. Each bankroller will have to get up about \$300,000 per year for time, talent and commercials (which will be rendered by Miss Smith), according to ABC execs.

Minimum Rating Guarantee

ABC sales execs are approaching prospective clients with the pitch that they can guarantee a minimum Hooper rating of 6 for the show. They claim that the time period, 9 to 10 and 10:15 to 11 p.m. Mondays, has been averaging better than that for the past three years no matter what has been in it, and that the audience floating thru that time, simply carrying over from preceding shows, currently runs better than 8, according to Nielsen reports. This, it is believed, is a vital assurance to the small-budget bankroller who can hardly afford to gamble with his radio investment as can the giants in the field. ABC officials also believe firmly that when the Smith show commences, August 8, it will immediately begin to slice points off the major competition, Lux's *Radio Theater*,

"Rendezvous" Set For Bigger Sked

NEW YORK, July 23.—A test campaign on WOR, New York, and CFRB, Toronto, has convinced Dolcin that it has a good thing in *Rendezvous With Ross*, a Harry Goodman transcribed opus. The show, on since the first of the year on a four-mornings-weekly basis, will be extended to the Don Lee Pacific Coast network by the sponsor on a thrice-weekly sked, starting September 20.

Dolcin this week also renewed another Goodman series, *The Gospel Singer*, which has aired on Don Lee since last September. The new contract calls for another year of the 15-minute show, three times weekly.

Stu Ludlum Quits Compton Agcy. Post

NEW YORK, July 23.—Stu Ludlum resigned his executive post with the Compton Agency this week. Ludlum, who was assistant to radio director Lewis Titterton, announced no immediate plans.

Compton execs indicated Ludlum's post might not be filled for some time, if at all.

which airs at 9-10 on Columbia Broadcasting System.

Sale of the program via these unorthodox methods already has bared one major problem to ABC salesmen. The red tape and time involved in bringing a non-radio advertiser into the medium has caused plenty of headaches. The agency handling such an account must first be given a buy-radio pitch, to swing the thinking away from newsprint and magazines. Then the advertiser must be convinced. While all this is an arduous proceeding, ABC brass feel it well worth the investment, since a fresh source of revenue is being tapped, one not already contracted to one of the opposing webs.

ABC Dickering For Fanny Brice And "Blondie"

NEW YORK, July 23.—Negotiations were reported going forward this week for the American Broadcasting Company (ABC) to ink two veteran radio properties, Fannie Brice and *Blondie*. The latter show has been airing for Colgate on National Broadcasting Company (NBC) but is being canceled. Miss Brice dropped out of radio last year due to failing health, but has recuperated sufficiently to want to make an early return.

If the deals are set, ABC would hold the contracts with both shows and negotiate for sale. *Blondie* again would feature Arthur Lake as Dagwood and will be available both for AM and TV. Miss Brice is said to be ready for a radio return this fall, with a TV debut to be readied for the following season. William Morris handles both packages.

The Brice deal is likely to be either a capital gains pact or an annual guarantee basis similar to that set recently with *Ozzie and Harriet* by ABC.

TRI Sales Office

Moves to New York

CHICAGO, July 23.—Sales headquarters of Transit Radio, Inc., here will be moved to New York next month, Frank Pellegrin, vice-president in charge of sales, said this week. Pellegrin said the move was prompted by feeling that more potential national advertisers are in the East.

Carlin S. French, who has been in the company's office here, will remain, but will be upped to the post of Western sales manager. William Ensign will remain in New York as Eastern sales manager.

Package Prices Slashed; NBC List Down About 50%

NEW YORK, July 23.—Illustrative of the manner in which prices of package programs have come down in the past year or so is the list of shows and their prices given below. The packages are those currently being offered by National Broadcasting Company.

In some cases, it's claimed, the tag on certain programs is today about half or so what it would have been not too long ago. Two examples are *Chicken Every Sunday*, with Billie Burke, and *Dangerous Assignment*, with Brian Donlevy, at \$4,500 and \$4,000, respectively. Another is *Four-Star Playhouse*, with Loretta Young and other film names, which is being peddled at \$8,000. The full list:

State Dept. Seeks Hyp of Internat'l Culture Swapping

WASHINGTON, July 23.—An accelerated exchange of radio programs of a cultural nature among the American nations is being urged by State Department as a means of further cementing Inter-American relations, it was disclosed this week. The State Department is willing to make available to Latin American broadcasters disks used by the agency in its *Voice of America* transmissions.

In return, the agency is urging other countries in this hemisphere to ship over transcriptions of their cultural broadcasts for use by U. S. radio stations. Because of a lack of funds, the State Department is unable to act as a clearing house between broadcasters of other countries and those in the U. S. but would like to see foreign stations make their programs available here on an exchange with individual stations.

Resolutions calling for greater exchange of broadcasts were adopted at the fourth Inter-American Radio Conference, which finished a four-month session in early July.

Erickson Quits K-E Agency

NEW YORK, July 23.—Len Erickson, veepee and radio director at Kenyon & Eckhardt, this week notified the agency of his intention to resign shortly. Erickson has held the top radio spot for about two years, since he moved into the post vacated by the promotion of William B. Lewis.

K&E currently has but one network radio show on the air, Borden's *County Fair*. No successor for Erickson has been chosen as yet.

Wildroot Harmonies On Keystone Net

NEW YORK, July 23.—The Wildroot Company this week signed to sponsor a program of barbershop harmonizing on better than 100 stations of the Keystone Broadcasting System (KBS) scattered thru the South and Southeast. The show, which starts September 6, will plug Wildroot cream oil and the sponsor's liquid cream shampoo. Title of the airer is *Barbershop Harmonies*.

The program went thru a series of special pre-test campaigns in a few markets, and scored ratings up to 16.7, leading to the current contract. Wildroot now sponsors the *Sam Spade* show on the National Broadcasting Company. The business was placed thru Batten, Barton, Durstine & Osborn.

AFRA Pushes Commercial Pay Rates for Acts

CHICAGO, July 23.—A campaign to get stations here to pay talent commercial rates on participating programs is now being conducted by the local office of the American Federation of Radio Artists (AFRA). Past policy had talent paid sustaining rates.

WGN has already acceded to AFRA's requests, and this week National Broadcasting Company (NBC) and American Broadcasting Company (ABC) were asked to follow suit. It is expected that after net stations have been signed under a new agreement, indies will be asked to fall in line. Tom Compere, NBC attorney, said the net's answer will be given AFRA next week. If the web turns down the proposal, the matter will be submitted to arbitration.

Sustaining talent rates for commercial participation programs has been the practice at most stations here since 1947 when basic clauses of the present AFRA contract were worked out.

Under the new arrangement, stations will not be hurt much insofar as payments to announcers are concerned, because the gabbers are allowed 12 feeless commercial programs before payment over and above staff salaries is required. But shows using other AFRA talent are expected to be much more costly in view of the big difference between sustaining and commercial rates.

Smith Bros. Buy "Stop Music" Slice

NEW YORK, July 23.—Smith Bros.' Cough Drops this week signed to bankroll the 8:15-8:30 p.m. segment of *Stop the Music* on the American Broadcasting Company (ABC) this fall. The bankroller had been a sponsor on the giveaway for 26 weeks last season from October thru March, but had cancelled out at that time.

The new contract takes effect with the broadcast of September 18.

WCFM Seeks Funds; Forms Labor Netw'k

WASHINGTON, July 23.—WCFM, local co-operatively owned FM station, is engaged in a drive to raise some \$180,000 in new funds by offering common and preferred stock to the public. The station recently completed a "network" deal with labor-owned stations WFDR, New York; WDET, Detroit, and WCUO, Cleveland.

A direct line hooks up WCFM with the New York outlet, while the local station exchanges tape recordings with the other two.

Sponsor Gets Into The Act for Duffy

NEW YORK, July 23.—Blatz beer division of Schenley Distillers, which is to sponsor *Duffy's Tavern* on the National Broadcasting Company (NBC) this fall, is planning to add several new characters to the show, all of whom will provide a semi-subtle advertising gambit. Among those slated to become regular habitues of the tavern are a Sir John Schenley, a Mr. I. W. Harper and a James Pepper, all these being trade names of products turned out by Schenley.

Execs of the bankroller are reported trying to figure out a character named Blatz who could be worked into the proceedings, but thus far without avail.

<i>Chicken Every Sunday</i>	\$ 4,500
<i>Dick Diamond</i> (Dick Powell)	5,000
<i>Dragnet</i>	4,000
<i>Hollywood Calling</i>	7,500
	per half hr.
Dean Martin & Jerry Lewis	10,000
Mr. and Mrs. James Mason	9,000
<i>Voices and Events</i>	2,500
<i>My Good Wife</i>	5,000
<i>Silent Partner</i>	5,000
<i>University Theater</i>	9,500
	(hr.)
<i>One Man's Family</i>	4,000
	(AM)
<i>Radio City Playhouse</i>	3,500
<i>Tree Grows in Brooklyn</i>	4,500
<i>Four-Star Playhouse</i>	8,000
<i>Dangerous Assignment</i>	4,000
<i>Don Quinn Show</i>	5,800

Top Nielsen Ratings

June 5-11, 1949

Current Rank	Previous Rank	Program	Current Rating Homes (000)	%	Points Change
EVENING, ONCE-A-WEEK					
1	1	Lux Radio Theater.....	7,109	18.1	-8.2
2	5	Suspense.....	6,245	15.9	-0.1
3	7	Crime Photographer.....	6,009	15.3	-0.3
4	2	My Friend Irma.....	5,577	14.3	-5.1
5	21	Mr. District Attorney.....	5,499	14.0	+1.9
6	8	Mr. Keen.....	5,381	13.7	-0.8
7	25	First Nighter.....	4,949	12.6	+0.6
8	3	Walter Winchell.....	4,909	12.5	-5.0
9	23	Bo's Hope.....	4,870	12.4	+0.1
10	4	Godfrey's Talent Scouts.....	4,713	12.0	-5.4
11	38	Ford Theater.....	4,713	12.0	+1.5
12	33	Big Story.....	4,634	11.8	+0.8
13	51	Mr. Chevrolet.....	4,634	11.8	+2.5
14	14	This Is Your FBI.....	4,320	11.0	-2.2
15	53	Philip Morris-Horace Heidt.....	4,281	10.9	+1.9
16	16	Fat Man.....	4,242	10.8	-2.4
17	31	Duffy's Tavern.....	4,242	10.8	-0.4
18	12	Bob Hawk.....	4,242	10.8	-3.0
19	61	Dr. Philban.....	4,163	10.6	+2.1
20	28	Sam Spade.....	4,163	10.6	-0.9
EVENING, MULTI-WEEKLY					
1	1	Lone Ranger.....	3,299	8.4	-0.8
2	2	Bulah Show.....	3,063	7.8	-0.3
3	4	Counter-Spy.....	3,063	7.8	+0.5
WEEKDAY					
1	1	Arthur Godfrey (Lig. & Myers).....	3,888	9.9	-1.1
2	7	Pepper Young's Family.....	3,770	9.6	+1.0
3	4	Right to Happiness.....	3,692	9.4	+0.4
4	2	Young Widder Brown.....	3,535	9.0	-0.2
5	5	When a Girl Marries.....	3,535	9.0	0.0
6	6	Backstage Wife.....	3,378	8.6	0.0
7	9	Stella Dallas.....	3,299	8.4	+0.2
8	13	Portia Faces Life.....	3,103	7.9	+0.1
9	8	Wendy Warren.....	3,024	7.7	-0.5
10	20	Lorenzo Jones.....	2,990	7.4	+0.1
11	5	Arthur Godfrey (Nabisco).....	2,996	7.4	-1.1
12	12	Ma Perkins (CBS).....	2,996	7.4	-0.6
13	10	Our Gal, Sunday.....	2,867	7.3	-0.8
14	19	Aunt Jenny.....	2,867	7.3	-0.1
15	11	Rosemary.....	2,789	7.1	-1.0
DAY, SATURDAY					
1	3	Stars Over Hollywood.....	3,535	9.0	+0.3
2	1	Armstrong Theater.....	3,260	8.3	-1.9
3	2	Grand Central Station.....	3,221	8.2	-1.5
DAY, SUNDAY					
1	3	House of Mystery.....	1,885	4.8	-0.8
2	6	Quiz Kids.....	1,816	4.7	+0.1
3	4	The Shadow.....	1,650	4.2	-0.5

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FCC Revamp Bill May Get Thru Senate This Session

WASHINGTON, July 23.—The McFarland Bill to reshuffle the Federal Communications Commission (FCC), approved by the Senate Interstate and Foreign Commerce Committee this week (21), is given an outside chance of passing the Senate before adjournment, but House action may be delayed until next year. Mildly revised, the committee-approved bill proposes a wide shakeup in FCC procedure, and in addition requires that commissioners who resign should be banned from accepting jobs in the field of communications during the rest of their appointed terms. Other top FCC personnel, including legalists and engineers, would be banned from representing radio firms before the FCC for a year after leaving the commission.

The bill would empower FCC with authority to issue cease and desist orders in the manner of Federal Trade Commission. Under this procedure, FCC could order a licensee to stop a violation and, if the order were ignored, the FCC could institute revocation proceedings. In revising the original bill, the committee omitted a provision dividing FCC into two panels but it proposed to reorganize the agency on a "functional" basis. Calling the engineering, legal and accounting bureaus "self-contained and independent little kingdoms," the committee wrote legislation to break up the three bureaus into teams.

Separate Divisions

Under the new set-up, separate divisions to handle broadcast, common carrier and special safety services would be established, each division to contain legalists, accountants and engineers. A special review staff also would be established to prepare and review decisions, orders and rules. Also consisting of lawyers, engineers and accountants, the staff would be prohibited from taking part in the preparation or prosecution of cases. It would be responsible only to the commissioners and not under any authority of general counsel, the chief accountant, or the chief engineer. FCC's power in anti-trust matters would be modified to prevent the commission from launching its own monopoly probes. FCC would be banned from revoking the license of an anti-trust violator unless directed to do so by a court. However, FCC could still use a monopoly conviction in deciding on renewals or grants, if it finds that the conviction has ma-

terially affected the character or standing of such a licensee.

Set up under the bill would be a declaratory order proceeding whereby a licensee could ask if a certain practice violates FCC rules and test in the courts an unfavorable pronouncement. This method, the committee stated, would permit a licensee to "secure an authoritative ruling without making it necessary to incur the risk of violating the law." The bill further provides that FCC make grants without hearing if it thinks it is proper to do so, but sets up a 30-day period in which a non-hearing grant would remain in abeyance pending a possible protest by "parties in interest." If a protest is received, FCC must rule in 15 days if the protest is valid. If FCC declared the protest valid, a hearing would be held. If the protest is held invalid the decision could be appealed to the courts.

DuMont To Open Chi Sales Office

CHICAGO, July 23.—DuMont sales chief Tom Gallery spent two days here this week, in preparation for the network's opening of its own local sales offices. Requests for network availabilities have been handled, in the past, by WGN-TV, local DuMont affiliate, but this arrangement is understood to be unsatisfactory to both the station and the web.

Gallery said an office staffed by about four people at the start probably will be opened in a few weeks, near, but not at WGN-TV. He will return to Chicago within the next two weeks to see plans thru.

disguise for NBC. When the net lost name stars in CBS raids (Jack Benny, Red Skelton, Burns and Allen, Edgar Bergen, Ozzie and Harriet, Amos and Andy and Horace Heidt), the web was forced to look for new talent to rebuild the skein's structure. Talent hunt is now bearing fruit in the new summer shows being airborne by NBC, with each new airtel ripe for fresh publicity attacks.

Les Raddatz, NBC Western division press chief, said his department now finds it easier to plant material on new airtels with all media, contending that new shows mean new stories whereas the Bennys, Bergens, and other toppers have been blanketed so thoroughly over the years that flacks are barren of new ideas.

203 FM-ers Die in Year; Birth Rate Is Less -- 130

WASHINGTON, July 23. — The death rate in FM far exceeded new authorizations during the past year, with 203 FM grants having been abandoned and only 130 new ones having been granted by the Federal Communications Commission (FCC), a survey disclosed this week.

During the first six months of 1949, the excess of FM deletions over grants was sharply stepped up. In the January-July period, 123 FM grants were vacated, while only 51 new authorizations were made. During the preceding six months, FM births and deaths were almost equal—79 new grants were made, and 80 grants were deleted.

March, 1949, was the biggest month in the last year for deletions, with the back-out rate hitting higher than one a day for a 30-day total of 32 vacated FM permits. Low months over the past year were August and September, 1948, and February, 1949, with nine deletions for each.

High and Low

The high month for new grants was last December, when 23 new FM stations were authorized. The low was reached in February of this year, when only three grants were made.

Of the 203 deleted grants in the past year, an even dozen represented licensed FM stations. The remainder

consisted of conditional grants and construction permits.

Despite the accelerating casualty list in FM, more than one-third as many FM stations have gone on the air in the past four years as AM's in the nearly 30 years of standard radio's existence. Latest FCC figures show 2,006 AM stations and 737 FM outlets now operating.

Coast Gazettes Do a Flip; Woo Radio, Video for Copy

HOLLYWOOD, July 23. — Coast radio trade is currently enjoying an all-time romance with the press which promises to become even more beneficial to broadcasters with the return of top-talented air shows this fall. That radio is getting a terrific publicity break from dailies and magazines is conceded by all publicity and press chieftains here, who report increasing demand for radio copy and a correspondingly easier job of planting stories. What makes the picture even brighter is the fact that for years Coast newspaper editors virtually ignored radio, making the press lads sweat for every mention. Within the last year, however, a reverse trend has shown itself until radio nets and indie stations are today faced with the unheard of problem of limiting output rather than flooding newspapers with copy.

Los Angeles's five downtown dailies are particularly radio-wise, with four of them carrying daily columns and features, including art. More than 20 major Coast newspapers now handle radio features and columns regularly,

as compared with less than half that number two years ago. In addition, countless small town newspapers, regional fan magazines and throwaway shopping sheets cover radio, with space devoted to both radio and television sometimes surpassing film publicity.

Turning point in radio-press publicity relations is attributed to several factors: (1) Inroads of television on the West Coast and public interest in the new medium; (2) competitive circulation problems faced by dailies and need for new features to hypo readership; (3) the war between networks and the resulting perked-up interest on the part of the average radio listener.

Network raiding forays, which came to a climax several months ago when Columbia Broadcasting System (CBS) ended a powerful drive to take coveted National Broadcasting Company (NBC) shows to its web, were a particularly beneficial publicity break for radio.

Oddly enough, the CBS-NBC situation has proved a publicity blessing in

JUDY CANOVA

AMERICA'S No. 1 COMEDienne



WM. H. KING

PERSONAL MANAGEMENT

A & S LYONS

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New Toothpaste Sales War Bodes Broadcaster Bonanza

NEW YORK, July 23.—Literally armed to the teeth in a new battle for customers, dentifrice manufacturers may turn out to be an expected bonanza for broadcasters in the near future. The advent of ammoniated tooth powders and pastes has caused a new flurry of excitement in what for years has been a stabilized field. At least eight new products are on the market now, with several more still to come, all of which are likely to become spenders, to one degree or another, in radio or tele.

One major network program already has been taken over in this drive to get people putting brushes in their mouths. Amm-I-Dent, making the biggest splurge of the new products, has bought Burns and Allen

Newsreel Replaces Ford "On the Spot" Over KNBH, H'wood

HOLLYWOOD, July 23.—Producing a daily newsreel of local happenings has failed to pay off, so Ford Motors this week announced it would drop local *On the Spot* news via KNBH, Hollywood, replacing the stanza with a daily National Broadcasting Company (NBC) newsreel combined with local weather insert. *On the Spot*, pioneer daily news film, was produced for Ford by Norman Alley and Charles De Soria under the firm name of National Television Newsreel, Inc., and narrated by Van Des Autels. Replacement was due to the high cost plus the fact that scope of local events was too unpredictable.

New series begins July 31 with NBC flying film to the Coast for five-a-week airing. Show will be produced thru J. Walter Thompson and bankrolled by Ford dealers of Southern California.

WBKB, IBEW Sign Work Pact

CHICAGO, July 23.—First contract between WBKB, local video station, and the International Brotherhood of Electrical Workers (IBEW) was signed this week covering working conditions of 27 engineers at the station. One-year contract, which goes into effect immediately, gives engineers a salary range of \$65 to \$125 weekly and has a clause stating that negotiations for new salary arrangements will be reopened at the end of the year.

WBKB has had IBEW engineers for a few years but they have worked under agreement worked out between Bill Edoy, former station manager, and Local 1220 of the union.

Stagehands, cameramen and projectionists at the station are members of IATSE.

Family Session

DETROIT, July 23. — New audience for video is being built up by Thomas Regan, Westside restaurant owner, who decided that youngsters deserve chance to see video without having to go to a bar. Accordingly, he is closing his cafe to regular business at 7 o'clock nightly and holding it open solely for parents with children, without charge, for four hours, while he has his television receiver on.

Idea already has won approval of Police Commissioner Harry S. Toy.

on the Columbia Broadcasting System (CBS), starting September 21, thru Cecil & Presbrey. With another \$1,000,000 going into a six-week newspaper ad campaign, it is anticipated that a considerable spot effort will be made thruout the country soon to buttress these efforts.

New Sponsors Set Pace

The arrival of aggressive newcomers in the field has stirred the older firms to get into the field, too. Colgate has developed an ammoniated powder and is using spots heavily in introducing it. No plans have leaked out as yet from the firm's agencies relative to separate radio drives for the new product, but current Colgate advertising in existing media is pushing it hard, with newspaper space taken specially for it. Radio is unlikely to lag far behind.

Both Bristol-Myers and Iodent, long established in the field, also are bringing out ammoniated products, the former's being called Ammonium Ion. This is unlikely to reach store counters for another half year, but Bristol-Myers is known to be almost a sure bet to make extensive use of the broadcast field, with some tele appropriations likely.

Lehn & Pink, which brought out one of the first ammoniated dentifrices, Peb-Ammo, may step up its expenditures shortly, now that the battle is joined. Holding up plans has been its need to complete the national distribution set-up, with an imminent solution likely as a Coast factory-distributor deal is virtually completed. Still to be heard from in the way of major dollar time purchases are such other new dentifrices as Anti-Cay Wafers, Anti-DK and Amorex, with half a dozen others not yet ready for the market but setting plans.

All in all, the prospect of all the potential new toothpaste and powder business is making station and network execs virtually froth at the mouth.

WHITNEY DL SALES HEAD

HOLLYWOOD, July 23.—George Whitney was named general sales manager of Don Lee Broadcasting System this week, according to announcement by Ward Ingram, Don Lee veepee in charge of sales. Henry Gerstenkorn, formerly administrative assistant to Ingram, was upped to national ad manager for the Don Lee regional web in a move designed to expand sales and servicing operations for the skein. Whitney was formerly sales manager for KFI, Los Angeles, and more recently a partner in the ad agency of Harrington, Whitney & Hurst.

FM Outlet Buys Bankrupt AM Station To Dupe Shows

HOLLYWOOD, July 23.—Probably the first instance of an FM station acquiring an AM adjunct over which to duplicate some of its broadcasts occurred here this week when AM Station KWIK was purchased for \$40,000 in a bankruptcy sale by the Union Broadcasting Corporation of California. Union, a subsidiary of the International Ladies Garment Workers Union (ILGWU), operates FM Station KFMV here. The sale was made thru a proxy buyer, attorney Abe F. Levy, before bankruptcy referee Reuben G. Hunt. It must be approved by the U. S. District Court, which rules over bankruptcy sales, and the Federal Communications Commission (FCC).

The newly bought outlet will be used to promote the FM station, according to ILGWU Executive Secre-

Coast Radio's Yen For Auto Listener Survey Gets a Lift

HOLLYWOOD, July 23. — Coast broadcasters' wish for an accurate out-of-home (automobile) listening survey may soon be answered by plans being made by Southern California Broadcasters' Association (SCBA). An association director, Robert McAndrews, this week began a poll of local radio ops to determine if the industry will underwrite a thoro auto survey to be supervised by the University of Southern California (USC) radio department of Prof. Kenneth Harwood. If industry approval is secured, graduate school students will survey the Los Angeles metropolitan area and its main traffic arteries, spot checking cars with prepared queries designed to interpret the pulse of automobile listeners.

First such local survey was completed by Harwood and is being used as a guidepost in recommending a larger survey. The USC-Harwood survey, made during a four-week period from February 10 to March 10, covered a main intersection during a one-hour peak traffic period. Only four questions were asked of motorists who were approached when halted by traffic signals.

Results of test survey included the following highlights: 70 per cent of cars had auto radios, 31.9 per cent of which were tuned in at time of checking. Program identification totaled 38.4 per cent of listening audience, while 52.9 per cent of car listeners could identify station to which tuned.

Station execs have informally indicated they will bankroll a larger survey in the hope that results will appreciably hypo indie ratings when combined rating service reports and auto tallies are totaled.

ABC Starts Bally For KECA-TV Bow

HOLLYWOOD, July 23.—American Broadcasting Company (ABC) has started its drums rolling for the kick-off for KECA-TV September 16.

ABC's o-and-o AM station, KECA, last week averaged 20 spots heralding bow of its tele sister. This week, ABC's slack staff lined up a tie-up with sports scribes on the various sheets to poll their readers on their choice for an announcer to handle KECA-TV's UCLA and USC football games. Idea is to get pigskin followers fully aware of the fact that KECA-TV will carry the home games of the schools.

tary Frederick F. Umhey in New York. Umhey added that "well over \$300,000 has already been spent on the establishment and operation of KFMV, and we feel that the expenditure of an additional \$20,000 for promotional purposes is a sound business step."

Plans for AM

Umhey also said that the union probably will petition the FCC for new call letters yet to be selected, for the AM outlet. Besides duplicating FM programs, the station will specialize in pubserv shows for the Burbank-San Fernando Valley region. Cliff Gill, manager of KFMV, has been authorized to assume management of the AM outlet under the supervision of Leslie S. Bowden, trustee in bankruptcy, who has been operating the station since May 26.

WBKB, IATSE Near Deal on Transcriptions

(Continued from page 4)

ist, a film processor and an engineer—all represented by the IA. It is also reported but unconfirmed that the IA had threatened a strike at B&K's Chicago Theater if members of other unions worked on the system.

At one point in negotiations, when the unions seemed to be unyielding, the B&K management closed down the system completely, and it appeared its plans to have large-screen television at the Chicago Theater and to engage in syndication of programs were in jeopardy. With reported settlement, these plans can be put into effect. If the system is not put into operation before then, it will be used in September, when the station plans to transcribe baseball games and telecast them in the evening when live airing of football pick-ups necessitate such a move.

According to sources engaged in the negotiations, the final settlement calls for an arrangement novel in TV circles here. Since the IA does not have TV engineers here, a member of IBEW, which represents engineers at WBKB, will drop his card in IBEW and join IA. If this happens, it will be one of the first times IA has got engineer jurisdiction anywhere in the country, trade sources say.

Trade reasoning is that IBEW, which has been anti-IATSE for years, allowed the engineer arrangement in compensation for a new contract it signed this week with WBKB.

Colgate Wooing Canova Return

HOLLYWOOD, July 23. — Judy Canova, dropped recently by Colgate, may be rehired for fall airing by the same bankroller. Sponsor, according to sources here, still likes the Canova seg as well as anything currently offered, but wants gal comic to drop price of the package from \$12,000 to \$9,000. Miss Canova, currently in the East, is reportedly negotiating with Ted Bates Agency execs in New York to close a deal. If she does return for Colgate, however, it will be in a new time slot, since the Saturday night time she formerly held was inherited by Dennis Day when Miss Canova was canceled.

A mystery show tagged *Satan's Waitin'*, which Bates office optioned as a possible Canova replacement, was not purchased, with option expiring July 15.

George Givot Signed For Bonafide Show

NEW YORK, July 23.—George Givot was signed this week by Barch Radio & Television Products to emcee the new Bonafide Mills video show, to be called the *Bonnie Maid Floor Show*. The aircer will feature variety acts which will compete each week for a booking into a top nitery. Show kicks off on the National Broadcasting Company (NBC) on August 26 and will occupy the 9-9:30 p.m. slot on Fridays. Top act of the first show, to be selected by the studio audience, will be booked into the *Coe Rouge*.

A small band, to be known as the Versa-Tile orchestra, will supply backing. The show will plug the sponsor's Versa-Tile product and floor coverings. A non-exclusive policy of booking the acts will be maintained. The show will hit 18 stations live and 16 via kine. Gibraltar Agency set the deal. Bonafide formerly sponsored the Benny Rubin show.

War Declared Among Ad Men

Detailed Study Of TV Audiences On in Detroit

DETROIT, June 23.—The first large-scale systematic local measurement of television audiences with comparative program ratings has been launched here by Commercial Services, Inc., under the name of C. S. Teleratings. Commercial Services, headed by Richard W. Oudersluys, has been established here for several years and is generally engaged for special studies supplementary to the Hooper and other standard measurements.

Monthly report system is being used, with the current report to cover one week of July, while each report thereafter will cover one week of each month. Diary method is used, with notations for each 15-minute period covering the station, number of adult and juvenile viewers and program name or identification. Casual programs, viewed only briefly, are not listed.

Juvenile Check

The problem of juvenile viewers is tackled by having an adult supervise the diary record for younger children, while older ones may cooperate in the listing. A sample of 211 television homes, geographically spread across the metropolitan area, is used. According to Oudersluys, these probably represent homes with a greater-than-average interest in video, as indicated by their willingness to co-operate in the reports. Separate record is kept of the time when no one is at home, in order to provide a measurement of available audience for each period, even tho the set is not turned on.

The 211 sets are distributed 60 per cent in upper middle income homes (\$3,000-\$5,999) and 20 per cent each over and below this group. Of the homes listed, 26 per cent have had a television set for over a year, 42 per cent over six months and 32 per cent less than six months.

Ring Men Eye Bout's Mike, Camera Bar

HARTFORD, Conn., July 23.—Fight managers and broadcasters here this week were watching carefully developments surrounding the forthcoming Pep-Compo featherweight title fight, to be held in nearby Waterbury Thursday (28). Promoter Rocco Mara, after conferring with Lou Viscusi, Pep's manager, and the two Compo managers, Tony Kelly and Bob Mele, declared that he would permit no broadcast or telecast of the bout. How this will pay off at the box-office will likely determine the future moves made by other promoters regarding radio and video.

The decision to bar the mikes and cameras reportedly was made after word came in from Philadelphia of last week's excellent gate of better than \$175,000 for the Robinson-Gavilan welterweight title match. This battle, too, was neither broadcast nor telecast.

The match is held in low esteem by experts and the refusal of radio-video rights may have been wishful thinking on the part of the promoter and managers. It's quite possible no takers might have been found, had the rights been available. A low gate is expected, and it is more likely the ban was made as a precautionary measure so that no admissions might be lost. It's safe to assume, however, that Pep's business handlers, and those of other pugs in the region, will be watching for the final gross figures with great interest, as a guide to future action.

TV Circulation Report

July 1, 1949

City	No. of Stations Operating*	No. of Families 40-Mile (Service Area)**	No. of TV Sets Installed
New York	6	3,597,000	685,000
Baltimore	3	732,000	66,800
Boston	2	1,175,000	105,000
Buffalo	1	323,000	25,200
Chicago	4	1,438,000	163,000
Cleveland	2	695,000	64,500
Detroit	3	839,000	72,000
Erie, Pa.	1	112,000	5,100
Lancaster, Pa.	1	85,000	9,600
Milwaukee	1	327,000	28,400
New Haven, Conn.	1	557,000	34,300
Philadelphia	3	1,184,000	190,000
Pittsburgh	1	742,000	22,000
Richmond, Va.	1	130,000	13,100
Rochester, N. Y.	1*	208,000	3,400
Schenectady, N. Y.	1	258,000	27,500
St. Louis	1	474,000	35,000
Toledo	1	241,000	18,000
Washington	4	691,000	51,000
Wilmington, Del.	1*	183,000	8,500
Albuquerque, N. M.	1	22,000	1,000
Atlanta	2	233,000	12,500
Birmingham	2*	196,000	3,100
Cincinnati	2	384,000	27,600
Columbus, O.	1	225,000	7,500
Dayton, O.	2	291,000	8,300
Fort Worth	1	269,000	5,500
Dallas*	1	277,000	6,000
Houston	1	217,000	6,500
Los Angeles	6	1,372,000	150,000
Louisville	1	188,000	8,100
Memphis	1	177,000	6,200
Miami	1	117,000	7,600
Minneapolis-St. Paul	2*	222,000	20,300
New Orleans	1	225,000	4,600
Oklahoma City	1*	138,000	4,200
Salt Lake City	2	93,000	5,600
San Francisco	2	825,000	9,500
Seattle	1	307,000	7,500
Indianapolis	1	281,000	6,500
San Diego, Calif.	1	113,000	4,500
Syracuse	1	199,000	5,300
Total All Operating Stations (72)			1,945,300

City	Operating Date First Station	No. of Families 40-Mile (Service Area)**	No. of TV Sets Installed
Charlotte, N. C.	July, 1949	171,000	1,000
Greensboro, N. C.	Aug., 1949	165,000	100
Providence	July, 1949	1,011,000	11,700
Utica, N. Y.	Sept., 1949	127,000	1,200
Omaha	Sept., 1949	132,000	1,200
All Others			49,500
Total			2,010,000

*New station added.

**Figures represent total number of families in each 40-mile (1/2 millivolt) service area and may not be combined to show net coverage in two or more cities.

*Included in coverage area of Fort Worth TV station.

AM and TV-ers Seek Power Within Orgs

Medium Supremacy Fight

NEW YORK, July 23.—Internecine warfare has begun to break out along radio vs. television lines in some of the top advertising agencies in the business. The battle has taken various forms in different agencies, depending on the specific internal conditions. However, it has become so severe in some 15 per cent houses that morale has become seriously endangered, with the repercussions, when they break out into the open, likely to startle the entire trade.

The rapid development of video as a commercial medium has forced most of the top agencies to make some radical changes in their tables of organization during the past year. Personal rivalries, as a result of these switches, have become intensified, with many old-line radio men openly scornful and resentful of the rapid rise of the video glamour boys. The result has been that in some cases the radio and video men have been locked in a quiet but desperate struggle for survival.

Conflict Over Backers

In one major agency, this antagonism has been carried right to the clients. The same agency's radio and video chiefs have solicited the agency's most important accounts with separate pitches, which not only tried to sell the particular medium they represent, but tried to knock down the other man's arguments, programs and recommendations. As a result, at least one important client has grown restive and wants to know whether the agency has given up offering unified advice for conflicting advice.

The fight for recognition in another shop has become so intense that the radio boss has become more than a little alarmed. It is known that he has been appealing to friends in the industry for pro-radio anti-TV research dope with which he can justify his continued dominance to his bosses.

Equal Forces

A scant few agencies already have placed their tele departments on a par with the radio divisions, with the titular heads having equal rank. These are the shops most acutely wracked by open battles. However, even where one man runs a joint AM-TV department, there is hidden jockeying among lieutenants, with the pro-tele forces seeking to replace the radio groups in influence.

The squabbles have mainly grown far past the theoretical stage. By and large, the participants no longer feel they are fighting for ideas, but actually for their jobs. That's why it is likely that in a good many cases, the only hope for peace in the agency now lies in the ultimate triumph of one group over the other. A negotiated peace is hardly likely after some of the harsh words used.

ST. JOHNSBURY, Vt., July 23.—Station WTWN, new 250-watt outlet, has started operations. Twin State Broadcasting Company is owner and operator of the new local station, with Dean Finney, company president, and James McKernan as co-managers.

Authors' Unions Establish New Group To Handle Video

NEW YORK, July 23.—A settlement, for the time being at least, of the question of writers' jurisdiction in television was reached this week at a two-day meeting of all the authors' unions in show business. Under the agreed on plan, a new National Television Committee (NTC) is being formed, representing the various union claimants, the committee to serve as the depository for the next few years of the TV jurisdiction.

The meeting was held under the auspices of the Authors' League, with Oscar Hammerstein II, League president. Unions represented included the Screen Writers' Guild (SWG), the Dramatists' Guild (DG), the Radio Writers' Guild (RWG), the Associated Film Writers (AFW) and the Television Writers' Guild. The latter unit has not been formalized by League recognition as yet, while the SWG is affiliated with the Au-

thors' League but is not a member.

The NTC is to have 26 members, 13 of which will represent Coast writers and 13 Eastern writers. Hammerstein said yesterday that he had not yet designated the Eastern reps. However, when the committee is organized, it will hold a series of meetings, establish the writers' demands for video and institute collective bargaining.

Some clash between the Eastern unions and the SWG had been anticipated over the question of the authors retaining all rights other than original telecasts, since the SWG contract does not give writers control over residual rights. The SWG, however, accepted the League proposals in this direction.

SWG reps were Oliver H. P. Garrett, president; Valentine Davis, TV committee chairman, and Ernest Pascal.

Change Due To Strengthen Miller's Leadership, Power

(Continued from page 5)

represents, must remain fluid and adapt itself readily to the dynamic changes characteristic of broadcasting. TV is forcing just that sort of strategy, and Miller, it is felt, doesn't want to be caught napping. It is significant, also, that Miller is now acting on his own, without an executive vice-president, since Jess Willard has resigned. When Miller first assumed the NAB leadership he insisted on an experienced radio man as an adjunct.

Program Service

Insofar as the streamlining is concerned, the one point of criticism has been the elimination of the NAB program department. However, it now appears that NAB will continue to service its members on a program level, but under the audio and TV division rather than under one program head. The theory is that one program department could not conceivably serve both sound and sight broadcasting and that the dual operation is far more practical.

Miller is understood to be making a thoro study of the TV picture before appointing his TV director. The job is considered a major challenge and may carry with it a greater degree of autonomy than its opposite number in sound radio. The TV director will operate out of New York, the heart of the industry, and will have his own office. Both jobs will pay \$17,500 annually. E.P.H. (Jimmy) James, who has resigned as Mutual's video vice-president is currently being highly regarded for the post.

The NAB streamlining also may serve to stop the resignations which have developed lately. At least one station manager, who resigned provisionally, indicated that fact this week, altho Ed Obrist, of WPEN, Philadelphia, who submitted his station's resignation recently, said the reorganization answered none of his objections. Obrist declared:

Obrist Statement

"Obviously the NAB structure committee and board worked long and hard but results remain to be proved. My wish is that everything good accrues. However, none of the main reasons for my resignation as outlined May 18 seems to be affected. AM broadcasting's competitors are still with us, programing seems to have been elbowed and it certainly remains to be shown how the cast and varied interests of the backbone of the industry, the AM broadcaster, can be served by a smaller trade organization. If the streamlining answers the objections of the majority of broadcasters who resigned since the convention then the committee and board have accomplished something. It has not answered mine, however, and I shall remain where I am for the time being."

Reactions of other broadcasters, who favor the streamlining follow:

E. E. HILL, WTAG, WORCESTER, MASS.

"NAB streamlining is desirable and should result in benefits to the entire industry, particularly the creation of audio and video sections. Economy of operation with efficiency is also

thoroly desirable, tho it will not necessarily stem critics who will always exist in any organization of such size. In this trying period NAB was fortunate to have so many willing to stand by and serve and so few who attempted to destroy by desertion."

HARRY STONE, WSM, NASHVILLE

"I am in complete accord with the recent action the NAB board designed to make our national association more effective; I believe the efforts of the association should be aimed primarily at aggressive promotion of radio as a medium of mass communication, a prevention of unfair legislation and regulation, and improved standards of circulation or coverage. While TV definitely has its place in the structure, care must be exercised not to overemphasize it, for the time being at least."

MARTIN E. CAMPBELL, WFAA, DALLAS

"The streamlining plan just formulated by the NAB is a progressive step forward. The elimination of several departments and the cutting down of the total number of committees and the reducing of the number of members, the remaining committees should improve effectiveness as well as reduce costs. The establishment of aggressive sales promotion organization was a splendid move. The next most urgent matter is the cleaning up of the present mess in so-called ratings and rating services."

PAT McDONALD, WHHM, MEMPHIS

"In regard to the NAB's streamlining, I think it is an excellent idea and that AM radio will definitely get a better break under this set-up."

PHILIP G. LASKY, KSFO AND TELEVISION KPIX, SAN FRANCISCO

"The NAB's reorganization is a progressive move geared to the rapidly changing complexion of the radio business and should result in sharpened service for each segment of the industry including FM, AM and television."

E. R. VADEBONCOUR, WSyr, SYRACUSE

"The most important part of the NAB's streamlining is the final recognition by the board of directors that television is here. This is long delayed but welcome acknowledgement and puts the NAB in a position now to be spokesman for the entire broadcasting industry rather than just one segment. The program executive committee fought two years to get just one man hired for television work."

"Now the NAB sets up television as a full division of organization on equal footing with sound broadcasting, and this is a really important and wise step for the welfare of the industry and the NAB in the future. I believe the two-division plan recognizes the fact that sound and visual broadcasting will both be vital forces for many years."

ROBERT SWEZEY, WDSU, NEW ORLEANS

"I believe the structure realignment of the NAB a sound and realistic effort to increase efficiency of service to members. In my opinion, the establishment of separate divisions for AM and TV at this time is essential for effective operation of the association."

SI GOLDMAN, WJTN AND WJTN-FM, JAMESTOWN, N. Y.

"The streamlined NAB provides opportunity for even greater service to all branches of the entire industry—AM, FM and TV. The structure will now expedite increased activity in all departments and still maintain an objective of over-all enhancement

TALK OF THE TRADE

Morris Novik, ILGWU radio chief and new head man at WLIB, New York, to lecture on public service radio, his specialty, to an NYU class July 26. . . . **Publicist Fred Coll** now the owner of a home on Point Lookout, L. I. . . . **Pat Steel**, formerly a writer in the NBC promotion department, heads the new "broadcasting promotion division" which will exploit web shows on a local as well as national level. **Ray O'Connell** moves over from the program department to help Steel.

Nelson Case, who announces on "Ford Theater" and for Lowell Thomas, playing the lead in "Home of the Brave" at West Newbury, Mass. . . . **Jack Barry**, who moderates MBS's "Juvenile Jury" and "Life Begins at Eighty," off Sunday (24) for a month's tour of Europe, via plane. He will hit Paris, Monte Carlo, Geneva and Genoa and will record some shows for use later. . . . **Town Toast Company**, of Phoenixville, Pa., has switched from the Clements Agency to J. Robert Mendte, of Philadelphia, with some new campaigns about to be set.

The Frederic W. Ziv firm's waxed **Guy Lombardo** show has added 12 more outlets, mainly in New England, under sponsorship of First National food store chain. . . . **Wayne Farrell** has joined WOBS, Jacksonville, Fla., as program and production manager. He formerly was at WJHP, whence come two other new WOBS men, **Jack Harrell**, continuity director, and **Ray Herbert**, commercial manager. **Jim Macri**, who was acting manager of WOBS, named general manager.

W. C. (Bill) Bochman, long-time South Carolina radio man, named manager of WKIX, 1000-watt CBS affiliate in Columbia, S. C. . . . A book tracing the history of Stark County, Ohio, is being published from the radio scripts of **E. T. Heald**, aired over WHBC, Canton. . . . **Richard Pyles** named manager of WJNI, Wabash, Ind., replacing **Dick Neher**, who resigned. Pyles moves over from WCMI, Ashland, Ky. . . . **Bernard S. Krause** upper from announcer to acting supervisor of science programs at WGY, Schenectady. **William H. Carpenter**, business manager of the local baseball team, takes over Krause's announcing berth.

Paul A. Odlaug, now heading KBYR, Aleutian outlet, and acting as receiver for previous chief, **Keith Capper**, since Aleutian Gardens, KBYR and affiliated enterprises wound up with an excess of creditors. The station has added **Jimmy Alderson** on special events and news, and **Bill Warner** to the sales staff. **Selma R. Osterman**, lately with ABC in New York, now KBYR account exec and copy chief.

SHORT SCANNINGS

General Baking has added spots on WMAL-TV, Washington, for Bond bread, to previous campaigns begun over WFIL-TV, Philadelphia, and WNHC-TV, New Haven. BBDO is the agency. . . . Providence's first tele station, WJAR-TV, has sold a 15-minute Telecraft Films package, "You Can Dance," to Bette Rand, Inc., a local dress shop, starting September 9. **Ben Kaplan** handled. . . . **J. Hall Smith** has returned to Detroit as production manager of radio and television for General Publicity Service, which has entered into packaging. Smith recently has been program director of WOAP, Owosso, Mich. His first production is "Kirby Derby," which uses a horse race format with vacuum cleaners as contestants, in deference to the sponsor's product.

Rheingold beer again will air its annual five-minute TV film showing the six contestants for the "Miss Rheingold" title. Five New York stations will carry the film, which will have announcer **Cy Harrice** interviewing each candidate. The film was produced by Foote, Cone & Belding Agency. . . . **Jack Levine** has joined Gerard Pick Television Productions as program producer. The firm has shifted quarters to the General Motors Building. . . . **Packager Muriel Campbell** has prepped five new shows for fall productions, including two moppet shows, a fashion designing opus, a home decorating stanza and a dramatic program. . . . **Diane Werfel**, formerly with the New York City Board of Education, is now director of personnel and scripter of "Julie and Red," Wilbur Stark-Jerry Layton package agency's show.

Fletcher D. Richards Agency has named **Veepee John S. Davidson** to the radio and tele director's post as well. **Tom Hicks** is now program director, with **George Pamental** continuing as time buyer. . . . **Blaney Harris** is upped to supervisor of radio and tele production at Doherty, Clifford & Shenfield. . . . **Emanuel Demby** heads a new public relations, radio and video firm. . . . **Irving M. Seidman**, formerly with Drake America Company, is now ad manager of Lafayette Radio. . . . **Maurice Zolotow** is now part of the scripting team of CBS's "This Is Broadway," TV-AM ailer. . . . **Milton F. Allison** was appointed account exec at CBS Radio Sales. . . . **Mink-Plastic Corporation**, manufacturer of pillow, mattress and blanket covers, participates in WABD's "Television Shoppers" show.

and progress of the industry—and at a lower cost of individual stations. Now is the time for all non-member stations to join up and raise the NAB to even greater heights and derive the benefits from the services performed on an individual and collective basis."

ED BREEN, KVFD-KFMY, FORT DODGE, IA.

"I like the new streamlined NAB. It had to come. Its success and the success of the NAB will depend upon how many TV stations are now persuaded to join the NAB. I see a great loss in Jess Willard's resignation. The NAB will miss him."

VIC DIEHM, WAZL, HAZLETON, PA.

"Clair McCollough and his committee deserve the highest praise for program streamlining the NAB. The

services most needed by broadcasters have been strengthened, others that were used infrequently have been dropped. TV affiliates will have a strong department without undue emphasis. I do not believe members without TV will protest this feature. The big reduction in the budget is necessary and will answer the demand of many members. Personally, I regret the loss of Jess Willard, as he is an extremely capable person. Regards."

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SAG and Talent Unions To Mull Tele Problems

HOLLYWOOD, July 23.—Screen Actors' Guild (SAG) will host reps of talent unions next week-end (July 30) to discuss joint administration and organization of the video field. Major issue to come before the Eastern visitors and the entire SAG board will be the "television authority plan" in which SAG and Screen Extras' Guild will merge with Eastern talent orgs in supervising administration in both live and film teevee fields.

Eastern reps here for the talks will include Paul Dullzell, international president, Associated Actors and Artists of America; Rebecca Brownstein, Philip Loeb, Edith Meiser, Louis Simon, Actors' Equity Association; George Bochman, Clara Cordery, Paula Purnell, Ruth Richmond, Chorus Equity Association; George Heller, Henry Jaffe, Ray Jones, Alex McKee, Virginia Payne, American Federation of Radio Artists; Jerry Baker, Dewey Barto, Jackie Bright, Georgie Price, Jonas Silverstone, American Guild of Variety Artists; Frank Chapman, Hyman Faine, Marek Windheim, American Guild of Musical Artists; Philip Faversham, Florence Marston, Philip Truex, New York branch of Screen Actors' Guild. Repping Screen Extras' Guild will be its executive committee, composed of Richard H. (Dick) Gordon, president; Franklyn Farnum, Bess Flowers, Larry Steers, Beulah Parkinson, Jeffrey Sayre and Ed X. Russell.

CBS Back to Color— But for 30-Day Test

WASHINGTON, July 23.—WMAR-TV, Baltimore, and WCBS-TV, New York, will do color telecasting under special authority granted in record time by Federal Communications Commission (FCC) this week. The Baltimore outlet will conduct color tests August 17, 18, 19 preparatory to applying for permission to colorcast surgical operations at Johns Hopkins University to the convention of the American Medical Association (AMA) at the nation's capital in December. WMAR-TV will use either 405 or 441 lines in 144 fields sequential color.

Authority was granted WCBS-TV to colorcast for a 30-day period starting July 25—outside of regular black-white program hours—using special modulation to include nonstandard frame, field, and scanning rates.

Applications from both stations were granted by FCC in telegrams exactly one day after receipt. The commission stated to WMAR-TV and WCBS-TV that it "hopes you will provide as many receivers and converters as possible at various locations so that the data may be obtained under as many conditions as possible, and that the commission and its staff will be able to view the demonstrations."

127,259 TV Sets in England

WASHINGTON, July 23.—Total number of television receivers in operation in England April 30 was 127,259, Commerce Department said this week. London had 42,352 licensed receivers on that date.

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'Nocturne' Dropped From NBC TV Net

HOLLYWOOD, July 23.—National Broadcasting Company's (NBC) "no-ble experiment" in producing a prestige tele musical stanza came to naught this week as the web's KNBH video outlet canceled out *Nocturne*, net's class musical show which has been airborne since station kicked off last January. Altho stanza drew top comment in the trade and was one of the first two local originations to go network via NBC's kinescope route, the web was unable to peddle the stanza or continue to run the show as an expensive sustainer. Airing will be pulled after Sunday (24) telecast. Cast featured thrush Lucille Norman, tenor Bill Roberts, a dance team and ork.

Show was budgeted at \$750 per week, which is considered high for local originations, and has never been bankrolled. In addition to kine airing on full coaxial net, the stanza is also currently aired by three non-connected NBC tele outlets.

13 Stations Already Lined Up by Cinetel In Co-Op Film Plan

NEW YORK, July 23.—Only in business three weeks, the Cinetel Corporation already has signed 13 TV stations thruout the country as subscribers to its co-operative film purchasing plan. Cinetel President Edwin T. Woodruff claimed his set-up benefits members in several ways, including lower costs, use of the films for one year and exclusive use within a 30-mile radius. In addition, since subscribers have a co-operative share in the company, they get rebates out of any profits in proportionate share to what they have bought.

Cinetel seeks to act as buying agents for TV stations, with films on an optional acceptance basis by station, even after they are previewed by a Cinetel board consisting of Bert Balaban and Paul Diamond of Paramount's WBKB, Chicago, and KTLA, Los Angeles; Robert Paskow of WATV, Newark, and Woodruff, who formerly was with WPIX, New York.

Film cost is 40 per cent of the purchasing station's hourly rate for features, 20 per cent for two-reel shorts and 10 per cent for one-reel shorts. There is no differentiation between commercial or sustaining rate.

The theory behind the combine is that group purchasing will cut down the cost of the films to stations. However, Cinetel has not bought any films yet, but is waiting until at least 30 stations join the set-up before going out into the market.

Coax Cable Talks Adjourn; Agreement on Most Points

NEW YORK, July 23.—The coaxial cable allocations meetings, after two weeks of sessions, adjourned late this week until the latter part of next week. The broadcasters reached substantial agreement on most points concerning the use of the coax facilities from August 1 on, with a few hot potatoes tossed back into the lap of the American Telephone & Telegraph Company (AT&T). One of these is the division of time on the Cleveland-Erie-Buffalo-Rochester line.

The problem on the Cleveland-Rochester cable is that there is but one line on this route, which must be used for both eastbound and westbound shows, sent via Cleveland. Consequently, the four webs are all wrought up about how the single

Piecemeal Lift of Freeze May Help Solve FCC Dilemma

WASHINGTON, July 23.—Facing a vigorous tug-of-war at the upcoming August 29 hearing on its latest proposed blueprint of television allocations, the Federal Communications Commission (FCC) is groping desperately for an answer to what has become a multi-million dollar question: When will the television freeze be lifted?

The FCC is exploring a possibility of lifting the freeze on a piecemeal basis in accordance with a request made by the Television Broadcasters' Association (TBA) some weeks ago. The FCC, in a letter to the TBA Friday (22), invited more suggestions from the trade association, indicating for the first time publicly that it might seize this straw to take itself off the hook, for the FCC is gloomily aware that if it sticks to its original avowal to keep the freeze until new video allocations are adopted, the freeze could possibly still be intact at the turn of the year, inasmuch as FCC's much-belated proposal of allocations is in for some stormy pulling and hauling. The commission is also aware that the freeze on TV applications is holding back video in vast areas at a fabulous cost to the nation's economy and the industry.

Freeze-Lift Delay

When the TV freeze was imposed by the FCC last September 30, Chairman Wayne Coy told a press conference that it would last from three to six months and "maybe nine months," a conjecture which subsequently was stretched to a year and then reduced back to nine or 10 months. One of the major reasons for FCC's growing concern over the paralysis of TV applications is the fact that the commission has been somewhat responsible by delaying so long in issuing its proposed table of video allocations. The inside word at the commission is that FCC engineers did not actually get a go-ahead to set up the proposed new allocations map until three weeks before the new plan was announced July 11, and some industry wits are quipping that the proposed table shows the effects of such improvisation.

The capital is already hearing the rumble of an angry horde of television applicants whose bids for very-high-frequency (VHF) licenses in sizable cities will be scrapped if the proposed allocations is adopted. Spokesmen for these applicants intend to be vocal at the upcoming hearing, while several powerful industry outfits, on the other hand, are expected to urge speedy adoption of the FCC's plan with mild changes.

Watchful Eye

Since the allocations hearing will be staged under the watchful eye of the Senate Interstate and Foreign Commerce Committee which is planning a report of its own on the tele-

vision situation, the FCC will be in no mood either to dally on the issue or to improvise a hasty final make-shift decision.

In its letter to the TBA this week, the commission stated it was "keenly aware" of the "considerations" that inspired TBA's petition for a partial lifting of the freeze "and at any future date would be glad to consider any further proposals you may make." The commission is of the opinion "that any partial lifting of the 'freeze' should be on as broad a basis as feasible and should include as many areas of the country as possible."

Altho the most farcical aspect of the FCC's proposed allocations blueprint is the proposed assignment of two-thirds of the new ultra-high (UHF) frequencies to hamlets which probably would never attract a tele station, most of the wordage at the August 29 allocations hearing is expected to revolve around the commission's proposed upheaval of VHF.

Impatient Applicants

There are scores of applicants, many of them influential in aural radio, who are chafing bitterly over the commission's proposal to wrest VHF from several sizable communities and toss them into sparser centers. Not a single VHF applicant in this group has thus far registered signs of being mollified by FCC's proposal to toss some UHF to some of the larger cities, like Washington, which would get one UHF along with its present four operating VHF stations. The pattern typified by the Washington assignments is being sharply denounced as impracticable inasmuch as the potential UHF community station offers little attraction for investment to compete with VHF supremacy.

FCC is figuring to allow about two or three weeks for the allocations hearing, with considerable time and attention to be devoted to a study of engineering suggestions on the question of standards for color television. The commission has declared that it will try to set up color standards for the future at the same time it adopts a table of what it hopes will be VHF-UHF television allocations.

Duluth Delays Tavern TV Action

DULUTH, Minn., July 23.—City council still is undecided what to do about television reception in taverns and bars and has postponed immediate action on a proposal to bar receivers in such places following a hectic council session.

Churches and several civic organizations favor the ban, claiming video receivers will draw heavy crowds into taverns, with kids especially moving in. On the other hand, 19 Duluth business organizations banded together to fight the proposed ban.

Several weeks ago KDAL, 5-kw. Columbia Broadcasting System affiliate here, used its new-found editorial voice to blast at the city council for proposing to hamstring video.

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Vic and Sade

Reviewed Monday (18), 8-8:30 p.m. Presented on NBC by Colgate Palmolive Peet Company. Originated by WNBQ, Chicago. Writer, Paul Rhymer; producer and director, Norman Felton. Cast: Frank Dane, Bernardine Flynn, Dick Conan, Cliff Soubier, Hope Summers, Eleanor Engle, Norman Gottschalk, Beverly Younger. Announcer, Bob Murphy.

Altho *Vic and Sade* for years has been one of the most popular daytime radio dramas, its initial TV airing was a disappointment. Everyone concerned should get a large "E" for effort, but program just wasn't top video fare, which it was expected to be by those who foresaw dramatic impact visualization of the many beloved characters Paul Rhymer created for radio. Explanation of failure of the TV version is simple. Rhymer, a master of quaint, homey character portrayal via the use of extremely comical dialog, apparently forgot television requires more. He apparently forgot that TV is a visual medium and comic dialog, of which he had plenty in the first video show, is overshadowed by action. And he just didn't have much comical action.

Most of the old characters were on hand, but some were not. New roles were added. Most disappointing was the absence of Uncle Fletcher, one of Rhymer's best radio creations.

Bernardine Flynn was back in the role of Sade and did the best acting job by far. New Vic was Frank Dane and new Rush was Dick Conan. Dane seems to be miscast; he is not a visual projection of the radio Vic. Conan, on the other hand, represented an excellent casting choice and did an above average job. Cliff Soubier in the new role of Ike Kneesuffer, Vic's arch but friendly rival, did a competent job and should be retained as a permanent member of the cast. Three other new characters, Mrs. Call and Mr. and Mrs. Starbright, Vic and Sade's roomers, were mistakes and should be eliminated. They just are not the typical whimsical Rhymer characters.

Initial program concerned itself with a fight between Vic and Ike Kneesuffer to get their streets paved in order to prove their importance to their boss, a city official. If Rhymer had handled this situation for radio, it would have been a success, because it lent itself to comical dialog.

Altho the entertainment portion of the program was not good, the commercials were tops. They were integrated into dramatic situations and delivered by Sade and a neighbor, Mrs. Scott.

The series is slated to be run as a three-week test. If the sponsor is satisfied, the program will be aired on a regular basis in the fall. If those connected with production of the program devote themselves to creation of more visual comedy, the show should stand a good chance of getting a permanent berth. *Cy Wagner.*



Radio and Television Program Reviews

Designates Radio Review

Designates Television Review

Composers Corner

Reviewed Wednesday (20) 7:30-7:45 p.m. on ABC TV network. Style—Music and interviews. Sponsor, Monarch Saphin. Director, Marshal Biskin. Talent, Nick Kenny, Alan Dale, Guy Lombardo, W. C. Handy.

It's quite possible that there are some people to whom the idea of a head-on close-up of Nick Kenny represents a long-sought television goal, the sort of production which TV scientists labored for years to bring forth. There are others, too, who believe that when they lay out cash for a video receiver, they're entitled to entertainment, irrespective of whether the program involved stars columnist, whirling dervish or real honest-to-goodness talent. In the debut of *Composers Corner*, starring Kenny, the radio columnist-composer of *The New York Daily Mirror*, they got that close-up, but no entertainment. But none.

That close-up was something to remember; something you can't really forget, if by chance you saw it. It happened while Kenny was talking "oinestly" to his readers, some of whom, it is said, do not spell the "woids" out with their lips. The fact simply is that Uncle Nick's phiz isn't particularly photogenic, and the searching eye of the TV camera hardly served to glamorize it.

One Good Shot

The idea of *Composers Corner* is that you, too, can get into the song-writing business, in a small way, by selecting a winning title for an original tune. In passing, Kenny interviews names from the music world, in this case Guy Lombardo and W. C. Handy. The one good shot on the program was of Handy trumpeting his *St. Louis Blues* classic, preceding an awkward interview in which Kenny's reference to the noted Negro composer as "Old Man" Handy was entirely out of place.

The show also uses Alan Dale as vocalist and a five-man instrumental group. Dale's an okay warbler but indicated no ability at selling a song TV-wise; his style of delivery is limited and lacks zip. The production generally was inexcusably bad—when Dale made an exit, and Lombardo an entrance, for example, each walked between the camera and the others on stage.

Plunger Plugs Plugs

Composers Corner also presented Albert Saphin, sponsor of the program, in the role of announcer, since it was he who delivered the commercials. This development, hailed by one Will Yolen, polysyllabic press agent for Saphin, as "atomic television news," did not, if one may speak in measured tones, live up to this modest fanfare. Saphin is obviously a sincere gentleman, earnestly devoted to attracting customers to his emporiums and separating them from their pelf. In addition, he shares with Uncle Nick a somewhat elemental manner of speech, a characteristic which may be perhaps their mutual appeal. In any event, he exhorted his viewers to come in and say "Hello, Al," the whilst gandering the sundry electrical appliances he has for sale. At that, this manner of appeal may be as relatively effective as the standard unctuous sales pitch. Saphin's problem is that unless he gets himself a show, his viewers are likely to diminish week to week, even tho Uncle Nick is fortunately situated in the way of getting name performers to appear in his corner. *Jerry Franken.*

Theater of the Mind

Reviewed Thursday (14), 9:30-10 p.m. Sustaining via NBC. Producer-writer, Ann Marlowe. Panel, Dr. Houston Peterson, chairman; Claire Savage Littledale, Dr. Marina Farnum, Dr. Edward Strecker.

With the current maturing of psychiatry and related sciences, it was only a matter of time before someone brought them before the video cameras. This has been done, and neatly, too, by Ann Marlowe, in *Theater of the Mind*. The program is divided into two parts: dramatization of a typical case, then a round-table of experts who dissect what went before.

The show this week was concerned with the possessive mother, a type apparently peculiar to this country, according to the specialists' discussion. The little playlet showed how one such mother refused completely to accept the fact that her only son had grown up and wanted to marry. How she made life miserable for the young couple as well as herself was brought out in strong terms, and realistic ones. Flashbacks were utilized consistently, with the young girl serving as narrator.

Interesting Discussion

The discussion proved equally interesting. It was chaired by Dr. Houston Peterson, Rutgers professor, and other participants were psychiatrist-authors Dr. Edward A. Strecker and Dr. Marina Farnum, as well as Mrs. Claire Savage Littledale, editor of *Parents' Magazine*. Consensus was that the enactment is more representative than we like to believe. Dr. Strecker noted that while Americans "shrink with horror" at the idea of physical incest, psychological incest is widely prevalent. Some questions were accepted from the studio audience, and these were provocative and incisive, but cut too short. This section might well be expanded, if future audiences prove equally alert. From one such question came a diagnosis that our particular culture and society carries the greatest danger of women becoming mentally twisted, and that the female is "left holding the emotional bag" and little else.

The program is fascinating viewing and opens questions which need as much light thrown on them as possible. *Sam Chase.*

Lights Out

Reviewed Tuesday 9-9:30 p.m. on NBC TV network. Style—Drama. Producer, Fred Coe; director, Kingman Moore; sets, Paul Barnes; music, Billy Nalle. Cast: Phil Arthur, Anita Anton.

The radio *Lights Out* series, written by Wyllis Cooper originally and later Arch Oboler, holds a rare and hallowed place among psychological air shows. It produced some of the top writing and acting the field has enjoyed. It was continually inventive, setting up an unmatched mood. Above all, it was a program written for one specific medium—radio, one of the rather limited number of which this may be said. *Cat Wife* and *Ugliest Man in the World*, for example, could have been offered only on radio, relying almost solely on the listener's imagination. But the only relationship between the AM and TV *Lights Out* is the similarity in name.

NBC had an admirable idea when it set out to adapt the series to the new medium, but the trouble is that adaptations, in such an instance, aren't sufficient. Generally speaking, this is one of TV's troubles—its program men concentrate on adapting from another medium; what is needed

Chicken Every Sunday

Reviewed Wednesday (July 13) 8-8:30 p.m. EDT. Sustaining on NBC. Style: Situation comedy. Director, Karl Gruener. Writers, Jack Rubin and Jamison Brewer. Music, David Baskerville. Cast: Billie Burke (Mrs. Halsey), Harry Von Zell (Mr. Halsey), others.

Leisurely paced and commercially homespun, *Chicken Every Sunday* is good family entertainment and, as such, is apt replacement material for the *Blondie* show. However, any resemblance to Rosemary Taylor's best-selling novel, which the series purports to dramatize, is very superficial. The nostalgic, warmly human elements which made Miss Taylor's saga of her childhood days in Tucson so memorable are obscured by overly slick scripting and some out-of-character thesping.

Central theme of the series revolves around Sam Halsey, a charming failure, who day-dreams about get-rich-quick schemes, while his more practical wife takes in boarders to make proverbial ends meet. Format for the show's second airing was based on one of Mrs. Halsey's many attempts to sidetrack her husband's urge to squander the family gold.

After confiscating \$100 from Halsey, she hid the money around the house for safe keeping, only to discover later that a twenty-dollar bill had gone up in smoke when somebody lit a fire in the stove. Actually, tho, Halsey had already rescued the greenbacks. In a desperate attempt to recoup the money, Mrs. Halsey inveigled her husband into doing the day's washing, and then palmed off the neighbor's laundry bundles as family linen.

Frame-Up Fails

Halsey finally got wise to the foam frame-up, and his wife confessed that she'd collected 35 cents for each linen pack. In turn, Halsey revealed that he had passed the packs along to the local laundry, which charged 50 cents a bundle for quick delivery.

As Mrs. Halsey, Billie Burke was her own sweet flicker self, charmingly naive and not too bright. She plays this role well, but her fluttery manner and high-pitched "little girl" voice hardly typified the calm, down-to-earth personality traits of the book's Mrs. H. The same was true of Harry Von Zell's Sam Halsey. His staid, stable interpretation was very much at odds with the mercurial ne'er-do-well originally depicted by Miss Taylor. The rest of the cast handled their stock family type roles in competent fashion.

Altho the story is definitely tagged circa 1900, the scripters made little attempt to capitalize dialog-wise on the colorful period. In fact, if the Halseys used a Bendix instead of a tub, they'd fit right in with the Bumstead set. *June Bundy.*

is not appropriating from another branch of show business, but creating for video.

Imagination Needed

It will take more than a hand dripping blood on the opening title shot, or a filter mike, or mood music to give *Lights Out* TV value. It will require the same imagination, the same escape from formal and routine stories which characterized *Lights* in AM, and which Cooper brought so admirably to his recent ABC TV series, Volume One—classics in their own rights as were his *Lights* stories.

The initial TV offering was a drab and obvious story, bereft of mood and reasonable characters, outlining the account of a psychotic wife's attempt to commit suicide and making it appear she had been murdered by her husband. The final scene, rather than productive of mood or tension—it attempted to show the wife talking, after her death, by using an off-screen voice against a shot of her casket—was almost ludicrous. A competent cast struggled but couldn't surmount the flaccid story or production; an effort hardly worthy of Producer Fred Coe. *Jerry Franken.*

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Dealers Favor Quality in Picking Sets

Franchise Protection Next

NEW YORK, July 23.—Despite all the furor over pricing and price-protection, a survey taken by *The Billboard* and *Turnover*, monthly magazine for television, radio and record dealers, revealed that TV retailers selected their most profitable video line on the basis of the sets' technical qualities and the franchise protection offered by the manufacturer.

Out of 472 dealers who replied to the questionnaire 215 selected "best sets from a technical standpoint" as their prime reason for naming a specific television line as "most profitable." Seventy-nine dealers listed "franchise protection" as the first choice.

Dealers were asked to list in the order of their importance the three most important reasons for selecting a specific line as their most profitable. The replies were then tabulated on the basis of three points for a first place vote, two for second and one for third. "Best sets from a technical standpoint" garnered 807 points, "franchise protection" totaled 364 points, "best looking sets from furniture standpoint" got 363 points, "most competitive prices" 347, and "most effective consumer advertising" 322. While the technical features of a TV set were selected by nearly 30 per cent of the dealers, the spread between the remaining four factors was only 1.36 per cent, or the difference between 12.60 per cent and 11.14 per cent.

Brand Names

However in reply to the questions, "which of the following factors help you sell specific television set to your customers?" over 26 per cent replied "brand name." Second place went to "price," with 21 per cent, third to "your service policy" with 16 per cent and fourth to "picture tube size" with 13 per cent.

The survey also revealed that the five most widely distributed brands were RCA Victor, Admiral, Motorola, Philco, and General Electric. The five top lines currently considered "your most profitable" were RCA (See *Dealers Favor Quality*, page 23)

DuMont To School TV Retail Salesmen

NEW YORK, July 23.—A comprehensive training program for retail television salesmen will be instituted by the Allen B. DuMont Laboratories, according to Ernest A. Marx, general manager of the TV receiver sales division. Altho still in an embryonic stage, the program is being planned and organized by DuMont and the Buchanan ad agency.

Calling dealer-salesmen the "most vital link in the set selling chain," Marx stated that the training program would be aimed at increasing selling efficiency by schooling the salesmen in all possible customer queries, the correct selling answers and the best ways to demonstrate video sets. No date has been set as yet for the commencement of the program.

DuMont also announced three new TV sets to be introduced at the National Association of Music Merchants show. The new models are a 12½-inch table set, a 12½-inch console and a 15-inch console. This announcement set the total of new models added to the DuMont line this week at four. Prices for the four sets have not been listed, with the exception of the \$725 price tag for the Brzford model with the 19-inch, short-necked cathode ray tube.

How They're Selling Them

WHILE TV SET ADS continued to be based on price, the volume of advertising picked up this week, sparked by the DuMont campaign on the new 19-inch set and spot campaigns by Admiral and Motorola. Radio-phono sales garnered a good share of the ad space, and the Decca half-off sale got good play from coast-to-coast. Aside from the previously unannounced Columbia half-off sale ad run by Macy's in New York, there was little other record advertising.

GIGANTIC 2 FOR 1 SALE! "FREE electric roaster, mixer or automatic coffee-maker with the purchase of every Motorola or Philco 12-inch console at factory advertised prices." Ad also offers a free Philco or Crosley refrigerator with purchase of a Motorola or Philco combination TV set.—Wholesaler's Outlet, Chicago.

"SAVE \$155.05 ON FAMOUS FARNSWORTH chairside FM-AM radio-phono set. Limited quantity. No mail or phone orders. Plays 10-inch and 12-inch records intermixed, \$139.95."—Mandel Bros., Chicago.

"WHERE THERE'S A CROWD THERE'S A REASON." Full page ad offers choice of Emerson 192-square-inch projection set or 132-square-inch direct view set at \$399.50 plus tax and installation (optional). Ad features five cartoon-like sketches explaining "why Emerson is tops in value." Both sets advertised as "formerly \$599.50."—Lit Bros., Philadelphia.

"PRICED TO SELL TODAY!" HALF OF the ad space is devoted to a photograph of the Westinghouse console combination radio-phono set at \$99.95. Copy states, "The beautiful 183, at less than 40 per cent of its original price. Supply is limited to what we have on hand."—Labiche's, New Orleans.

"AT THE PRICE OF A SMALL-TUBE set—Televista, with big 15½-inch picture tube." Ad points out that the chassis is "licensed RCA 630-type with 30 tubes including three rectifiers." Scratch and burn resistant formica on plywood cabinet—\$399.95 plus installation.—Mandel Bros., Chicago.

STROMBERG-CARLSON'S SILVER ANNIVERSARY special. A \$290 reduction on a hand-painted television-radio-phono console with 72-inch screen. AM-FM radio in gold and ebony Chinese Chipendale cabinet—\$695 plus installation.—Lyon & Healy, Chicago.

THE FULL PAGE AD PLACED BY THE local RCA Victor distributor points out four reasons "you'll want this new RCA Victor television value." Set shown is a 16-inch model with AM-PM radio and, in addition, "for a limited time only at no extra charge" a separate 45 r.p.m. record playing attachment. No price listed.—Chicago.

A CO-OPERATIVE AD PLACED BY THE store and Admiral features three TV models at regular list prices. Ad also features a coupon which will bring free tickets to a "special" nighttime television showing and "more information on how to select my television set."—Yelding's, Birmingham.

FCC Holds Up Aural Dupe Ban

WASHINGTON, July 23.—The Federal Communications Commission's (FCC) proposed ban on duplication of aural broadcasts on television is being given a temporary stay to allow more time for the National Association of Broadcasters (NAB) to assemble evidence against it. The NAB formally told the FCC this week (WQ) that the FCC's proposal, if carried out, would hamper sales and promotion of video sets and would hinder public interest programming. The FCC's proposed ban appeared in an interpretation by the FCC last month of Section 3.661 of the commission's rules and regulations in which the FCC said that permitting a video sound channel to duplicate AM or FM aural broadcasts or to originate (See *Aural Dupe Ban* on page 23)

RCA Leads in TV Set Sales For First Quarter of 1949

WASHINGTON, July 23.—Radio Corporation of America (RCA) led a list of radio and TV set manufacturers in net sales during the first quarter of 1949, according to a report by the Securities and Exchange Commission (SEC) this week. Philco was second, followed by Sylvania Electric Products. RCA and Sylvania showed increases over the corresponding period last year, as did most of the manufacturers listed. Hallcrafters Company, Magnavox, Farnsworth and Philco showed decreases.

Admiral Corporation showed the largest increase, jumping from a net of \$12,004,000 in the first 1948 quarter to \$23,513,000 in the 1949. Other leaders in net sales figures for the first quarter of 1949—RCA, \$92,015,000; Philco, \$53,006,000; Sylvania, \$27,109,000; Zenith, \$23,621,000; Motorola, \$15,213,000; DuMont Laboratories, \$11,092,000; Emerson Radio, \$8,369,000, and Stromberg-Carlson, \$6,757,000.

RMA Preps Radio Week

WASHINGTON, July 23.—The Radio Manufacturers' Association (RMA) is readying plans for industry observance of National Radio Week, October 30 to November 5. The RMA appointed 18 advertising executives of set makers this week to draft preliminary plans for the promotion

Personnel Changes

Thomas J. Hodgens has been transferred from the Boston area to the general managership of the New York division of the Admiral Corporation. He succeeds E. R. Glauber, who has been named Midwestern sales manager. . . . Frank Hinners has been named vice president in charge of engineering for the Jewel Radio & Television Corporation. . . . Wayne C. Beitel has been appointed sales manager of Eichor, Inc. . . . W. E. Phillips has been appointed vice-president and general manager of the Rauland Corporation.

Radio, Phono, Parts Tax Off 17G in Year

WASHINGTON, July 23.—Collections from the tax on radios, phonos, and parts in the 1949 fiscal year dropped \$16,939,320 from the year ended June 30, 1948, a survey of Internal Revenue Bureau statistics showed this week. Collections for the fiscal year just ended amounted to \$50,327,532 as compared with \$67,266,852 for the 1948 fiscal year.

The decline was general thruout the year, with only one month of the 1949 year showing a gain over its 1948 fiscal year counterpart.

The top month for collections was December, 1948, which brought in \$5,633,973. The previous December, however, enriched Uncle Sam by \$8,504,172. The low month for the 1949 fiscal year was March, 1949, when only \$3,502,434 was collected. Indications, however, are that June of this year will dip slightly below that figure when complete figures are tabulated.

Receipts by fiscal year from the tax on radios, phonos and parts:

	1949	1948
July	\$ 4,060,785	\$ 6,450,451
August	3,927,009	5,084,018
September	4,244,245	3,623,828
October	4,015,645	5,513,134
November	4,830,504	5,458,021
December	5,633,973	8,504,172
January	4,773,371	6,186,393
February	4,242,149	6,173,908
March	3,502,434	5,211,350
April	4,002,056	5,714,409
May	3,595,361	4,740,786
June	3,500,000	4,606,382
(Estimate)		
TOTAL	\$50,327,532	\$67,266,852

drive. The head of the group is Stanley H. Manson, Stromberg-Carlson Company, Rochester, N. Y.

2 Groups Set To Study TV Color Future

May Verify Webster

WASHINGTON, July 23.—Two separate studies by government and industrial committees on the future of color television are expected to result in findings similar to recent pronouncement by Commissioner Edward M. Webster, of the Federal Communications Commission (FCC), that color video is at least two years off.

Studies of the situation are slated to get under way soon by a committee formed by the Radio Manufacturers Association (RMA) and by a newly organized committee headed by Dr. Edward U. Condon, director of the National Bureau of Standards. The RMA committee, which will represent the association's engineering department, will make a study of "present systems of television in various stages of development," while the Condon committee, named earlier this week at the request of Chairman Edwin C. Johnson (D., Colo.), of the Senate Interstate and Foreign Commerce Committee, will seek to determine the adaptability of present monochrome sets to color reception. The Condon committee will also look into the scientific aspects of color telecasting to find out what the present situation is and what the future prospects appear to be.

May Find More

The feeling here is that both committees will cover much the same ground already scanned by Commissioner Webster who recently told a Senate Interstate and Foreign Commerce Committee that conditions currently indicate that color television could not make an appearance commercially for another two years even if the FCC approves color standards this year. On the question of adaptability of present sets by means of color converters, however, the committees are considered likely to explore new fields, and their reports may introduce new findings.

The RMA color television committee, slated to hand up a report next month, is made up of the following: F. J. Bingley, WOR, New York; Lewis Clement, Crosley division, Avco Manufacturing Corporation, Cincinnati; R. B. Dome, General Electric Company, Syracuse; E. W. Engstrom, Radio Corporation of America; D. G. (See *STUDY TV COLOR* on page 23)

TV Industry Blamed For Public Apathy

NEW YORK, July 23.—Declaring that the television industry itself had in a large measure contributed to the public apathy in buying video sets, Frank Freiman, executive vice-president of the Magnavox Company told the press at a preview showing of the company's new line that misinformation and miseducation on the subjects of color TV and ultra high frequency (UHF) telecasting have done a good job in "unselling the public."

Prior to introducing the line of receivers at the press-review at the Hampshire House, Freiman declared that "all industry needs sales more than ever before to sustain the present high level of production and the resultant high-level economy." He also pointed out that the public "erroneously believes that picture size means quality, that the advent of UHF will make obsolete present receivers, and that color TV was just around the corner."

The new line includes four receivers which are said to produce the largest picture of any set on the market using a 16-inch tube. Prices range from \$399.50 to \$595.

NAMM KEYNOTES BUYERS

Market Seen Available But Buying Wary

Randall Sounds Theme

(Continued from page 3)

retary, addressing the convention, highlighted the implications of the 10 per cent manufacturers' excise tax on musical merchandise. "The big 'if' regarding future sales," said Gard, is the fate of the tax. While it has been lifted on sales made to religious and educational institutions, it is still in effect on nearly 90 per cent of all musical goods sold. Calling the tax the biggest problem facing the music industry, Gard said, "Sales of musical merchandise are down 25 per cent from a year ago, and the added cost to the consumer caused by the 10 per cent tax is unquestionably a big reason. Last year, when goods were still rather scarce and prices were going up, people paid the tax with little protest. This year buyers are price conscious, and the tax is a sales deterrent." He added that revenue to the government from the tax on musical goods was \$10,500,000 in 1948. NAMM and other trade orgs, he stated, consider the tax a levy on education and culture and are determined to have it repealed.

Other factors affecting the industry are favorable, according to Gard, who pointed to a strong trend toward making music part of the education of children in schools. This is creating a need for musical equipment, he added.

RPM's

Much interest during the opening sessions of the convention attached to the forthcoming talks on the record situation by J. B. Elliott, vice-president in charge of consumer products, RCA Victor division, and Edward Wallerstein, Columbia Records topper. Both are scheduled to speak at the records and television forum Thursday (28). In view of the fact that negotiations between major record companies to go three speeds have collapsed (see separate story in this department), speculation existed that Elliott and Wallerstein would perhaps depart from pre-conceived plans to give a more detailed and perhaps vehement exposition of their points of view. As scheduled, Elliott's talk encompasses the theme that "45 r.p.m. is more than a system—it's the industry's future," and includes aspects of acceptance of 45 on the part of manufacturers, distributors, dealers, consumers and non-industry groups. Wallerstein is scheduled to outline the early history of the record business from the viewpoint of the developments which resulted in the creation of the industry as it is today. He will attempt to show that the failings of the business stem partially from the fact that there was no development or evolution over a long period. He will also attempt to outline how sound a business the disk industry fundamentally is, and he will close with an analysis of Columbia's venture into the long-playing field and the implications of this for the future.

A detailed outline of the convention program appears in *The Billboard's* NAMM supplement.

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R.P.M. Peace Plan Flops; Each Company on Its Own

NEW YORK, July 23.—Attempts to break the disk impasse founded Tuesday (19) when representatives of RCA Victor, Columbia and Decca broke off talks which were initiated many weeks ago and which were intended to effect a settlement of the multi-speed tangle. Up to several weeks ago, outlook for a settlement was good. The plan, of course called for the majors to make material available on all three speeds, with pops on 45 and classical on 33. During the last several weeks, however, the deal progressively chilled. As of now, each of the companies is strictly on its own—the understanding being that neither of the companies now is under obligation to the others.

Whether or not the break is irrevocable is a moot point. One of the negotiating parties, admitting that the chill had definitely occurred, was of the opinion that talks might still be resumed. Some traders, however, were of the opinion that this could be done only if RCA Victor and Columbia buried several of their points of difference—some of which, they pointed out, were concerned not only with the record business, but with television and radio broadcasting. It's no secret, either that RCA feels that Columbia salesmen have carried on a damaging "play down" campaign with respect to 45 r.p.m. while top officials were in negotiation.

Must Go 3 Speeds

In any event, traders took the following view of the matter: The majors, sooner or later, must go three speeds anyway. Acceptance of three speeds would have come more rapidly had the three companies agreed upon a concerted course of action. In the event each company goes its own way—which is the status of the situation now—three speeds will still be accepted by all companies. But each one will embark upon the venture when it considers the time is ripe. Decca, for instance, is figured as set to add 33 shortly after its clearance sale which ends September 1, and it's considered only a matter of time before RCA Victor and Columbia

Raymond Scott Forms Disk Co.

NEW YORK, July 23.—Raymond Scott, who currently is putting together a new Scott Quintet after several months' layoff, is going to form his own record company, Master Records, which will deal exclusively in disks turned out by his group and singer Dorothy Collins.

Scott plans to sell his line of unbreakable wax by direct mail at a retail price of \$2 per disk. The maestro has six disks ready to go on sale.

embark upon the three speed move already taken by Capitol.

Most of the parties involved were reluctant to go into detail regarding the break. Ted Wallerstein, Columbia Records topper, stated, "What the industry does makes little difference—what the public wants is what counts." RCA meanwhile, has alerted dealers that the push on the 45 r.p.m. system will be intensified.

Chi Platter Dealers Form Central Assn.

CHICAGO, July 23.—Three local disk dealer groups (*The Billboard*, June 11) consolidated into the Record Retailers' Association of Chicago (RRAC) Tuesday (19). In a meeting attended by officers of the North, West and South Side associations, it was agreed that a central organization be formed.

First move by the consolidated groups was retention of Milton T. Raynor as legal counsel. Raynor was one of the founders of the Chicago Night Club Operators' Association and has been active in formation of seven other local trade associations.

In a letter to 300 independent record retailers in this vicinity, Ben Chodash, of the 333 North Michigan Record Shop, who has been acting as chairman of the consolidation movement, reported that a \$5-per-month membership fee has been decided upon. Chodash said he is awaiting the next meeting of the RRAC at the Congress Hotel August 3 before (See *Chi Disk Dealers* on page 19)

Savoy Tallies Show 1/3 Gain

NEW YORK, July 23.—Savoy Records' mid-year sales tally has shown a gain of 33 1/2 per cent over the same period in 1948. According to the label's president, Herman Lubinsky, the diskery has had approximately the same number of hits as last year, but now has a bigger catalog, better knowledge of its blues-and-rhythm market, and ability to concentrate sales effort where it counts. He attributes Savoy's success this year to "three P's—plugging, pushing and peddling."

Eight artists have been trimmed from the label's roster, and the Ward family, a spiritual group, was signed by Lubinsky to a long-term pact. Several of the groups' masters, out prior to the signing, were purchased by Savoy.

Chi AFM Bops Wired Music In Loop Spots

Musicker Walkout Threat

CHICAGO, July 23.—Local 10, American Federation of Musicians (AFM) here, is lowering the boom on wired music via an order to some wired music users here. It was learned that some Loop hotels, which utilize wired music, were told early last week to remove the wires by 6 p.m. Friday (22) or face the walk-out of any and all musicians working in the hostelry.

Milton Boom, chief of Boom Electric, service which supplies wired music to the majority of Loop spots, when contacted, said that Loop hotels had started calling him early last week regarding the AFM order. He said he was dropping the service at the request of the hotels.

A check of Loop hotels revealed that the LaSalle, Bismarck and Palmer House definitely had been notified of the order and that they were pulling their lines. At the LaSalle and Bismarck wired music is utilized before the bands in the Lotus Room and Swiss Chalet, respectively, start to work at approximately 8 p.m. At the Palmer House, no music is fed into the Empire Room, where name acts work, but wired music is piped into the lobby. Other hotels serviced by Boom include the Sherman and Stevens, but execs of the two outlets could not be reached.

National Group Urges Repeal Of Disk Tax

WASHINGTON, July 23.—A call for abolition of the federal disk tax was sounded this week by the National Planning Association (NPA), a non-profit, non-political group of business, labor, farm and professional leaders. Numerous groups and legislators have been urging for months that most excises be reduced or eliminated, but the NPA action marks the first time that an influential organization has attacked the record levy.

NPA named the disk tax in a long list of excises for which it recommended immediate repeal. Urged for review with an eye toward cutting the rates were such excise taxes as admissions, communications, radios and travel.

Decca "Cream" To Spur Sales

WASHINGTON, July 23.—Decca Records will grant more "cream merchandise to dealers in order to spur sales of merchandise in the 50 per cent off clearance drive. This was revealed following a session between Sidney Goldberg, Decca sales manager, and a committee representing the Washington retail record dealers at Decca headquarters in New York.

Goldberg refused a request by the organization for better discount terms and improved return privilege. While company couldn't do this to offset dealer losses, Goldberg promised the "cream" stock.

Indie Diskers Eye Return of Coast Pressing

HOLLYWOOD, July 23.—Eyes of the indie disk industry last week turned to Exclusive Records as that label's prexy, Leon Rene, launched a move that may spell the return of Eastern pressing to the West. One of the first Coast-based indies to start duplicate pressing and distribution in the East, Exclusive recently announced that it will henceforth supply its New England and Mid-Atlantic distribs via air freight deliveries from the Coast, shipping them flex pressings. As a result, Rene will terminate all Eastern pressing and distribution activities, shutter its New York office, dismiss six employees but retain Parker Prescott in New York for sales promotional purposes.

According to Rene, move means Exclusive will eliminate double overhead, double matrix and label costs as well as high cost of communications necessary in maintaining Eastern pressing and distributing branch operations. Use of plastic diskings means eliminating of breakage, need for padding in shipping and, in addition, lighter weight disks permits use of air delivery. Rene feels he will be able to meet delivery dates just as rapidly thru use of air freight as via an Eastern distrib set-up.

Flex pressings will be used only for those distribs being serviced via air delivery. Those distribs getting motor freight shipments will continue to get shellac disks. According to Rene, 65 per cent of Exclusive's sales are in the East. By shifting to the Coast, where the firm is headquartered and where lower production costs prevail, firm will enjoy a saving in operations. This, however, will be passed on to distribs, dealers and consumers in delivery of non-breakable plastic pressings.

Other indie diskeries headquartered here but maintaining duplicate pressing and distributing operations in the East are eyeing the Exclusive move and should it prove successful will follow suit. Greater majority of sales—from 60 to 75 per cent—are in the heavily populated Eastern centers. This originally prompted local diskmen to head eastward with branch operations. However, this saddled them with double overhead and production costs which Rene claims can be eliminated thru air delivery and plastic pressing.

Williams' Baton To Bert Shefter

HOLLYWOOD, July 23.—Pianist-composer Bert Shefter was inked last week to conduct the theater ork for Ken Murray's *Blackouts* when Coast's long-running vaude revue opens in New York's Ziegfeld Theater September 6. Shefter takes over batoning chores from Rene Williams, longtime *Blackouts* conductor at Hollywood's El Capitan Theater.

Shefter formerly was teamed with Morton Gould as a piano duo and more recently was active on the Coast, where he recorded for MGM. Last summer he was a featured conductor at Hollywood Bowl's pop composer's night. Switchover in ork leaders becomes effective next week. Shefter will rearrange entire score to be used in *Blackouts*, enlarging the ork to 22 men for New York engagement.

Robinson and Reese Wax Columbia Album

NEW YORK, July 23.—Columbia Records this week cut an album titled *Sluggo at the Bat*, featuring Jackie Robinson and Pee Wee Reese, Brooklyn Dodger ballplayer.

Script for the job was done by Peter Lyon and Peter Steele, with music by Morris Surdin.

U. S. '49 Disk Tax Skids 1 Mil

Columbia Third To Announce 50% Off on Album Sales

NEW YORK, July 23.—The nationwide shellac record clearance took on added impetus this week as the third major, Columbia, announced its own 50 per cent off sale on albums. From July 21 thru September 3 dealers are being given the opportunity to buy stock from a special factory list at 65 per cent off the old Columbia list prices (prior to March, 1949) for resale at 50 per cent off. Current regular Columbia prices are approximately 20 per cent under the old prices.

With Decca's sale having until September 1 to run, and with RCA Victor's June sale continuing unofficially in many instances, one Columbia distributor termed the sale an "overstock clearance," but stated that it was simply a case of "going along with present market conditions." According to Columbia President Ted Wallerstein, "It's hardly a sale. All we have on hand is about a week's inventory." Another Columbia sales executive stated, "Certain merchandise was available. If a dealer or distributor wants it, it's available at a reduced price. It will probably amount to a one-shop deal for several of the larger dealers." This same spokesman opined that probably no more than two or three markets would be affected. The general attitude is "first come, first served." All Columbia parties pooh-poohed the importance of unloading.

In the New York area, where Times-Columbia, the local distribu-

tor, claims about 50 per cent of his dealers already are participating in the sale, there were some beefs. The big complaint concerned the fact that two of the biggest local outlets, Macy's and Liberty Music Shops, were able to break ads Thursday (21), while most dealers claim they weren't informed of the sale until Wednesday afternoon.

Concerning albums not on the factory list, on which the dealers themselves may be overstocked, a Times-Columbia executive stated that there was no objection to dealers selling such stock at the sale price, but emphasized that there was to be no price-cutting on LP disks.

Capitol Starts Single-Category Release System

HOLLYWOOD, July 23.—Capitol Records will start a single-category releasing system Monday (25). Diskery experimented with this method of disk releasing a few months ago when it issued an all-bop release one week, and soon thereafter followed up with an all-Western release. According to the single category plan, each release will be devoted entirely to one type of recorded music. Most predominant will be pop and Westerns, which will be regularly issued on an alternating schedule. International fare, blues and rhythm wax, etc., will also be released in packages totally devoted to those types of music.

Capitol feels the single-category release plan will benefit both dealers and distribs in ordering and promoting sale of disks. Dealers interested in a particular type of waxed fare will have more to work with when they receive a full release completely devoted to their needs. A dealer specializing in Western-hillbilly music will no longer have to pick out one or two platters from a week's release for his ordering, a Cap spokesman explained, but instead, will possibly skip a release only to get a full package of the material he wants the following week.

This method, Cap feels, makes diskery's releases tailor-made for the dealer's needs and will considerably facilitate ordering and sales push. Decision to follow the single category system came after regional managers' meeting held at Cap's Hollywood headquarters a few weeks ago.

Dreyer Options Dana Originals

NEW YORK, July 23.—In a deal set last week, Dave Dreyer's Dreyer Music firm has obtained first-refusal rights to all unpublished originals cut for Dana Records, international music specialists. First tune taken over under the new pact is *Don't Cry, My Heart*, a waltz just released on a Dana disk. The deal is for a year, with options.

Dreyer recently sewed up another chunk of international material with his pacting of polka maestro-cleffer Vic Zembruski, a Continental recording artist. Dreyer, as Julius Bard's partner in Biltmore Music, also has first crack at material waxed for Bard's Rondo label, and, as Jim Bulleit's cohort in Jay-Dee Music, he's first in line for anything that turns on Bulleit's Delta disks.

Collects 6 Mil; In 1948 Gov't Took in 7 Mil

Postwar Declines

WASHINGTON, July 23.—Internal Revenue Bureau collections from the disk tax for the 1949 fiscal year skidded \$1,092,702 from the previous fiscal year, a survey of agency statistics disclosed this week. Collections from the tax—which amounts to 10 per cent on the manufacturer's price or 5 per cent on the retailer's price—totaled \$6,439,182 in the year ended June 30, 1949, as compared with \$7,531,884 for the 1948 fiscal year.

The figures reflected the general postwar decline in the disk industry, with the 1949 fiscal year totals more than two million behind the 1947 fiscal year collections of \$8,491,538.

The top month in the last 12 was March, 1949, when tax receipts amounted to \$767,888. The second high was posted in January of this year when collections from the disk tax totaled \$713,920. The low month during the 1949 fiscal year was August, 1948, when the tax take was only \$272,931. The second lowest month was July, 1948, which brought in \$395,829.

For the first time in three years the 1949 fiscal year failed to come up with a single \$800,000 month. There was one in the '48 year and six in the '47 year.

	1949	1948
July	\$ 359,829	\$ 587,996
August	272,931	476,800
September	495,653	629,172
October	493,056	563,541
November	675,476	651,957
December	612,990	751,884
January	713,920	540,177
February	506,025	750,148
March	767,888	460,665
April	605,862	957,105
May	555,552	683,540
June	380,000	478,889
	(estimate)	
	\$6,439,182	\$7,531,884

Rondo Answers Fox Tune Beef

CHICAGO, July 23.—Claim by the Sam Fox Publishing Company, New York, that they were owed an accounting of copies sold last year of the *Cuckoo Waltz* (*The Billboard*, June 11), was answered in the negative last week by J. F. Bard and Nick Lany, of Rondo Records, one of the platteries which had been notified by Fox six weeks ago.

Lany told *The Billboard* that Rondo had contacted a German Publishing house, which keeps a century-old record of all tunes published in Europe, shortly after receiving Fox's missive. The German cataloging firm replied this week, stating that the *Cuckoo Waltz* was originally published in Europe in 1906. The date of publication automatically makes the *Cuckoo Waltz* public domain, for, Lany pointed out, any tune, published before 1909, cannot claim a copyright for recordings. The copyright, if established before 1909, Lany added, cannot be reinstated or renewed.

The Rondo disking of *Cuckoo Waltz* was on the reverse side of the Rondo hit, Ken Griffin's etching of *You Can't Be True, Dear*.

Unsettled Biz Shutters B & W

HOLLYWOOD, July 23.—Black & White Records has suspended operations, stopped recording and releasing. Paul Reiner, B & W prexy, told *The Billboard* that general unsettled conditions in the disk industry have forced him to temporarily back off the wax scene until such time when he feels a return to reactivating his label would prove desirable. Reiner said he will still meet all orders on disks from his catalog but will not at this time continue manufacturing new products.

B & W has shuttered its Santa Monica Boulevard plant and office. He blamed three factors for his present move: (1) Market's low absorption point for new indie product, (2) "battle of speeds" which, according to Reiner, forces indies from the field, and (3) increased use of flex pressings which makes it difficult for an indie label to follow.

Courtney Gets GAC Release

NEW YORK, July 23.—Orkster Del Courtney this week requested and obtained his release from a General Artists Corporation (GAC) management pact. Courtney was one of the bands which came to GAC when the William Morris Agency decided to "curtail" its band wing. The Morris band department which, according to general trade beliefs was supposed to have disintegrated around the first of the year, still is functioning, with Cress Courtney heading the works and with the Charlie Spivak and Duke Ellington orks still heading the Morris roster.

It is understood that the Courtney crew will ink with the Music Corporation of America.

London Records Attempting Expansion With U. S. Talent; O'Oyly Carte in the First LPs

NEW YORK, July 23.—The first new diskings in many years by the D'Oyly Carte Opera Company, the never-before recorded Villa-Lobos *Piano Concerto* and disks by Charles Munch, Franz Lehar, Oscar Strauss, Eugene Conley and Eric Coates, highlight the initial long-playing release by the London Gramophone Corporation. Prices set for the *London FFR* LP disks are \$5.95 for the 12-inch red label, \$4.95 for the 10-inch red label and \$3.95 for the 10-inch blue label. Deliveries to dealers will start in early August.

Sixty-six disks are listed on the first release including *Music of Franz Lehar*, conducted by the composer; *A Concert of Favorites* by Eugene Conley; Ravel's *La Valse* and *Boiero*, played by the Paris Conservatory Orchestra; Haydn's *Clock Symphony*, played by the Orchestre de la Suisse Romande under Ansermet; Ravel's *Concerto for Left Hand*, and *Trial by Jury*, H. M. S. Pinafore and *Pirates of Penzance* by the D'Oyly Carte Opera Company which played the United States last season.

Some Re-Issues

The initial release also includes several disks that were previously issued on shellac by the London label, including the company's best-selling Strauss waltz set, *March Rhythms by the London Philharmonic* and pop platters by Vera Lynn and Shelton.

Among the conductors represented in the releases are Ernest Ansermet, Charles Munch, Edward Van Beinum, Erich Kleiber, Josef Krips, Wilhelm Furtwangler and Sir Malcolm Sargent. Name artists whose disks will be released on the new long-playing line are Kathleen Ferrier, Will Glahé, the Griller String Quartet, Reginald Kell, Kathleen Long, Maura Lympany and Erna Sack.

Pedro Vargas Waxes 12 Sides for Victor

NEW YORK, July 23.—Pedro Vargas, the Bing Crosby of Latin-America, has returned to Mexico after a week's engagement at the local Puerto Rico Theater and two Victor recording sessions. He returns to the U. S. next week for a theater engagement in Los Angeles.

While here, Vargas cut 12 sides under the supervision of Victor's L-A head, Herman Diaz. He was accompanied by bands under the direction of Henri Rene and Vincent Lopez.

Another popular Mexican crooner, Tito Guizar, returned to the Victor fold this week after an absence of three years. Guizar recently produced his own label in Mexico.

Horning In?

CHICAGO, July 23. — Tom Taddonio, bass and tuba player with Larry Fotine's ork, currently at Ben Lejar's Melody Mill here, earned the distinction of being the first musician to stop Michigan Avenue traffic in many a day. Taddonio eased his tuba and bass into a car here, following Fotine's *Treasury Bandwagon* show on Sunday. Noting a piece of dirt in the tuba mouthpiece, Taddonio blew several vigorous blasts of air into the horn, trying to dislodge it. Suddenly the bridge, in front of the Wrigley Building, where the CBS show took place, started opening. A window opened as the bridge-tender strained to catch sight of the approaching vessel. The bridge remained open until the red-faced Fotine enlightened the gateman.

HOLLYWOOD, July 23.—The first major move by London Records to step into the big time with the use of American recording artists is pointed up by trade reports here that Berle Adams has been set as blues, rhythm and hillbilly topper for the English owned diskery. Adams, who is Louis Jordan's manager and boss of the Pic and Preview music firms, formerly was part owner and in the a and r set-up of Mercury Records.

Until the recent dissolution of a contractual arrangement with American Decca, London was restricted to the use of English or European artists recorded abroad only. The Adams report marks London's first step toward building a complete catalog of disks that would enable the company to gain complete national distribution—heretofore a difficult feat for a label that could not issue anything but English pop singers and some semi-classical albums.

It is also reported that a few sides with American talent are already cut.

New Venture

In New York, E. R. Lewis, head of the English Decca combine, of which London is a subsidiary company, stated that London's entry into the rhythm, blues and hillbilly fields would be the beginning of an important new venture for the company.

Also signed by the label was Eugene Conley, American tenor, who appeared here in Carnegie pops concerts and with the City Center Opera Company. Conley, who has been signed for the Met next season, already has made records for London while on a trip to England.

Modern Goes to LP; Price Competitive

HOLLYWOOD, July 23.—Modern Records will join the plattery parade to LP, firm head Jules Bihari, announced this week. Diskery will release best catalog material on both 33 $\frac{1}{3}$ and 78 r.p.m., including standards etched by Hadda Brooks, organist Morton Thal, Eddie Gomez, Earl Garner and the Gene Norman "Just Jazz" series.

Product will be priced competitively with Columbia's pop LP line at \$2.85 retail. Bihari said he did not plan to add 45 r.p.m. disks to the line at this time.

British Pic Deal For Jo Stafford?

NEW YORK, July 23.—Mike Nidorf, currently touring in England, reports that he has virtually set through Jo Stafford for a movie deal with a large English flick firm. If the deal is completed successfully, Miss Stafford will make the movie in England.

Meanwhile, Miss Stafford has been booked to headline the entertainment at the Michigan State Fair in September. She will draw \$6,750 for a four-day stint.

Juanita Hall Signs Exclusive RCA Deal

NEW YORK, July 23.—Songstress Juanita Hall, winner of this year's Donaldson Award for her supporting role as Bloody Mary in the smash musical, *South Pacific*, has been signed to an exclusive recording deal by RCA Victor.

Miss Hall's previous wax experience includes participation in Columbia's original cast version of the *South Pacific* score.

Song-Writing Contest Album Looks Like Click for Capitol

NEW YORK, July 23.—From where we're sitting it would seem that 90 per cent of the population aspires to write songs, a fact partly borne out by the appearance of Capitol's new contest album, *Songs Without Words*, DCN-170, on *The Billboard's* best selling chart the week following its release (*The Billboard*, July 23).

Ordinarily tradesters will brush off the importance of songwriting contests, pointing out that nothing ever happens to the winners beyond the initial prize, but a listen to Capitol's bait for budding lyricists reveals that the diskery means business. Each of the commissioned melodies is by a top hit writer, each of whom seems to have selected his contribution from the top drawer. Most of the tunes are rich, but simple enough melodies that, given the right lyrics, could make for a solid hit. Four of the numbers, those by Paul Weston, Johnny Mercer, Ray Noble and the Jay Livingston-Ray Evans team, are ballads. Of these, the Weston and Noble efforts are most distinctive. The Livingston-Evans and Jimmy McHugh tunes (the latter is a beguine) sound like typical pop picture tunes. Mercer's is reminiscent of a string of pops in the *Old Lamplighter* vein. Iham Jones's bouncy

contribution will be the best bet for novelty writers.

Good Performance

Performance-wise, maestro Paul Weston has kept the arrangements simple and straightforward, but gets a bug lush sound from his orchestra. The package, three plastic disks in a simple box-type container, could sell to non-contestants who like good instrumental dinner music. It's also suitable for spinners on "music to read by" type air segs.

The diskery's big ad push in popular consumer publications, plus all-out exploitation planned in conjunction with dealers, distributors and jocks, should create a lively retail sale thru the summer months.

Bill Simon.

Buffalo Distributes Optimism

BUFFALO, July 23. — Western Merchandise Distributors, Inc., Columbia disk distributor in this area, sounded an optimistic note last week with the revelation that its billings for the first six months of this year were less than 10 per cent off the 1948 pace. According to Eugene P. Feeney, disk department manager, this better-than-satisfactory business is due to the wide acceptance of LP in the area and the willingness of local dealers to participate in promotions on the diskery's *South Pacific* package. One Buffalo dealer alone has peddled 800 copies of the album to date.

According to Feeney, dealers got off on the right foot when he was able to obtain the hit show disk release from the factory at the time the big New York stores broke with their big initial ads, thus cashing in when interest was at its peak.

Altho 60 per cent of WMDI's total disk sales, and 90 per cent of its classical sales, have been LP platters, *South Pacific* on shellac has run two to one ahead of LP here.

In the pop field, the Marjorie Hughes etching of *You Told a Lie* is Columbia's surprise local leader. George Morgan's first two releases have been the big hypo to a languishing country list. A big push is being set by WMDI in the international field, with special emphasis on Polish wax, since Buffalo's Polish population runs second only to Chicago's. Special Polish programs are being contracted on the local radio stations.

WMDI services more than 100 dealers in Buffalo, Niagara Falls, Erie, Jamestown, Corning and Hornell.

Slump in Music Biz KO's Two Leeds Vets

HOLLYWOOD, July 23.—Music biz slump took further toll this week when Leeds Music Coast topper, Happy Goday, put two veteran Leeds employees, Goldie Goldmark and Don Genson, on eight weeks' time. Contact men were reluctantly told that unless conditions improved their job would be eliminated as economy measure. Leeds also asked staff to take a two week layoff without pay to help tide org over current rough period.

Staffers Bob Stern and Sunny Golden are unaffected to date, although practically all Leeds employees recently took a pay cut. Other local pluggers to feel the pinch this week were Sidney Goldstein, who left George Simon Music, and Sam Weiss, who bowed out of top spot with Buddy Morris firms. Weiss, key Morris exec, settled contract with pubber and left amicably.

BG's Foreign Tour Seen Facing Snag

NEW YORK, July 23.—It is believed that a snag has developed in Benny Goodman's plans to tour Europe with his ork. The tour, skedded to start early in August, may be canceled because of increasing difficulty in taking money out of foreign countries.

The Goodman band, which stayed behind here pending the leader's call from England, was due to depart late next week.

Coda Records Enters Yankee Tune Field

NEW YORK, July 23.—Coda Records, up to now an exclusively Latin-American label, will debut its first diskings of Yankee tunes this fall in a new series of *Dance Session* packages. The diskery is currently negotiating for the endorsement of one of the big dance instruction names.

Each package will consist of four plastic disks in a single heavy-paper pocket, with three-color cover. Material will include sambas, tangos, rumbas, fox trots and waltzes. Two sets will hit the market August 1.

Too Much for Him

DETROIT, July 23. — Sam Arnold, personal publicity representative for Elliot Lawrence and his orchestra—until the other day—drove to Owensboro, Ky., for a one-nighter Lawrence was to play at the Memorial Youth Center. He was misinformed as to his distance by 150 miles, and arrived at 1:30 a.m., to find all hotels and tourist camps filled. He couldn't sleep in the car, which was loaded with Lawrence records. He headed for the police station and offered to pay for a night in jail, but the chief of police decided Southern hospitality called for more than that and escorted him around town for two hours, until they found a boarding house.

The next morning Arnold found the date had been canceled. He decided to quit the personal representative field and go back with an agency.

Toogood Buys Tape Recorder From Minn. Co.

CHICAGO, July 23.—The first piece of equipment designed and manufactured by Minnesota Mining & Manufacturing Company, Minneapolis, for multiple production of recorded music on tape was purchased last week by Loren Toogood, chief of the recording studio here which bears his name. Toogood, when queried about the purchase of the multiple tape recorder (*The Billboard*, February 5), said that he has plans for using the tape record making machine to produce recorded spools for clients. Thus far, he has already worked out a production job calling for several thousand spools of tape for the new Revere Camera Company's tape recorder as a demonstration device. Toogood said he is not interested in making his own records, but will contact record companies interested in putting their masters on commercial tape.

The equipment, which Toogood owns, is capable of running off 96 half-hour spools or 48 one-hour spools per hour, and can be gauged at a higher production speed when necessary.

The new Revere tape recorder which will debut soon, will retail for \$159.50, as compared to \$125 for the Eicor tape recorder and \$229.50 for the Brush recorder.

Mellin Buys Into IBT Music, Inc.

HOLLYWOOD, July 23.—Pubber Bobby Mellin has purchased a one fourth interest in IBT Music, Inc., Hollywood indie pub firm established recently by cleffers Ramey Idress, George Brown and George Tibbles.

Firm is currently plugging the Idress-Tibbles tune *Senora*, which has been waxed by Jack Smith on Capitol and the Modernaires on Columbia. Mellin continues to head Roberts Music and Mellin Music firms in addition to IBT tie-up.

Tannen To Promote Square Dance Tunes

NEW YORK, July 23.—With the current craze for square dancing gaining momentum, Nat Tannen is gearing one of his several folk music firms, Tannen Music, for full-scale promotion of new square dance tunes. Approximately 12 numbers are set for plugging by Tannen this season, leading off with *Square Dance Polka*.

Rosalie Allen cut the tune recently for Victor.

Perry Begins 16th Year With Decca

HOLLYWOOD, July 23.—Joe (Decca) Perry, Decca Records exec here, will celebrate his 15th year with the plattery July 28, making what is believed to be a record in continuous service for any waxery rep.

Perry, now handling West Coast distribution and sales for Coral and Brunswick subsids, claims to have been the firm's first employee, coming to Decca shortly after the company was founded. The late Jack Kapp, Decca's prexy; Milton Rachmil, then treasurer of the firm, and veepee E. F. Stevens, now deceased, were all in on the firm's modest beginning. Perry was Decca's No. 1 employee hired outright.

Perry did the plattery's first recording date on August 3, 1934. Three days later Bing Crosby cut his first sides for the plattery. Among Perry's treasured mementos are original recording sheets and data in connection with that date.

Gov. Turner Gets Gotham Send-Off On His New Tune

NEW YORK, July 23.—Probably the busiest air-time schedule outside of campaign season was set here last week-end for visiting Gov. Roy J. Turner of Oklahoma. Altho the governor came in primarily on State business, publisher Joe Davis turned the visit into a full-scale launching party for the governor's own tune, *My Memory Trail*, published by Davis's Beacon Music, a Broadcast Music, Inc. (BMI) affiliate.

Accompanied by his financial advisor, H. W. McNeil, and Alan Clark, musical director of Oklahoma City Station WKY, the governor arrived Thursday night (14) and was welcomed to the music business Friday at a luncheon thrown by Davis at the Taft Grill Room. The party was attended by a dozen top BMI officials, including President Carl Haverlin and Veepees Charles A. Wall and Robert J. Burton. Several diskery execs also were among those present.

The governor made his first air appearance on Vincent Lopez's *Luncheon With Lopez* show from the Taft over the National Broadcasting Company (NBC) Friday, and did a repeat on the same show Saturday. He also appeared on Lopez's TV show, *Tex and Jinx*, *The Village Barn*, Pat Barnes, *This Week Around the World*, Ed Sullivan (TV), *Stop the Music*, *The Latin Quarter* (with Art Waner), and with Nat Brandwynne from the New Yorker. He flew back to Oklahoma Monday (18).

During his half-hour NBC seg Friday, Lopez played an all-BMI program in honor of the dining BMI brass.

Cleffer's Cleff Gets Rose Reading

CHICAGO, July 23.—Amateur songwriters may not know it, but a good letter, accompanying their songs, may make more of a dent in a publisher's noggin than they think. Al Dorsey, patient in a West Coast hospital, recently sent a pack of songs to Fred Rose of Acuff-Rose, Nashville. Accompanying the songs was a note: "All right, all right, but what can I do with them?"

Rose was so amazed by the letter that he studied the songs carefully, selecting several, one of which is *Old Man of the Sea*, which Rose put with several diskeries, including his own rendition, which will be released by MGM.

Music Fee Fight Looms Between Tom Archer, BMI

(Continued from page 3)
ment, he will indemnify the undersigned ballroom operator against any and all loss therefrom."

Archer, when contacted, told *The Billboard* that he was currently inserting this clause, after he had been unable to come to any agreement with BMI officials. He said that Harry Somerville, New York BMI chief, and Stan Myers, Chi BMI rep, had paid him a personal visit some time ago, but that nothing had been agreed upon.

Case of Archer vs. BMI is being followed closely by the music industry, for the Iowa ballroom mogul has been the guinea pig for a number of important actions in the past. BMI sent Harold Orenstein, of its New York staff, to Des Moines for the 1947 NBOA convention, at which time Orenstein did nothing more than feel operators out as to their attitude

Lang-Worth To Spend 350G In Disk Expansion Program

NEW YORK, July 23.—Lang-Worth Feature Programs, Inc., transcription company, plans an expenditure of \$350,000 to cover expansion and technological development in the broadcast and commercial record fields.

Firm will dub its extensive transcription library onto eight-inch disks, to be marketed among stations and in the commercial phonograph field. Not all details are known yet, but the process, which has been patented, specifies an eight-inch record. This disk will play at 33 1/3 revolutions for a period of seven and one-half minutes. According to Si Langlois, company exec, 95 per cent of the company's subscribing stations have voiced acceptance of the new disk.

New Pressing Plant

Firm's entry into the commercial record business will probably take place within the first three months of 1950, it was indicated. In the meantime, a pressing plant to manufacture the disks is being set up in Long Island City. This plant is expected to be in operation early in August.

Santly, Friend In New Pubbery

NEW YORK, July 23.—Joe Santly, his son Harry Santly and songwriter Cliff Friend have organized a new American Society of Composers, Authors and Publishers (ASCAP) pubbery, Friend-ly Music. Santly also has a Broadcast Music, Inc., firm, London Music.

Friend and Santly collaborated on the current revival hit threat, *There's Yes, Yes in Your Eyes*.

3 Peppers Reunited; Set for Disk Series

PHILADELPHIA, July 23.—Ivan Ballen, local record manufacturer who has the Gotham of New York among his labels, has added the Three Peppers to the Gotham banner. Binder with Jolly Joyce, local agency head, handling the threesome, has the Peppers waxing a dozen sides for Gotham. First pairing takes in *One Potato, Two Potatoes* and *One Too Many for Me*.

Peppers, before they disbanded several years ago, waxed regularly for the Decca label. Joyce brought the original three together several weeks ago and the instrumental-vocal trio made their renewed bow at the Club Bolero, Wildwood, N. J., for the summer season.

In line with the expansion, Lang-Worth has been adding personnel. Newly set is Walter Davison, who has resigned as manager of Capitol Transcriptions to become West Coast representative for Lang-Worth. His functions will include that of artists and repertory chief on the Coast. He officially starts August 1.

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Whitley Returns To Artist Ranks

HOLLYWOOD, July 23. — Ray Whitley, heretofore Jimmy Wakely manager, has decided to return to the artists' ranks on his own and quit the p. m. field. Whitley had appeared in a number of Western films and is a sagebrush warbler in his own right. While his plans have not crystallized, he definitely has snipped his ties with Wakely who will handle himself for the time being. Parting was amicable and was brought on by Whitley's desire to return to films.

Wakely, Capitol Records Western artist, this week asked Monogram Pictures for a release. Wakely wanted to use more songs in his flickers, while Monogram preferred to use him more for action films than warbling. Wakely had always sought to effect a tie-in between his disk releases and the tunes he did in films. For the immediate future, Wakely will free lance in film work.

Cafe Rouge Repeat Set for T. Dorsey

NEW YORK, July 23.—Tommy Dorsey's ork will play a return engagement at the Cafe Rouge of the Hotel Statler here. T. D., who teed off the return of the procession of top names into the famed hotel ternetery last fall, will follow Frankie Carle's crew into the room late in January, according to current plans.

Coral To Issue First Package August 27

NEW YORK, July 23.—Coral Records will issue its first package in the Decca-owned diskery's August 27 release. The package will spotlight a series of square dances with calls featuring Roy Rogers, with Spade Cooley's Bucklebusters supplying the music.

The envelope package will contain three disks.

Grimes Urges BMI Huddles

PHILADELPHIA, July 23.—Altho the Grimes Music Publishers here has withdrawn its support in the case of Perry Alexander Music Company against Broadcast Music, Inc. (BMI), David A. Grimes, head of the local music firm, declared that he will continue to press for action among all BMI affiliate publishers and members to see that the BMI organization shall hold "periodic meetings" for all such members. Grimes stated that BMI does not and never did hold any meetings for its membership, charging that BMI has repeatedly refused to recognize a request for a membership meeting from many such firms.

Melbourne Takes Up Jazz Craze

MELBOURNE, Australia, July 23.—Following the success of the jazz battles staged in Sydney between leading bands, the craze has come to Melbourne. Some 3,000 teen-agers recently packed Wirth's Olympia to hear a contest between five leading bands, including the Graeme Bell band, which was out in front at the Sydney battles.

This was followed by a celebrity jazz concert in Melbourne Town Hall by the Graeme Bell band, where once again the full-house sign was hung outside an hour before the start. The organ gallery was packed, and provision was made for an extra 100 on the stage. It would appear that this band has by far the greatest following of any Aussie band in years. Recordings by the band are proving popular. Dealers report steady inquiry for the disks.

On the Stand

The Three Suns

(Reviewed Thursday, July 21, at the Grill, Roosevelt Hotel, New York. Band manager, Herb Kessler. Booked thru Music Corporation of America.)

ACCORDION: Morty Nevins.
GUITAR: Al Nevins.
HAMMOND ORGAN AND VOCALS: Artie Dunn.

The Three Suns enjoy a consistent year-in-year-out popularity that spells solid success in the music business. They've never been a "sensation," in the strict sense of the word, but their steady disk sales and loyal following will keep them going long after the overnight clicks have passed into obscurity. Currently brightening up the take at the Roosevelt Grill, the boys play the soundly commercial kind of music that the public goes for in a big way.

Their book includes current pops, a few novelties and plenty of standards, simply arranged with a pronounced dance beat. The latter gets the dancers out on the floor, but it's the Suns' personable manner and competent musicianship that keeps them dancing and brings them back in the next night. The boys are ace showmen and really give when they're on the stand. They use all the tricks... smile at the ladies and wink at their escorts, play requests and aren't above indulging in some horseplay when the room gets dull.

First Dance Date in Years

The Grill is the Suns' first dance date in eight years, but since their style has always stressed rhythm, the transition has been a smooth one. Right now they're netting heavy plugs on their Victor records via the Grill's 11 weekly remote shots on three major networks. *Scotch Hop*, one of their latest disks, sounds like a comer. Another novelty with possibilities is *Whistle, Trestles and Trains* as sung by Artie Dunn. Cousin Dunn and the brothers Nevins have been together now for 10 years, which is

Jones and Cross Settle Tune Suit

HOLLYWOOD, July 23. — Stan Jones' law suit against American Music exec Sylvester Cross was amicably settled out of court last week when pubber Cross agreed to return four tunes to the cieffer and cancel existing contracts. Jones, whose *Riders in the Sky* zoomed him to prominence, sued to recover tunes originally sold to American on grounds that the pubber had failed to work on the ditties or live up to other commitments.

In settling with Cross, Jones reimbursed pubber to tune of \$375 for expenses previously incurred in working on four songs. A fifth Jones tune, *Burro Lullaby*, was sold by Cross to pubber Buddy Morris for an undisclosed fee. Songs which Jones recovered included *The Ole Hound Dog* and *You and Me*, *Snow Bells and Echoes*, *I Forgot To Remember*, and *Chuck-walla Swing*.

RCA Declares 15% Return on 45 R.P.M.

NEW YORK, July 23.—RCA Victor this week informed its dealers that a 15 per cent return privilege is to be extended against all purchases of 45 r.p.m. disks between now and the end of the year. The regular 4 per cent return for conventional-type disks remains as is.

When Victor first introduced the 45 r.p.m. system in March, it offered purchasers of a \$385 basic stock package a 100 per cent exchange privilege, which is due in August.

quite a record for this fluctuating business. Proof of their popularity at the Grill is fact that the room, which usually shutters for the summer, has been kept open for the first time during their stay. The Suns open at Steel Pier, Atlantic City, July 31. *June Bundy*.



A National Accounting of Disk Jockey Activities

STRICTLY FROM DIXIE . . . Ed "Figtrola" Hart has launched a "Stop Bop" movement over WPTS, New Orleans, with a daily late-afternoon 25-minute seg of first and second generation Dixieland. There are no gimmix on the show. "Figtrola" claims Dixieland needs nothing but the beat to boost it. . . . **Jim Gallogly** and **Imogene Jones** do a duo show five days a week on the "1400 Club," over WCOH-FM, Newnan, Ga., with pops only, slanted at the younger set. The novelty angle is that no requests are used, only the latest releases and standards. . . . **Gordon Brown** is doing "Coffee Time" full time at WVLK, Versailles, Ky. **Mimi Chandler** is off to Europe for the summer. **Sam Donahue** last week did the deejay stint on **Gordon Walsh's** "Musical Carnival" program over WVEC, Hampton, Va. Sam says thumbs down on bop. . . . **Harry Nigocia**, of WJBW, New Orleans, pens that he exclusively introduced **Sammy Kaye's** diskings of "The Four Winds and the Seven Seas," and reaction is great.

WESTERN WAX WHIRL . . . **Murphy Martin** "The Old Wood-chopper" on KTRE, Lufkin, Tex., now has an afternoon request show to go along with the station's nightly "Woodchoppers Ball." The title is "The Ask-It Basket," chosen as a result of a four-week contest. Bop is picking up, with **Elliot Lawrence's** diskings of "Elevation" bringing in many requests, says Martin. . . . **Bob Baker**, KWIL, Albany, Ore., writes his area is strong for Western tunes. A small but determined group of hipsters send heavy mail requesting tops in pop and bop. Baker's show, just several weeks old, uses considerable standard material, too. . . . **Johnny Richardson**, jock at KVON, Littlefield, Tex., says the majority of requests on his two-hour "Best By Request" program are for hillbilly tunes. "It seems as if the sadder the tune and the more horrible it's rendered, the better they like it," says Richardson. And he's giving them what they want. "After all, the listeners come first."

PHILLY PHADDLE . . . For the remainder of the summer, **LeRoy Miller**, WFIL jockey, will spin his platters remote for his early morning "The Morning Bugle Call." Starting off with the surgical ward at the Abington Memorial Hospital, Miller takes a portable mike and turntable to various hospitals and institutions in the Philadelphia area, conversing with the patients between the playing of platters. Miller is also making personal appearances at the mountain resorts near by, being added for the Saturday night shows at **Pocmot Lodge** in Bushkill, Pa. . . . **Bob Horn** who handles the spinning chores for WPEN's "Bandstand" nightly from 9 to 11, takes over the "Midnite Bandwagon," sponsored by Huberman's jewelry store, on WIP, nightly from midnight to 1 a.m. . . . WPEN's **Eddie Newman** grabbed some neat picture space in the newspapers with a gag shot showing him rescuing wax models from the window of a fur shop when a fire broke out. . . . At near-by Atlantic City, **George Lewis** and **Hal Uchida** team to do a "Double Feature" spinning session on WMID each Saturday afternoon.

B. Goodman Big at London Palladium

LONDON, July 23.—Benny Goodman opened at the London Palladium Monday (18) to a packed house and an appreciative audience. He is topping the slickest all-round variety bill the Palladium has seen. The production of this—essentially a band presentation—which Goodman presents in the second half is a credit not only to Goodman but to the excellent accompaniment of the Skyrockets orchestra. A mistaken impression that the Skyrockets is just a first-class pit orchestra is dispelled by its performance of the fine jazz and swing arrangements from B. G.'s library.

Goodman also uses an accompanying sextet composed of British musicians (with the exception of Buddy Greco) that showcases his own astounding musicianship.

Herkie Styles, young comedian with the Goodman package, was a success; ditto the brilliant dancing team of Nicks and Taylor. Thrush **Marcy Lutes** is di'appointing, altho looking very glamorous. **Buddy Greco** has captured London audiences with his first-class musicianship, easy manner and fine vocals.

Of the maestro himself, what else can be said that has not been printed many times over? His easy style, his outstanding technique and tone, left the audience breathless. Contrary to all beliefs that he would specialize in bop, he gave us the Goodman we know. The people like it and they seem to want more.

The Deep River Boys had a sensational success when they closed first half. *Georgie Vedey*.

Exclusive Releases Album on 45 R.P.M.

HOLLYWOOD, July 23. — Leon Rene, president of Exclusive Records, plans to release **Herb Jeffries' Magneta Moods** album in 45 r.p.m. form. It will appear in doughnut disk form within the next 90 days. This will mark the label's first step into the slow-speed ranks.

However, Rene does not intend to swing completely into the non-standard r.p.m. field at this time, but feels it is advisable to give this album a 45 r.p.m. spin.

Calloway Assoc. Formed

NEW YORK, July 23. — **Herb Abramson**, president, and **Ahmed Ertegun**, vice-president of Atlantic Records, have joined with **Blanche Calloway** in forming **Blanche Calloway Associates**, an artists management organization. The first artist pacied is **Ruth Brown**, vocalist, currently appearing at Cafe Society. **Miss Brown** records for Atlantic.

Constance Hope to Europe

NEW YORK, July 23.—**Constance Hope**, director of artists relations for the RCA Victor longhair disk department, sailed for a seven-week trip to Europe this week to scout for talent for the diskery. She will visit in Holland, France, Switzerland, Italy, Monaco and England. **Miss Hope** will return to this country August 31.

Victor Teams Up Pops and Hillbillies

NEW YORK, July 23.—Victor Records last week ran off one of the most unusual disk dates of recent months when the waxery teamed a hillbilly duet with one of its top pop groups.

The artists involved were hillbillies **Rosalie Allen** and **Elton Britt**, who were teamed with the Three Suns for a brace of sides.

Chi Disk Dealers Form Central Assn.

(Continued from page 14)

making any announcement as to membership potential of the group.

The temporary committee of officers and directors have set forth a 10-point program, which will be discussed at the next meeting. The program consists of the following: Establishment of fair trade practices within the industry; obtaining increased discounts from distributors; elimination of manufacturers' "indiscriminate dumping sales"; increasing percentage of return privileges; standardization of speeds; creation of a co-operative buying program; establishment of a program of co-operative advertising; exchange of excess inventory among members thru a central clearing channel; improvement of conditions with relationship to breakage and defective merchandise, and protection of dealer inventory on price adjustments.

The meeting, it was learned, will discuss the Decca sale (*The Billboard*, July 16). The cursory check of dealers who led the Chi opposition to the Victor sale revealed that the association is again urging its members not to participate. Dealers, when queried, said that they felt less resentment against Decca than against Victor because dealers were all alerted at the same time, while they charged that Victor told "Loop traffic outlets" about the sale before they informed nabe stores. They also pointed out that the Decca sale was not as widespread in its inventory coverage as the Victor "dumping."

NEW CONN. BAND SPOT

HARTFORD, Conn., July 23.—The name dance band ballroom field, which has now only two locations functioning in the Hartford area, has added a new spot. The Palladium Ballroom, Rocky Point Park's new dance hall, Warwick, R. I., has launched a new policy of big name orchestras for the summer. New program got under way last week when Tex Beneke played a two-night stand.

Other two locations hereabouts are Lake Compounce, Bristol, Conn., and Ocean Beach Park, New London, Conn.

Non-Exclusive for Discos

NEW YORK, July 23.—Discos Allegro, the Spanish kidisk label produced here by Paul Puner, is being distributed thruout most of Latin-America by local resident agents on a non-exclusive basis. The only exclusive deals to which the diskery has been committed are for Venezuela and Puerto Rico. A previously reported distribution deal with Seeco Records is purely a non-exclusive arrangement covering various territories where Allegro is not directly represented, according to Puner.

CAP HYPERS KIDISKS

NEW YORK, July 23.—Alan Livingston, Capitol Records kidisk and album expert, is due here next week for a series of wax dates for the children's market. Capitol this week added to its kid's artists' roster by signing actor Basil Rathbone, who earlier had recorded material for Columbia Records. Livingston will slice albums with Rathbone, Claude Rains and Joe DiMaggio, whom the firm signed some weeks ago.

Drake Weds Adele Clark

NEW YORK, July 23.—Milton Drake, composer of *Mairzy Doats* and other hits, former vice-president of the Songwriters' Protective Association and now a counsel member of that organization, has married Adele Clark, Decca recording artist and radio singer. The couple left on their honeymoon last week.

Music—As Written

New York:

Harry Sultan's Bruce Record Distributing Company has moved to larger quarters on West 20th Street. The indie distributor handles the Horace Heidt Magnolia, Black and White, Discos Cafamos, Broadcast and other lines.

Stan Kenton due in town. . . . The George Shearing Quintet has been set for two weeks at the Blue Note nitery in Chicago, beginning August 8. . . . Atlantic Records is preparing a special abridged radio transcription of its "This Is My Beloved" album for disk jockey use. . . . Thrush Fran Warren, who was closed out when "As the Girls Go" folded July 9 so that star Bobby Clark could vacation, heads for the Coast with her manager, Barbara Belle, for radio guest shots and disk jockey exploitation. . . . Vic Damone due for a Paramount engagement beginning August 3. . . . Manor Records will reissue a two-year-old Four Tunes' dinking of "Someday," now that the song has been moved into pop hit contention via the Vaughn Monroe and Mills Brothers recordings.

Chicago:

Elmer Bartola has told bookers that he will reopen his Terraplaza, Springfield, Ill., semi-name ork location, by September 15. Spot shuttered a month ago, with op owing moo to several orksters. Bartola told agents he'll pay in full before unshuttering. . . . Wilson Humber moves into the Hotel Schroeder, Milwaukee, July 26, with McConkey Music setting the ork. . . . Leo Pieper has received his release from MCA and is now booking thru Associated Booking Corporation. . . . Sam Arnold, ex-Delbridge & Gorrell agent and advance man with Elliot Lawrence, is back in Detroit agenting for McConkey Music. . . . Frankie Laine and his personal managers, Gabbe, Lutz & Heller, have formed their own BMI music pubbery, Foremost Music. Their first plug is Laine's forthcoming "Satan Wears a Satin Gown" on Mercury.

Philadelphia:

Eddie Mallory, former maestro and local booking agent, has transferred his talent agency activities to New York. . . . Ivan Ballen, who owns the Gotham record label, has taken over the management and bookings for The Silveraires, spiritual singers. . . . Sax Gill draws a holdover ticket, after five months, that will keep his band at Budweiser's until October.

Hollywood:

Capitol's Alan Livingston is leaving the latter part of this month for a New York recording session with Joe Di Maggio. Material for Di Mag's wax bow is being written by John Loeb, who is also credited with conceiving the idea for the diskings. . . . Press agent Bob Weiss effected an across-the-pond deal with Julia Smith, of Campbell-Smith Publicity in Paris, to arrange airshots for his clients, Fran DeVol and Jack Smith. As a result the Cap recording pair will be heard on the following Gay Preee programs: "L'Enseigne de la Belle France," "Gazette de Paris," "This Week in Paris" and "Soiree de Paris."

Cincinnati:

Gardner Benedict ork set at Club Shalimar, Fort Walton, Fla., until August 1. . . . Sylvia, singing pianist, has begun her second year at La-Normandie, Naze Comisar's downtown eatery. . . . Barney Rapp Agency has set pianist Corky Robbins at Artie Dennert's new Club Alexandria, Newport, Ky., for an indefinite stand. . . . Jack Terrell unit (3) signed to relieve the Buddy Grover Trio in the cocktail lounge at Beverly Hills Country Club, Newport, Ky. . . . Clooney Sisters inked for Moonlite Gardens at Coney Island here September 2-5. . . . Marjorie Slightam is on a return on the Hammond at the Tropics, Hotel Phillips, Kansas City, Mo. . . . The Metro-Tones (Gordon MacDermott, bass; Don Romeo, guitar, and Gill Rossi, vibes-piano), after winding up at Club Alexandria, Newport, Ky., August 3, move into the Hippodrome, Baltimore, for a week.

Herman, Cole Set For 1-Night Tour

HOLLYWOOD, July 23.—Series of Coast one-nighters by the Woody Herman-King Cole Trio package will start at the Los Angeles Shrine Auditorium July 29 and will proceed to San Diego, Bakersfield, San Jose, Stockton, Sacramento, Oakland, San Francisco; Clamath Falls, and Portland, Ore.; Vancouver, B. C.; Seattle and Coos Bay, Ore.

Form ABC-Eagle Plattery

HOLLYWOOD, July 23.—Formation of ABC-Eagle Records, New Hollywood indie, was announced this week by Gordon Burdge, prexy of the neophyte plattery. Disk outfit will sell direct to dealers, pegging the price at the low wholesale cost of 24 cents plus tax, with records to retail for 39 cents. Low priced disks will be released on the ABC label, with the vinfafex break resistant platters to be pressed in Hollywood and Newark, N. J. First release, encompassing some 30 sides, will be announced soon. They include sides waxed by Curt Massey, hillbilly crooner Jack Rivers, the Stan Allison Orkette and Don Steele, latter an ex-Ted Fio Rito ork crooner. Burdge formerly headed Eagle Records in San Francisco.

Welk Sets Peony Park Mark

CHICAGO, July 23.—Lawrence Welk's ork set a new weekly attendance record July 15-20, when it pulled 9,265 dancers into Peony Park, Omaha, operated by Joe Malec. Stipend was \$1.80 Saturday, with \$1.50 the remaining days. Park has been in operation for 30 years, with the Welk mark shattering any previous six-day mark.

Mendelssohn to France

NEW YORK, July 23.—George Mendelssohn, President of Vox Records here, left for France last week for a 2½-week visit as the guest of French Polydor execs. The Vox topper will supervise recording dates on the Continent, and has set conferences with affiliates in England, Switzerland and Italy.

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U. S. STYMIES FOREIGN ACTS

Vaude Boom No Boon to Alien Artists

Immigration Stumbling Block

(Continued from page 3)

the State Department, he is only apt to irritate the consul and make matters more unpleasant for the artist.

Heavy Bond Required

On arrival in this country, a bond of approximately \$500 per artist must be put up. Regulations on baggage and theatrical effects also are stringent. So in view of the limited time an alien performer is allowed to remain here under his working permit—three months or so—there is little inducement or profit in an American engagement for the majority of foreign acts.

This, added to the four and five shows a day over here, against two shows abroad, and the higher living expenses in American cities, are other factors that militate against an influx of foreign acts comparable to the old days of vaudeville when these imported attractions made up from 20 to 30 per cent of our variety bills.

Legislation May Be Sought

Efforts to remedy the situation are under consideration, particularly by the George A. Hamid office, which has about 20 foreign acts over here at present. If the State Department cannot be induced to ease the routine, an attempt will be made to have a bill introduced in Congress to achieve the desired results.

Without a substantial amount of foreign talent to supply novelty and new faces, booking agents point out, the vaude boom now under way in this country could peter out in a short time. The benefits to the foreign exchange situation also are cited as worth considering. An increase in the use of foreign acts by this country, which could pay them badly needed dollars, would open up more bookings for American performers abroad and permit them to take home a larger portion of their salaries than at present.

Detroit Nitery Offers 'Drunkard'

DETROIT, July 23.—Revival of the perennial *Drunkard* as a night club attraction has brought the biggest spurt of business the Club Cassanova has seen in many moons, according to owner-manager Sam Chiado. Spot opened quietly last Friday (15) with the production, did 25 per cent better business over the week-end, and sold out in advance on reservations for the second week-end.

Show is produced by Lester Smith, who produced the same play at the Shubert-Lafayette Theater last December. Stephen Pope stars in the title role, with Charlene Karp as the wife, Joe Belloc as Lawyer Cripps, and Alice Claudette as Mad Agnes.

The Casanova is putting on the show twice a night, using no other entertainment. Policy before the play experiment was three acts and an emcee, plus orchestra for dancing, but latter was dropped as well as the floor show, with only derby-hatted pianist to accompany the play. The *Drunkard* is expected to linger until early fall.

Ford's Fair

NEW YORK, July 23.—In the July 9 issue of *The Billboard*, a story from Boston on the George Zimball case mentioned incidentally that the Ford Theatrical Agency was on the American Guild of Variety Artists' (AGVA) national unfair list. Incidentally, it shouldn't have been mentioned. A check with the AGVA office in New York reveals that the office is on the fair and square.

Nite Spot Tax Collections Off Only 9%

Cabarets, Ballrooms Hold Up

(Continued from page 3)

ceipts from the excise levy was less—both percentage-wise and dollar-wise—than was the case with most other excises.

Collections during the 1949 year were fairly steady, with the range from the top to the bottom month only a little more than a million dollars. Top month was December when \$4,661,143 came into the treasury, while the low was reached in January, 1949, when the cabaret tax brought in \$3,263,207.

High month in the two-year period was October, 1947, when collections hit \$5,193,369.

Gus Van Back In AGVA Race

NEW YORK, July 23.—Gus Van, who had announced his intention to retire from his post as proxy of the American Guild of Variety Artists (AGVA), this week reconsidered and decided to run for re-election in the forthcoming balloting.

Van's reconsideration is accredited to a heavy flow of requests from AGVA members.

Also slated to run for the presidency of AGVA in next month's elections are Georgie Price and Jackie Bright.

Mindy Carson Rates Headline at Copa

NEW YORK, July 23.—Thrush Mindy Carson's fine showing in the current Copacabana layout has been rewarded with a new extension pact which will place her in the headline spot, along with comic Romo Vincent, in the Copa's next show which opens July 28.

Miss Carson, who opened at the niteriy several weeks ago with little previous bistro experience, has been roundly praised for her stint.

Slap Tax Liens On 3 Pitt Clubs

PITTSBURGH, July 23.—Uncle Sam's internal revenue men this week slapped income tax liens against three local niteries, Churchill Tavern, Hollywood Showbar and Little Paris. The largest claim was for \$12,905 against the Churchill, while the Showbar owed \$1,273 and Little Paris was in arrears to the tune of \$1,237.

B'way Grosses Off Slightly; MH 144G, Roxy 65, Para 90

NEW YORK, July 23.—Broadway vaude-film grosses fell slightly last week, grossing a total of \$391,000 as against \$401,000 for the previous stanza. Weather continued hot and humid, perhaps helping grosses somewhat on week-days, but denting the take on the week-ends owing to the great number of town dwellers leaving for seashore and country points. One factor which probably helped keep the total gross at a respectable figure was the Lions convention.

Radio City Music Hall (6,200 seats; average \$125,000) pulled a strong gross of \$144,000. Show was in its fourth week. On the previous week the take was \$147,000, and prior to that \$156,000. The presentation is Steve Evans and *Look for the Silver Lining*.

Roxy (6,000 seats, average \$80,000) fell to a take of \$65,000 for the last week of Janet Blair, Herb Shriner and *House of Strangers*. Previous week's take was \$75,000.

Paramount (3,654 seats; average \$65,000) did a strong \$90,000 for the first week of Jimmy Dorsey, Peggy Lee and the flick, *The Great Gatsby*. Previous week the house finished the sixth week of Louis Prima, the Amaz-

Opening Bill Set For RKO Boston

BOSTON, July 20.—The RKO Boston Theater will inaugurate the new Palace Theater policy of presenting an eight-act bill here when the new vaudeville season opens the week of August 4. Appearing in the tee-off presentation will be the Edwards Brothers, Yvonne Moray, the Marvellos, Cook and Brown, Steve Evans, the Appletons, Ross and La-Pierre, and Gus Van in the featured spot.

A 12-week schedule has been tentatively set with public response figuring as the yardstick for the durability of vaude in this city.

General Artists Signs Four Acts

NEW YORK, July 23.—General Artists Corporation (GAC) talent lists were expanded this week with the addition of four new properties, including the Pied Pipers, chirp Helen Forrest, comic Roger Ray and Latin terper Rosanna. The Pipers and Miss Forrest both formerly were with the William Morris Agency, while Rosanna comes from Music Corporation of America.

Ray was inked on the strength of his recent showing at the Latin Quarter niteriy here.

Schermer to Famous Door

DETROIT, July 23.—The Famous Door, downtown night spot in the Griswold Hotel, is being taken over by Alfred Schermer, who formerly managed another bar in the city, as part owner, replacing Jack Fera, who plans to go into business in Ohio. Jerry Bratt, who was a partner with Fera, retains his full interest. The spot is using Arturo's orchestra and featuring dancing, but may add some acts and a small floor show policy in the fall, according to Schermer.

ing Mr. Ballantine and *House of Strangers*, pulling \$60,000.

Capitol (4,627 seats, average \$44,000) garnered a gross of \$48,000 for the third week of Bert Wheeler, Thelma Carpenter, Hal McIntyre's band and *Any Number Can Play*.

Strand (2,700 seats, average \$47,000) fell to \$20,000 for the second week of the no-flesh show. Pic, *The Fountainhead*, accounted for \$34,000 the first stanza.

Palace (1,700 seats; average \$24,000) grossed \$24,000, with eight acts and *Massacre River*. Gross is considered good in view of the weak flick.

Eastern AGVA Clamps Down On Benefits

(Continued from page 3)

they are bona fide events. Lyons claims that there are no more than five or half dozen benefits which are truly charitable for which he will grant approval in his territory hereafter.

"Stagehands get paid," he said, "musicians get paid. The halls draw the rentals. But always they want the actors for free. From now on they'll pay the actors for benefits or they'll not have them."

Lyons cited an example which occurred this week. He said he refused permission for acts to work a benefit in Atlantic City on the ground that the promoters were to get commissions, the musicians, stagehands and hall rentals were to be paid and the acts were to offer cuffo contributions.

Lyons believes that his policy toward benefits in the Eastern region eventually will be adopted nationally by AGVA. He feels that the benefit has become a promoter's racket thru-out the country at the expense of both talent and of many charities, which are unfounded in show business knowledge and procedures.

Terrace Room Summer Victim

NEW YORK, July 23.—The summer slaughter of Gotham niteries extended into hotel bistro circles to claim the longtime year-round operation of the Terrace Room of the Hotel New Yorker as its latest victim. The Terrace Room, which has been operating primarily as a name dance band location with a two-a-night ice show thrown in for good measure, will shutter July 30. The spot currently features the music of Nat Brandwynne's ork. Tho no plans have been announced, it is believed that the room may reopen sometime in October.

Kitty Kallen Opens St. Regis in Fall

NEW YORK, July 23.—Kitty Kallen, whose current Versailles engagement has drawn raves, has been inked to reopen the St. Regis Maisonette this fall, opening September 20 for four weeks.

Kitty also is slated to return to the Versailles late in December. She goes into the Capitol Theater here August 25.

VAUDEVILLE REVIEWS

Palace, New York (Thursday, July 21)

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

Dan Friendly booked a bill this week that'll send the customers away talking about the good show at the Palace. There are a few weak spots, notably Wilkey and Dare, but the show builds well, except for an occasional drag, with some of the acts' running time going overboard. There are two solid standard turns in the eight-act show, Joe Termini and Think-a-Drink Hoffman, and each score potently. In addition, there's a surprisingly strong closing act, the Herzogs, three girl aerialists whose routines kept the house spellbound, with nary a walker-outer.

Vince and Gloria Haydock, a young, personable brother and sister dance team open nicely, doing precision tapping, a chair dance and a slow tap number the boy says their parents did at the Palace a quarter of a century ago. Burns and His Birds, dancing, scored a real click, his intriguing routines with the feathered tricksters providing a good measure of family entertainment. The act runs just a spot too long, and the incessant chatter of the performer should likewise be trimmed. As is, it gets somewhat onerous. Otherwise the stunts are inventive and entertaining.

The trey spot with Wilkey and Dare is a lull. The boy-girl team do a straight copy act of the top routines done for some time by Jean Lorraine and the late Roy Rognan and now being done by Miss Lorraine solo. But lacking the pace, sharpness and timing of the originating duo, the act does nothing and gets nowhere, even tho the parallel—especially by the girl, with the shadow boxing, posturing, etc., coming straight out of the Lorraine repertoire.

Hoffman Perks Up Show

Hoffman picks the show up sharply, and his drink pouring is as novel and effective as always. The sag develops again, tho, with Myers and Walker, two Negro hoof artists who seem to have the stuff but just don't (See Palace, New York on page 23)

Oriental, Chicago (Thursday, July 21)

Capacity, 3,200. Price policy, 50 to 98 cents daily. Number of shows, four daily; five week-ends. House booker, Charley Hogan. Show played by Carl Sands' house band.

Two new names to vaude do an excellent job to make this variety revue good entertainment for 50 minutes. Lassie, the canine star, is just right for this family house. The collie got attention all the way, going thru a series of tricks and situations from its starring flickers. Dog's trainer, Rudd Weatherwax, worked in several moppets for top hands, as oldsters and kids alike yocked at the dog's antics. For contrast, Weatherwax introed a woolly mutt that got chuckles consistently. Act wound up to hefty mitt.

Penny Singleton (Blondie), of the movies and web radio, stayed well within limits of her talent and wound up way ahead. The striking blonde star, in a homey yellow dress, just talked in the vein of the comic strip character she portrays, putting over some coy comedy. She did a pair of vocals that weren't terrific but didn't hurt her a bit. Her satisfactory stint will win her a return welcome here.

Stan Jones, writer of *Riders in the Sky*, should have stayed at his ranger station in Death Valley and counted his royalties. A pleasant hillbilly yodeler, he fails completely in the stage savvy department. Garbed in cowboy togs, he limped thru *Cattle Call* and followed, after a little talk, with *Riders*. He has either a weak voice or the p.-a. system here should be perked up. Carl Sands' intro should be sweetened, as fans don't know the lad, his Mercury recording of *Riders* never having been placed among the winners. Got a mild mitt.

Buck and Bubbles are still doing the same format, a pinch of dancing, piano and comedy, but their presentation is top caliber. Duo scored all the way and closed the show to a solid hand.

Carl Sands' ork opened with a two-piano medley of pops, with the leader handling one keyboard.

Pic: *We Were Strangers*.

Johnny Sippel.

Chicago, Chicago (Friday, July 22)

Capacity, 4,200. Price policy, 50 to 98 cents daily. Five shows week-days, six shows week-ends. House booker, Harry Levine. Show played by Louis Basil's house band.

Last time in, about three years ago, the Andrews Sisters, current headliners, did an \$80,000 week with a Danny Kaye pic. This time they're working with Bob Hope's *Sorrowful Jones*, so the combination should again pay off big.

Threesome follow about the same pattern as before, with blonde Patti setting the comedy and vocal pace, getting able assistance from her two sisters. Gals ramble nicely thru some swell singing, but it's their stage presentation that puts them at the top of girl vocal teams. There's rarely a dull moment for the eye or ear. Their Jolson satire, especially their *Sonny Boy*, rang the bell. They received a deserving long, juicy mitt.

Los Gatos, a South American hand-balancing and acro trio, start where most such acts finish. From their first original three-man stand to the usual three-man stand to a fall, they were mitted consistently. Lads have worked out their own variations thru-out, with result that their work gets top attention always.

Gary Morton, grad of Helsing's *Vodvil Lounge*, has the makings of a good comic, but lad lacks material badly. He is fast, owns an individual type of delivery and really can act. His satirical impressions of the celebs are outstanding from a visual standpoint, but the patter was antique. Despite the drawbacks he walked off to okay mitt.

Louis Basil's ork got things off to fair start with Scott's *18th Century Drawing Room*. Tune has been overdone as a band production bit.

Johnny Sippel.

Roxy, New York (Friday, July 22)

Capacity, 6,000. Prices, 80 cents-\$1.50. Five shows daily, six Saturday. House booker, Sam Rauch. Show played by Paul Ash's house band.

The Roxy's new musical flicker, *You're My Everything*, is supposed to be high voltage box-office, and, judging by the inferior quality of the current fletcher, the management evidently took the pic title literally.

Former bandleader Bob Crosby, now doing a single, basked contently in brother Bing's reflected glory. Waving his brother's name at the audience, he opened with a medley tagged *Brothers of Famous Brothers*, and followed with a group of not-too-funny gags about his life with the popular groaner. Some of the lyrics were in dubious taste and the audience reaction was apathetic.

Doubling on the emcee chores, Crosby came on early and finally (See *Roxy, New York* on page 22)

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NIGHT CLUB REVIEWS

Cafe Society, New York
(Tuesday, July 19)

Capacity, 200. Price policy, \$2.50-\$3.50 mini-
mum. Shows at 10, 12 and 2. Owners, Louis
Lewis-Max Mensch. Booking, non-exclusive.
Publicity, Ivan Black. Estimated budget this
show, \$1,300. Previous show, \$1,100.

The intimate village cellar, after
two-week blackout for lack of a suit-
able headliner, reopened on less than
a day's notice Friday night (15) and
appears set to continue thru the
summer.

The current show, with the return
of Josh White and the introduction
of a distinctive new personality, Ruth
Brown, is typical of the spot at its
best. White is at home here and
should continue to bring 'em back
time and again with his flavorful
flow of folk tunes. The crowd seemed
to prefer his poignant social blues
and work songs.

New Personality

Ruth Brown looks like another
"first" for the spot that introduced
Lena Horne, Billie Holiday and a raft
of other distinctive Negro personal-
ities. This little gal from Virginia,
making her first local appearance,
brings a new sound to blues, ballads
and rhythm tunes. Biggest hands
were won by her blues shouts and a
rhythmic Hucklebuck, but when she's
warmed up the gal wails, chokes,
croons and talks her way thru a great
torch ballad. Best of those caught
were *Happiness Is Just a Thing
Called Joe* and *Why Can't You Be-
have?*, both delivered with consider-
able intensity. Her appearance par-
allels the basic sex appeal of her
sound.

Larry Stevens, tap dancer, also was
on the bill, but scheduled to vacate for
a previously set booking Thursday
(21). Teddy Qualies is the replace-
ment. Stevens' three contributions
lacked distinction, and the lad's fixed
expression didn't help matters.

The small house band, headed by
clarinetist-emcee Tony Scott and fea-
turing pianist Dick Hyman, continues
to support the acts solidly and adds
several sparkling numbers to the
show. The same combo keeps 'em
dancing with a big variety of show
tunes, rumbas and jazz numbers.

Cliff Jackson, a fixture here, is
relief pianist. *Bill Simon.*

ROXY, NEW YORK

(Continued from page 21)
closed the show with Virginia Maxey,
who warbles on his radio program.
The platinum blond canary and Cros-
by joined vocal forces on two novelty
tunes, *Be My Little Bumble Bee* and
the *Dum Dot Song*. The *Bee* was cute
and bouncy, but the latter song was
bogged under by too much baby talk.
The perky songstress might have got-
ten away with it, but the chubby bar-
itone just "ain't" the type to lisp
"gimme a tiss." Miss Maxey's unbe-
coming gum-chewing routine on the
same number also was out of char-
acter.

Ice Spectacle

The best part of the show was on
ice. Sparked by the graceful ice-
stepping of looker Carol Lynne, the
colorful Western spectacle looked
good and moved fast. The Roxy gals
and boys danced on in gaudy West-
ern togs while the choral ensemble
offered a virile version of *Riders in
the Sky*. Arnold Shoda's stylized in-
terpretation of a skating cowboy had
interesting possibilities but the effect
was marred by a couple of nasty
spills.

Sid Stone, pitchman on Milton
Berle's TV show, did his familiar "go
away boy you bother me" routine.
His slapstick bit with an audience
stooge was good for a few chuckles.

Billy Raye, a juggling satirist, and
tap dancer Johnny Mack rounded out
the bill. Raye is an old-timer with
a smooth-running act. He drew a
fair hand and got off fast. Mack's
terp routines were excellent, but the
boy lacked showmanship.
Jane Bundy.

**Empire Room, Palmer
House, Chicago**
(Thursday, July 21)

Capacity, 500. Price policy, \$1-\$1.50 cover,
plus \$2 minimum. Exclusive booker, Merriel
Abbott. Choreography, Eddie Barstow. Pub-
licity, Fred Townsend. Estimated budget this
show, \$7,200. Estimated budget last show,
\$6,000.

For the second monthly revue in a
row, Merriel Abbott has too much
entertainment in one show. Bill,
which has the Modernaires and
Liberace as co-headliners, could drop
either and still flow smoothly.

The Modernaires grab off the ac-
colades for this stanza, showing a
brand of show savvy that puts them
into the top name class. They've got
terrific material, with their *Chicago*
opener and the *Campbell Soup Song*
as top evidence. In the latter, quintet
plugs its radio sponsor, a feat that
has handicapped acts who have tried
it previously in a smart cafe. High
spot of their 25-minute stint was a
medley of wax hit impressions, with
newcomer, Alan Copeland, shining.
The Kay Thompson *Jubilee* mimicry
sent them off to huge mitt.

Liberace, with brother George now
handling the baton, needs a few
pieces of new material to put the
act back into the running. Just back
from his first flicker part, he con-
centrated too much on straight long-
hair pianistics. His lone vocal at-
tempt, *September Song*, is too rough
a musical number for his weak pipes.
His risqué *The Spinach Song* was
poorly introduced. His sock piano
garnered good mitting, with *Slaughter
on 10th Avenue* a standout.

Artini and Consuelo, back after a
year, should intro all their numbers,
for diners here still like a bit of ex-
planation of expert ballroom dancing.
Their closing medley, in which they
name the dances, gets much better
attention than the first two numbers.
Pair's ultra graceful stepping won a
call back.

Miss Abbott should convert the
money she's using for that extra act
into new production numbers. She's
used the same numbers now for three
consecutive shows. Eddie O'Neal's
new ork played a swell show and has
a good dancing style. O'Neal is about
the fifth straight piano-playing leader
here. Room could use a new type
of band to break the string.
Johnny Sippel.

**Helsing's Vodvil Lounge,
Chicago**
(Wednesday, July 13)

Capacity, 300. Price policy, drinks start at 50
cents. Shows at 10, 12 and 2. Operators,
Frank and Bill Helsing. Booking policy, ex-
clusive thru Frank J. Hogan. Publicity, Sam
Honigberg. Estimated budget last show,
\$1,650. Estimated budget this show, \$1,350.

Finding a replacement show for
headliner Al Morgan, who has be-
come a big name at this spot, was a
rough task, but Tweet Hogan has
done nicely with the assignment. He's
come up with two new acts, the Dup-
licators and Rand and Raymond, both
of which fit well into this intimate
room's program.

The Duplicators, three enthusiastic
young fellows, have taken the trite
record panto routine and raised it to
the height of top entertainment thru
utilizing new platters and props and
gestures. While the boys do stand-
ard names, such as Beatrice Kaye,
Spike Jones and Betty Hutton, they
select lesser heard disks to apply
their original presentation. Working
both singly and in trio, they show
promise.

Gene Rand and Dick Raymond,
who have been together five months,
have already shaped up a comedy-
vocal duo that looks promising.
Rand, possessor of a pair of humorous
and expressive eyes, is a natural
comedian, with both his double takes
and gag lines registering well. Ray-
mond, the straight man and solo

Mocambo, Hollywood
(Sunday, July 17)

Capacity, 225. Shows at 9:30 and 12. Price
policy, \$3 minimum week-nights; \$4 Saturdays.
Booking policy, non-exclusive. Owner-ope-
rator, Charley Morrison. Press, Charlotte Rogers.
Estimated budget this show, \$4,000. Estimated
budget last show, \$4,000.

Wow is the word for Wilson, Julie
that is. Brimming with personality,
this lovely bundle of talent can wrap
an audience around her pinky with
a song, a twinkle of her eye and a
toss of her head. The Mocambo was
packed to the bird cage with film
city biggies pounding their palms for
another encore, and the singing lady
was generous with her opening-night
audience, favoring it with one selec-
tion after another, but never losing
her zestful manner. This display of
seemingly endless energy belied the
fact that she is doubling at the Mo-
cambo from the Coast company of
Kiss Me, Kate, in which she has a
leading role.

Despite the demands of the stager,
there's plenty of sparkle left for her
song stylings. She injects a coquet-
tish inflection into her piping to give
her special material temperature-
raising appeal. Vocal flirtations that
particularly teased the ear included
*Ooh, Mr. Kinsey; If a Man Could Be,
Matrimonial Minnie, Send Your
Daughter to Parce, Every Baby Needs
a Da-Da-Daddy*, plus a duet with Desi
Arnaz for a sizzling rendition of *Lot
of Coffee in Brazil*. She favors spicy
numbers, tossing in only a few bal-
lads—*Some Enchanted Evening* and
So in Love—to keep the tangy tunes
from going stale.

Beautifully groomed and in a gown
that plunges down to here, Miss Wil-
son won eye as well as ear. Adding
fine showmanship to her song talents
and beauty, the total comes to a win-
ning sum. Desi Arnaz is rounding
out his final week at the spot. Miss
Wilson was capably accompanied by
Phil Moore and his combo.
Lee Zhitto.

vocalist, knows how to lay them up
for Rand for solid laughs. Duo has
several meaty bits.

Sayina, in opening spot, does a
number of things but none of them
too well. Starts with a song, then
goes into a rhythm tap, closing with
a ballet cleat bit. Gal should con-
centrate and improve in one depart-
ment before extending to others.

Billy Chandler's foursome did a
good job of backing the show.
Johnny Sippel.

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Magic

By Bill Sachs

SEÑOR MARDO and wife, Lynn Castel, arrived in Cincinnati last Monday (18) and put in a busy week mingling with members of the local magic fraternity and demonstrating some of their magic and marionette nifties for the patrons of Neil Sweet's new magic shop located in downtown Cincy. Stewart Judah, the Queen City's top trixster, is conducting sessions in his school of magic at the new Sweet magic headquarters. . . Landrus the Magician, after a week with the Charles Hodges carnival at Latonia, Ky., has started out on a string of fair dates that will take him thru the Middle West and New England. . . Doc Weiss, assisted by Miss Terry Lee, presented his magic and escapology in a return date over WNBT's television show, "Easy Does It," Tuesday evening (26). . . Albacker, Pittsburgh magicker, will celebrate his 13th year in showbiz in December by publishing a tabloid-size newspaper carrying congratulatory advertisements from contemporary performer friends. Albacker explains that there'll be no charge for the space. All he asks is that the performers forward a mat, cut or photo together with a tie-in ad copy. The tabloid will be mailed to talent buyers, Albacker says. . . The Great Pronk opened at the Martin Theater, Eto-wah, Tenn., Monday (25) to begin a string of one-nighters that will carry him thru Tennessee, Georgia, Alabama and Florida until September 19. . . Mrs. L. C. Bach, Milwaukee, is offering for sale the complete rag act of Al (Rags) Boeck, well-known magic and novelty performer who died in April. . . Sir Edwards (Ramon LaRue) has moved his headquarters from the Roosevelt Hotel, Indianapolis, to 1116 South Bradley in the same city. . . The writer is holding an important message for Jackie Gallagher. Please send in your address.

AURAL DUPE BAN

(Continued from page 13)

nate aural broadcasts only "would not be in the public interest."

NAB's Arguments

Given 20 days for further comment, the NAB, which asked a stay of enforcement of the proposed interpretation, informed Acting FCC Chairman Rosel Hyde that the general public and "those engaged in selling and installing television sets would gain materially by a reasonable modification" of the interpretation. The NAB argument, advanced by General Counsel Don Petty, emphasized that set installation technicians have asked that music be carried on video sound channels, along with test-pattern transmission, so that receivers being installed may be properly adjusted. Petty pointed out that, on the basis of a survey of technicians, new sales prospects would be annoyed by single-tone transmission.

On public interest programing, Petty stated, that the FCC's interpretation has the effect of prohibiting many types of emergency fill-in programs for interim operation and that the interpretation would increase operating costs by the necessity of "far larger staffs" for adherence to the FCC interpretation.

STUDY TV COLOR

(Continued from page 13)

Fink, chairman, Joint Technical Advisory Committee, New York; Peter Goldmark, Columbia Broadcasting System, New York; T. T. Goldsmith, DuMont Laboratories, Passaic, N. J.; G. E. Gustafson, Zenith Radio Corporation, Chicago; R. F. Guy, Television Broadcasters Association, New York, and D. B. Smith, Philco Corporation, Philadelphia.

Dr. Condon's committee is scheduled to meet early next month, with a report due two months later. The newly appointed RMA committee will submit its first report at a meeting in New York August 20.

N. Y. Ad Men To Scan P & G Telepix Series

HOLLYWOOD, July 23.—General Television Enterprises (GTE) head, Gordon Levoy, will unveil the recently completed tele pic series made for Procter & Gamble (P & G) before a panel of top New York ad execs and bankrollers next week. Levoy treks to Gotham to negotiate for the sale of 26 completed 15-minute films in primary distribution areas not covered by P & G deal. He will also pitch for the sale of secondary rights in competitive areas, offering second run deals to sponsors other than current bankroller.

Levoy's deal with P & G guarantees the sponsor first-run rights only in areas covered by coaxial network, allowing the producer to make other deals in non-network areas. P & G will launch the series in September over National Broadcasting Company's (NBC) Eastern coaxial skein, packaging shows into half-hour weekly stanzas. P & G deal prevents Levoy from selling series to other bankrollers as a half-hour package but leaves him free to peddle films in 15-minute segs in both competitive outside areas.

MBS Drops 'Parade'; Nesbitt To Retire

HOLLYWOOD, July 23.—John Nesbitt's *Passing Parade* will bow off Mutual Broadcasting Company (MBS) September 9 to be replaced by a new co-op stanza tagged *Behind the Story* and featuring announcer-actor Marvin Miller, it was learned this week. Miller will do the five-a-week 15-minute strip from Hollywood, airing stanza live for rebroadcast by MBS outlets at varying time slots. Nesbitt is reportedly retiring from radio when *Parade* passes.

Miller, featured as the *Coronet Story Teller* for four years, will be handled by Radio Features, Chicago packaging agency headed by Walt Schwimmer, co-owner of Schwimmer-Scott ad agency. Show will be written by Ken Huston in Chicago.

PALACE, NEW YORK

(Continued from page 21)

seem to have it properly organized. The boys hoof, clown and make with a vibraharp, and while their hoofing is good, and the taller boy has a good mugging comedy flair, something misses and it doesn't jell. For one thing, they yell too much; for another, there's lack of originality; for still another, there's too much prancing around the stage and too little performing. In sum, the turn impresses as tho it needs rerouting.

Viola Layne, sixth, isn't too strong either and her material seems to be better than her ability to deliver it. The gal is a song-type mimic, doing Shirley Temple, Bonnie Baker, Ethel Merman, Rose Murphy and closing with Mae West, but her imitations lack life, revealing only a superficial similarity to her subject. Her West take-off, tho, with the customary hip-rolling and bluish connotations, get her off fairly well.

Next to closing scored the best hand of the Thursday supper show, with Joe Termini, who, if memory serves, hasn't been around in some time. His tomfoolery on the fiddle, banjo and electric guitar, coupled with his mugging, pleased all along. He made it tough for the three Herzog girls who closed, but as soon as they brought up their audience plant for a session of trapeze comedy, they had the house in their mitts and held 'em there.

Film is *Alimony*, and business S. R. O. Jerry Franken.

DEALERS FAVOR QUALITY

(Continued from page 13)

Victor, Zenith, Admiral, Philco and Stromberg-Carlson.

Complete survey results, including final tabulations, are printed in the current (August) issue of *Turnover* under articles titled *The Dealers Choice and Sales Points That Sell TV Sets*.

Burlesque

By UNO

Princess Wah Wah Taysee, after her Selingrove Fair engagement, opens at the Cat and Fiddle, Cincinnati, August 8. Thence to the Paddock Club, Miami Beach, for August 23 opening and to the Preview Club, New Orleans, with a return date at the Frolics, Tampa, to follow. . . Eddie Kaplan's Baltimore theater reopens latter part of August with another burly policy. . . Loney Lewis and Milton Frome, assisted by Faye Courtney, opened July 22 at the Chanticleer Club, Baltimore, for two weeks thru Dave Cohn. . . Jess Mack and Jean Lee, who just finished eight months of burly and nitery tours in Honolulu, are returning East via the Hirst circuit. . . Julia Bryan and Marie Denke are at the French Casino, Chicago. . . Mona Corey opens at the Roxy, Cleveland, August 5 as a new feature. Also with her as a principal will be her sister, Melody Ames. . . Jean Bedini recovering from a pneumonia attack at the French Hospital, Manhattan. Was last with a USO camp show unit. . . Della Laine is in her third week at the Cat and Fiddle, Cincinnati. . . Beverly Carr, producer, doubling between the Burbank, Los Angeles, and Ace Cain's spot in Hollywood.

Sammy Price and Betty Jo Morgan are first-time dad and ma; Martin Richard arrived at their home in Odessa, Tex., July 12. . . Frances Parks back as producer at the Avenue, Detroit, after an ankle injury in a bus accident May 21. Daughter, Blaze Fury, is extra added attraction at the Avenue for four weeks. Claude and Claudine Matthews, comic and strip, replaced Herbie Barris and Sherry Shannon July 22. Tootie DeCastro is new specialty girl until the end of August, when she returns to the Casino, Boston, and Dale Fenton has been promoted to line captain. . . Harry Conley and Hap Hyatt closed July 16 at the Globe, Atlantic City, and opened for Manny Davis at latter's summer theater in Deer Lake Park, near Allentown, Pa. Davis manages the Lyric in Allentown during the burly season. . . Eddie Lloyd and Harry White are being held over for four more weeks at the Roxy, Montreal, which will make for a total of 12 weeks to wind up August 11. House plays two-a-day, no Sundays. . . Jai Leta is featured at the C-Note Club, Providence. . . Lilly Kirby, Al Lucas and Flossie McCloud are summer guests of Mabel Erickson at the latter's Topsy Turvy Farm, West Brookfield, Mass. . . Paula (Norton) Howard's change from burly will be in the nature of a new act to be called "A New Twist in Magic." . . Winnie Garrett opened July 17 at the 2 o'clock Club, Baltimore, for four weeks. . . Lillian White is doubling in strips and scenes at the Globe, Atlantic City. . . New comedy vaude act of Maud Hilton and Marion Lee is being booked thru Matty Rosen.

Stanley Montford, straight man, opened his usual summer run at the Burbank, Los Angeles. With him in the cast are Billy (Bumps) Mack and Harry Arnie, comics; Paul Williams, Jack Foley, Arabelle Andrea, Marnee, Peggy Bond and Aileen, featured. Beverly Carr is producer.

TPA Holds Confabs On Rights to Kine

HOLLYWOOD, July 23.—Preliminary negotiations to snag specific residual rights on kinescoped releases of live tele shows were launched this week in Hollywood by Max Gilford, counsel for Coast's Television Producers' Association (TPA). Gilford met with Ernest De La Ossa, National Broadcasting Company (NBC) personnel chieftain in an "informal" discussion of producers' rights on kine releases. Altho Gilford felt that no definite agreement on residual rights can be hoped for until all guilds and unions concerned with tele are jointly agreed on representation and bargaining authority, he nevertheless held that program packagers and indie producers are entitled to definite rights and shares of kine take.

Exploratory talks stressed that kine is akin to film distribution despite live origination. Tele producers particularly fear such reckless resale of original products as has occurred in film industry. The tele boys point a warning finger at segments of pic industry, which has flooded the tele market with old films, selling product to tele ops, with original talent or producers getting nary a dime. TPA legal chief holds that a video producer who gambles or works to create a salable product must be protected lest his property fall into unethical distribution hands and be sold without profit for him.

Altho De La Ossa discussed the matter as an unofficial industry rep, other tele tradesters have already gone on record as strongly opposed to any profit sharing on kine sales. Video ops hold to basic argument that it's the tele net which invests its time, facilities and know-how in producing salable TV properties. Thus, no profit slices to producers or talent are in order. What webs do with property or extent of kine syndication is strictly a tele skein affair.

D. C. Ops Back Bill For 2 A.M. Booze

WASHINGTON, July 23.—Most Washington nitery operators are strongly supporting a bill now pending before the House District Committee to permit the sale of liquor until 2:00 a.m. Sunday mornings. Under present laws, all drinks in local spots must be off the tables by midnight Saturday.

The bill was introduced several months ago by Rep. Arthur Klein (D., N. Y.) but was pigeon-holed until last week when a brief hearing was held. Member of the local restaurant association urged that the bill be approved. Under the peculiar conditions governing the nation's capital, it takes an act of Congress plus the President's signature to authorize selling liquor for an extra two hours a week.

WANTED
Exotic Dancers and Strips
For Theaters and Clubs from
MAINE to CALIFORNIA
Be a Booster for
MILTON SCHUSTER
127 North Dearborn St. CHICAGO 3, ILL.

CHORUS GIRLS WANTED
Salary \$50 per week. 6 days, no night rehearsal.
Also STOCK STRIP wanted at
GEM FOLLIES THEATER
State and Congress Sts. Chicago, Ill.

MAGICIANS: HERE IT IS

A EUREKA EXCLUSIVE OUR NEWEST NUMBER
ONE HAND FINGER TIP COIN VANISH AND REAPPEARANCE
NOTE! POSITIVELY NON-MAGNETIC, not a hook coin, uses no elastic, pull, thread, hair, wax or gummed taps. Only one hand used, easy to do and requires very little skill or practice. A half dollar held at finger tips, hand extended away from body at arm's length, coin instantly vanishes, hand shown back and front instantly. Cleverest coin gadget ever invented. Apparatus and full photo-illustrated instructions, nothing else to buy.
ONLY ONE DOLLAR
Of course with our usual guarantee.
EUREKA MAGIC CO.
F.O. BOX 343 SOMERVILLE, N. J.

Charge Murtagh Played Favorites In Ducat Probe

(Continued from page 4)

agency trade org, at a meeting at the Hotel Astor, resolved to ask the governor, the attorney-general and the mayor to supercede Murtagh in the ticket scalping inquiry with an impartial commission to be appointed either by Governor Dewey or Mayor O'Dwyer. The resolution was based on the assertion that Commissioner Murtagh had disqualified himself by announcing a preference for two large brokers and publicly referring to brokers generally in disparaging terms in advance of hearings.

"Miss Liberty" Quiz

Meanwhile, the commissioner questioned William Goldhart, b. o. treasurer at the Imperial Theater, on complaints by the public as to the distribution of tickets for the musical, *Miss Liberty*. Subsequently, he launched a sizzling blast at the brokerage fraternity, calling the great majority of them chiselers, hucksters and guys interested only in making a fast dollar.

Queried later in the week, Murtagh said that the brokers' move to have him superceded was silly—that the mayor alone has the power to make such a change, and that the latter has no intention of calling him off the investigation. The matter, he said, doesn't merit a reply.

As to his examination of Goldhart, the commissioner stated that while there might be certain extenuating circumstances in delays in filling mail orders due to the postponement of the *Liberty* opening, he was still far from satisfied that advantage had not been taken of the public and would have a check made at the theater b. o. "It's certainly not up to me," he said, "to tell the industry what to do. But if these jam-ups in distribution occur because of clerical understaffing in the box offices of hit shows, it seems that some sort of labor pool could be maintained which would supply additional service when and where needed in an emergency. Certainly, no big business, particularly one such as the theater which depends for its livelihood on public support, should gamble a loss of public confidence in its integrity for a saving of the wages of adequate clerks and telephone operators."

Summer Legit Sked For Nashville, Ind.

NASHVILLE, Ind., July 23.—The strawhat theater opened last Saturday with a presentation of Don Marquis's *The Old Soak* by a company of expert young actors under the management of Dr. Lee Norvelle, director of the Indiana University Theater. They will repeat the performance every Friday, Saturday and Sunday night for the next five weeks.

Nashville today is the only county seat town in the State with a dramatic stock company but no movie house. The summer playhouse has a permanent stage, an orchestra pit and dressing rooms in the basement. The set-up includes a pair of tents, one above the stage and the other protecting the audience in case the weather acts up.

All 300 seats will be unreserved and will be priced at 90 cents, tax included.

ROUTES

Dramatic and Musical

Brigadoon (Curran) San Francisco.
Inside U. S. A. (Shubert) Chicago.
Kiss Me, Kate (Philharmonic Auditorium) Los Angeles.
Mr. Roberts (Erianger) Chicago.
Streetcar Named Desire (Geary) San Francisco.

Equity Presses Derwent Case; Vindication Held Incomplete

(Continued from page 4)

regarded as nonetheless damaging to his reputation and character.

4A's Wires Truman

Completely dumbfounded at the treatment accorded one of the most highly respected members of the theatrical profession, the International Board of the Associated Actors and Artistes of America (Four A's) wired a protest and a demand for immediate investigation to President Truman Monday, as follows:

"The undersigned, being branches of the Associated Actors and Artistes of America, AFL, representing over 90,000 performers in the field of stage, screen, radio, opera and concert, protest the unexplained detention by the Immigration Department on Sunday of Mr. Clarence Derwent, president of Actors' Equity Association. Mr. Derwent was sent to Europe under the auspices of the State Department and had at all times the formal papers necessary for departure and re-entry. The Associated Actors

and Artistes of America has complete confidence in his integrity and devotion to the ideals of democracy and deplors that he was so unjustly detained. We respectfully request you to instruct the appropriate government agency to make a full and impartial investigation of this case.

(Signed)

- "American Federation of Radio Artists
- "American Guild of Vaudeville Artists
- "Screen Actors' Guild
- "Screen Extras' Guild
- "American Guild Musical Artists
- "Actors' Equity Association
- "Chorus Equity Association."

Equity Council Action

Even more deeply incensed, Equity Council at its Tuesday meeting followed this up with another wired protest to the White House:

"The Council of Actors' Equity Association and Chorus Equity Association has heard from its respected and beloved president, Mr. Clarence Derwent, the story of his unwarranted detention. After two days of severe embarrassment to himself and the actors of America, whom he represents, and with all the sinister implications of nationwide publicity, he has been casually informed by the Immigration Department that he is allowed to re-enter this country and that there never were any charges against him. The council does not feel that this is in any way ample or sufficient vindication. Yesterday the president of the Associated Actors and Artistes of America representing 90,000 actors and actresses of the United States asked you to order a complete investigation of this scandalous affair. Mr. Derwent himself wired a similar request to the attorney general. We respectfully urge you, Mr. President, to expedite such an investigation and issue a full public report on it. (Signed)

- "Louis M. Simon,
- "Executive Secretary, AEA
- "Ruth Richmond,
- "Executive Secretary CEA"

No reply has been received from the White House to date.

Council Tables NRT's Theater

WASHINGTON, July 23.—The latest deferment of action on a long-pending bid for a permit by the National Repertory Theater (NRT) for a legit theater in Hyattsville, Md., developed Monday (18) when the Hyattsville City Council tabled action with a promise to take up the application "at the earliest possible opportunity." The NRT applied last January for permission to remodel the old Arcade Theater, a movie house, in order to launch a legitimate theater with a non-segregation policy.

The Hyattsville council has recurrently put off voting on the bid, and conjecture is that the council neither wants to go on record against the projected non-segregation showplace nor is the council showing any inclination to authorize the building permit. A new special committee has been appointed by the council to take up the issue, a former committee having been disbanded as the result of retirement of some members in the May city election. The theater permit was discussed at length at this week's council meeting and again tabled pending the committee's study of the matter.

Pocket Size "Brigadoon" Ends Tour of Vet Hospitals

NEW YORK, July 23.—The pocket edition of *Brigadoon*, which the American Theater Wing put together last fall for a countrywide tour of veterans' hospitals, returned today from a 35-day overseas trek under auspices of U. S. Army Special Services.

The jaunt covered 13,000 miles and played 23 performances in 19 areas in Europe, including Tripoli and the Azores. The troupe likely will be disbanded, altho there is a possibility, according to the Wing, that it may be reassembled for further hospital duty here.

Kid Wanted for "Time"

NEW YORK, July 23.—Richard Rodgers and Oscar Hammerstein II are on the lookout for a talented lad, aged 11 to 13, to fit an adolescent spot in their forthcoming *The Happy Time*, skedded to go into rehearsal in the fall. All applicants are invited to see John Fearnley, casting director, any week-day except Saturday, before noon at the Rodgers and Hammerstein offices, 1270 Sixth Avenue.

'Funzapoppin' Tries It Again

NEW YORK, July 23.—Olsen and Johnson in *Funzapoppin*, which suspended temporarily last week, reopened Thursday night (21) at Madison Square Garden for a continuation of its run now set to end August 7. But there was little likelihood that the funsters would make the nut any more than they did on the first try.

With less than 2,500 patrons on hand for the Thursday opening, the comics were a long way from attracting the estimated 5,000 attendance needed to carry the show. Attendance during the first run from June 30 thru July 12, averaged only between 3,000 and 3,500 and included plenty of paper.

Scale is a nominal \$1 to \$2.50 plus tax, with a performance every night except Tuesday and matinees Saturday and Wednesday. Because of the nature of the show, about one-third of the Garden has been blacked out, leaving about 14,000 seats.

Only bright spot to date was the sale of the house Wednesday night (20) to the Lions, who staged their national convention here, for a reported \$7,500.

Norwich Legit House Ends Long Career

NORWICH, Conn., July 23.—The Broadway Theater, former legit house converted to movies some years ago, operated by the Loew Circuit, has closed its career following the local opening last week of the newly constructed Loew's New Pole Theater.

Joseph Boyle, who managed the 60-year-old Broadway, has been switched to the new Loew's in a similar capacity.

Equity Upholds Kaufman

NEW YORK, July 23.—Equity council this week sustained the charges brought by George S. Kaufman against David Burns for conduct unbecoming an Equity member. Charges were the aftermath of a clash between Kaufman as director and Burns as actor in the revue, *Pretty Penny*, last month in Westport, N. Y. Burns received a council reprimand.

Steel Pier Legit Fate Hangs in the Balance

ATLANTIC CITY, July 23.—This week will decide the future of the legitimate theater here, the Boardwalk Association was told by Robert S. Courtney, of New York, who leased the Ocean Playhouse on Steel Pier this summer for a five-year term to present legit shows. Courtney told local merchants, who pledged wholehearted support to the endeavor, that if the plays being presented at the Playhouse this summer are successful, there will be no trouble in reviving Atlantic City as a tryout town for pre-Broadway shows in the winter.

However, before Courtney attempts a winter legit season, the right people in town will have to help on the summer pull. Courtney admitted that the first two weeks of the summer season were presented at a loss, despite the fact that the Broadway show revivals starred Bert Lahr, and Edward Everett Horton. The preview of the *Pretty Penny* revue last week attracted the best crowds thus far, and the current week offers Vivian Blaine in *Light Up the Sky*. Unless public response makes itself felt at the box office in a positive sense, Courtney will not attempt to go beyond Labor Day. Courtney asked the association members to pledge themselves to buy two tickets or more a week for the shows to help the summer season. Legit shows in former summers at the Convention Hall Ballroom failed to pay off and this is Courtney's first try here and the first time for the Steel Pier Playhouse.

BROADWAY SHOWLOG		
Performances Thru July 23, 1949		
DRAMAS		
	Opened	Perfs.
A Streetcar Named Desire (Barrymore)	12-3, '47	655
Born Yesterday (Henry Miller)	2-24, '46	1,458
Death of a Salesman (Morasco)	2-10, '49	188
Detective Story (Hudson)	3-22, '49	140
Goodbye My Fancy (Fulton)	11-17, '48	285
Mister Roberts (Alvin)	2-13, '48	560
MUSICALS		
Cabaret (Broadway)	7-7, '49	20
Funzapoppin (Madison Square Garden)	6-30, '49	22
Kiss Me, Kate (Century)	12-30, '48	234
Lend an Ear (Broadhurst)	12-16, '48	263
Miss Liberty (Imperial)	7-15, '49	31
South Pacific (Majestic)	4-7, '49	124
Where's Charley? (St. James)	10-11, '48	328
ICE SHOWS		
Howdy, Mr. Ice of 1950 (Center)	5-26, '49	81
RECESSED		
Anne of a Thousand Days (Shubert)	12-8, '48	230
Reopens August 22		
Madwoman of Chaillot (Reopens August 22)	12-8, '48	208
CLOSED		
Two Blind Mice (Cort)	3-2, '49	167

Subway Circuit

THE HEIRESS

(Opened Tuesday, July 19)

BRIGHTON THEATER, BROOKLYN

A comedy-drama by Ruth and Augustus Goetz. (Based on the Henry James novel, "Washington Square"). Staged by Stanley Gould. Set by Louis Kennel. Press representative, Karl Bernstein. House manager, William Croucher. Presented by Edward N. Rugoff and Herman Becker.

Maria.....Winifred St. Clair
Dr. Austin Sloper.....Ralph Forbes
Lavinia Penniman.....Kathleen Comegys
Catherine Sloper.....Miriam Hopkins
Elizabeth Almond.....Norma Winslow
Arthur Townsend.....Richard Corbin
Marlan Almond.....Marlan Winters
Morris Townsend.....Efrem Zimballist Jr.
Mrs. Montgomery.....Carol Krueger

Edward N. Rugoff and Herman Becker, operators of the Brighton Theater, this year have become full-season participants in the subway circuit. If a first summer visit to the old house down at Brighton Beach's Boardwalk may be taken as a criterion, the partnership is a canny move coin-wise on the part of Messrs. Rugoff and Becker. A handsome houseful was on hand to greet Miriam Hopkins in the title role of *The Heiress*.

It should be reported, incidentally, that the Brighton's management has gone all-out to make the house a proper credit to urban summer legit, with a 100G investment in improvements. The theater glistens with new paint, the seats are more comfortable and an excellent cooling system has been installed—not to mention modern ladies' and gents' rooms. Operators of some Stem houses could well take a leaf out of the Brighton's book.

Extremely Creditable

As for the revival of the play, it is still good, sharp comedy drama. If it lacks the subtleties of Jed Harris's adroit Stem direction, if the machinations of its caddish fortune-hunter are underscored for a too-early signposting of villainy, if the subway-touring background of an 1850 Washington Square mansion is more than somewhat less opulent than Raymond Sovey's original, the result sums up to an extremely creditable summer edition of the Ruth and Augustus Goetz period piece.

A reporter has one major fault to find with star Miriam Hopkins's portrait of the shy, awkward heroine. Catherine Sloper is supposed to be an ugly duckling, swept off her emotional balance by the first personable young gent to pay her attention. Even with her blond hair slicked down, Miss H. never succeeds in looking less than regal. Shy she may be when the situation calls for it, but awkward she is never. In fact, a reporter finds it as hard as she obviously does herself to believe that the cad is just after the family coin sack.

Good Assists

Ralph Forbes's medico father is considerably less cynically tyrannical than the original Dr. Sloper of Basil Rathbone. It is a softer, more sympathetic portrait—but a good one, nonetheless. Efrem Zimballist Jr.—aside from the above-mentioned occasional earmarking of his potential villainy, which may be likely a fault of direction—gives an excellent account of himself as the glib lad with an eye for luxury. Kathleen Comegys is fine as the romance-starved aunt, whom he blarneys into an assist of his scheme. The rest are quite adequate to their assignments.

On past performance, a reporter would not say that period pieces and hoop skirts are exactly a subway circuit audience's dish. More robust fare is usually on the cash agenda. However, Tuesday night's reception of *The Heiress* was enthusiastic enough to refute the notion and makes the play a candidate for a circuit repeat.

Bob Francis.

Silo Circuit

Evelyn Siebold and Ted Leavitt have the leads in *Candida* at the Bar Harbor (Me.) Playhouse for the week of Monday (25). Enid Ashton, Norman Roland, Larry Norton and Dean Dillman have supporting roles.

Sylvia Sidney makes her first seasonal barn appearances in *The Two Mrs. Carrolls* at the Falmouth (Mass.) Playhouse starting Monday (25). Supporting the star will be Karl Weber, David Orrick, Dorothy Beattie, Howard Wendell, Anna Karen and Nancy Marchand.

Carl Benton Reid guest-stars at the Ogonquit (Me.) Playhouse in *An Inspector Calls* starting Monday (25).

Kay MacDonald and John J. Martin are co-featured in *The Glass Menagerie* at the Ivy Tower (Spring Lake, N. J.) Playhouse Tuesday (26) thru Saturday (30).

Georgina Harvey, Joel Thomas, Barbara Guthrie and Fran Benton share billings in *Blithe Spirit* at the Riverhead (N. Y.) Summer Theater beginning Monday (25).

Sheila Bromley is featured in the Gertrude Lawrence role of *Candlelight* at the Clinton (Conn.) Playhouse starting Tuesday (26). Charles Quigley will play opposite her.

Horton's "Laughter"

McCarter (Princeton, N. J.) Theater's star for the week of Monday (25) is Edward Everett Horton in *Present Laughter*. Jane Seymour and Katherine Meskill are featured, and the staging has been done by Henri Caubisens. Set and lightings are by Richard Bernstein.

Southold (N. Y.) Playhouse features Margaret Barker in *The Glass Menagerie* starting Monday (25). Paul Lambert, Naomi Riordan and Tome Wayman fill out the cast.

Sherwood Keith offers *The Bad Man* as Boothbay (Me.) Playhouse fare for the week of Monday (25).

Major Herbert Dawley is featured.

Robert O'Byrne essays the Sam Levine role in *Light Up the Sky* at the Old Town (Smithtown Branch, N. Y.) Theater, beginning Tuesday (26).

Bittersweet is the Starlight (Dallas), Operetta's fifth bill starting Monday (25). Illona Massey and Robert Rounceville have the lead slots. In support are Shannon Bolin, Olive Reeves-Smith and Joe E. Marks.

Paper Mills (Millburn, N. J.) Playhouse will switch the bill August 1 to *The Desert Song*. The unveiling marks the sixth revival of *Song* at the spot over the last 10 years. Donald Gaige returns to his lead slot, and Gail Manners will sing opposite him. New sets have been designed by Herbert Rosse for the 1949 edition.

"Racket" at Putnam

Dorothy Novis, wife of singer Donald Novis, will have a featured spot in *Racket* at the Putnam County (Mahopac, N. Y.) Playhouse week of Tuesday (26). The revival of *Racket* was recommended to the Playhouse management by Richard Watts Jr., drama critic of *The New York Post Home News*.

Dorothy Harrington has the title role in *Laura* at the Starlight (Pawling, N. Y.) Theater starting Tuesday (26).

Norma Chambers, Jean Stapleton, Darren McGavin, Jabez Grey and Perry Wilson head the cast of *Our Town* at the Cecilwood (Fishkill, N. Y.) Theater the week of Tuesday (26).

Monony (Chatham, Mass.) Theater revives the veteran melo, *Streets of New York*, Wednesday (27) thru Saturday (30).

Robert McBride, Cynthia Rogers, Laura McClure and John Drew Devereau are featured in *Goodbye Again* at the Robin Hood (Arden, Del.) Theater starting Tuesday (26).

Gertrude Lawrence Ends Run August 7

LONDON, July 23. — September *Tide*, Daphne du Maurier vehicle for the exuberant talents of Gertrude Lawrence, has evidently reached high water. It's slated to shutter at the West End's Aldwych Theater August 7.

Despite an original almost-unanimous critical wallop, *Tide* has survived for a four-month run to good business. The result is likely due to the star's personal draw. (*The Billboard's* correspondent at the unveiling reported that she could play it as long as she wanted to.)

Whether or not Miss Lawrence wants to quit and go back to New York for personal reasons or whether she observes portents of an ebb in the tide is a matter of conjecture. At all events, she has demonstrated the fact that she can make a play tick in her home town in spite of adverse criticism. However, reactions of visiting Broadwayites signpost a doubtful reception for *Tide*, should she have any notion of transplanting it to a New York theater. The consensus appears to be that even the Lawrence exuberance is not sufficient to keep this somewhat tepid *Tide* rising on Broadway.

Summer Stock in Night Club

HARTFORD, Conn., July 23.—Latest addition to strawhat locations in this area is the Club Ferdinando, downtown Hartford night club, operated by Felix Ferdinando, who has converted the Wethersfield Avenue spot to a summer stock program with a series of guest stars. Initial show, featuring Guy Madison, in *John Loves*

Musical of "Foxes" To Debut October 1

NEW YORK, July 23.—Marc Blitzstein's musical adaptation of Lillian Hellman's *The Little Foxes* will get its Stem unveiling at the 46th Street Theater October 31. Producer Cheryl Crawford concluded booking arrangements for the house with Louis Lotito Tuesday (19). *Foxes* will get a two-and-a-half-week break-in via New Haven, Conn., and Boston.

Jane Pickens will have the vixen role created by Tallulah Bankhead in the original drama. Robert Lewis will do the staging. Reports from the Crawford offices have Lotito, managing director of the house, so interested in the musical version of *Foxes* that he has bought a piece of the show for himself.

Para Buys "Detective"

NEW YORK, July 23.—The first major Stem-Hollywood legit deal in over a year was announced this week by Paramount. The studio has purchased the screen rights to Sidney Kingsley's current *Detective Story* for a reported down payment of \$225,000, plus a share in gross film revenues after receipts reach the recoupment notch. The film pay-off is the largest for a Broadway show since *Born Yesterday* was bought by Columbia in 1947 for \$1,000,000, payable in 10 yearly installments. To date the studio has no actor spotted for *Detective* lead slot.

Mary, got under way yesterday. It will be followed by *Yes, My Darling Daughter*, with Beverly Bayne, and *Ladies in Retirement*, with Fritzie Scheff and Peter Lorre.

Out-of-Town Review

KISS ME, KATE

(Reviewed Thursday, July 14)

PHILHARMONIC AUDITORIUM, LOS ANGELES

Musical comedy in two acts produced by Saint Elbber and Lemuel Ayres. Presented by the Los Angeles and San Francisco Civic Light Opera associations. Music and lyrics by Cole Porter. Book by Samuel and Bella Spewack. Choreography by Hanya Holm. Settings and costumes by Lemuel Ayers. Musical director, Pembroke Davenport. Orchestration by Robert Russell Bennett. Orchestra conductor, George Hirst. Production staged by John C. Wilson.

Fred Graham.....Keith Andes
Harry Trevor.....Nat Burns
Lois Lane.....Julie Wilson
Ralph (Stage Manager).....John Kuehn
Lilli Vanessi.....Anne Jeffreys
Hattie.....Bertha Powell
Paul.....Rai Saunders
Bill Calhoun.....Marc Platt
First Man.....Benny Baker
Second Man.....Bobby Vail
Stage Doorman.....Milton Stern
Harrison Howell.....Lionel Ince
Specialty Dancers:
Bobby Johnson, Foster Johnson

TAMING OF THE SHREW CAST

Bianca (Lois Lane).....Julie Wilson
Baptista (Harry Trevor).....Nat Burns
Gremio (First Suitor).....Bob Wright
Kortensio (Second Suitor).....Alfred Homan
Incentio (Bill Calhoun).....Marc Platt
Katharine (Lilli Vanessi).....Anne Jeffreys
Petruccio (Fred Graham).....Keith Andes
Haberddasher.....Paul Gannon

Los Angeles playgoers are opening both heart and purse to *Kiss Me, Kate* and, in turn, are enjoying a fine taste of Broadway caliber musical comedy production. *Kate* set a local advance sale record, and is sold out for the remainder of its four-week run. This production fully deserves its overwhelming Coast reception.

John C. Wilson, who assembled this company, has done a noteworthy job in mirroring Broadway's hit aggregation. Theater devotees were dazzled by the beauty and color of Lemuel Ayers' Donaldson Award winning settings and costumes and found them to be fitting trimmings for the Porter words and music and Wilson's excellent talent array.

Anne Jeffreys proved she has ability to match her beauty in a sparkling portrayal of Lilli Vanessi and Katharine. She was able to inject the proper pinch of humor into her dual roles, capturing the comedy spirit without permitting it to get out of hand. Her vocal talent was in the fore for *I Hate Men* and *So In Love*. Keith Andes, Alfred Drake's understudy in the New York company, made a convincingly conceited Fred Graham and was properly dashing as Petruccio. Pitted opposite Miss Jeffreys, his voice appeared somewhat lacking in force and volume.

Julie Wilson proved fetching as Bianca and equally winsome as Lois Lane. Miss Wilson first won local ears and hearts a year ago when she bowed at the Mocambo. She is currently doubling at a Sunset Strip nitery while appearing with the *Kate* company. Her rendition of *Always True to You in My Fashion* brought a deserving round of applause. Marc Platt's highly polished dance routines added color and zest to the production and were well received. Bertha Powell made a thoroughly enjoyable Hattie. Benny Baker and Bobby Vail as mobster gambling collectors stole the heaviest laughs.

Porter's tunes took on a new and refreshing lilt in the hands of this company, despite the fact that the words and music have had a long wax grind. Show's pace was kept at a happy, rollicking clip, which neither dragged nor moved too fast for enjoyment's sake. Lee Zito.

Burton To Produce Legit

NEW YORK, July 23.—David Burton, director of such yesterday hits as *The Royal Family*, *The Swan*, *Serenita Blandish*, etc., is en route from Hollywood and plans to turn Stem producer. Currently his concern is finding a suitable script for Peter Lorre with a view to giving the pie star a Broadway legit debut this season.

Lindberg Lauds Schaffner Plan Of Operation

CINCINNATI, July 23.—Al J. Lindberg, who trouped with various Midwest attractions years ago, among them being the Chase-Lister Show, Justus-Romain & Company, Hollywood and Goldenrod showboats, as well as a number of circles, both good and bad, is loud in his praise of the Toby and Susie Tent Show, owned and operated by Neil Schaffner.

In a letter to *The Billboard* this week, Lindberg said: "I haven't had grease paint on since 1936 and have spent the last 10 years with the Mail Pouch Tobacco Company, of Wheeling, W. Va., as Midwest division manager, with headquarters in Rock Island, Ill. I spent two years in the navy during the war.

"However, whenever I see canvas flying, be it carnival, tent show or what have you, there is still enough of the old-time remembrances left in me to make me stop and visit. From all observations, I'd say that even though the rep business as we knew it is slowly, but surely, dropping by the wayside, the Schaffner show will be one of the last to leave this field because of its type of operation and the intense care taken by the Schaffners to see that their patrons are provided the type of entertainment peculiar to their wants.

"The casting of his bills are studied with an eye for youth and ability. This combined with the fact that no smut or kack emanates from the Schaffner stage goes to make up the success this fine company has enjoyed season after season.

"An accounting of the show cannot be complete without a word concerning one of the bills, *The Return of Aunt Susan*. I've worked in and seen hundreds of Toby bills but the above mentioned opus is tops for anybody's money. It has all the pace of a Broadway production, an entirely different story and yet has the necessary qualities to hold a small town, Midwest community. Neil presents this play without the usual vaudeville between the acts and the effect of this operation is little short of electrifying."

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BILLY BEAM
BEAVER FALLS, PENNA.

WANTED QUICK

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Reliable combination Agent and Billposter; one who can and will contract and bill Show. Drunks, stay off. E. P. Gamble, get in contact with me quick. Join on wire.
JACK NAILOR
Sulligent, Ala., Thursday, July 28; Tuscaloosa, 29; Columbus, Miss., 30.

BRUNK'S COMEDIANS

WANT ADVANCE AGENT
No posting. Must assist on front door. No hoozers. Week July 25th. Hotchkiss, Colo.; Olathe, Gunnison follow.

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L. D. Brunk, Vet Repster, Dies in Gladewater, Tex.

GLADEWATER, Tex., July 23.—Funeral services for L. D. Brunk, a veteran of the rep and tent show field, were held here Sunday (17), with burial in a local cemetery. He was with Brunk's Comedians for many years and for several years operated his own rep attractions. The last few years in the field saw him operating the Brunk-Davis Comedians in partnership with Leonard and Gail Davis, of Fort Smith, Ark. The show toured established territory in Southern Missouri, Eastern Oklahoma and Northeast Texas.

He was an uncle of the Brunk brothers, who have had Brunk's Comedians on the road for the past 33 years. Another nephew, Sam Brunk, is a salesman with Paramount Pictures, Oklahoma City.

Drive-Ins Grow In Pennsylvania

PHILADELPHIA, July 23.—Altho the season is in full swing, there still is a great deal of activity in construction of open-air theaters in this territory. At Dallas, Pa., Laverne Goff opened his new 850-car drive-in this week, with a private opening for invited guests. Grading already has started on the new Mount Penn Drive-In outside of Reading, Pa.

Western interests are erecting a drive-in near Linglestown, Pa. Reports also were circulated this week that a drive-in would be built about four miles outside of near-by Norris-town, Pa.

With the signing of a deed for a 12-acre lot, the Walter Reade Theaters Circuit this week announced that work would begin immediately on a 450-car drive-in near Toms River, N. J. Scheduled to be completed within 45 days, the opener will be the circuit's fifth of 27 drive-ins planned for the next few years. North of Trenton, N. J., a drive-in is being rushed to completion for the Reade chain and an early August opening is planned.

Two new drive-in theaters, one in Wilmington, Del., and the other near Bethlehem, Pa., opened this week. The 1,000-car Brandywine Drive-In, the first open-airer for Delaware, is operated by the M & S Amusement Enterprises, which is owned by Sam Tauston and Mel Gellen. In addition to food and soft-drink stand, a bottle-warming service has been provided and playground equipment is provided to entertain children during daylight hours.

Airport Drive-In near Bethlehem has a 900-car capacity. Mickey Rapaport and associates are the owners. This is the third drive-in opened this year by Rapaport.

Hugo Players Okay On Nebraska Jaunt

CINCINNATI, July 23.—Hugo Players, this week, were reported to be playing to fair business in established Nebraska territory and preparations are under way for the unit's fair dates, which get under way soon.

On show's roster are Connie and Johnnie Spalding. They are doing three exhibition dances on the week, one of which is an effective strobolite number.

Forest Uses Air Plugs

PLEASANT VALLEY, Conn., July 23.—Vincent Youmatz, manager, Forest Drive-In Theater here is using advertising time on Station WLCR, Torrington, Conn., to plug forthcoming film bookings. In addition, he is distributing program guides, featuring listings of advance bookings, to the drive-in's patrons.

Rain Hampers McKennon Tour Of Texas Spots

ABILENE, Tex., July 23.—The McKennon Shows, based here and owned by Joe McKennon, have been playing to spotty business because of a run of 10 weeks of rainy weather. Org, which opened its 1949 tour in April, has been playing considerable new territory in Central Texas, McKennon advised.

He added that results over the new areas have been fair and that it looks like most of the towns played can be repeated later to good returns.

A new tent, constructed by Jimmy Morrissey, is as attractive as the one lost in a fire last year. Dude Sizemore, in addition to doing Toby, is featured comic in the hillbilly band. Show's roster is the same as that which closed with the show last season.

In the line-up are Ray and Jeanie Mathis, Verge and Alyce Lester, Jerie Sizemore, Spec Bonner, Gilbert Taylor, Frank Kropp, Beatrice Jordan, Bill Tucker, Marion McKennon, Leigh and Ann Cross and a working crew of six people.

Grand Junction Good for Brunk

GRAND JUNCTION, Colo., July 23.—Henry L. Brunk's Comedians wound up a successful week's engagement here Saturday (16). Local weather proved humid following the cool weather enjoyed by the org at its mountain dates.

Personnel made up a number of swimming parties at the heated pool in downtown Glenwood Springs. Buddy Durham, juvenile man, was the only casualty. He sustained a scalp wound when he dived into shallow water and he's now wearing a hat most of the time to cover his shaved head and bandages.

The Colley's daughter, June and her two children, are visiting as is the Helen Ranous family, which came in from Akron. Don Ranous will spend the remainder of the summer on the show. He will aid in putting up the outfit in addition to helping on advance and assisting his uncle, Bob, with the concessions.

Clif and Bunny Oleson, who were with the show last season, are working their doll act in the Zucci Opera House, Los Angeles.

G. Kleber Is Pilot Of Harry Brown Org

CINCINNATI, July 23.—The Harry C. Brown rep attraction, which was owned and operated by the late Harry Brown until his death last year, is continuing operation under the direction of George Kleber, it was learned this week.

Unit is touring established territory in Wisconsin, doing six well-balanced bills, according to Yank Lee, comedy-emcee of Minneapolis, who is in his first season with the Brown org. Lee also is doing specialties. Toby Brown is handling comedy.

Drive-In for Plainwell, Mich.

DETROIT, July 23.—Construction of a new 400-car drive-in is under way at Plainwell, Mich., by Charles Sears and Harold Kortjes. Another new drive-in, the Skyway, has been opened at Hubbard Lake, Mich., by Ross Mulholland. Latter house has a 250-car capacity.

MILFORD, Conn., July 23.—Daniel Finn, refreshments concession manager at E. M. Loew's Drive-In Theater here, has been transferred to the org's home office.

Rep Ripples

AMONG visitors at the Madge Kinsey Players stand in Delphos, O., recently was Forrest Brown, who advises that it was the org's first appearance there in 21 years. . . . Harvey Fallon has a three-person platform show playing to good results in the Batesville, Ark., area. . . . Giles Family Show, has been playing Logan, Utah, recently, using E. F. Hannan's "Tuss and Feathers." . . . Henry Michaelson is readying his religious pic show for a nationwide tour and will open about the middle of August in Rhode Island. . . . Builer's Show has moved into Canada and is playing dates around Brockville, Ont. . . . Ernest Gering opened his platform show at Littleton, Colo., early in July and will move toward West Texas this fall. . . . George E. Duffy, old-time circus clown, has a hall and school pic and vaude show in Idaho. . . . Willard's Museum Show has added 16mm. pix for its Northwest Oklahoma tour. . . . Mrs. Eleanor A. Blondin, widow of Leo Blondin, widely known rep and tent show performer, is managing Lyle's Pet Show in Oklahoma City. . . . D. G. Holton, of Holton's vaude-pic show, writing from Bonner's Ferry, Ida., says: "We need more news from small shows on the rep page. If more of them would advise as to their locations, the territory they are playing and the conditions under which they appear, it would help keep those who are trying to keep going in good spirit. The so-called tent rep show was all right, but it has had its day. No matter whether dramatic, vaude, pix or what have you we are trying to make a living in the same way. My show is doing fair business and I'm going to try out the platform show idea and later will return to halls." . . . Frank E. Saunders has a two-person show playing Central Pennsylvania towns to fair business. He has been presenting 16mm. pix in Pennsylvania for more than two years.

E. G. FERRY pens from Duchenes, Utah, that he's in his eighth month with his museum to fair business. He says he added 16mm. pix about a month ago and now has enough film to play week stands. He plans to add short-cast bills and play halls and schools this winter. . . . Gilbert D. Short has a 16mm. and vaude show, with three people, working to satisfactory business around Beatrice, Neb. . . . Frank Moultrie writes from Cohagen, Mont., that he has a three-person trick operating successfully in that sector. He worked the dance show idea until late spring but now is playing halls with vaude and 16mm. pix. Moultrie is readying one of his trailers for a museum and will take on some large towns soon. . . . Al Gerry will have a small cast minstrel show playing Birmingham under auspices this fall, he reports.

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THE FINAL CURTAIN

BATTEN—Mrs. Lillie Shivers, 88, widow of George Batten, a founder of Batten, Barton, Durstine & Osborn, Inc., advertising agency, July 19 in Haddonfield, N. J. Two daughters and two sons survive.

BOSWITZ—Sammy, 55, cafe operator and a member of the Pacific Coast Showmen's Association for the past 25 years, in Bishop, Calif., July 13, following a long illness. A Shriner, he was buried with full Masonic rites. He operated cafes at beach resorts.

BRUNK—L. D., veteran rep and tent showman, in Gladewater, Tex., July 15. His widow; a daughter, Mrs. Gail Craig, and a son, Robert, survive. (Details in Repertoire Department.)

CARD—William Levoir, 45, former program and talent director for the National Broadcasting Company (NBC), July 15 near Logan, Utah. He died following an automobile accident in Logan Canyon. He had been associated with NBC for 12 years.

CHRYSLER—Charley, 77, old-time circus man, mitt reader and member of PCSA, of a heart attack in the General Hospital, Los Angeles, July 15. He had been associated with the motion picture *Stella* for some years. Interment in Showmen's Rest.

CLARE—Fred (Whitey), 61, concessionaire, in Honolulu July 13 of a heart attack. A member of the Pacific Coast Showmen's Association since 1925, he had been in the concession business in Australia, the Dutch East Indies and San Francisco. No known survivors.

COMBS—Laura L., 71, former soprano soloist with the New York, Boston and Russian symphony orchestras, July 18 in St. Petersburg, Fla. Included in her many guest appearances was a performance in New York of *Pierne's Children of Bethlehem*.

DEAUDOIN—George, 24, professional parachute jumper, July 17 near Rutland, Vt. He was performing his 28th exhibition jump when his chute failed to open at 2,000 feet.

D'OISLY—Maurice, 66, operatic and concert tenor, July 18 in London. He debuted in Covent Garden and was with the Beecham Opera Company.

DUART—Pablo, 41, and his wife, Georgianna, 28, Cuban dance team known as Ricardo and Georgianna, July 16 in New York. They were found fatally stabbed in their gas-filled apartment.

DUNLAP—Esmeralda, 49, former champion amateur ice skater, July 17 in Chicago. Her skating career cut short because of an accident, she later became theater organist at the Chicago Capitol Theater and other movie houses. Two brothers and four sisters survive.

DURYEA—May, 79, retired musical and comedy actress, July 20 in Englewood, N. J. Ten years after her debut in Gilbert and Sullivan in Boston at the age of 10, she became the prima donna of the Starr Opera Company and later appeared with George Munroe in *My Aunt Bridget*. Miss Duryea once performed with the Lillian Russell Opera Company in La Cigale. Other Broadway shows included *The Lady Slavery*, *Gioffre-Gioffa*, *Lightnin'*, *Two Girls Wanted*, *As Husband Go* and *Eva the Fifth*. She also appeared with Marie Dressler in vaudeville. Her last show was in 1937 in *His First Love*.

EISENMANN—Joseph, 38, high wire act, July 17 in Vienna. (Details in General Outdoor Section.)

EISENMANN—Maria, 16, high wire performer, July 17 in Vienna. (Details in General Outdoor Section.)

FLEISCHMAN—Mrs. Joseph, sister of Mrs. Boots Paddock and Mrs. Hody Jones, of the Johnny J. Jones Exposition, July 13 in Tampa following a major operation. Burial was in Tampa.

HAGOOD—Bertha, known as Big Bertha, on Prell's Broadway Shows the past two years, July 14 in St. Vincent Hospital, Staten Island, N. Y. Burial in Lyndonville, Vt.

LOPES—Jack, 32, annex performer with Rogers Bros.' Circus, in Nebraska City, Neb., July 13.

LYDECKER—Alice Buel, 75, former pianist, July 21 at her home in Detroit. She was formerly well known, particularly as an accompanist, in Detroit and Cincinnati.

LYNDON—Alice, 75, former vaudeville and Mack Sennett performer, July 9 near Hollywood.

MARSH—Harry Thomas, 52, musician and business agent of Local 274, American Federation of Musicians in Philadelphia, July 10 in that city after a long illness. Besides leading several orchestras of his own, Marsh earned his reputation as a drummer with the orchestras of Madame Keene and Charlie Taylor before becoming an official of the musicians' union. His widow, Mollie; two sons, a daughter and a sister survive. Funeral services in Philadelphia July 14. Burial in Rolling Green Cemetery there.

O'GARA—Joseph, 66, real estate broker, July 17 in New York. During his career of 40 years he participated in the sale or lease of every legitimate theater on Broadway. His wife and son survive.

ONTKO—Thomas E., 44, a clown with the Biller Bros. Circus, July 18 in New London, Conn. He had traveled as a clown with many circuses and had been with Biller Bros. for two months.

ORSATTI—Al, 48, one of the top-pers of the Orsatti-McDonald Agency, July 12 in Hollywood. He had been in the business for 20 years. Three brothers, his wife, son and father survive.

IN MEMORY
of Our Dear Friend
Meyer(Greener)Pellman
Who passed away July 15, 1948
MR. & MRS. JACK SHEEHAN

PRESENT—Harold, 36, well known among circus people, July 13 at his home in St. Louis. Survived by his widow and a daughter.

SIXTA—Boza, 69, well known Czech performer in operettas and dramas, July 17 in Cleveland. A tenor, he began his career in Prague, gaining recognition for his performances in *The Bartered Bride* and *The Merry Widow*, in particular. His widow, son and daughter survive.

SMITH—Mrs. Albert E. (Flo Frederick), 64, formerly of the Musical Fredericks, July 11 at her home in Allaben, N. Y. Survived by her husband, Albert E. Smith; her sister, Mrs. Margaret F. Freckleton, and her niece, Ruth Freckleton.

SMITH—Earl W., 57, for 15 years manager of the Capitol Theater, Atlantic City, July 14 at his home there. Previously, he was assistant treasurer of the old Apollo Theater there when that house was presenting legitimate stage attractions. A sister and a brother survive. Funeral services in Atlantic City, July 16, with burial there.

SPIER—Richard, 55, Northern California division manager for Fox West Coast Theaters, July 18 in Oakland, Calif. He began his theater career with Mack Sennett Studios in Hollywood. In 1929 he joined Fox. His widow; his mother, Mrs. Ida Spier, and a brother, Paul, survive.

STOWE—Leslie, 83, retired actor, July 16 in Englewood, N. J. His debut was in *Ship Ahoy*, and he later appeared in *Ben Hur*, *Ned McCobb's Daughter*, *The Student Prince* and *Babes in Toyland*. He also performed on the screen and radio.

SWINDELL—Earl, 50, concession operator for past 25 years, July 14 in Shreveport, La. Survived by his widow.

TAYLOR—Adelaide, 53, former musical comedy dancer known in private life as Mrs. Adelaide Burlingham Barnes, July 18 in White Plains, N. Y. Besides her musical comedy work, she became known as a ballroom dancer. Her Broadway appearances included *Honeymoon Express*. Her husband survives.

VERHAAR—Clarence, 36, Motordrome and globe rider known as Curly Wells, June 29 near Palos Verdes, Calif., in an airplane crash. He began as a rider in 1933 at Ocean Park Pier in Santa Monica, Calif. Other dates included the E. K. Fernandez Circus for two years in Hawaii and the last year of the San Diego Exposition in the Globe of Death. He retired from showbiz about 1939 to go into the army air force. His brother, Speedy Babbs, his widow and an adopted son survive.

IN LOVING MEMORY
Of My Devoted Husband
RALPH L. WADE
Who departed this life
JULY 31, 1946
It has been three years since you went away. I miss you more, Darling, every day.
MYRTLE WADE

WADE—John P., 73, former actor, July 14 in Hollywood. He appeared in Oliver Morosco productions on Broadway and toured with *Marse Shelby's Chicken Dinner*, a vaude sketch. He acted in films before retiring.

ZEIGLER—Mike, 66, carnival man for 35 years, July 19 in Philadelphia.

Marriages

HAYMES-FLYNN—Dick Haymes, singer, and Nora Eddington Flynn July 18 in Beverly Hills, Calif.

SERASINO-LOEB—Jimmy Serasino, Rochester night club owner, and Peggy Loeb, agent, July 18 in Jersey City, N. J.

SHAFFER-EARL—Ross Shaffer, neon man, and Gladys Earl, Side Show, both on Hennies Bros.' Shows, July 16 in Milwaukee.

WOODS-STACY—Bill Woods and Lee Stacy, both in the *Lend an Ear* cast on Broadway, July 15 in New York.

Births

A daughter to Mr. and Mrs. Macdonald Carey at Cedars of Lebanon Hospital, Los Angeles, July 13. Father is the Paramount film actor.

A son to Mr. and Mrs. Tony Owen in St. John's Hospital, Santa Monica, Calif., July 19. Father is the film producer. Mother is the actress, known professionally as Donna Reed.

A daughter to Mr. and Mrs. James L. Caddigan, July 17 in Montclair, N. J. Father is the national program manager for DuMont TV; mother is the former Anita Cleary, exec in the National Broadcasting Company's program and production department.

A daughter to Mr. and Mrs. Bernard Delfont, July 15 in London. Father is a theatrical producer; mother is an actress.

A son to Mr. and Mrs. Jimmy Featherstone, July 10 in Chicago. Father is an orchestra leader.

A daughter to Mr. and Mrs. Al Frances, recently in Toledo. Father is station WHBC's news editor.

A son to Mr. and Mrs. Harry Lutke, July 15 in Chicago. Mother is the former Ginger Dinning, of the Dinning Sisters trio.

A daughter to Mr. and Mrs. Eddie MacHarg, July 15 in Hollywood. Father is Coast topper of Robbins Music; mother is the former actress, Joan Woodbury.

A son to Mr. and Mrs. Floyd Shaw, July 13 in Chicago. Father is with General Artists as the club-date booker in the Chi office.

A daughter, Susan Mary, to Mr. and Mrs. Mike Chuckray, recently in St. Louis. Father is an engineer for KXOK; mother is a former KXOK secretary.

A son to Mr. and Mrs. Lawrence Menkin, July 12 in New York. Father is an associate-producer at the DuMont television network.

A son to Mr. and Mrs. Albert (Flash) Williams, recently in Gary, Ind. Father owns a Motordrome; mother is the former Alverna Babbs, legless Motordrome rider.

A son to Mr. and Mrs. Frank Carter July 13 in Memorial Hospital, Philadelphia. Father is chief announcer at WFLN, FM radio station in that city.

A son to Mr. and Mrs. Willie Cowgill recently in Clay County Hospital, Winchester, Ky. Father is a concessionaire with Bee's Old Reliable Shows.

A son to Mr. and Mrs. Exum in Jersey City July 13. Parents are with the Prell's Broadway Shows.

A son, to Mr. and Mrs. Wayne Mayberry, recently in Hot Springs. Parents operate diggers on Midway of Mirth Shows.

Divorces

Ferna Owens Pine from William E. Pine, Darien, Conn., theater manager, recently in Bridgeport, Conn.

Ernest Rommell, orchestra leader, from Gertrude Schiller Rommell in Bridgeport, Conn., recently.

Joanne Dru, actress, from Dick Haymes, singer, in Reno, Nev., June 29.

Eugenie Leontovich, actress, from Gregory Ratoff, July 14 in Los Angeles.

Edna Stillwell Borzage from Frank Borzage, film director, in Las Vegas, Nev., July 18. She is business manager and former wife of Red Skelton.

Minneapolis Aqua Follies Opens In Clear Weather To Continue Record; Two Moppets Score Big

MINNEAPOLIS, July 23.—Once again Al Sheehan has gathered an outstanding collection of water and stage talent for the 10th annual edition of his Aqua Follies which preemed Wednesday night (20) in Theodore Wirth Pool before 4,000 persons. The Follies, highlight of the week-long Minneapolis Aquatennial Festival, is under Sheehan's direction for its eighth year. This year's opening was the 99th consecutive performance without a rainout. Altho Vicki Draves, 1948 Olympic double diving champion, is billed as the outstanding star of the water show, two moppets, 12-year-old Mike Copeland and 10-year-old Marion Parks, stole the glory. For the first time the fem headliner in the Follies confines herself to diving only, as Draves does, leaving the rhythmic swimming to the youngsters and to the Fitzsimmons Sisters duo. But not content to do their precision swimming, Copeland and Parks also take to the diving boards for some fancy demonstrations.

Precision Routines Score

As usual, the 24 Aquabelles do a top job in what is believed to be their finest exhibition of precision swimming in the event's 10-year history. Helen Starr, who directs the gals, came up with a number of clever innovations to draw heavy mitting.

On stage the 24-gal line is but a shade under the flash of their colleagues in the water. The dancers and posers, directed by Johnny Williams and Dorothy Lundstrom, handled themselves excellently. The stage costuming, principally by Williams, was good.

Four Production Numbers

The 140-minute show is broken up into four production numbers featuring both water and stage ballets, two diving sequences, two stage acts, a water act and madcap diving number by a group of comics.

The opener, *All Aboard for the Aqua Choo-Choo*, brings on the stage line, with gals dressed to represent cities such as New York, Chicago, Miami, Hollywood and St. Louis as Burt Hanson, tenor, and the eight singing mariners warble appropriate music. Don Roy, terpster and baton twirler, goes thru a fast offering of his specialties for loud mitting.

The water ballet enters into the festivities with a fine pool rendition of a polka to the tune of *Minnesota Polka* and climaxes the number by forming a big letter M in the water as Hanson sings the University of Minnesota college song.

The eight divers, headed by Vicki Draves and her husband, Lyle, take over next from the tow boards to whet the appetites of the audience for what follows. Along with the Draves are the youngsters Copeland and Parks and Jimmy Patterson, Johnny Riley, Elbert Root and Tommy Thompson.

Midget Act Scores

Paul Remos and his two Toy Boys, midget act, come close to stopping the (See *Minneapolis Aqua* on page 34)

Mike Ziegler, Vet Op, Dies of Heart Attack

PHILADELPHIA, July 23.—Mike Ziegler, 66, veteran outdoor showman, died of a heart attack yesterday at his hotel here. Ziegler had been engaged in show business for 35 years and had his own carnival units working in this area.

Funeral services are tentatively set for tomorrow afternoon, at Midtown Memorial Chapel, New York, with interment in Mt. Herbron Cemetery, Flushing, L. I.

Ziegler is survived by two brothers, Meyer and Manuel, and three sisters, Kate Brody, Lillian Saril and Jean Greenspan.

'49 Trade Show Space Sold Out

Huedepohl lists 11 new exhibitors for annual outdoor event in Sherman

CHICAGO, July 23.—All space has been sold for the annual trade show, sponsored by the National Association of Amusement Parks, Pools and Beaches (NAAPPB), in Hotel Sherman during the outdoor convention here November 27-30, Paul H. Huedepohl, executive secretary of NAAPPB, announces.

Of the 68 firms listed for booths, 11 are additions to last year's roll of exhibitors, Huedepohl said. Some have exhibited in previous years, however.

New exhibitors are Northwestern Bottle Co., St. Louis; Aviation Products Co., New York; Capitol Projector Corp., New York; U. S. Seating Co., New York; Animated Display Creators, Inc., Minneapolis; Clark Manufacturing Co., Bradenton, Fla.; Fly & Harwood, Inc., Memphis; Eli Bridge Co., Jacksonville, Ill.; Rosette Doll Co., Philadelphia, and Junior-Pro Products Co., St. Louis.

The '49 list of exhibitors follows: International Harvester Co., Chicago; International Mutoscope Corp., New York; Orange-Crush Co., Chicago; Seltner Manufacturing Co., Faribault, Minn.; Krispy Kist Korn Machine Co., Chicago; R. E. Chambers Co., Inc., Beaver Falls, Pa.; Port Morris Machine & Tool Works, New York; Concession Supply Co., Toledo.

Greyhound Amusement Device Co., Inc., Brooklyn; Roll-a-Whirl Co., St. James, Mo.; Allan-Herschell Co., North Tonawanda, N. Y.; John Fabick Tractor Co., St. Louis; General Equipment Sales, Inc., Indianapolis; Bisch-Rocco Amusement Co., Chicago; Miniature Train & Railroad Co., Rensselaer, Ind. Calumet Coach Co., Chicago; Northwestern Bottle Co., St. Louis; B. A. Schiff & Associates, (See '49 PARK SHOW on page 35)

Eisenmann, Daughter Lose Lives in Fall

VIENNA, July 23.—Joseph Eisenmann, 38, and his daughter, Maria, 16, high wire act, were killed Sunday (17) when they fell from their wire 120 feet into the Danube River Canal, over which they were performing.

The Eisenmanns had been presenting their act at this spot for three weeks, without mishap, but during Sunday night's performance they slipped while executing a dance routine and plunged into the canal.

Betty Woodside Injured in Fall

BUTLER, Pa., July 23.—Mrs. Betty Woodside, 26, trapezist working as a free-act on Eddie's All-American Exposition Shows, was seriously injured Tuesday (19) while performing at near-by Bruin, Pa., when a wire on her rigging gave way. Mrs. Woodside plunged 40 feet to the ground and suffered a fractured spine and internal injuries. She is in a local hospital.

Masonic Rites Held in Chicago For I. J. Polack

CHICAGO, July 23.—Masonic funeral services were held in the Sbarbaro Funeral Home here Monday (18) for Irving J. Polack, co-owner of Polack Bros.' Circus, who died in his Van Nuys, Calif., home Wednesday (13). Burial was in Showmen's Rest, Woodlawn Cemetery.

Pallbearers were Wallace Alley, Nate Lewis, Henry Barrett, Mickey Blue, Kris Krenkel, Clyde Harrison, Bill Green and Sam Ward. Honorary pallbearers were Frank Duffield, Sam J. Levy, Jack Nelson, J. C. McCaffery, all past presidents of the Showmen's League of America, and Robert K. Parker, president of SLA. Polack was a past president of the org.

George Flint, chaplain of the Showmen's League, conducted the services at Showmen's Rest and also participated in the services at the funeral home, preceding the Masonic rites. In charge of the Masonic service was Arthur Bowers, of Kilwinning Lodge 311, AF&AM, Chicago, by authority of Pacific Lodge, New York. The Oxford Four, Masonic quartet, provided the music.

All phases of outdoor show business were represented at the funeral. Flowers, telegrams and letters poured in from all sections of the country.

Among those attending the funeral were:

Mr. and Mrs. George Flint, Mort Kind, Cliff Wilson, C. H. Egolf, Bill Kaplan, Mike (See *Masonic Rites* on page 33)

New Miami Stadium Nearing Completion

MIAMI, July 23.—Miami's new stadium on the old circus grounds is expected to be completed early next month. Home of the Miami ball club, the stadium, with a baseball seating capacity of 14,000, will be available for other outdoor attractions, Harry B. Taber, president, reports.

The huge concrete and steel structure, with cantilever construction of the grandstand roof, provides 9,500 reserved seats. Thousands of additional seats may be installed for wrestling, boxing and other entertainment.

Sixteen ticket windows and 20 turnstiles are being installed. Spot boasts eight acres of parking space. Eight steel light towers, 140 feet high, with 612 reflectors, are being installed.

Lions Parade Used To Plug Outdoor Biz

(Continued from page 4)

groups of marchers and horsemen in Seminole Indian garb. Miami's Jackson High School band was led by 15 strutting majorettes; Tallahassee had the Leon High band, with 16 majorettes, and Orlando had the Sering High band in Indian get-up.

Circus atmosphere was provided by scores of clowns, stilt walkers and tumbling majorettes. Missouri brought along a couple of bucking donkeys and the New Jersey group had a capering lion in a big cage.

Entertainment features at Madison Square Garden included Fred Waring's band Sunday night, Guy Lombardo's Royal Canadians Monday night and Olsen and Johnson's *Fun-zapopin*, plus folk dancers and choral ensembles, Wednesday night. Shows and dances also were put on at the various hotels, with several breakfast shows getting under way as early as 6 a.m.

Chi R.R. Fair Pulls 594,206 In 1st 26 Days

Half See Lake Front Spec

CHICAGO, July 23.—Thru Wednesday (20), the 26th day of its 100-day run, Chicago's Railroad Fair had played host to a total of 594,206. Attendance for the week ended Wednesday showed an increase of 12,412 over the preceding week. Sunday (17) brought out the biggest crowd—35,790.

Pageant, *Wheels a Rolling*, has been playing to about half the general admission, with total attendance climbing to 288,210 thru Wednesday.

A kiddie price of 9 cents at the main gate was tried for one day only, Thursday (14), but the cut failed to make any appreciable difference. As a result, prices for kids, as well as adults, will continue at 25 cents.

Water Show Improves

Water Show, operated by Roby Parks, is drawing better attendance daily. It has lost only two shows to weather since the fair's opening. Mary Gallerneau and Lee Martin have been added to the list of water skiers, with Dickie Rowe, Bill Hatfield and Ann Williamson out of action due to sprains. The Fleckles-Voorhees free ice show continues to go strong on its outdoor rink.

Gold Gulch, mining town attraction in the midway area, is getting a strong play at the blowoffs of the big pageant. Its closing time has been changed from 10 to 11:30 p.m.

The Gulch Theater, which offers old-time melodramas, continues to drop money, but is nearing the break-even point. Price for this unit was cut Wednesday (20) from 60 cents for week-day performances to 40 cents in an effort to hike business. Fifty-cent price will prevail Saturday (See *CHI R.R. FAIR* on page 31)

Conn. Speedway Sold to Carroll

WEST HAVEN, Conn., July 23.—Ed Carroll, of Riverside Park, Agawam, Mass., has added the West Haven Speedway to his string of amusement and sports enterprises. Carroll recently bought out the Ryan interests in the track and in addition has a five-year lease from the Lavere Company, owners of the sports area known locally as Donovan Field.

Stock car racing will be introduced at the local track in August. This acquisition gives Carroll two auto race tracks. The new oval will operate on Wednesdays, while races will be presented at Riverside on Saturdays. The United Stock Car Racing Association will handle the race meets at both locations.

Renovations Started

Contractors are already at work building crash walls, new safety zones and fencing at the local track. Improvements are expected to be complete in a few weeks. About 400 feet of concrete wall will be erected in front of the grandstand and 500 feet of special woven chain link fencing will be installed as an additional safety measure.

A new pit area will be erected at the Western end of the speedway and general improvements made at the main entrance. Key members of the Carroll organization will handle all operational details.

Close-Ups:

Fred Pearce's Love for Boats Moved Him Into Park Business

By H. F. Reves

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

FRED W. PEARCE, owner-manager of Walled Lake Park near Detroit, and Excelsior Park, Excelsior, Minn., is in his 47th year of outdoor show business. He entered the field at the age of 17, back in 1902, when he first helped his father, a marine engineer, in the operation of a 14-passenger boat on Conneaut Lake, Pa.

Thruout the years he has, as if by instinct, centered his operations in amusement parks located near a lake or river.

Fred is the second generation of his family to be closely identified with marine interests. His father, the late Josiah Pearce, was for many years an engineer on Cunard Line ships.

In the summer of 1902, the Pearce family decided to spend their vacation at Conneaut Lake. At that time, Josiah Pearce had achieved a notable reputation in the field of marine construction, as a manufacturer of large marine as well as stationary engines and pumps.

With this basic background, the Pearces had a great interest in the operation of Exposition Park on Conneaut Lake. Most significantly, they were impressed with the flotilla of small boats which carried passengers between the town proper, the various lake resorts and the park. The next season, the Pearces bought a small steamboat, which carried 14 passengers, for \$600. Fred Pearce, then 17, became captain of the ship and his father engineer. First season's operation netted \$300.

During the winter, they decided there was more money in a bigger boat, and the little craft was lengthened, at a cost of \$1,100, to carry 42 passengers. The next season the operation turned in a net revenue of \$1,100.

At the end of the 1904 season, a larger company was formed by competing interests to buy up all the craft operation on the lake. Pearce feels they

(See Fred Pearce's Love on page 39)



Fred W. Pearce

Union City Preps Centennial Cele

UNION CITY, Ind., July 23.—Plans have been completed for this city's 100th birthday celebration, with a historical pageant to be presented nightly in Harter Park here, August 8-13. John Rodgers Producing Company is directing the presentation.

Five blocks of the city's downtown section have been outlined for the midway of rides, shows and concessions, booked thru E. G. Blessing, veteran showman, booker and broker of Muncie, Ind. Don Jeffries is committee chairman for the local event.

Blessing also has been contracted to provide midways at Napanee, Ind., Diamond Jubilee Celebration August 28-September 3; Kouts, Ind., Annual Home-Coming Celebration, August 25-27, and the Summitville, Ind., Lions Club's Fair, August 23-26.

Acts, Pyro at Tinty's

PLAINVILLE, Conn., July 23.—Tinty's Stadium Monday night (4) presented a holiday program featuring nine acts of vaudeville and fireworks. Talent was booked thru Gordon's Entertainment Bureau, Hartford, Conn.



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Talent Topics

The augmented band of Joe Basile will offer a special concert of Victor Herbert melodies Sunday night (24) at Olympic Park, Irvington, N. J., with Bubbles Ricardo handling the vocals. . . . The line-up of acts which opened in Olympic Circus Arena Monday (25) consists of the Chambertys (4), comedy casting act; Clemens Bellings, canine novelty; The Shanghai Twins, contortionists, and the Musical Mixes, comedy musical number.

Clown Cop Corrigan played the Perfix Corporation's annual picnic at Milwaukee, Sunday (17), marking his seventh consecutive appearance for that org. He also clowned at the Racine, Wis., July 4th Celebration, his fourth year there.

Acts booked for the American Legion Circus Day July 23 in Johnstown, Pa., included Ken Maynard, Cody and Cody, knife and whip; Morris and Morris, perch; Ed Hodgini, crazy Ford; Morris Trio, tumbling; Pop Melchor, clown; Flying Gobs, skating; Al Bedell, wire, and Tanya Garth, vocalist and emcee. Booking was thru Cooke & Rose agency, Lancaster, Pa. Booked by the same office for the Selinsgrove, Pa., Fair, Monday-Saturday (18-23), were Janet's Animal Circus; Petti and Lester Reat, musical; Tumbleweed Ludie, Western; Joe Smiley, illusion; Heron and Richardson, musical; Dave Pierson, emcee; Lou Meyers, comedy juggler; Four Merrills, acro, perch and wire; Bud Messner and Skyline Boys, folk music, and Ken Maynard, Western. Park dates booked by Cooke and Rose the week of Monday (11) included The Xcellos, high act, Sea Side Park, Virginia Beach, Va.; Frank Doss, animal act, Dorney Park, Allentown, Pa.; Four Merrills, Rocky Glen Park, Wilkes-Barre, Pa.; Janet's Animal Circus, Conneaut Lake Park, Conneaut Lake, Pa.; Joe Smiley, illusion, Island Park, Northumberland, Pa.; Jimmy Johnston, bird circus, Augustine Beach, Del., and Tom Bowers, acro, Hecla Park, Bellefonte, Pa.

Aerial Winters, husband-wife sway pole gymnasts, opened at Rockaways' Playland, Monday (25). . . . Mme. Miriam France, of France, has joined the troupe at Steel Pier's Ocean Stadium in Atlantic City where a thrill show and water circus are presented. Madame France, working on a high wire, joined Marian Foster, aerialist who has been a Steel Pier attraction for six years, and Conchita Morales Erickson to form a female thrill trio. . . . Just to get the right feel of the thing, Jeff Radley radio commentator at WPEN, Philadelphia, ascended to the top of the high pole used by Marian Foster to interview the aerialist. Special portable equipment was used.

Al Shriner, who recently closed with the Ringling show, is managing the "Lady in Frozen Ice" show for S. B. Ramagosa at his Casino Arcade Park in Wildwood, N. J. . . . Central Park, Allentown, Pa., is staging

nickel days on Tuesdays. Annual magician's picnic was held there recently. . . . Willow Grove Park, near Philadelphia, this week harbored the annual show of the Eastern Trailer Coach Association.

Dave Solti, of the George A. Hamid office, has signed Proske's tigers for the week beginning August 4 at the Palace, New York. . . . The Chambertys, serio-comic casting act, has been inked by Hamid for the current week at Olympic Park, Irvington, N. J. . . . The Herzogs, fem aerialists, are on the current bill at the Palace, New York, with Billy Rayes, juggler at the Roxy, and Bob Dupont, comedy juggler, at the Capitol.

Al Martin, Boston booker, has lined up these acts for the annual Endicott Johnson Workers' Labor Day celebration at En-Joie Park, Binghamton, N. Y.; Miss Luxem, aerialist and slide-for-life; Captain Duncan Fairlie, high dive; Hollywood Starlets (6), aerial thrill; the Gibsons, aerial; Schallet Brothers, comedy trampoline, and George J. Keller's lions.

K. L. Kais (Electric Superman), European novelty act, has been signed up by the Colonel Wilbur Agency for fairs in Culvertson, Central City and Minden, Neb.; Stockton and Caldwell, Kan., and Malvern, Ia.

Sambo Hummitch's Dixieland Minstrel Revue will be a one-night grandstand attraction at the Manitowoc, Sheboygan and Ozaukee County, Wis., fairs. Troupe consists of 20 persons, including the Jones Family, specialty act, and a six-piece band. . . . Damoo Dhotre, Big Show cat handler, is the subject of an article authored by Ken Jones in the July 17 issue of "This Week," Sunday newspaper supplement. . . . Sally Rand has been inked to head the night grandstand show at the Topsfield (Mass.) Fair, September 4-10. . . . California Joe and company, Western variety act, featuring Pinto, Hollywood Wonder Horse, played Venetian Gardens, Indian Lake, Russells Point, O., before starting on Michigan, Ohio and Indiana fair dates. . . . Bill and Beverly Harnett and Dub and Galien Grant, trick riders and ropers, are with the Tri-State Rodeo Company, currently playing Michigan.

Acts playing Henderson, Ky., Rotary Club Circus, July 21-23, included Poodles Hanneford Troupe, Gracie Hanneford; Larry Griswold, diving and trampoline; Fleet's Chimps, Cooper Liberty horses; Ethel D'Arcy, aerialist; Lange Troupe, teeter board; Mar-Vels, teeter board; Ellston's Dogs, Conner's Dogs, Marie's Dogs; Lopez Trio, rolling globe; Joe and Dolly, rolling globe; Wideman's Elephants, Australian Whipcrackers; Gasca Trio, slack wire, and Ellsworth & Company, slack wire. Leo Hamilton was equestrian director, and Capt. I. Cervone directed the music. Barnes-Carruthers office booked the show, with Sam J. Levy producing and directing.

Free grandstand attractions at West Texas Fair, Abilene, September 26, will include Phil and Bonnie, perch pole; Cortelloys Hollywood Scandals, dogs; Three Egonys, trampoline; Farias Duo, roly-poly; Aerial Vincents, high act; Ala Ming, formerly billed as Ala Naitto, wire; Two Winlows, cycling act; Six Marcos, teeter board, and Three Husfreis, high act. Acts were booked thru Ernie Young, Chicago.

The Teeter Sisters, who have been with Down River Amusement Company in Michigan, opened Monday (25) in Edgewater Park, Detroit, for two weeks as a free attraction, be-

fore starting their fair dates. . . . Adams Duo, European bike act recently brought to this country by the Hamid office, opened at Olympic Park, Irvington, N. J., last week. . . . Kurtzo & Kurtz, high aerial act, and Enoch Light's band are the free attractions at Palisades Amusement Park, Cliffside, N. J. . . . Frank and Gladys Baker have been handling the guess your age concession at Olympic Park, Irvington, N. J., for 10 years. Baker, who has been in show business for 35 years, is a son of Harry Baker, animal trainer.

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3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5. M 1.50

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Public Appeal ★ Stability
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Out in the Open

F. M. Shortridge, of Boyle-Woolfolk's Des Moines office, reports he has signed a lease for a 40-acre tract in Des Moines where he plans to open a Kiddieland and recreation park next spring. He plans rides, roller rink, miniature golf course, restaurant and concessions. . . . Midget racing crowds are on the upswing at John Leahy's Danbury (Conn.) Fair track with the biggest one of the season thus far on hand Saturday night (16). . . . Matt Saunders, Loew theater head in Bridgeport, Conn., and veteran circus press agent, having trouped with the Buffalo Bill Wild West Show, billed the city like a circus for the showing of the flicker, "Mighty Joe Young." Billing was handled by Hughie Fox. . . . Michael Kostic, superintendent of Short Beach, Stratford, Conn., is making a survey of shore spots before submitting to the town council plans for a pavilion and bathhouse which will be constructed before next summer.

Herbert S. McDonald, of New Haven, Conn., received \$230 from the Association of Connecticut Fairs for services as lobbyist for that organization during the recent sessions of the Connecticut State Legislature in Hartford. . . . William C. Hunt's Amusement Enterprises, which include a chain of theaters, a dance hall and a bowling alley at Wildwood, N. J., has asked the State to increase its advertising budget for the resort industry. As president of the Cape May Chamber of Commerce, which includes many resort areas, Hunt warned that the State was reducing its sales appeal to potential resort visitors by curtailing the ad appropriation.

Fred C. Murray, International Fireworks Company, will provide the fireworks display for The New York Daily Mirror's annual air force aviation fiesta to be held at Coney Island August 12. . . . Cecil B. DeMille, who will direct production of Paramount's film, "Greatest Show on Earth," joins the Ringling circus August 1 for a three-week observation tour.

The biggest crowd of the season, just under 8,000, turned out for the Jake Kendenburg-promoted stock car races at the Freeport (L. I.) Stadium Saturday night (16). . . . Mr. and Mrs. Gottlieb Fischer, giant couple who toured for several seasons with the Ringling circus, Wednesday (20) opened their Pioneer Apartments, catering to tourists in Sara-

sota, Fla. . . . Betty Stebbins is in Washington visiting her mother who is ill. Hubby Walter remains in New York directing his small-car enterprises. . . . Harry Storin, exec at Riverside Park, Agawam, Mass., recently provided material for a highly interesting column in The Springfield (Mass.) Daily News anent Harry's proficiency in building and staging clambakes at the park.

Walter S. Mack Jr., president of the Pepsi-Cola Company, last week announced the promotion of Herbert L. Barnett to vice-president in charge of national accounts and concessions. . . . James A. Carey, of the New York State Department of Agriculture and Markets, reports that recent rains have diminished the effects of a lengthy drought and that county fairmen are now quite optimistic for the success of their annuals.

A son was born recently to Mr. and Mrs. A. C. Giuliani Jr., of the Illinois Plaster Products Company, St. Louis. . . . Len Humphries, Hamid-Morton Circus exec, will again emcee and manage the George A. Hamid vaude-circus unit which will be presented at Canadian National Exhibition in conjunction with the Olsen and Johnson grandstand show.

Phil E. Lucey, general manager of the Florida Citrus Exposition, Winter Haven, Fla., is back at his office following a series of misfortunes which occurred within a week. The first was the death of his father-in-law, Robert M. Deriso, Americus,

Chi R.R. Fair Pulls 594,206 First 26 Days

(Continued from page 28)

days and Sundays. Children accompanied by adults are admitted free; other kids go in for 30 cents. Front of the Law-Outlaw Show has been bolstered by the addition of black and white pictures of historic scenes and colored pix of the exhibits. Biz was good this week, except on the first few days. Lead gallery is doing fair business, and the Funhouse is picking up.

Clif Wilson's live reptile exhibit, Death Valley, is showing much strength. One recent day 4,100 paid the 14-cent admission and attendance on several days has been above 3,000.

The Children's Theater tried a return to a 40-cent admission for five days, but went back to 25 cents when crowds fell off. Patronage, hypoed by newspaper breaks, has been increasing.

Earl E. Ingalls, operator of five kiddie rides, expects an early decision on his request for permission to increase prices to 20 cents. Present price is 9 cents, with a 5-cent kiddie day price Thursdays. Ingalls maintains he can't win at those prices. Little Chief, fire engine operated by Jack Skelly, continues to get excellent biz. Thursday (14) it carried 1,615 riders and has been averaging 1,100 week-end days and 850 other days.

Most operators were of the opinion that the Shrine convention, here this week, hurt the fair by pulling crowds to downtown parades and Soldier Field events. Those fez-wearers who did come out were "just looking," they reported.

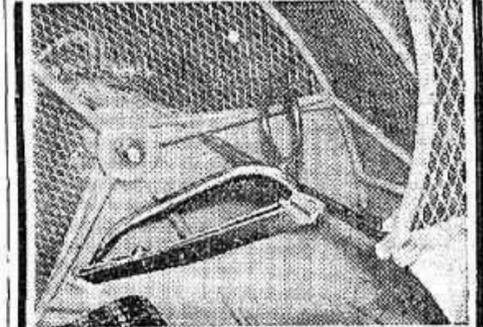
Ga.; the second the death of his wife, Mary A. Lucey, who died before the funeral of her father, and the third an automobile crack-up near Jacksonville, Fla., in which Lucey's car was demolished and he sustained injuries which required his hospitalization.



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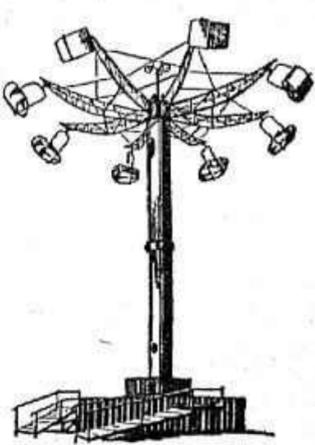
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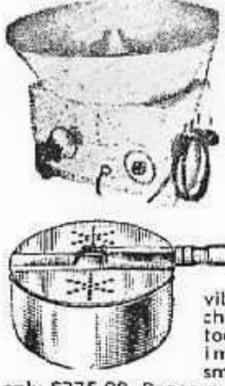
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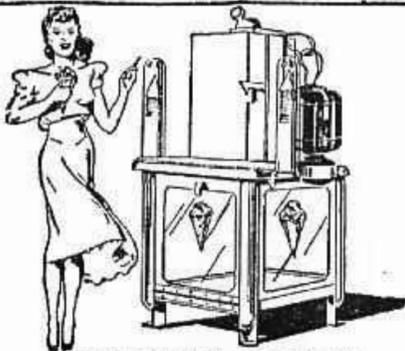
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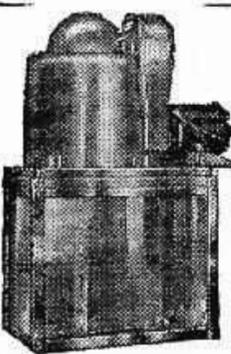
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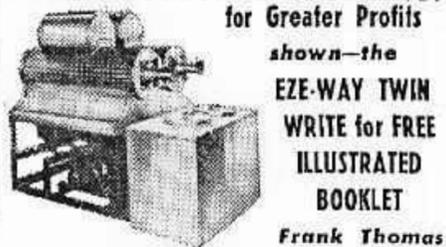


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Sunbrock, Radio Men Tangle In Allentown Over Ad Money

CINCINNATI, July 23.—Allentown, Pa., wrote another chapter to the story of the hectic career of Larry (Never a Dull Moment) Sunbrock when his rodeo played Friday and Saturday (15-16) on the fairgrounds there to tremendous business that was pruned considerably after the county sheriff had completed his allotted chore.

Given until Friday night to pay bills of four local radio stations for air time in publicizing the show, Lehigh County Sheriff Ernest A. Kistler and a corps of his deputies closed in on Sunbrock Saturday afternoon with writs of foreign attachment when the money was not forthcoming, according to *The Allentown Call-Chronicle*. After seizing all physical assets of the show, the deputies stationed themselves at the box offices and attached receipts as tickets were sold for the final performance. Fortunately, the Saturday night crowd was big and receipts were far in excess of the \$1,800 owed the creditors. In on the clambake were two representatives of the government and City Controller William A. Evrard, all with an eye on the collection of amusement taxes.

In paying off debts, taxes were deducted first. Then came the claims of the radio companies. The rodeo also had to pay costs of the proceedings, amounting to nearly \$200.

The writs were issued on behalf of Lehigh Valley Broadcasting Company, WSAW, \$500; WAEB, Inc., \$500; Allentown Broadcasting Company, WHOL, \$300, and WKAP, \$500. The attachments were issued against the Wild West Rodeo, Inc.; Rodeo Exhibition Company of Norristown, Pa.; Wild West Rodeo Company; Texas Rodeo Company, Jimmy Allen's Wild West Rodeo; Rodeo, Inc., and Larry Sunbrock—"all of them, apparently, the organization which entertained at the fairgrounds Friday and Saturday," the *Call-Chronicle* said.

Altho show advertising offered \$1,000 to anyone who could ride Big Syd, a bull, the animal was not used in the show, according to Robert D. Good, of Allentown. He also reported that newspaper advertisements

offered adult tickets at \$1 and up but that the only price quoted at fairgrounds ticket offices was \$1.50. Sunbrock advertised the show as coming direct from Yankee Stadium, New York.

New Brunswick, Can., Sets License Fees for Truckers

FREDERICTON, N. B., July 23.—Provision for passage of motorized circuses and other show units thru New Brunswick has been speeded by the appearance of Robbins Bros.' Circus on the "down east" loop this season.

The Motor Vehicle Act of the province has been amended to read:

"Circuses, shows and entertainment troupes touring the province with motorized highway commercial vehicles and trailers shall pay a license fee equal to 15 per cent of the yearly license fee for such vehicles for any 30-day period or fraction thereof that the vehicle is used in the province during the registration year, and the certificate of registration shall show the expiry date for which the license is paid."

Colorado River Outboard Race Set for Needles, Calif.

NEEDLES, Calif., July 23.—The second annual Colorado River Outboard Marathon Race is scheduled here October 2, Harold L. Bohner announced. Event is auspiced by the Needles Marathon Association.

A carnival will be spotted in a downtown location for a five-day run September 28-October 2.

Tureman Wins Cowpoke Title

MOLALLA, Ore., July 23.—Sonny Tureman, John Day, Ore., won all-around champion cowpoke honors at the Molalla Buckaroo here Saturday-Monday (2-4). He edged Gene Rambo. Other winners were Bill Hancock, Roswell, N. M., bulldogging, and Harry Tompkins, Ardmore, Okla., bull riding.

Cotton Carnival Dates Set

MEMPHIS, July 23.—At a meeting of officials of the Memphis Cotton Carnival last week dates for next year's annual were set for May 7-14. Leslie M. Stratton, Jr., Memphis business executive, was elected president of the group sponsoring the carnival.

Anderson Killed in Crash

PORTLAND, Ore., July 23.—Les Anderson was fatally injured and Art George sustained fractures of both arms when their cars crashed during the running of the feature 30-lap Class A race here Sunday (10).

Henry Ringling North Listed Speaker at Rotary Luncheon

CHICAGO, July 23.—Henry Ringling North, vice-president of Ringling Bros. and Barnum & Bailey Circus, will be one of the speakers at the Circus Day luncheon of the Chicago Rotary Club August 2, in Hotel Sherman, Sidney T. Jessop, Rotary vice-president, announced. Other guests will include Dr. H. H. Conley, past president of CFA; J. C. McCaffery, Hennies Bros.' Shows, and Col. Harry Thomas, Leonard Aylesworth, Emmett Kelly and Nat Green, of R-B.

The Rotary Club will have 200 crippled children as its guests at the Tuesday matinee of the circus.

Multiplex Faucet Co. Serving the Trade 43 Years

About a 4c Profit on a 5 cent Sale!

The Multiplex ROOT BEER BARREL

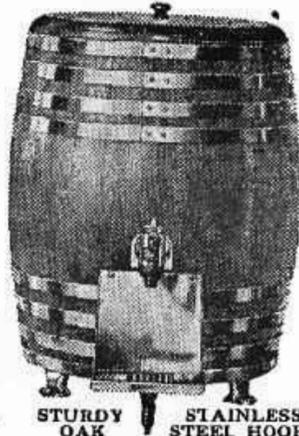
IN THREE SIZES 8 GAL. 17 GAL. 45 GAL.

It Advertises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

Exclusive! Draws any size drink continuously without turning lever off—10 to 15 drinks per minute—Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Also DISPENSERS FOR COCA-COLA, ORANGE, OTHERS

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STURDY OAK STAINLESS STEEL HOOPS

Conn. Gambling Ban Includes Raffles and Affects Civic Groups

HARTFORD, Conn., July 23.—The drive on carnivals and bazaars under way in Fairfield County gained impetus this week as State's attorney Lorin W. Willis ordered the arrest of anyone selling tickets or chances on automobiles, television sets, washing machines, and the like.

The instructions from the State's attorney to police officers were: "Give anyone selling raffle tickets one warning. If they're still selling the tickets the next day, arrest the salesman—and also the chairman of the raffle committee."

The State's attorney's order has the effect of putting an end to the money-raising events sponsored by churches, civic organizations, volunteer fire companies and political clubs in the county.

Immediately affected was the annual carnival of the Danbury Volunteer Firemen which was skedded to open last night (22) and had as its principal lure the raffling of an automobile. The State's attorney refused to relent despite the protests of the 300 members of the seven sponsoring companies as well as many prominent individuals.

The firemen, who have already sold about \$5,000 worth of chances, said they would probably circumvent the edict by raffling the car over the State line in New York only six miles away.

Gordon Kibbler Signed To Agent Chitwood Units

CINCINNATI, July 23.—Bill Magaw, manager for Joie Chitwood's auto thrill shows, this week signed Gordon Kibbler as agent for the two Chitwood units currently appearing in the East.

Kibbler, former big-time band leader and later an orchestra booker, recently resigned as agent for E. F. Kindlan's Circle K. Ranch Rodeo after serving in that capacity 14 months. He was succeeded on the Kindlan org by Larry Sunbrock.

North Platte, Neb., License Fee System Is Overhauled

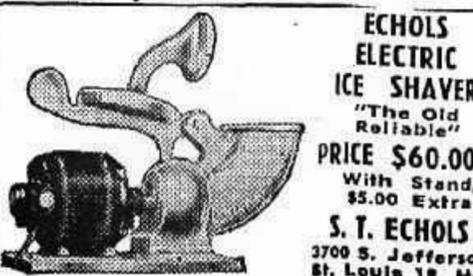
NORTH PLATTE, Neb., July 23.—The Lincoln County Board of Commissioners, at a meeting here recently, changed the license fee system for circuses and carnivals playing outside the city limits but within the borders of Lincoln County.

The Commissioners okayed a plan calling for a day fee if a carnival is sponsored and a \$50 fee if unsponsored. The circus fee will be \$25 if sponsored and \$75 if not sponsored.

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Outstanding Kiddielands:

Suker Believes in Taking Life Easy, So His Kid Amusement Zone Operates Only 33 Hours Per Wk.

By Dean Owen

LOS ANGELES, July 23.—Harry Suker, owner of one of the most prosperous kiddielands here, has more than \$35,000 invested in rides and equipment, but he believes in taking life easy to the point of only remaining open 33 hours per week. The park could run 12 hours a day, seven days a week, Suker says. While ride business is holding to the '48 peak, concession business is off. In order to hypo business, Suker has what he calls a birthday ticket which gives the moppets 80 tickets for \$5. This enables a parent to bring several kids to the park for a birthday party and still not feel the bite of the regular admission price. These tickets, however, are good for one day only.

Rides go for 9 cents or three for a quarter for kids, with a straight 10 cents plus 2 cents tax for adults. Pony rides are 25 cents straight, with pony cart rides 15 cents.

Ride Set-Up

At his present location the last four years, Suker operates with a Spillman Merry-Go-Round, Allan Herschell car ride and boat ride, miniature train, Little Dipper, Eli No. 5 Ferris Wheel, Smith & Smith plane ride, ponies and a pony cart ride. Altho Suker does not believe in changing rides too often, he did add the boat and Dipper last year. If business conditions warrant he may increase the number of rides in '50.

Suker believes in keeping the business in the family and is now breaking in Harry Jr. as manager. During the summer Suker and his wife go fishing. The night watchman angle is taken care of by the family and some of the five concessionaires who live on the lot in trailers.

Bulk of the park's business is off busy Manchester Avenue, one of the main arteries to the Orange County beaches. Altho he tries to build up good will in the neighborhood, fully 60 per cent of the business is transient. So many parents like the park and the way it is managed that they have followed the Sukers from their former location on Crenshaw Boulevard to the present park.

Effective Lighting

While there is no attempt at landscaping, the park is neat and clean. Fresh gravel is put down periodically. Lighting is effective with a good distribution of six light towers with 12 500-watt floods. Hours are 6 to 10 p.m., Wednesday, Thursday and Friday; Saturday, 1 to 10 p.m., and Sundays, 11 to 9:30 p.m. Holidays follow the Saturday schedule.

During the winter Suker operates only Friday, Saturday and Sunday, going on this schedule approximately November 1 until April 1. No matter what time of year, Suker estimates that fully 75 per cent of his business is on Sunday. If Sunday is good, weather-wise, the rest of the week can be off and he'll still be all right.

Before coming to Los Angeles the Sukers booked rides with Monte Young in Utah and put their equipment in Auerbach's department store, Salt Lake City, each Christmas. In California they put their rides with Hildebrandt Shows.

The Kiddieland was a matter of expediency, Suker recalls, for if the war had not forced him off the road he probably never would have tried this permanent angle of the business and learned that it can be as lucrative as the road. The Sukers are glad conditions forced them to build their own park and stay in one place.

Troupers Jenny Wallenda, Alberto Zoppe Married

BUFFALO, July 23.—Alberto Zoppe, Italian bareback rider with the Ringling circus, and Jenny Wallenda, member of the Zoppe troupe, were married here Saturday (2).

Mrs. Zoppe is the daughter of Carl Wallenda, head of the Wallenda troupe, high-wire act, and Zoppe is a member of a well-known Italian circus family.

Nantasket Ops Help Fog Bound Patrons

NANTASKET BEACH, Mass., July 23.—Several thousand persons were stranded here Sunday (17) when fog canceled the sailings of all boats shortly before 5 p.m. Round-trip ticket holders were informed the rebates for the return half of their ducats would be made at the Nantasket Boat Company's offices in Boston. This left hundreds stranded without money.

The Metropolitan District Commission police station and concessionaires at Paragon Park were besieged with requests for enough money to get home. The Chamber of Commerce booth provided some 50 persons with bus fare and the police put in an emergency call for special busses.

John L. Simmons, president of the Nantasket Beach Chamber of Commerce, denounced the policy of the Nantasket Boat officials in forcing ticket holders to return to Boston to get refunds. He said that when a situation like the above occurs he feels it is the duty of boat company officials to have a man stationed at the pier to provide refunds and to perform any other services necessary to assure safe transportation to Boston. It is a 26-mile hike from the beach to Boston.

San Francisco Zoo Plans 100G Improvement Program

SAN FRANCISCO, July 23.—Approximately \$100,000 will be spent during the next 12 months on redesigning and expanding Fleishacker Zoo, according to Zoo Director Carey Baldwin. He recently returned from an extended European tour.

The proposed new monkey houses will be spread out at different points and separated by landscaping. New grottos will be constructed with full-view walks. Lions, leopards and other captive animals will be lodged in larger cages as part of the long-range plan.

Baldwin visited zoos in Copenhagen, Hamburg, Whipnade, Amsterdam, Rotterdam, Antwerp, Paris, London and Edinburgh.

Beam Scores Only Fair 2-Day Biz in Bridgeport

BRIDGEPORT, Conn., July 23.—Ward Beam's hell driving unit played to only fair crowds here Wednesday and Thursday nights (13-14). A police-sponsored boxing show which drew 12,000 on Wednesday proved tough competition. Last year the Beam troupe played to a full house and turned away large numbers.

Carl Fraser handled the promotion and arranged thru Bill Elliot, manager of WLIZ, for considerable air time. Pop Ramsey and Hughie Fox handled the billing.

EDMONTON, Alta., July 23.—City council has guaranteed the exhibition association a loan of \$500,000 for construction of a new grandstand, building to start immediately.

Masonic Rites Held in Chicago For I. J. Polack

(Continued from page 28)

Shepard, H. W. Bye, Charles Zemater, Oliver Barnes, Mrs. Al Wagner, George F. Seigel, H. M. Kessler, D. Cocks, N. Shure, I. Keatlinger, J. Gorman, Dorothy DeBelles, Daisy Johnson, Mrs. Adolph Frensch, Albert P. Bauer, Mr. and Mrs. J. Allen Darnaby, Joe Coyle, Frank Duffield, Nellie Vaughn, Helen Billetti, Mr. and Mrs. Paul Maher, Art Briese, Arthur M. Gullickson, Nat Green, Mr. and Mrs. W. E. Donahue, Sam Stratton, Dave Allen.

Mr. and Mrs. George McBeath, Pat Purcell, Mr. and Mrs. Dave Malcolm, Maynard Reuter, Bert Braun, Hank Hurley, Mac (Red) Carter, H. A. (Whitey) Lehrter, Mr. and Mrs. J. C. McCaffery, Sol Wasserman, Phil Shepard, Mr. and Mrs. Joseph Shapiro, Walter F. Driver, Gus Liely, Jack Kaplan, Louis Stern, Mickey Blue, Mr. and Mrs. T. Dwight Pepple, Mr. and Mrs. C. B. Badger, Marcia Badger, Mr. and Mrs. Ray Oakes.

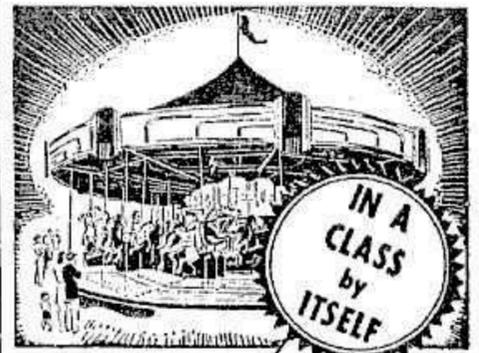
Ida Cohen, A. E. (Jack) Klein, Kris Krenkel, Ethel Robinson, Ida Cohen, Mr. and Mrs. Edward Sopenar, Nat Johnson, Lucille Hirsch, Ralph Wibberley, Viola McLeod, Marcia Ann Thomas, Rev. Marcel La Voy, Irving Malitz, Harry Belinger, Mr. and Mrs. Al Sweeney, Mrs. Joseph Payne, Dr. and Mrs. Harbrecht, Mr. and Mrs. Victor Stevenson, Mrs. William B. Shearer, Mr. and Mrs. Dave Kind, Hyman Neitlich, Isaac Malitz, Mrs. Rose Oesterrech, Stella Howell, Mrs. J. B. Armstrong, Ned Toti, Harry Atwell, Neman Eisman, Arthur Mann, Mr. and Mrs. Sam Levy, Jack Nelson, A. E. Craig, Al Thorpe, Dan McCarthy, Joe Jacobson, Kay Burns, A. W. Starky, Dr. John LaMarr, E. Ashley Hagen, Bernie Mendelson, Mr. and Mrs. William Blencoe, Mr. and Mrs. Joe Streblich, Andre Dumont, Morris A. Haft, Leo Sennett, Andy Markham, Sam Wolf, Wallace Shepard, Byron E. Gaddis, George Brooks, Jack Hawthorne, Mike Barnes, Percy Pivor, Jack Benjamin, Ralph T. Crosthwaite.

William L. Louder, Ray F. Nolte, Kate Nevin, John Lempart, William Blekman, Robert Zimmerman, J. W. Malkova, N. Doney, Mr. and Mrs. F. C. Prosper, Eli Rudick, Kurt Oranto, Julius A. Guss, Homer D. Hobson Jr., Walter E. Ullman, Mr. and Mrs. Nate Lewis, Mr. and Mrs. Henry Barrett, Mr. and Mrs. Clyde Harrison, Mrs. Margaret Hook, Evelyn Hook, Mr. and Mrs. Lou Keller, Mr. and Mrs. Delgerlan Hoffman, W. C. (Billy) Senior, Leo H. Hamilton, Burt Wilson, Bill Green, Ernest K. Steiner, Floyd O'Rorick, Leonard L. Plitton, C. C. Burlinger, Louis Brandini, Frank Feinberg, M. J. (Mickey) Doolan, Mrs. Henry Belden.

Chitwood Stages Extra Performance in Baltimore

BALTIMORE, July 23.—An extra show was staged by the Joie Chitwood Hell Drivers Sunday (17) to accommodate turnaway crowds at performances Friday (15) and Saturday (16).

Danny Johnston subbed in the feature spots for Chitwood, who was sidelined with an injured arm.

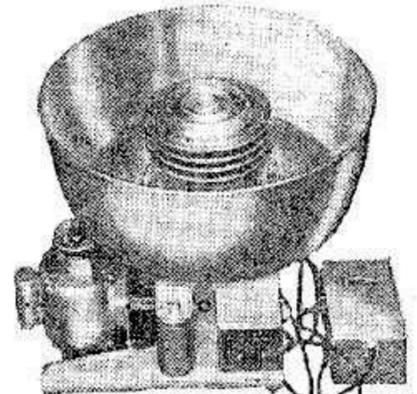


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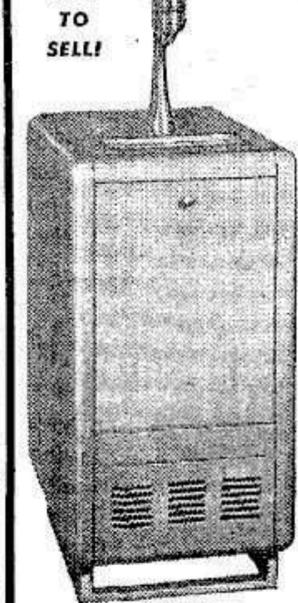
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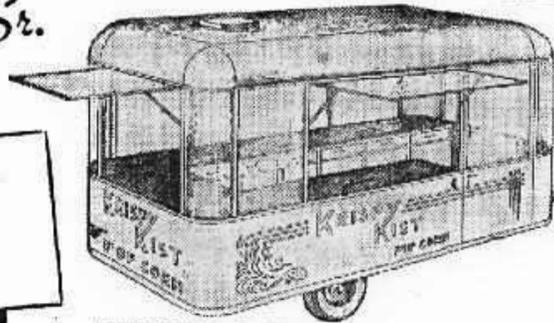
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(Continued from page 28)

show as the lilliputs go thru their antics which include dancing, acrobatics and perch act. In the latter, one of the midgets is atop the perch playing a miniature xylophone while his partner is doing one-leg acros just below him on the pole.

By the *Zuider Zee*, second production number, is a Dutch bit and the most colorful in the show, with black light used to excellent advantage. On stage the gals come out carrying plastic pails hung from yokes around their necks. Lights in the pails are put on and off for an effective exhibition. The Aquabelles are at their best in the pool with a water lily formation, two pinwheels and a windmill number with props. Copeland and Parks get into this one for their rhythm swimming and the youngsters bring down the house with their display which rivals the precision of much older swimmers who have worked the same pool in bygone years. Hanson and the Mariners provide the vocalizing.

More diving by the eight jumpers, this time from the higher boards, has the house on edge, especially with young Copeland doing his stuff, including handstands, from the 10-meter board. Before the divers proceed, Joe McKenna, emcee, offers an ad-lib bit that's funny.

O'Brien Stops Show

Johnny O'Brien, billed as the harmonica humorist, show-stops with his gags and his terrific musical ability. Altho the producers felt he took a little too much time, audience loved him and he could have added another five minutes to his routine without going sour. His material is a mixture of old and new, well handled, and his

music is the difficult classical stuff.

Fiesta de Agua is a Mexican production number which the water ballet steals outright by doing a tango and rumba in the pool. The gals' chain-swim thru hoops; the water is top entertainment. The stage line goes thru the usual Spanish dancing rhythms. The Great Cantu, Mexican magician, was just average. It was explained that the opening night difficulty with lighting effects might have caused his act to look bad.

The gorgeous Fitzsimmons Sisters, Jean and Joy, take over next for their high type precision swimming to loud applause from the audience. These gals do acrobatics in the water to add effect to their number.

Attendance Drop Seen

Eddie Chamberlain and his diving maniacs turn the pool into a riot with their mad antics to draw plenty of yocks. The windup, *Olympic Fantasy*, starring Vicki Draves, is an all-nations affair complete with flags on stage and a water race by the Aquabelles. This works into the finale with a Thearle-Duffield fireworks display to cap the production.

Sheehan said the 4,000 estimated attendance opening night was approximately 15 per cent off from a year ago for the 5,000-seat capacity amphitheater. Advance ticket sales indicated the 15 per cent drop for the entire 14-performance run which ends Sunday night (31). Despite this, Sheehan reported his nut was up but wouldn't indicate by what percentage. In addition to Starr, Williams and Lundstrum, he was assisted quite ably by Lyle Wright, treasurer, and Fred Smith, stage manager. Ben Barnett's ork cut the show in ordinary fashion.

Letters to the Editor

Dear Editor:

If you will permit me to speak as a circus goer, there are some comments I would like to make about circuses which have played here.

It has been our experience in Bedford to find that as soon as the spec and the first two or three acts are over, the crew starts removing various parts of the basic layout, giving everyone the impression the circus people are anxious to get the show over and leave. This isn't a gripe, merely a suggestion of good taste.

Another thing which turns people away from circuses, especially the smaller ones, is the lack of color. Most of us remember when we were kids that circuses featured a splash of color and that made it more spectacular both inside and out. For some reason or other (it may be the expense involved), circus owners today evidently feel color is not a necessary component of the modern exhibition.

To my way of thinking, there shouldn't be a single performer appearing in the ring sans costume. Today, however, it's hard to tell whether you're watching someone skilled or just a member of the big top crew.

Instead of the bright and thrilling performances once seen under the big tops, one finds many of the smaller circuses are degenerating into something dingy and grimy and consequently distasteful to the general public.

The entertainment provided between the major acts of circuses nowadays doesn't hold the interest of the audience. Clown acts need revamping if survival is to be expected. The one big noticeable item lacking in small circuses is individualism. Their acts and routines have grown so similar that it isn't uncommon today to hear, "Au, I ain't goin'—you see one you see 'em all."

Another thing expected in the modern day circus, which is not to be seen, is an act going on in each ring simultaneously. When I was a kid, I recall it was hard to watch everything because there was so much going on at the same time in the various rings. However, today, you seldom see a three-ring circus that keeps its rings filled with entertainment thruout the program.

Sincerely
 John Fancher
 Bedford, Ind.

Dear Editor:

Regarding a recent story in *The Billboard*, titled "What's in a Title?" to the best of my knowledge, Frank A. Robbins Jr., son of the original circus owner, is the legal holder of the Frank A. Robbins Circus title. I believe it now is with the Garden Circus in Canada.

My father, half brother of Frank Jr., owns the copyrighted and registered title of Robbins Bros. Circus, now being used by Bailey Bros. Circus.

It is our belief, including that of grandmother Robbins, still living and residing in Hollywood, Fla., that Frank A. Robbins Circus was a success in its prime. It was a 30-car railroad show during part of the time my maternal grandfather, Henry Kern, was band leader there.

Mrs. Thomas F. Kennedy
 2300 Burlington Ave., North St. Petersburg, Fla.

Dan Pyne, Dailey Bros.' press agent, underwent surgery recently in Calgary, Alta. . . . Mr. and Mrs. Ward U. Nath, Sarasota, Fla., formerly with the Cavalcade of Amusements, have joined Cole Bros. . . . Harry LeRoy, 70, one-ring circus operator, recently was the subject of a feature story, with picture, in *The Toledo Blade*. LeRoy formerly was with Cole Bros. and Dailey Bros.

'49 Park Show Space Sold Out

(Continued from page 28)

Miami; King Amusement Co., Mount Clemens, Mich.; Aviation Products Co., New York; Coinmeter Corp., Chicago; Selmix Dispenser Corp., St. Paul; Chicago Roller Skate Co., Chicago. Capitol Projector Corp., New York; Ottaway Amusement Co., Wichita, Kan.; Steel City Co., Youngstown, O.; Spuds, Inc., Cincinnati; U. S. Beating Co., New York; Animated Display Creators, Inc., Minneapolis; Advertising Plates Co., Toledo; Sparkler Manufacturing Co., Mundelein, Ill.; Messmore & Damon, Inc., New York; Pretzel Amusement Ride Co., Bridgeport, N. J.

The Billboard Publishing Co.; Percy Manufacturing Co., New York; Philadelphia Toboggan Co., Philadelphia; National Amusement Device Co., Dayton, O.; Clark Manufacturing Co., Bradenton, Fla.; Fly & Harwood, Inc., Memphis; General Register Corp., New York; Thrift Novelty Co., Denver; Dodgem Corp., Exeter, N. H.

William B. Berry Co., Boston; Frank Hrubetz & Co., Salem, Ore.; Ell Bridge Co., Jacksonville, Ill.; Lusse Bros., Inc., Philadelphia; Traver Enterprises, Inc., Painesville, O.; J. L. Lucas Manufacturing Co., Los Angeles; Metro-Electronic Co., Indianapolis; Custer Specialty Co., Dayton, O.; Anchor Supply Co., Evansville, Ind.; Rosette Doll Co., Philadelphia.

Mike Munves Corp., New York; Exhibit Supply Co., Chicago; Electronic Games, Inc., Greensburg, Pa.; H. C. Evans & Co., Chicago; Plasto Manufacturing Co., Chicago; Downey Supply Co., St. Louis; Blevins Popcorn Co., Nashville; Junior-Pro Products Co., St. Louis; Dale Engineering Co., Long Beach, Calif.

George A. Hamid & Son, New York; Music Corporation of America; Manley, Inc., Kansas City, Mo.; Eyerly Aircraft Co., Salem, Ore.; C-Cruise Corp., West Salem, Ore.; Saunders Manufacturing & Novelty Co., Cleveland; Jordan Enterprises, Lapeer, Mich.

Paul Egan, co-publisher of The Aurora Economist, reports when the Moose Circus closed its stand in Aurora, Ill., a farewell party was held in Hotel Aurora. Guests included Mr. and Mrs. Malcolm Giles, Mayor and Mrs. Lloyd Markel, Dave Malcolm, Ralph Bedwell, Gus Caliendo, Jim Keuner and his sister, Myrna, Gail Evans, Marjorie Nelson, Ma Melzovas, Daddy Gretona, Papa Zavatta and Red Carter. Mel Hall, unicyclist, was unable to attend because of the illness of his daughter, who is in St. Joseph's Hospital, Aurora.



Frontier Contests

ARKANSAS

Eureka Springs—Lions' Club Rodeo, Aug. 5-7. Roy Walker.

CALIFORNIA

Fortuna—Fortuna Rodeo, July 30-31. A. C. Dahlgren.
Los Angeles—Sheriff's Rodeo, Aug. 14. John R. Moss.

COLORADO

Boulder—Pow-Wow Days Rodeo, July 31-Aug. 1. R. A. Andrews.
Colorado Springs—Pikes Peak or Bust Rodeo, Aug. 9-13. Everett R. Conover.
Durango—Spanish Trails Fiesta, Aug. 4-7. R. Franklin McKelvey.
Evergreen—Evergreen Rodeo, Aug. 5-7. Charles Smith.
Monte Vista—Ski-Hi Stampede, Aug. 3-5. John H. Beatty.
Montrose—Hi-Boy Rodeo Stampede, Aug. 12-14. Jack Hughes.
Sterling—Overland Trail Roundup, Aug. 15-17. H. E. McKenzie.

IDAHO

Caldwell—Caldwell Night Rodeo, Aug. 9-13. Telphe E. Wright.
Idaho Falls—War Bonnet Rodeo, Aug. 10-13. Montpeller—Bear Lake Rodeo, Aug. 18-20.
Preston—Preston Night Rodeo, Aug. 4-6. W. J. Fryer.
Weiser—Weiser Valley Roundup, Aug. 4-6. Claude Wade.

IOWA

Sidney—Iowa's Championship Rodeo, Aug. 16-20. Royce H. Drake.

KANSAS

Abilene—Abilene Rodeo, Aug. 23-26. L. M. Pike.
Phillipsburg—Phillipsburg Rodeo, Aug. 4-7. Wallace Sullivan.
Pretty Prairie—Booster Club Rodeo, Aug. 2-5. Bruce H. Voran.

LOUISIANA

Alexandria—Lions' Club Rodeo, Aug. 23-27. Jimmie Thompson.

MONTANA

Lewistown—Fair & Rodeo, July 28-30. Henry J. Otten.

NEBRASKA

Anselmo—Rodeo & Fun Festival, Aug. 7. C. C. Biggerstaff.
Burwell—Nebraska's Big Rodeo, Aug. 10-13. Paul Banks.

NEW MEXICO

Las Vegas—Cowboys' Reunion & Rodeo, Aug. 5-7. C. Dale Jaedlicke.
Tucumcari—Sheriff's Posse Rodeo, Aug. 10-21. Henry D. Jones.

NEW YORK

Rochester—Grotto Rodeo, July 25-30. B. G. Parsons, 182 Commodore Parkway.

OKLAHOMA

Guthrie—'80er Rodeo, Aug. 21-22.
Lawton—Lawton Ranger Rodeo, Aug. 3-6. R. W. Easley.
Vinita—Will Rogers' Memorial Rodeo, Aug. 24-28. H. B. Moore.

OREGON

Pendleton—Pendleton Roundup, Aug. 24-28.

SOUTH DAKOTA

Deadwood—Days of '76, Aug. 4-7. Neil Perri-goue.
White River—Frontier Days, Aug. 20-21. Mrs. Mabel Krogman.

TEXAS

Big Spring—Cowboys' Reunion, Aug. 3-6. Charles Creighton.
Colorado City—Frontier Roundup Rodeo, Aug. 25-28. Raymond Quigg.
Dalhart—XII Reunion & Rodeo, July 28-30. A. C. Hallmark, Box 431.

UTAH

Price—Robbers Roost Roundup, July 28-30. J. Vaughn Olsen.

WASHINGTON

Cusick—Pend Oreille Co. Rodeo, Aug. 6-7. Albert Strayer, Newport, Wash.
Odessa—Odessa Rodeo, Aug. 25-28. Ted Anderson.
Omak—Omak Stampede, Aug. 13-14. Clarence Nash.
White Salmon—Horsemen's Rodeo, Aug. 6-7. Glen Lane.

WYOMING

Cheyenne—Cheyenne Frontier Days, July 26-30. Robert D. Hanesworth.
Dubois—Dubois Rodeo, July 30-31.
Riverton—Riverton Jr. C. of C. Rodeo, Aug. 13-14.

CANADA

Penticton, B. C.—Penticton Stampede, Aug. 17-20. N. D. McKerracher.

Squaw Willie joined the Kelly-Morris Circus to break Baby Jewel, the new elephant. The K-M org sold itself outright to the Forestville, Wis., American Legion for the Fourth of July Celebration there. Crowd was big and the Morris and Hubler concessions enjoyed a good take. . . . Robert S. Waugh caught both performances of Ringling-Barnum in Jamestown, N. Y. . . . Uncle Josh Gordon, La Grange, Ind., reports a visit from Clark Squirer, owner of Dern Bros. and Roger-Clark Circus. Squirer is on vacation in Northern Michigan.



Dog Shows

CALIFORNIA

Covina—Aug. 14. Mrs. M. H. Messenger, Altadena, Calif.
Ferndale—Aug. 14. Vera V. Hunt, Eureka, Calif.
Richmond—Aug. 7. Mrs. Ruth C. Davidson, San Diego—Aug. 27-28. Major C. S. Beala, El Cajon, Calif.
Stockton—Aug. 21. Dr. J. M. Carr, 2230 Pacific Ave.

ILLINOIS

Springfield—Aug. 21. Edward C. Fleischli, 1111 N. Lincoln Ave.

MASS.
East Bridgewater—Aug. 13. Ruth K. Cloutier, Fitchburg—Aug. 6. Foley, 2009 Ranstead St., Philadelphia.
Hamilton—Aug. 20. Foley, 2009 Ranstead St., Philadelphia.
Hatchville—Aug. 14. Mrs. Milton Stewart, Yarmouthport, Mass.
Plymouth—Aug. 21. Mrs. Robert W. Biggs, Dedham, Mass.

MICHIGAN

Jackson—Aug. 7. Mrs. Marion Kahle, Adrian, Mich.
Lansing—Aug. 14. Roland F. Rhead, 519 Thee St.

NEW HAMPSHIRE

Keene—Aug. 27. Foley, 2009 Ranstead St., Philadelphia.

NEW JERSEY

Sparta—July 30. Foley, 2009 Ranstead St., Philadelphia.

NEW YORK

Amsterdam—Aug. 13. Foley, 2009 Ranstead St., Philadelphia.
New York—July 30. Edwin R. Johnson, Central Nyack, N. Y.
Schenectady—Aug. 14. Foley, 2009 Ranstead St., Philadelphia.

OHIO

Canton—July 30. Elizabeth Foel, 245 22d St., N. W.
Chagrin Falls—July 31. Mrs. Robert U. Travis, Willoughby, O.
East Liverpool—Aug. 21. Mrs. A. H. Vaughan, Salem, O.
Elyria—July 31. Mrs. Katherine Yock, Berea, O.
Gates Mills—Aug. 28. Paul Q. Quay, Chagrin Falls, O.
Ravenna—Aug. 27. J. T. Collins.

PENNSYLVANIA

Ebensburg—Aug. 14. M. J. Farbaugh, Carrolltown, Pa.

RHODE ISLAND

Cranston—Aug. 7. Ivan Desendorf, 203 Adelaide Ave., Providence.

WASHINGTON

Kirkland—Aug. 7. Mrs. H. W. Stewart, Tacoma, Wash.



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Alamo Expo.: Cassville, Mo.
All American Midway: Leon, Ia., 25-27; Lineville 29-31; Clarinda Aug. 1-5.
Alleghany Expo.: Phillipsburg, Pa.; East Freedom Aug. 1-6.
American Beauty: Burlington, Ia.
American Expo.: (Fair) Mt. Vernon, O.
American Funland: Chickasha, Okla.; Lawton Aug. 1-6.
American Midway: Robstown, Tex.
American United: Pocatello, Idaho.
A. M. P.: Pine Grove, W. Va.
Avery's Modern: Detroit, Mich.; Waterford Aug. 3-6.
Badger State: Henderson, Minn., 29-31; Waseca Aug. 4-7.
Baker United: Fowler, Ind.; Lebanon Aug. 1-6.
Barker, Gerald: Cassadaga, N. Y., 29-30; Falconer Aug. 1-6.
B. & C. Expo.: Rouses Point, N. Y.
Beam's Attrs.: Ford City, Pa.
Bee's Old Reliable: (Fair) Harrodsburg, Ky.
Beeson, Tex., Am.: Hunnewell, Mo.; Breckenridge Aug. 1-6.
Big Four Am.: (12th & Cicero) Chicago, Ill., 27-Aug. 7.
Big State: Petersburg, Tex.
Blue Grass: (Fair) Paris, Ill.; Charleston Aug. 1-6.
Bodart: Portage, Wis.
Bogle & Reese: Paris, Mo.
Boone Valley: Bigelow, Minn., 25-27.
Brodbeck: Blackwell, Okla.
Brownie Am.: (Fair) Barnes, Kan.; Netawaka Aug. 2-6.
Buck, O. C.: Plattsburg, N. Y.; Massena Aug. 1-6.
Bullock Am. Co.: Clendenin, W. Va.; Ansted Aug. 1-6.
Burdick's Greater: (Fair) Shiner, Tex.
Burkhart: Rochelle, Ill.; Carbon Hill Aug. 1-6.
Burkhart, No. 2: Warrensville, Ill., 29-31; Shabbona Aug. 3-6.
Burke, Harry: New Iberia, La.
B. & W.: Norwich, N. Y.
California: Fortuna, Calif., 26-31.
Capell Bros.: Westville, Okla.; Yale Aug. 1-6.
Capital City: Seymour, Ind.

Casey, E. J., No. 1: (Fair) Swan River, Man., Can., 25-30; The Pass Aug. 1-3; Sherridon 5-6.
Casey, E. J., No. 2: Schreiber, Ont., Can., Aug. 1-3; (Fair) Geraldton 4-5.
Cattlet Greater: Meadville, Mo.
Cavalade of Amusements: Terre Haute, Ind.
C. & B. Am. Co.: Richland, Mo.; Dixon Aug. 1-6.
Central States: Jewell, Kan., 25-27; Lincoln 29-30; Phillipsburg Aug. 1-6.
Cetlin & Wilson: Youngstown, O.
Chanos, Jimmie: Spencerville, O.
Cherokee Am. Co.: Morganville, Kan.; Frankfort Aug. 1-6.
Coleman Bros.: Hudson, N. Y.
Coleman's State Slide Shows: Dugger, Ind.
Collins Bros. United: Wood River, Neb., 27-30; Mason City Aug. 1-3; Callaway 4-6.
Collins, Wm. T.: (Fair) Perham, Minn., 26-31; (Fair) Rochester Aug. 3-7.
Columbia: Bucksport, Me.
Community Fairs: Hawthorne, Calif., 27-31; Paramount Aug. 3-7.
Continental: Tupper Lake, N. Y.
Cote Am. Co.: Vassar, Mich., 28-31.
County Fair: Blue Hill, Neb., 28-30.
Crescent Am. Co.: Mena, Ark.
Crescent: Weyburn, Sask., Can., 25-28; Shaunavon 30-31; Lethbridge, Alta., Aug. 1-6.
Crystal Expo.: Athens, Tenn.
Cumberland Valley: Murfreesboro, Tenn.; (Fair) Alexandria Aug. 1-6.
Cunningham's Expo.: New Martinsville, W. Va.
Curl, W. S.: Union City, O.
Del-Mar: Unionville, Pa.
De Luxe: Williamansett, Conn.; Ansonia Aug. 1-6.
Denton, Johnny J.: Bowling Green, Ky.; (Fair) Russell Springs Aug. 1-6.
Dick's Greater: Wellsville, Pa.
Dickson's United: Colcord, Okla.
Dobson's United: (Fair) Sauk Centre, Minn., 28-31; (Fair) White Bear Lake Aug. 4-7.
Dodson's Imperial: Green Bay, Wis.; Chippewa Falls Aug. 1-6.
Douglas Greater: Kenmore, Wash.
Down River Am. Co.: Milan, Mich.
Drago Am.: Milford, Ind., 27-30; Flora Aug. 1-6.
Drew, James: Addyston, O.
Dudley, D. S.: Pueblo, Colo.; Walsenburg Aug. 1-6.
Dumont: West Chester, Pa.
Dyer's Greater: Galva, Ill.
Eddie's All-American: Brockway, Pa.; Brookville Aug. 1-6.
Eudy Bros.: (Fair) Harrington, Del.
Evans United: Williamsburg, Kan.; Melvern Aug. 1-6.
Ferris, Carl D.: (Fair) Owego, N. Y.
Fidler's United: LaCrosse, Wis.; Dubuque, Ia., Aug. 1-6.
Fleming, Mad Cody: Cornelia, Ga.
Florida Am.: Monett, Mo.
Francis, John: Waupun, Wis.; Green Lake Aug. 4-7.
Franklin, Don: Big Spring, Tex.; Colorado City Aug. 1-6.
Gaiety: Syracuse, N. Y.
Garden State: Mt. Freedom, N. J.; Washington Aug. 1-6.
Garden State Ride Unit: Hampton, N. J.
Gem City: East Garry, Ind.; (Fair) Mt. Carmel, Ill., Aug. 1-5.
Gentsch, J. A.: Meridian, Miss.; Starkville Aug. 1-6.
Georgia Am. Co.: Senola, Ga.
Gifford's: Arlington, Kan.; Pretty Prairie Aug. 2-4.
Gold Bond: Ft. Atkinson, Wis.; Menasha Aug. 2-7.
Golden Gate: Rumsey, Ky.
Golden Rule: Darby, Pa.
Golden West: Vacaville, Calif.
Gooding: North Vernon, Ind.
Gooding: Cabettsburg, Ky.
Gooding Am. Co., No. 1: Washington C. H., O.
Graceland Greater: Warsaw, Ill.; La Harpe Aug. 1-6.
Gra-Loy: Portland, Mich.; Clarksville Aug. 4-6.
Grand American: Toledo, Ia., 27-30; Montezuma Aug. 3-6.
Grand Union: Hinton, Okla.
Grant's Rides & Am.: Cochranton, Pa.
Granite State: Fort Kent, Me.
Great Plains: Weston, Neb.
Great Sultan: Ottumwa, Ia.
Greater Rainbow: Fairmount, Neb., 27-28; Ulysses 30-31; (Fair) Fairbury Aug. 2-5.
Grove City Rides: Rosebud, Mo., 28-30; Marquand Aug. 4-6.
Groves Greater: Harvey, Pa.
Gulf Coast: Montgomery City, Mo.

Hagenstick's: Jansen, Neb., 28-29; Eagle Aug. 2-3.
Hale's: Anamosa, Ia.
Hannum, Morris: West Philadelphia, Pa.; (Fair) Flourtown Aug. 3-13.
Happy Attrs.: (Fair) Woodfield, O., 26-29; (Fair) Ashley Aug. 2-5.
Happy Holiday: Camden, Mich.; Sandusky, O., Aug. 2-6.
Happyland: Pontiac, Mich.
Harry's Greater: New Lexington, O.
Hartsok Bros.: Huntsville, Mo.
Hawkeye State: Fremont, Ia.; Seymour Aug. 1-6.
Hawkeye State, No. 2: Corydon, Ia., Aug. 1-5.
Heart of Kansas: Cherryvale, Kan.; Sedan 31-Aug. 6.
Heller's Acme: Roseto, Pa.
Hennies Bros.: (Fair) Urbana, Ill.; Danville 31-Aug. 5.
Henson, J. L.: Nekomis, Ill.
Heth, L. J.: Henderson, Ky.
Hiawatha: Otter Lake, Mich., 25-27; (Fair) Barryton 29-30.
Home State: Warrord, Minn.; (Fair) Bagley Aug. 4-7.
Hotie, Buff: (Fair) Vienna, Ill.; (Fair) Benton 31-Aug. 6.
Howard Bros.: Oak Hill, O.; (Fair) Lucasville Aug. 1-6.
Imperial: Virden, Ill.; (Fair) Taylorville Aug. 1-6.
Imperial Expo.: St. Helens, Ore.
Inland: Grant City, Mo.
International: Manhattan, Kan.
J. & B.: Boulevard Heights, Md. (P. O., Capitol Heights, Md.)
Johnny's United: Burlington, Ind.; Colfax Aug. 1-6.
Jones Greater: Ripley, W. Va.
Jones, Johnny J., Expo.: Salem, Ill.
Joyland Midway Attrs.: Uby, Mich., 29-31; Clio Aug. 2-6.
Kaus, W. C.: Oak Hill, W. Va.; Gauley Bridge Aug. 1-6.
Keystone Attrs.: Blossburg, Pa.
Keystone Expo.: Johnsonville, S. C.; Lake City Aug. 1-6.
Kirkwood, Jos. J.: Bel Air, Md.
Klein Am.: Lebanon, S. D., 29-30; Ipswich Aug. 1-2-3.
Kuntz Bros.: West Haverstraw, N. Y.
La Cross: Colbrook, N. H.
Lamb, L. B.: Donnellson, Ia.
Lane, Sammy: Hartsville, Mo.; Alton Aug. 1-6.
Lawrence Greater: Moline, Ill., 25-Aug. 4.
Lee United: Shepherd, Mich., 26-27; Otisville 29-30.
Lone Star: (Fair) Columbia, Ky.; (Fair) Nicholasville Aug. 1-6.
Magic Empire: (Fair) Findlay, O.; (Fair) Centerville, Ind., Aug. 1-6.
Maine Am.: Belfast, Me.
Manning, Ross: (Fair) Oneonta, N. Y.
Marion Greater: Cheraw, S. C.
Marks, John H.: Wheeling, W. Va.
McKee, John: Brazil, Ind.
Mecker's Kalspell, Mont.
Merrillam's Midway: State Center, Ia., 25-27; Ogden 28-30; (Fair) Grundy Center Aug. 3-6.
Merryland: Beulah, Mich.; Kalkaska 31-Aug. 6.
Midway of Mirth: Mason City, Ill.
Midwest: (Rodeo) Joseph, Ore.
Midwestern Expo.: New Sharon, Ia., 25-27; Runnells 29-30.
Mighty Hoosier State: Bremen, Ind.; Marion Aug. 1-6.
Mighty Page: Richmond, Ky.
Model: Memphis, Mo.; Knoxville, Ia., Aug. 1-6.
Model Shows of Canada: Shawinigan Falls, Que., Can.
Modernistic: Princess Ann, Md., 26-Aug. 1; Preston 2-8.
Moore's Modern: Brazil, Ind.; (Fair) Farmer City, Ill., 31-Aug. 5.
Motor State: Base Line, Mich.
Mound City, No. 1: Belleville, Ill.
Mound City, No. 2: Morrisville, Ill., 25-28; Alton 29-30.
Nelson, George W.: Tabor, Ia., 26-28; Lohrville 29-30; Corwith Aug. 2-3.
Nessler's: Williamsville, Ill.
New England Am. Co.: Worcester, Mass.
Northern Expo.: Lewiston, Mont., 27-30; Big Sandy 31-Aug. 2; Bayre 3-1.
Northwestern Am.: Petersburg, Mich.; Liberty Center Aug. 1-6.
Ohio Valley: Sheridan, Ind.
Olson Greater: Poplar, Mont., 25-27; Terry 28-30.
Omar's Am.: Augusta, Kan.
Orange State: Exmore, Va.
Page Bros.: McMinnville, Tenn.
Palace: Brewster, Kan.
Palmetto Expo.: Turberville, S. C.
Playtime Am.: Putnam, Conn.
Playtime, No. 2: Orleans, Mass.
Paul's Am. Co.: Aurora, Mo.
Peck Am. Co.: Otterbein, Ind.
Peck Am. Co. (Illinois unit): Riverdale, Ill.; Demotte, Ind., Aug. 3-6.
Peerless Celebration Am.: Lilly, Pa.; Confluence Aug. 1-6.
Penn Premier: Batavia, N. Y.
Peppers All-State: Winchester, Tenn.
Perry, Jack: Falmouth, Va.
Pickard: Sutherlin, Ore.
Pike Am.: Alma, Neb.
Pioneer: Mechanicsburg, Pa.; (Fair) Jenners-town Aug. 2-6.
Playland: Mt. Clemens, Mich.
Powelson Greater: Sallenville, O.; Byesville Aug. 1-6.
Prel's Broadway: Riverhead, L. I., N. Y.; Harrisburg, Pa., Aug. 1-6.
Raftery, James M.: Ayden, N. C.
Raines Am. Co.: Hartford, Ark.
Raney United: Milaca, Minn., 25-27; Wabasha 29-31; North Commons, Minneapolis Aug. 1-2; Wadena 4-7.
Reid, King: Ogdensburg, N. Y.; Boonville Aug. 1-6.
Reithoffer's: Kimberton, Pa.
Robinson Greater: Garrison, Ia., 26.
Rocco: Osseo, Minn., 26-31; Pine City Aug. 4-6.
Rockwell, Mike: Wilson, Kan., 25-27; Centralia 28-30.
Rogers Bros.: Ironton, Minn., 26-28; Staples 29-31; Belgrade Aug. 2-4; Carver 6-7.
Rogers Greater: (Fair) Rockport, Ind.; (Fair) Booneville Aug. 1-6.
Rose City: Grand Salina, Tex.
Royal American: (Fair) Saskatoon, Sask., Can.; (Fair) Regina Aug. 1-6.
Royal Crown: Logansport, Ind.
Royal Empire: Belleville, Mich.
Royal Expo.: Jonesville, N. C.; Taylorsville Aug. 1-6.
Royal United: Des Moines, Ia., 27-30.
Rumble Am. Co.: English, Ind.; Farmersburg Aug. 1-6.
Schafer's Just for Fun: Mineral Wells, Tex.
Shan Bros.: Kannapolis, N. C.
Shorter's: Osakis, Minn., 25-27; Starbuck 28-30.
Slebrand Bros.: Helena, Mont.; (Fair) Great Falls Aug. 1-6.

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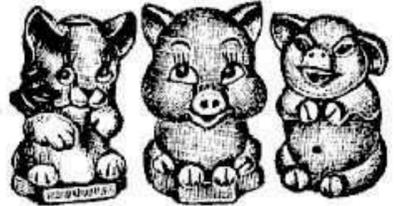
Beatty, Clyde: Albuquerque, N. M., 26; Santa Fe 27; Raton 28; La Junta, Colo., 29; Lamar 30; Garden City, Kan., 31; Dodge City Aug. 1; Great Bend 2; Hutchinson 3; Wichita 4; Arkansas City 5; El Dorado 6; Newton 7.
Biller Bros.: Huntington, L. I., N. Y., 26; Sag Harbor 27; Patchogue 28; Babylon 29; Ocean-side 30-31.
Cole Bros.: Sioux City, Ia., 25; Fremont, Neb., 26; Columbus 27; Grand Island 28; Kearney 29; North Platte 30; Denver, Colo., Aug. 1-3; Colorado Springs 4; Canon City 5; Grand Junction 6.
Dalley Bros.: Kirkland, Ont., Can., 26; New Liskeard 27; North Bay 28; Pembroke 29; Ottawa 30.
Dales: Murray, Ky., 26; Mayfield 27; South Fulton, Tenn., 28; Paris 29; Dickson 30.
Davies, Ayres & Kathryn: Bellair, Mich., 26; East Jordan 27; Charlevoix 28; Harbor Springs 29; Mackinaw City 30; Indian River Aug. 1; Rogers City 2; Onaway 3; Olsego Lake 4; Grayling 5; Roseomon 6.
Gould, Jay: Mapleton, Minn., 26; New Richmond 27-28; Hopkins 29-31; Winsted Aug. 1-2; Olivia 3-4; Buffalo Center, Ia., 5-6.
Hagen Bros.: Attica, Ind., 27; Hoopston, Ill., 28; Kankakee 29; Plainfield 30; Skokie 31; Evanston Aug. 1; North Chicago 2.
Kelly, A. G. & Miller Bros.: Hutchinson, Minn., 26; Litchfield 27; Montevideo 28; Madison 29; Canby 30.
King Bros.: Brooks, Alta., Can., 26; Maple Creek, Sask., 27; Gull Lake 28; Gravelburg 29; Ashubola 30; Herbert Aug. 1; Outlook 2; Watrous 3; Wadena 4; Tisdale 5; Nipawin 6.
Mills Bros.: Sault Ste. Marie, Mich., 26-27; St. Ignace 28; Cheboygan 29; Petoskey 30; Boyne City Aug. 1; Traverse City 2; Cadillac 3; Manistee 4; Ludington 5; Muskegon 6.
Pawling, John: Watertown, S. D., 27; Milbank 28; Sisseton 29; Ledgerwood, N. D., 30; Valley City Aug. 1.
Packs, Tom: Montreal, Que., Can., 25-31.
Polack Bros. (Eastern): (Polestra) Marquette, Mich., 25-27; Alpena 28-Aug. 1; Battle Creek 3-6.
Polack Bros. (Western): (Auditorium) San Jose, Calif., 25-27; Salinas 29-30; Santa Barbara Aug. 2-3; Los Angeles 5-14.
Ringling Bros. and Barnum & Bailey: Indianapolis, Ind., 26; Kokomo 27; Port Wayne 28; South Bend 29; Chicago, Ill., 30-Aug. 7; Parrsboro 30; Newcastle Aug. 1.
Rogers Bros.: Loveland, Colo., 26; Longmont 27; Louisville 28; Brighton 29; Englewood 30; Florence Aug. 1; Sallida 2; Leadville 3.
Seal Bros.: Sumner, Wash., 26; Morton 27; Castle Rock 28; St. Helens, Ore., 29; Rainier 30; Verona 31; Forest Grove Aug. 1.
Merl-Congo Animal Exhibit: Mocksville, N. C., 26; Statesville 27-28; Newton 29-30; Lincoln-ton Aug. 1-2; Cherryville 3-4; Kings Mountain 5-6.
E. & J. Tent Show: Palmetto, La., 25-30.
Georgia Minstrels: Sulligent, Ala., 28; Tuscaloosa 29; Columbus, Miss., 30.
McClung's Pythons: Virden, Ill., 30; Taylorville 31.
Miller's, Irvin C.: Brown-Skin Models (Gem) Waco, Tex., 27; (Camo) San Antonio 28; (Lincoln) Houston 29-30; (Texas) San Angelo Aug. 3.
Pan-American Animal Exhibit: Wise, Va., 27-28; Pound 29-31; Clintwood Aug. 1-7; Clinchco 3-4.
Slout, Toby & Ora, Players: Eaton Rapids, Mich., 25-30.

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Coming Events

ARKANSAS
DeWitt—Am. Legion Celebration, Aug. 15-20. R. J. Rawlings.
Mammoth Spring—Soldiers, Sailors & Marines' Reunion, Aug. 15-20. E. E. Sterling.

CALIFORNIA
Rollister—County Saddle Horse Show, July 29-31. Roy A. Hubbell.
Monterey—Centennial Celebration, Aug. 29-Sept. 5. J. W. Olgardt.

COLORADO
Buena Vista—Lettuce Days & Rodeo, Aug. 13-14. James Morrill.
Durango—Spanish Trails Fiesta, Aug. 6-7. Franklin McKelvey.
Lamar—Livestock & Poultry Show, Aug. 19-21. Allen Pett.
Walsenburg—Spanish Peaks Fiesta, Aug. 6-7. Star Caywood.

CONNECTICUT
Danbury—Knights of Columbus Carnival, Aug. 19-27. John P. Gilbert.

ILLINOIS
Apple River—V-J Day Celebration, Aug. 13-14. Shelby R. Hume.
Ashley—Am. Legion Homecoming, Aug. 4-6. Paul E. Daniels.
Beardstown—Free Fish Fry, Week of Aug. 1. Brighton—Brighton Picnic, Aug. 12-13. Harold Nelson.

Chicago—Merchandise Fair, Aug. 1-5. W. J. Kenney, 200 Fifth Ave., New York.
Cherry—Homecoming, July 30-31. Volunteer Fire Co.
Chicago—Italian Festival, Roosevelt Road & Cicero Ave., July 27-Aug. 7. Tommy Sacco, 303 N. Wabash Ave.

Clayton—Old Settlers' Meeting, Aug. 18-19. Paul Campbell.
Cullom—Am. Legion Homecoming, Aug. 11-13. William Billerbeck.
Farmington—Fall Festival, Aug. 10-13. James Valrn.

Hamilton—Fall Festival, Aug. 2-7. J. R. Laws.
Joliet—Italian Celebration, Aug. 1-7. Fred A. Potenza, 741 N. Wolcott St., Chicago.
Litchfield—S. Central Dairy Day & Fair, Aug. 9-11. Glen D. Riley.

Mahomet—Am. Legion Fall Festival, Aug. 25-27. H. Hinkle.
Morrisonville—Picnic & Homecoming, July 27-28. Alvin C. Brown.
Nokomis—Homecoming, July 25-30. Cal Razor.

Palmyra—Soldiers & Sailors' Reunion, July 29-30. Harvey Solomon.
Reynolds—Am. Legion Celebration, Aug. 5-7. Vernie Quayle.
Ridgetown—Tomato Festival, Aug. 25-27. John Corcoran.

Rochelle—Farmers' Picnic, Aug. 18. Samuel E. Nichols.
Salem—Soldiers & Sailors' Reunion, July 25-30. Omar J. McMaekin.
Siddell—Homecoming, Aug. 18-20. Cal Razor.

Stanton—Eagles' Celebration, Aug. 12-14. Cal Razor.
Wilsonville—Firemen's Homecoming, Aug. 27-28. Louia Pellegrini.
Windsor—Harvest Picnic, Aug. 25. Homer Saegesser.

Wood River—VFW Homecoming, Aug. 26-28. E. B. Hasting.
York—Am. Legion Reunion, Aug. 25-28. Max Ellis.

INDIANA
Burlington—Am. Legion Old Settlers' Meet, Aug. 4-6. Nelson Hobensack.
Cloverdale—Am. Legion Picnic & Homecoming, July 28-30. H. C. Hurst.

Columbia City—Old Settlers' Day & Legion Festival, Aug. 10-13. George Leiminger.
Covington—Am. Legion Free Fair, July 25-30. H. L. Simmons.
Decatur—Street Fair & Agri. Show, July 25-30. R. W. Pruden.

English—Reunion & Home-Coming, July 25-30. J. R. Cox.
Farmersburg—Old Settlers' Picnic, Aug. 3-6. Ray Dills.
Hartford City—Farmers & Merchants' Festival, Aug. 15-20. Fred Major.

Huntington—Vets. Foreign Wars Street Fair, Aug. 2-6. W. O. Randol.
Odon—Old Settlers' Meeting, Aug. 19-20. H. O. Marshall.
Peru—Centennial Celebration, Aug. 21-27. John Stegman.

Quincy—Old Settlers' Picnic, Aug. 11-13. H. C. Hurst, Cloverdale, Ind.
Terre Haute—Miners' Picnic, Aug. 12-14. James Aikens.
Union City—Centennial Celebration, Aug. 8-13. H. F. Blinniger.

IOWA
Cherokee—Pilot Rock Plowing Match, Aug. 18-19. Glenn Curtis.
Creston—Celebration, Aug. 15-16. J. Howard Gibson.
Grissold—Soldiers' Reunion, Aug. 2-4. Am. Legion & Lions' Club, Harold Russ.

KANSAS
Downs—Downs Celebration, July 27-30. Charles H. McConnell.

MAINE
Biram—Old Home Week & Fair, July 25-30. William York and Elwood Milliken.

MARYLAND
Oakland—100th Anniversary Celebration, Aug. 8-13.

MICHIGAN
Ferrinton—Homecoming, July 29-30. Wayne Andrews.
Bayenna—Homecoming & 4-H Fair, Aug. 18-20. Samuel McNitt.
Springport—VFW Homecoming, Aug. 11-13. W. K. Gibbs.
Three Rivers—V-J Day Jubilee Celebration, Aug. 10-13. W. R. Monros.

MINNESOTA
Henderson—Sauer Kraut Days, July 29-31. Elmer E. Brahs.
Minneapolis—Aquatic Festival, July 22-31. Tres Goetting, 529 Palace Bldg.
Sanborn—Watermelon Festival, Week of Aug. 21. B. M. Stolpmann.

MISSOURI
Blackburn—Am. Legion Festival, Aug. 19-20. Erman W. Taylor.
Craig—Am. Legion Reunion, July 28-31. John L. Pflaumer.
Crane—Am. Legion Reunion, Aug. 4-6. A. C. Bennags.

Hamilton—Am. Legion Race Meet, Aug. 30-Sept. 3. R. C. Hendren.
Hannibal—Celebration, Aug. 29-Sept. 3. F. T. Russell.
Hillsboro—Horse Show & Festival, July 29-31. H. A. Lippert.

Kansas City—Gift Show, July 24-29. Fred Sands, 1610 Dierks Bldg.
Maryville—Northwest Mo. Horse Show, Aug. 5-7.
Meadville—Street Fair July 27-30. Am. Legion, Leland Tharp.

Miller—Miller Picnic, Aug. 17-20. R. S. Crawford.
Moberly—Junior Livestock Show, Aug. 3. J. C. Patterson.
New Haven—Homecoming, Aug. 13-14. Walter Buchholz, Am. Legion.

New London—Fall Festival, Aug. 24-27. S. G. McCune.
Urich—Reunion & Homecoming, Aug. 17-20. Glenn W. Wells.
Washington—Lions' Club Roundup, Aug. 19-21. I. E. Theobald.

Wellsville—Fall Festival, Aug. 25-27. Allen E. Updyke.

NEBRASKA
Blue Hill—Homecoming & 4-H Fair, July 28-30. E. J. McBride.
Nemaha—Picnic, Aug. 4-5. J. O. Johnson.
Omaha—Santa Lucia Festival, Aug. 6-14. Charles A. Crisel.

NEW HAMPSHIRE
Newport—Fair & Old Home Day Celebration, Aug. 24-27. Herbert E. Kimball.

NEW JERSEY
Belvidere—Farmers' Picnic, Aug. 17. C. Fred Lorenzo.
Hammonton—Assumption Celebration, Aug. 15-20. Ralph Santelli.

NEW YORK
Geneva—Firemen's Festival, Aug. 1-6. J. L. Bushlock.
Granville—Firemen's Celebration, July 30-Aug. 6. Morris Rote-Rosen.
Monticello—Air Show, Aug. 6-8. Art Sugarman.

NORTH CAROLINA
Asheville—Mountain Dances & Folk Festival, Aug. 4-6. B. L. Lunsford, Leicester, N. C.
Asheville—Antiques Fair, Aug. 16-19. C. J. and C. B. Nuttall.
Newton—Soldiers' Reunion, Aug. 15-20. Miss Willie Self.

OHIO
Archbold—Am. Legion & Boosters' Club Celebration, Aug. 2-3. S. Klens.
Cincinnati—Food & Home Show at Zoo, Aug. 23-Sept. 5. J. F. Heuser.
Columbus—Gift Show of Ohio, Aug. 28-31. Walter E. Oeffinger, 15-117 Mdse. Mart, Chicago.

East Liverpool—Old Home Week, Aug. 8-13. C. E. Ward, Canton, O.
Edgerton—Homecoming, Aug. 4-6. Carolus S. Caschere.
Gibsonburg—Home-Coming, July 27-30. Frank Ottney.

Hoytville—Vol. Fire Dept. Homecoming, Aug. 2-6. Rex W. Teatsorth.
Jeromesville—Am. Legion & Lions' Homecoming, Aug. 24-27. L. O. Franks.
Magnolia—Magnolia Band Homecoming, Aug. 10-13. W. H. Chaddock.

Marietta—Am. Legion Regatta, Aug. 20-21. John W. Dow.
New Bremen—Woodman Lodge Festival, Aug. 3-6. Arnold Hegemler.
North Industry—Vol. Fire Dept. Homecoming, July 25-30. George Marlow, Canton, O.

Quaker City—Homecoming, Aug. 10-13. I. W. Hartley.
Salineville—Homecoming, July 25-30. Myrtle T. Strabley.
Scioto—Street Fair, Aug. 25-27. Am. Legion and Fire Dept. Paul E. Spiker.

Seville—Community Carnival, Aug. 25-27. M. L. Staton.

OKLAHOMA
Yale—Homecoming Celebration, Aug. 3-6. H. A. Dempsey.

OREGON
Astoria—Chamber of Commerce Salmon Derby, Aug. 30-Sept. 5. Al Hetzel.

PENNSYLVANIA
Chicora—Homecoming & V-J Celebration, Aug. 8-13. Dick Graham.
Hazleton—Old Home Week, Aug. 29-Sept. 3. John J. Mikula.
Grove City—Am. Legion Festival, Aug. 1-6. E. R. Cooley.

Hazleton—Summer Festival, Aug. 14-21. Jimmy Brown, W. Hazleton.
Kimberton—Firemen's Fair, July 20-30. Howard Wilson.
Luzerne—St. Ann's Festival, July 30-Aug. 6. Al Yenchas.

Manchester—Lions' Club Carnival, Aug. 2-8. Bruce Brothers, Mt. Wolf, Pa.
New Galilee—Firemen's Carnival, July 25-30. J. A. Pusetti.
Pen Argyl—St. Roch's Celebration, Aug. 10-13. James P. Gallagher.

Punkstawney—Centennial Celebration, July 31-Aug. 6. W. H. Hampton.
Shade Gap—Soldiers' Picnic & Fair, Aug. 1-6. J. M. Harper.
Sheakleyville—Firemen's Homecoming, Aug. 10-13. O. L. Clark, Radley, Pa.

Titusville—OH Festival, Aug. 22-27. H. W. Bush, Veterans Foreign Wars.
Wernersville—Firemen's Fair, Aug. 19-27. LeRoy A. Reigel.

Burke—Homecoming Days, Aug. 26-27.
Custer—Gold Discovery Days, July 29-31. Irvn Willey.
Deadwood—Days of '76, Aug. 4-7. Nell Perrigoue.
Fifth—Stock Show & Rodeo, Aug. 19-20.
Garretson—60th Jubilee, Aug. 15-16.
Hill City—Heart o' Hills Celebration, Aug. 20-21. J. P. Elsentraut.

Hudson—Firemen's Sports Days, Aug. 18-19. Floyd Turkelson.
Madison—Turtle Days, Aug. 19-20.
Madison—Yankee Doodle Days, July 29-30.
Salem—Harvest Festival, Aug. 15-16. Loren Gutzler.

Timber Lake—Days of 1910, Aug. 26-27. R. J. Gibson.

TENNESSEE
Memphis—Gift & Jewelry Show & Variety Fair, Aug. 29-Sept. 1. A. J. Cory, 198 S. Main St.

TEXAS
Boerne—Boerne Centennial, Aug. 26-28. T. Roberts.

VIRGINIA
Berryville—Horse & Coll Show, July 29-30. A. B. Hummer

WASHINGTON
Oak Harbor—Turkey Festival, Aug. 5-6. Vern Yeakum.
Odessa—Livestock Show & Rodeo, Aug. 27-28. A. H. Luiten.

WISCONSIN
Bloomer—Moore Lodge Community Fair, Aug. 26-28. Adelbert Febr.
Middleton—Am. Legion Celebration, Aug. 18-20.

CANADA
Amherst, N. S.—Diamond Jubilee & Old Home Week, July 31-Aug. 6.
Woodstock, Ont.—Old Home Week, Aug. 8-13.

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Fred Searle Reports Biz Ahead of '48

New Rides Get Money

MANLIUS, N. Y., July 23.—Fred W. Searle, manager of Suburban Park here, reports business to date running ahead of the corresponding period a year ago.

In addition to various improvements, the funspot added three new rides and these, Searle reports, are getting the money. New rides are a Pretzel, Tilt-a-Whirl and Kiddie Buggy. The biplane was sold to make room for the Tilt-a-Whirl. The Merry-Go-Round and kiddie rides are down a bit in gross, Searle said, but this is due to a reduction in admission prices on the devices.

New Arcade Building

Suburban Park this year boasts a new 40 by 80-foot Arcade and Sportland building. Searle sold his Arcade equipment this year to the S & F Amusement Company, Syracuse, and that org erected the new building and installed Skee Ball and Pokerinos along with new Arcade machines.

"We are trying roller skating for the first time, using the dance floor on nights when dances aren't scheduled. Vern Adams, of Auburn Rollerrome, has this concession and it is doing okay. Next year we may build a rink," Searle said.

Barn dances, held every Friday night, are going over better than last year but modern dancing Saturday night, using local orks, is off.

Suburban Park is going heavily on promotions this year. A week ago the spot started giving out tickets at (See SEARLE BIG OKAY, page 75)

Rides Net Roseville \$306

ROSEVILLE, Calif., July 23.—The Miniature Train and the new Airplane Merry-Go-Round brought in \$306 as the city's cut for the July 4 week-end. The city received \$404 in revenue from the train alone in June.

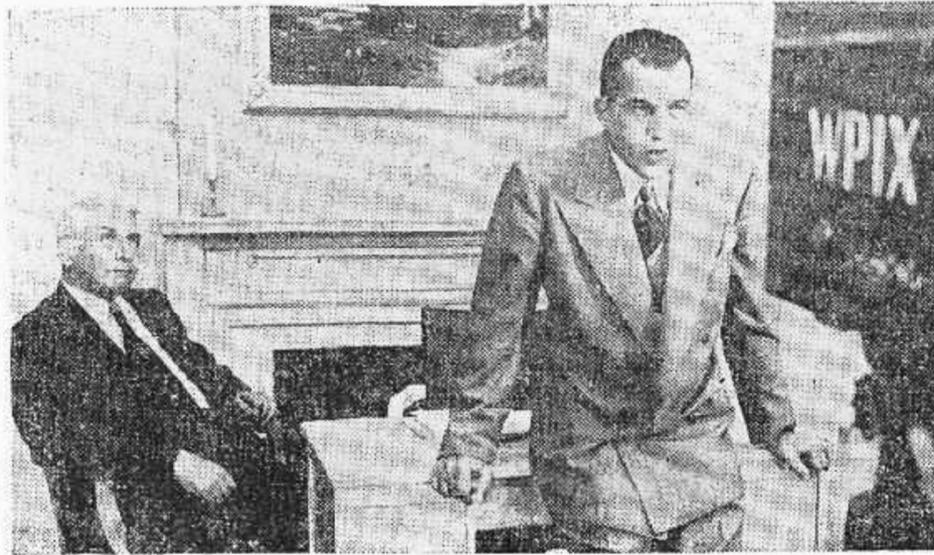
Girl Pole Sitter Lures Big Crowd To Revere Spot

REVERE BEACH, Mass., July 23.—Crowds of from 35,000 to 50,000 have been drawn to Revere Beach daily to catch a glimpse of Mrs. Jean Ellis, the girl living on a platform atop a 50-foot pole in protest against the housing shortage.

The idea was conceived and staged by Morris and Al Bell, operators of the Rapids ride concession. The Bells erected the pole and thought up the stunt which has done so much to stimulate business, according to Mrs. Ellis and her husband.

The 24-year-old mother has received hundreds of fan letters, and a television offer. She has also received a number of offers of a home but has declined them as unsuitable. The stunt has resulted in reams of publicity, including illustrated stories in New York papers.

Coincident with the start of the pole sitting was the arrival of Terry Turner, one-time promoter of Shipwreck Kelly who made a career of flagpole sitting, in Boston to publicize the opening of the flicker *Mighty Joe Young*. Turner, who was busily engaged in arranging for gorillas to scale City Hall and the State House, denied any connection with the Beach stunt.



JOE McKEE, Palisades (N. J.) Park superintendent, is pictured as he was introduced recently to New York's WPIX-TV audience by columnist Ed Sullivan on his "Little Old New York" show. Joe has recently been the subject of much favorable publicity for the funspot, including a profile yarn in "Holiday" magazine.

CONEY ISLAND, N. Y.

By UNO

Second successive Sunday (17) of showers produced another bad week-end of business for some ops. Those not complaining were bathhouse owners who were better patronized, particularly because the rain arrived late in the p.m. and the heat continued at its blistering pace.

Al and Joe Buxbaum's new palatial Shamrock Irish House on the Bowery, erected last season after the old one was destroyed by fire, has a new Crosby video set to reinforce their entertainment menu made up this year of Martin Buxton and his Hammond organ, in his 10th year as musical director, plus three new vaude acts weekly; singing waiters comprising Baby Richter, Patrick O'Neil, John O'Connor, Teddy Hoffman and Bill Bruno, who is also a songwriter; Charles Reilly, comic; Teddy McGinty jigger, and Dancing Sammy. Presiding over two bars are Charles Drevo and Mickie Reilly. Phil Ponciano is chef. Assistants are Leo Marks and Harry Snyder. Outside Bowery concessionaires are Phillip Persily and Hyman Black.

Rain Hits Week-End Play at Rocky Point

WARWICK, R. I., July 23.—Rain Sunday afternoon (17) nixed the probability of a top week-end at Rocky Point. Day's attendance was held to about 15,000, to equal the Saturday (16) crowd, as rains which began early in the afternoon continued until 6 p.m.

Roland and Janice were the free act. Their routine combines wire walking, juggling and unicycles. Next attraction will be the Aerial Jons.

Tex Bencke's ork played to 1,100 Wednesday (13) and 1,300 Thursday (14). Admission was \$1.50. Tommy Masso's ork drew 500 Monday (11), 300 Friday and 3,500 Saturday. Admission was 85 cents.

Okay A. C. Erosion Plan

ATLANTIC CITY, July 23.—The emergency erosion committee this week unanimously approved the \$4,700,000 anti-erosion project recommended by U. S. Army engineers. Ralph M. Harcourt is committee chairman.

New Beach at Cape May

CAPE MAY, N. J., July 23.—Establishment of another bathing beach in this resort at Wilmington Avenue was announced by the city commission. The new area, located in the northeast section, is 500 by 150 feet at high tide.

partnered in a balloon and a bottle game.

Operators of Steeplechase Arcade on the Boardwalk are Peter Weissman and William Gaines. Weissman, with his brother, also controls Raven Hall's Arcade a few doors away. Latter's manager is Irving Fink who has as helpers Reenee Mankin, cashier; Charles Feldman and Hyman Dane, floormen, and Walter Price, in charge of photos. At the Steeplechase branch Phillip Bederman is cashier and Walter Berger, Sam Sachs and Vincent Roma, floormen. A recent purchase by the brothers and their sister, Theresa, is a retail package liquor store in Bensonhurst, Brooklyn.

Herman Wolf, Louis Lobel and Alex Elowitz feature 37 Perfect Games Company's Pokerinos, 10 electric eye rifle ranges and 12 Philadelphia Toboggan Company's Skee Ball alleys in their large arcade on the Boardwalk where Jerome Berkowitz is personnel manager; Arthur Wellman, cashier, and Jerome's dad, Sam, game guard. . . . Morris Davis has topped his three-unit custard booth on Surf with a new sign. This is his 21st year in the biz. Three years ago he also operated a bar near-by, selling out to Mike and Harry Shaw, now in possession. Next door is a Loop-It game run by Harry Rosen and, adjoining, a shooting gallery operated by Louis Paul, now in his 10th year on the Island (See CONEY ISLAND on page 74)

Ocean Beach Operating Group Adopts New Name

NEW LONDON, Conn., July 23.—Ocean Beach Amusements, Inc., which operates riding devices at municipally owned Ocean Beach, has changed its name to C. N. F. Amusements, Inc. The new title utilizes initials of the principals, Richard Coleman, Middletown, Conn., carnival op; Conrad Nassetts and attorney William C. Fox, both of New London. Sometime ago the Ocean Beach Park Board expressed the opinion that no private business at the beach should use the name of the funspot.

Health Board Shuttters Hammonton Lake Park

HAMMONTON, N. J., July 23.—Hammonton Lake Park Bathing Beach, popular swim spot, was officially closed last week for an indefinite period by the board of health, on the recommendation of Dr. Russell R. Rubba, health officer.

Beach closure was result of the presence of refuse along the banks of the lake and the presence of a septic tank, in the park, close to the beach.

Expect Record Crowd at 20th N. E. Gathering

BOSTON, July 23.—A near record turnout of Eastern ops is expected at the 20th annual summer meeting of the New England Association of Amusement Parks and Beaches, which will be held at Hampton Beach, N. H., and Salisbury Beach, Mass., on August 2. As in the past, execs from outside New England are expected to attend in large numbers.

In charge of the festivities are Fred L. Markey, association secretary, Dodgem Corporation exec and Salisbury op, and John J. Dineen, second vice-president and operator of Hampton Beach Casino.

Day activities will be staged at Hampton with the night fun sessions skedded for Salisbury. No special program session has been arranged.

Registration will begin at 10 a.m. on the top deck of the Hampton Casino. Luncheon will be held in the Hampton cafeteria.

A cocktail party will be held at 6-7 p.m. at the Frolics, Salisbury. Hosts will be the Hampton Beach Associates and the Dodgem Corporation. A dinner, floorshow and dancing will follow the cocktail party.

Rain, Heat Nick N. Y. Area Biz

NEW YORK, July 23.—All-day rain Sunday (17) thruout the New York area killed off attendance at all beach resorts and amusement parks.

Attendances reported for Sunday (17) were: Coney Island, 120,000; Rockaway Beach, 100,000; Jones Beach, 20,000, and Playland, Rye, N. Y., 10,000.

Sunday (17) brought the first all-day rain since early May. The record-breaking heat wave resumed its torrid sway again Monday (18), with the mercury around the 90 degree level.

While beaches and pools are benefiting from the heat wave, the temperature and humidity have been so high that patrons of the resorts and pools do little but dunk their bodies in the water and loll on the beach. Drink stands and snack bars are among the few concessions doing anything like brisk business.

Half a million spectators viewed the weekly display of fireworks at Coney Island Tuesday night (19) and an equally large turnout viewed the weekly pyro display at Rockaway Beach Wednesday night (20).



GEORGE A. HAMID, owner-operator of Steel Pier, Atlantic City, was the dinner guest recently of Mr. and Mrs. George Arida, owners of Hitle's yacht, The Grille, when the ship visited the shore resort. Hamid, on the left, and the Aridas are shown examining some of the curios in Hitle's personal cabin. The Aridas are from Lebanon and reside only 30 miles from the town in which Hamid was born. They were Hamid's week-end guests at his Atlantic City home.

Edgewater Biz Hit by R-B Date; Aids Motor City

DETROIT, July 23.—Business reports for funspots here the week-end of Saturday-Sunday (16-17) were varied, some reporting an upswing and others a downward trend. Week-end weather was good.

Presence of Ringling Bros. and Barnum & Bailey Circus Friday thru Sunday (15-17), hurt business somewhat, especially at Edgewater, the nearest major West Side park. In contrast, the Big Show helped business at Motor City Park, miniature West Side spot, which played host to thousands of youngsters en route to or from the Big Show. Vic Horwitz, manager, said business was up 15 per cent.

Biz Down

Jack Dickstein, manager of Edgewater Park, reports business to date is down 15 per cent. He sees a pick-up shortly, however, with the start of the big picnics.

Out in the resort area, Walled Lake Park registered only a fair week-end, in contrast to the heavy week-ends during the recent heat wave. Saturday was way off despite favorable weather. Bob-Lo Island Park showed a slight increase over the previous week. Spot drew 20,000 persons Friday thru Sunday.

At Bob-Lo plans were announced for installation of a miniature train.

Salisbury To Treat Orphans

SALISBURY BEACH, Mass., July 23.—Because funspots here had the biggest day in the history of the resort during the Fourth of July week-end, plans are under way for an Orphans' Day August 15, with kiddies from all over the State to be invited, with everything on the house.

Rocky Pt. Roof Completed

WARWICK, R. I., July 23.—The Quarter Deck roof garden of the new Palladium Ballroom at Rocky Point Park opened here this week. Construction was completed in seven weeks.

Representatives of 14 States Register For Toronto Trip

CHICAGO, July 23.—To date, reservations from 14 States have been received for the informal meeting of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) in Toronto September 8-10. Paul H. Huedepohl, NAAPPB executive secretary, reports. States include California, Colorado, Georgia, Illinois, Indiana, Louisiana, Maryland, Massachusetts, Michigan, Missouri, New Hampshire, New Jersey, New York and Ohio.

The summer meeting of the Pennsylvania park org will be held at Conneaut Lake Park, Pa., September 7. The park men will leave from there for Canada.

Fred Pearce's Love for Boats Moved Him Into Park Business

(Continued from page 29)

were squeezed out. At any rate, they sold their boat for \$1,425.

By this time the firm was known as Josiah Pearce & Sons, composed of the father, Fred and his brother, the late J. Eugene.

That taste of operation in close association with Exposition Park gave Fred Pearce an early insight into outdoor show business.

Park Building

In 1905, the Pearces went into park business via the combination of construction and operation that has characterized all their subsequent activities. They built an Old Mill ride at Exposition Park. The elder Pearce remained as manager of this attraction, while Fred moved on to Fairyland Park at Paterson, N. J., where he built an early Figure Eight and Roller Coaster, which he operated and managed personally for five years. The Coaster, unlike those of today, had 2,000 feet of track and cost only \$12,500.

The Coaster grossed \$8,000 to \$10,000 a year for the first two years. Then came the 1907 depression. Grosses dropped and the park went out of business a couple of seasons later.

It was at Fairyland Park that Fred made one of his few major adventures outside the ride field. In 1905, an aviator named Hamilton was booked for the park. He reported sans money and Pearce, who early realized the value of a good free attraction, provided the cash to fill the gas bag so the ascent could be made.

Ride Construction

The Pearces branched into the field of general park construction and operation, with strong emphasis upon rides. They have had little to do with concessions, except an incidental to operation of parks such as Walled Lake and Excelsior.

In 1918, after the death of Josiah Pearce, Fred took over all the park operations of the firm, while his brother, J. Eugene, took over the family theater interests. The Pearces opened the first motion picture theaters in Memphis, New Orleans and Birmingham. A circuit of 17 houses, including six in New Orleans, where headquarters were established, was built up. Fred would go South in the winter to take care of the theater interests, and spend the summer in the North looking after the park interests. His brother took over the theaters in 1918 and retained them until the early 30s when he disposed of his interests and rejoined his brother as manager of Walled Lake, a post he retained until his death four years ago.

Construction work for the Pearces has ranged from the erection of a single ride to a complete park. Pearce has built practically all types of park rides, but is best known for the 26 Coasters he has built.

Biggest Park Job

The biggest single park job was Jefferson Beach, Detroit, built in 1927 at a cost of \$1,250,000, and operated for some years by Pearce. The major job in that park, he recalls, was construction of the ballroom on the second floor over the bathhouse.

Other complete Pearce-built parks include Excelsior and Walled Lake and Chain of Rocks Park, St. Louis, where he built everything except the swimming pool, restaurant and a couple of minor rides.

At Ocean View, Va., he built the Roller Coaster, Merry-Go-Round, Old Mill, Funhouse, and Whip, and supervised most of the building of other structures for Otto Wells, owner.

At Pleasure Beach, Bridgeport, Conn., he shared the park construction with Harry C. Baker, of the firm of Miller & Baker. The latter was in charge of most of the structures on the island, while Pearce built the Roller Coaster and handled marine

construction. The latter included erection of two large docks, including one in the city of Bridgeport, dredging and bulkheading, and the rebuilding of two boats with a capacity of 2,000 passengers and 50 autos each.

Excelsior Park

Excelsior Park proved the most unusual park job. Some 10 acres of swamp had to be filled in, with a present lake frontage of 1,600 feet. The rides were first built on piling, and then the solid ground was filled in around the piling. The crew worked all the winter of 1924-'25 on this project.

Pearce built what is believed the largest Coaster on record, the Trip Through the Clouds, at Riverview Park at the Belle Isle Bridge, Detroit, in 1915, at a cost of \$110,000. It had a mile-long track and carried six trains of three cars each, running at 20 second intervals. It carried the cars to an elevation of 90 feet. A crew of 20 men was required to operate it. This ride continued in operation until about 1924 when the park was dismantled. During this period, there were at least four other Coasters operating simultaneously in the same park.

Second largest ride was a racing Coaster with two parallel tracks built at Revere Beach, Mass., in 1911, at a cost of \$140,000. This ride had 3,000 feet of track on each ride, and was built four tiers high, with four figure eights on it. Another racing Coaster was built at Lakeside Park, Denver. This had two parallel tracks of 3,800 feet each, and cost about \$125,000. Pearce operated this for 13 years, and then sold it to the park management. Another Coaster, a 4,000-foot unit (See Fred Pearce's Love on page 74)

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WESTERN CANADIANS TURN OUT

Calgary Gate Hits 407,954

Up 31,000 from '48, with income from all sources also reported up sharply

By Frank B. Joerling

CALGARY, Alta., July 23.—Surprising even the most optimistic of its executives, the Calgary Stampede and Exhibition, which closed its six-day run here Saturday (16), pulled an attendance of 407,954, up about 31,000 from the highly successful 1948 event.

Only one day, Thursday (14), failed to register an attendance that eclipsed that for the corresponding day last year. Here's a day-by-day comparison with '48:

	1949	1948
Monday	70,951	64,854
Tuesday	66,943	49,612
Wednesday	72,307	63,575
Thursday	48,301	51,502
Friday	78,612	78,426
Saturday	70,840	69,014
	407,954	376,983

The jump in attendance is not due to any improvement in business conditions in this area. On the contrary, the jump was registered in the face of a tighter dollar than last year.

Chief reason for the increase is that the Stampede continues to grow in appeal. The drawing area for the colorful event continues to expand as the merits of the show become better known.

Doubtless, the reason for the continued growth is the fact that the execs continue to add to the event. This year they added greatly to seating capacity for the track events, and, even with that increase, thousands were turned away. Too, the management continued to add to the actual show itself, and this plowing-back was reflected in the show this year, rated without a dissenting voice as the best.

Such improvements as were made to the plant and to the show were made in the face of a belief by the fair that income would be lower. Officials expected a drop-off of about 10 per cent in receipts, but, much to their surprise, income from virtually every source surpassed last year.

Take on the midway, where the Royal American Shows held forth, topped last year by a good margin. Grandstand income, thanks to the increased capacity, was also up. So, too, of course, was the front gate income due to the jump in attendance. Receipts from other sources, such as commercial exhibits, hit a new high, and only space limitations prevented the event from soaring still further.

CNE's Grandstand Sales Top 100,000

TORONTO, July 23.—More than 100,000 tickets for grandstand performances at Canadian National Exhibition, which opens August 26, have already been sold, Elwood A. Hughes, general manager, announced this week.

The sale was started about a week ago, but indications are that all 350,000 ducats will be sold well in advance of opening.

Pomona Spends Half Million On Improvements to Plant

POMONA, Calif., July 23.—Improvements costing \$500,000 have been made here on the Los Angeles County fairgrounds. These include a six-lane highway leading to the main gate, doubling the size of the administration building, installation of eight more telephone trunk lines, and the addition of 40 acres for parking, making room for 35,000 cars at one time. There will be a total of 1,413 classifications of women exhibitors for \$6,500 in premiums at the '49 event. Fair officials again will sponsor the 22d annual exhibition of contemporary painting and sculpture under the direction of Millard Sheets, California artist. Winning entries will become the property of the fair association and will be added to the collection being assembled as a permanent exhibit in the Fine Arts Building. Purchase price for the winning oil painting is \$1,000, for sculpture \$600, and for water color \$400, constituting a substantial increase over last year.

Premiums totaling \$20,000 will be offered to exhibitors in the junior fair, occupying a 14-acre tract on the fairgrounds. Over 1,000 classifications are offered in the special junior fair premium book. Again, Camp Condee, with its barracks, mess hall and other facilities will be available for youth organizations.

Exhibits will be housed in the 350-foot steel and concrete junior fair building, with special attention focused on farm mechanics and agricultural equipment made by Future Farmers in agricultural classes. Accommodations are also provided for demonstrations of Scout activities.

The most ambitious farm machinery display ever attempted here will be housed on 100,000 square feet of floor space. Most of this space has already been let. The outdoor pergola used last year again will be utilized to show and demonstrate large machinery.

Acts Are Set

Barnes-Carruthers Booking Agency, Chicago, has the show contract. *Cavalcade of Stars of '49* will be presented in three episodes, *Circus Days*, *Romany Days* and *The Land of Egypt*.

Acts lined up include the Wiere Brothers, Preston Lambert, emcee; Tony Ridola, the Lancasters, Happy Harrison's Circus, the Juvelys, the Seven Melody Notes, the Dak Hung Troupe, Three Franks, Herbert Dyer and Company; Myrtle and Pacaud; the Montes De Ocas, Brazilian duo; Van De Velde Company; Monroe and Grant, Ming and Ling, Vic Hyde and the One-Man Band; Paoli Frankoni, and the Hild Dance Ensemble.

Trenton Inks Heidt Unit, Judy Canova

TRENTON, N. J., July 23.—The Judy Canova show and a Horace Heidt unit have been added to the grandstand entertainment bill at the New Jersey State Fair here September 25-October 2, President George A. Hamid announces.

The Heidt unit, starring John Mungall, vocalist, with Tiny Hutton as emcee, will be presented on the first two nights. The Canova troupe will be used to bolster midweek attendance, with appearances skedded for Wednesday, Thursday and Friday nights. Hamid unit, *The Gold Rush Revue*, will be presented nightly.

Talent with the Heidt unit will include Pat Therriault, banjoist; Jimmy Grosso, vocal impressionist; Nadine Jensen, piano and trumpet; Phyllis Lile, acrobatic dancer; Dominic Frontiere, accordionist, and Jerry Rothaus, drummer.

Hamid acts will include Jan Claire & Hudson, Two Adams, Marcus Troupe, Rosale Sisters, Norberty's, Paul and Paulette; Sharkey, the seal; Benny and Betty Fox, Marino Sisters, Bob Cimse and Company, the Three Goetschis and Joe Basile and his band.

Oil Boom Aid At Edmonton

Gate, grandstand, midway receipts up from '48 as patrons spend freely

EDMONTON, Alta., July 23.—Thru Thursday (21), the fourth day of its six-day run, the Edmonton Exhibition here was running ahead of last year in attendance and in grandstand and midway receipts.

An oil boom has given this area a lush economy than most of Western Canada, and the folks who turned out in the first four days showed little disinclination to spend freely.

Weather on the whole thru the first four days was good. Light rain fell Monday and Tuesday (18-19) but it was not sufficient to whittle attendance nor to have an appreciable effect upon business.

The Royal American Shows reported grosses that eclipsed those for the early part of the '48 annual. Concessionaires also reported good business.

38G State Aid Split By 171 Mass. Fairs; '48 Attendance Dips

BOSTON, July 23.—During the fiscal year ending June 30, 171 fairs received an allotment of prize money from the State, an increase of 10 over the preceding year. Prize money paid out by the State was \$38,074.30, an increase of 200 per cent over last year. In addition, the fairs awarded \$38,307.60 of their own funds, making a total of \$76,381.90 spent on agricultural premiums.

Attendance at Massachusetts annuals fell off over 200,000 and there was a slight decrease in the number of agricultural exhibits, but boys' and girls' exhibits increased by over 3,000.

The department of agriculture also awards 108 medals for vocational and 4-H Club contests, 15 plaques and one trophy to various agricultural groups and 328 ribbons.

Stockton Offering 100G in Premiums; Sets Its Features

STOCKTON, Calif., July 23.—Plans for the San Joaquin County Fair here, August 20-28, are under way with more than \$100,000 in premiums being offered, according to Manager Ed Vollmann. This will be in addition to the horse show premiums and the racing purses.

Already signed for appearance at the fair are Foley & Burk Shows for the carnival midway, *Icelandia*, Dante the Magician and Polar Dog Circus with parachuting, sled and huskies.

Press Agent Dick Washburne is planning to have the sled dogs do their parachuting stunt on opening day to hypo attendance.

The fair will feature running races, trotters and pacers on the program with pari-mutuels. The fair expects to get a play from San Francisco 100 miles away.

agree that the town's ban on autos and the heat had something to do with the debacle, but list as the prime reason lack of promotion.

Promotion Campaign Under Way for Cele At Monterey, Calif.

MONTEREY, Calif., July 23.—Promotion campaign for the 1949 Monterey Celebration, August 29-September 5, commemorating the 100th anniversary of the signing of the California State Constitution, is now well under way. Art Craner, handling the promotion, has already opened offices for the Miss 49-er contest. Other offices to handle the Centennial Village that is to be built in the Monterey ball park also are now open.

The State will produce the centennial pageant at the Junior College stadium under the sponsorship of the State Centennial Commission with the remaining centennial activities being handled by other cities on the Monterey Peninsula.

A crowd of 300,000 is anticipated by officials for the event.

Novelty contracts were inked this week between M. (Whitey) Monette, president of Monette & Gordon, San Francisco, and the Monterey Centennial Committee. Joe Ollgard, concession manager of the State fair last year, is handling the Centennial Village and other activities for Monette.

During the celebration week Gov. Earl Warren will have offices in the old State House.

Columbia, Calif., Cele Bites Dust; Pulls Mere 3,000

COLUMBIA, Calif., July 23.—The biggest bust in California's Centennial observance was chalked up at the celebration here (15-17) when an anticipated 80,000 patrons failed to show and left the town holding the bag. Latest figures reveal that approximately 3,000 persons were on hand for the three-day event in the Mother Lode country, which featured a melodrama, *Under the Gaslight* and Metropolitan opera star Florence Quartararo.

Various theories were advanced by the sponsoring committee as to the reason for the poor showing, among them being the 108 degree heat wave and the fact that visitors were forced to park a mile from town.

Liabilities were chalked up to include Tuolumne Lodge 21, IOOF, invested \$1,600 in booths and refreshments, barely grossing enough to pay the help; a woman who prepared 250 box lunches and sold 20; a couple who ordered 3,000 hot dogs and sold 200; Sonora Elks' Lodge sold 25 cases of beer instead of an anticipated 500 and a group of high school girls who invested \$400 in a booth and lost most of their investment.

Those who lost money on the venture have banded together and elected John Rutledge, county tax appraiser, to sift all angles of the celebration failure.

Some of those close to the picture

Ind. Face-Lifting Costs Total 38G

INDIANAPOLIS, July 23.—The Indiana State Fairgrounds has been given a \$38,000 face-lifting in preparation for the 1949 fair.

Fair Board Secretary-Manager Carl M. Tyner listed repairs and improvements already completed as:

- Re-roofing of the 4-H and women's buildings, cattle barn, manufacturers' building, draft horse barn and educational building at a cost of \$8,620.
- Redecoration of cattle, draft horse, swine and sheep barns, interior of the women's building and floor of the manufacturers' building, \$1,800.
- Remodeling of Coliseum, including re-roofing, \$10,000.
- Rewiring of horse and sheep barns, \$3,500.
- Reconditioning of fire plugs, \$2,500.
- Installation of new plumbing fixtures, \$3,000.
- Miscellaneous improvements, \$9,000.

The fairgrounds' maintenance crew has been doubled to speed the remodeling and additional repairmen will be added before opening of the fair in September, Tyner said.

Free Gate, New Name Planned For Fairmont, Minn., Annual

FAIRMONT, Minn., July 23.—Martin County Fair here, September 16-18, will be free this year, and will be called Southern Minnesota and Northern Iowa Industrial and Agricultural Exposition. Ed Duffey is president of the board of directors, which this year was increased from 9 to 15 members. Harold Groven is secretary.

Wolf Greater Shows has been linked to provide the midway for the annual, and present plans are for full operation of midway and grandstand on opening day. Baseball games will be played on Saturday and Sunday afternoons of the fair's run in Fairmont's new \$40,000 ball park, adjacent to the fairgrounds.

Kearney, Neb., Annual Pushes Plant Improvements

KEARNEY, Neb., July 23.—Improvements on the grounds and buildings for the Buffalo County Fair here, August 29-September 2, are under way. Underground wiring will be installed in the horse and cattle barn area. The upper section of the 4-H Building will be air-conditioned, and booth space will be increased.

Truex and Drake will furnish three grandstand shows, and Hale's Shows of Tomorrow will have the midway.

The Rustlers Club Rodeo and the Kearney Saddle and Bridle Club played recent engagements in the arena. Rogers Bros.' Circus showed on the fairgrounds Saturday (16) and Cole Bros.' Circus is skedded for Friday (29).

TASLEY FAIR

Tasley (Accomack County), Virginia. 5 nights—4 days. August 16 thru 20, 1949. Legitimate Concessions wanted for Independent Midway. No exclusives.

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Fair Secretaries and Celebration Committees contact us for better entertainment. Individual Acts, complete Grandstand Shows. We can still use several good, lively Actors and complete Acts. Please send photos and permanent address. Central and South America this winter.

GIVE TO THE RUNYON CANCER FUND

Plan Huge Fun Zone For '51 English Expo; Cost Will Top \$3 Mil

LONDON, July 23.—England's big exposition, Festival of Britain, to be held in London during 1951, will have a large amusement area if the project sponsored by the government, London County Council and metropolitan borough councils of Battersea and Chelsea, materializes.

Project calls for a huge fun zone occupying 37 acres in Battersea Park, London, which will be laid out along lines of Tivoli amusement park of Copenhagen, with space about equally divided between fun devices and dine, dance and drink spots.

In addition to amusement devices, the project calls for establishments offering vaudeville and revue shows, concert halls, restaurants, open-air cafes, brilliant lighting and illuminated fountain displays.

It is proposed to create a company to finance, erect and operate the fun zone—with initial funds in the form of loans from the government and London County Council.

Gross cost of promoting the zone is estimated at \$3,103,100, of which \$2,015,000 will go for capital outlay. In view of the fact that the funspot is slated for a span less than a year, it is estimated that the project will wind up with a deficit that may be as high as \$403,000.

Natl. Orange Show Aud Destroyed by Fire for 250G Loss

SAN BERNARDINO, Calif., July 23.—No change in plans for the 1950 National Orange Show scheduled for next March is anticipated following a fire of undetermined origin which destroyed the main exposition building Saturday (16) with a loss estimated in excess of \$250,000.

The auditorium, 900 by 200 feet and three stories high, was converted only this year into the main display room for the annual event. It was formerly the auditorium where all shows were held during the previous 25 years the citrus fair has been in operation.

Bonneville Organizes Rodeo Unit To Open at Sun Valley

DETROIT, July 23.—A. Thomas Bonneville, who joined forces with the Tri-State Rodeo to work a number of Michigan dates this season, is forming the All States Rodeo Company and will move west to open at Sun Valley, Idaho, August 19-21. He will play a number of Western fair dates before returning east.

Tri-State Rodeo, under the management of Lawrence Steiber, played a three-day still date at Biglow Stadium, Grand Rapids, last week, drawing 2,600 the first night. It was rained out the two other nights. Show featured Ken Maynard.

Weather, Conflicting Events Hit Melville, Sask., Gate

MELVILLE, Sask., July 23.—Unfavorable weather and near-by sports days helped curtail attendance at the Melville Exhibition (8-9), but the Melville Agricultural Society hopes to break even financially.

Opening day attracted 1,500 paid admissions and second day attendance was a little lower. Attractions included E. J. Casey Shows.

Pompano Beach Gets Charter

TALLAHASSEE, Fla., July 23.—Secretary of State has issued a charter to Pompano Beach Fair Association, Inc., Pompano Beach. Authorized capital stock is 100 shares, no par value. Incorporators are Claud T. DeGraw, Zenas H. Pitcher Sr., Donald Johnson and Charles J. Hawelka.

Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended July 22. The complete List of Fair Dates was published in the issue dated July 9. The next complete list will be published in issue to be dated August 13. See each issue of The Billboard for corrections and additions.

ARIZONA

Holbrook—Navajo Co. Fair, Sept. 23-25, John H. Miller.

ARKANSAS

Brinkley—Monroe Co. Fair, Sept. 23-24. Yellville—Marion Co. Fair, Sept. 16-17.

GEORGIA

Canton—Cherokee Co. Fair Assn., Oct. 3-8. Harry L. Garrett. Waycross—Dixie Fair Assn., Oct. 31-Nov. 5. Liston Elkins.

MISSISSIPPI

Meadville—Franklin Co. Fair Assn., Oct. 17-22. Annette Temple. Pontotoc—Pontotoc Co. Fair Assn., Sept. 13-17. E. H. Walker Jr.

MONTANA

Bridger—Jim Bridger Fair-Rodeo, Sept. 3-4. Herman Holzum.

NORTH CAROLINA

East Bend—Yadkin Co. Fair Assn., Sept. 26-Oct. 1. Hovey Norman.

OKLAHOMA

Anadarko—Caddo Co. Free Fair, Sept. 20-23. C. R. Steverson. Beaver—Beaver Co. Free Fair, Sept. 14-17. Otto C. Barby.

SOUTH CAROLINA

Charleston—Charleston Colored Farmers' Fair, Nov. 7-13. Solomon Brown, Edisto Island.

TEXAS

Bonham—Fannin Co. Fair, Sept. 27-Oct. 1. Arthur Maxwell. Bryan—Am. Legion Free Fair, Oct. 19-22. J. C. Goldsmith Jr. Caldwell—Burleson Co. Fair, Oct. 6-8. Hubert A. Willis. Levelland—Hockley Co. Fair, Sept. 15-17. Sam Billingsley. Liberty—Trinity Valley Expo, Oct. 10-22. Mrs. John Gravich, Dayton, Tex. Mount Vernon—Franklin Co. Fair, Sept. 29-Oct. 1. Roger Davis. New Braunfels—Comal Co. Fair, Sept. 29-Oct. 2. Carlys Schumann. Pampa—Top o' Texas Free Fair, Sept. 28-Oct. 1. E. O. Wedgeworth. Spearman—Hansford Co. Fair, Sept. 29-Oct. 1. Pat Ryan.

Jackson, Miss., Sets 1st Sunday Opening

JACKSON, Miss., July 23.—Mississippi's Agricultural and Industrial Fair this year will open on a Sunday for the first time in its history. Exhibits and rides will be open to patrons between 1 p.m. and 6 p.m., J. M. Dean, fair manager, pointed out.

Full-scaled operation of the fair will start Monday, October 10, with the free-gate event to run thru the following Monday. The latter day has been set aside for Negroes.

ESE Machinery Space Sold

SPRINGFIELD, Mass., July 23.—Increased demand for space in the outdoor farm machinery section of Eastern States Exposition resulted in all space being sold several months in advance. A large demonstration field has been added to the farm machinery section.

Galt, Calif., Gate 1st Three Days Is Put at 27,500

GALT, Calif., July 23.—The Sacramento County Fair and Horse Show (15-23) drew an estimated 27,500 in its first three days, according to Secretary-Manager Eugene Kenefick. Breakdown shows Friday, 5,000; Saturday, 18,000; Sunday, 4,500.

A power failure darkened the plant Sunday night when a private plane crashed into high tension wires. Concessions had to close but the main show in front of the grandstand was uninterrupted due to a quick switch to battery powered lights.

Pari-mutuels at the track brought in \$116,189 from 3,000 bettors Saturday, with the handle for Friday being \$81,000. Last year the first Saturday showed a \$124,520 play and fair directors were disappointed that mark was not tied or broken. It is claimed by officials that a handle of \$80,000 per day is necessary in order to break even. The fair closes today.

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White Quits As Side Show Mgr. of R-B

McKitrick Successor

HAMILTON, O., July 23.—W. R. (Red) McKitrick has been named manager of the Side Show on Ringling Bros. and Barnum & Bailey Circus, show officials announced here Thursday (21). He replaces Red White who quit Monday (18) in Toledo after differences with the management. McKitrick had been in the yellow ticket wagon.

Also leaving the Side Show at the same time were Bobby Hasson, former Side Show manager on Cole Bros.' Circus; Al Eisenberg, Blaine Young and Gene Nadreau.

Business here was on the light side at the matinee and no better at night. Lot was in terrible shape because of a heavy rain the night before. It rained during the matinee. Show officials said it was the second worst lot of the season.

Among visitors in Hamilton were E. W. Evans and Charley Wirth, of *The Billboard*; Buck Saunders, Jim McSorley and Floyd King, owner of King Bros., who had been in Houston and Cincinnati on business. Forty-four members of the John Robinson-Loyal Repensky Tent, CFA, attended the night show in Hamilton and presented Justino Loyal with a bouquet.

The two-day stand in Toledo (18-19) was reported as good. Red White, following his resignation, reported the Side Show registered one of its biggest single day grosses of the season in Toledo Sunday (17). He said Side Show business for the season was running far ahead of last year.

A three-day stand in Detroit proved very good, show's gross running about 5 per cent over that chalked up in the Motor City a year ago. An estimated 56,000 saw the show during the three-day stand.

Show moved into Detroit from Flint, opened Friday (15) on the Ford and Wyoming Road lot. Opening matinee drew a two-thirds house, lightest of the three days, but built to 9,500 at the night show. Saturday (16) matinee registered 8,000 payees, with Saturday night a sellout and the Sunday matinee drawing a turn-away. Final night show registered 10,000 payees.

Visitors during the Detroit stand included Charles Creedon, assistant secretary of state, who moved here with the show from Flint; G. C. Filshie, of the Gourock Ropework Company, Ltd., Port Glasgow, Scotland, and J. A. Carter, London manager of the Gourock org.

Polo Bros.' Circus, Organized In Albany, Ore., Starts Tour

ALBANY, Ore., July 23.—Polo Bros.' Circus, organized here, started a tour of Oregon, Washington and British Columbia. First appearance was Friday (15) in Sweet Home, Ore. Org is headed by Pete Camp and J. O. Cantrell, co-owners.

Diamond Jim Adds Animals

STOVALL, N. C., July 23.—Diamond Jim's Circus recently received a shipment of animals from Chase Animal Farm, Egypt, Mass., and a llama from Warren Buck, Camden, N. J. Featured on the show are Charlie Allen, fancy roping and whip cracking, and Texas David and his horse, Pal. The LaBird brothers are in clown alley, and Oscar Wiley is on advance. Eddie Mellon, accompanied by his wife, joined in Madison, Va., as boss canvasser, and Mr. and Mrs. Charles Rapp joined in Dillwyn, Va.

Dailey Finds Estevan, Sask., Gets Too Much Entertainment

ESTEVAN, Sask., July 23.—This city has been bombarded with outdoor show entertainment the last six weeks. Dailey Bros.' Circus found to its sorrow here last Saturday (16). The railroad show, which ordinarily should have done excellent business here, played to small houses, both matinee and night.

Show-minded persons pointed out that in the last six weeks the town has been host to King Bros.' Circus, an animal exhibit, several touring baseball teams and various local sports contests. In addition, the day Dailey showed here the weather was hot in the afternoon and threatening at night.

Weyburn, Sask., played the day before, also gave with light business. Hot weather was blamed, but Weyburn, like Estevan, has been getting more than its share of shows lately.

Humboldt, Sask., Wednesday (13), gave with good business, matinee getting near capacity and night show attracting a three-quarter crowd. At

Minnesota Trek Is Giving K-M Plenty of Green

CLOQUET, Minn., July 23.—A Minnesota tour is proving excellent for the Al G. Kelly-Miller Bros.' Circus. Most spots are giving with full ones, which means plenty of green.

Lightest business in several days was registered here Wednesday (20) when matinee drew only a half house and the night show slightly over three quarters. Cool weather was the big reason. The day before in Virginia, night show was an overflow after a light matinee.

Show hit the jackpot in Hibbing, Monday (18), with a full matinee and a straw at night, the latter despite rain. In International Falls Saturday (16), org drew better than three-quarters at the matinee, despite rain, and capacity at night. In Grand Rapids, aided by ideal weather, show pulled a three-quarter matinee and a straw at night.

Attendance in Cass Lake Thursday (14) was surprising in view of the fact Cass Lake is only 20 miles from Bemidji where the annual water carnival was being presented and the opening festivities of the Mando-Paul Bunyan Aquatennial Canoe Derby which drew its biggest crowd in 10 years.

Crookston Tuesday (12) gave with a strong matinee and capacity at night. Day before at Thief River Falls, org drew one of the largest circus crowds in history at the night show. Bagley, played Wednesday (13), registered two three-quarter houses.

Rogers Neb. Biz So-So

OGALLALA, Neb., July 23.—Rogers Bros.' Circus, on two stands in Nebraska, did just so-so business. Org drew a three-quarter night house here Tuesday (19), after a light matinee. At Hastings, Friday (15), it was a three-quarter but a half house at night.

Polio Cancels Biller Date

MANCHESTER, N. H., July 23.—Biller Bros.' Circus canceled a one-day stand here Wednesday (20) as the result of a request by the town's health officer, Dr. Robert R. Keeney, because of an outbreak of polio cases in Manchester.

Seal Bros. Scores

BREWSTER, Wash., July 23.—Seal Bros.' Circus registered two full houses here Tuesday (12).

Prince Albert, Sask., Tuesday (12), show drew two full ones, thanks to ideal weather.

Cronin Says Beatty's Biz Big in Denver

Turnaways Reported

DENVER, July 23.—Clyde Beatty Circus registered big on a three-day stand here (18-20), despite plenty of "wait" paper. S. L. Cronin, the org's manager, announced. Cronin reported matinee biz three days as capacity or near capacity and night business capacity, with overflows registered two nights.

Two Wyoming spots, Rawlins Friday (15) and Rock Springs Thursday (14), gave just fair business. At both spots matinees were light and night attendance three-quarters.

Ogden, Utah, Wednesday (13) accounted for good night business, org getting a full one, but matinee was light.

King's Canadian Biz Still Steady

DRUMHELLER, Alta., July 23.—Business for King Bros.' Circus on its trek thru Canada continues steady, with three-quarter matinees and capacity or near-capacity at night. Playing here Friday (15), the show ran into one of the hottest days of the year but registered a three-quarter matinee and a full one at night.

In Coronation, Alta., Wednesday (13) business was off, org getting only a half house at night after a strong matinee.

Camrose, Alta., gave with a full one at the matinee Saturday (9) and a three-quarter night house.

Watkins Sues R-B for 25G; Claims Names, Pix Pirated

NEW YORK, July 23.—Unless Irah J. Watkins serves Ringling Bros. and Barnum & Bailey Combined Shows, Inc., with a bill of particulars within the next 20 days, New York Supreme Court Justice Joseph A. Gavagan ruled Thursday (21), he will be excluded from giving certain evidence at a trial of the action by Watkins for \$25,000 damages and an injunction against the circus for wrongfully appropriating the names and pictures of his chimpanzees, Adam and Eve.

Watkins, according to his complaint, claims that prior to January 1949 he produced for circus and theatrical presentation a specialty act known as Watkins's Chimpanzees, featuring the trained chimps, Adam and Eve, which appeared with the Ringling circus during the 1946 season.

Watkins charges that the Ringling circus since January, 1949, wrongfully used, advertised and publicized the names and photographs of his Adam and Eve. He charges that these acts are calculated to deceive the general public and asks for an injunction, plus \$25,000 damages.

Dales Biz Light

JASPER, Ind., July 23.—Dales Circus hit rain in the afternoon and cool weather at night here Saturday (16), with the result both shows did light business. At Bicknell, Ind., Thursday (14), weather was okay but business light.

Kaycee Gives Cole Light Biz; St. Joe Okay

Des Moines Good

KANSAS CITY, Mo., July 23.—Cole Bros.' two-day stand here Tuesday and Wednesday (19-20) proved anything but a winner, org getting only about one good day's crowd in two. Attendance at the opening matinee was light, only about 1,000 persons turning out. It was only slightly better at night.

Monday (18) at St. Joseph, Mo., despite hot weather, org did good business, registering near capacity at the matinee and night shows. Show officials reported a shortage of roustabouts and sought to hire soldiers thru the army recruiting office in St. Joseph for the day.

Org blew its matinee in Council Bluffs, Ia., Sunday (17) because of a late arrival. Leaving Des Moines at 1 a.m., show did not arrive in Council Bluffs until 2 p.m., because, show officials said, of hot boxes and being held up by a slow freight on the 130-mile jump. Night show drew capacity.

The two-day Des Moines stand, Friday and Saturday (15-16), gave with good business. Matinees both dates were three-quarters, while night shows drew capacity.

A late arrival in Mason City, Ia., Thursday (14), hurt matinee attendance. Night attendance was near three-quarters. An estimated 4,000 caught the two shows in Mankato, Minn., Wednesday (13).

Philip Sheridan, 27, roustabout with Cole, was hospitalized in St. Joseph's Hospital, St. Joseph, Mo., for minor injuries.

Mills Continues To Register Okay Biz Thru N'thwest

IRON MOUNTAIN, Mich., July 23.—Mills Bros.' Circus continues to chalk up okay business on its tour of the Northwest. Org registered a three-quarter matinee and a capacity night house here Wednesday (20).

Rain in the afternoon and threatening weather at night hurt business in Ironwood, Mich. Matinee was three-quarters but only a half house caught the night show. Matinee was cut in half because of dark low-hanging clouds. Show officials, fearing a wind storm was in the offing, closed the performance and asked patrons to leave the big top. Shortly after a heavy rain fell but with little wind.

Superior, Wis., gave with a strong matinee and near-capacity at night Friday (15), while at Rice Lake, Wis., Wednesday (13), it was capacity at the matinee and three-quarters at night.

Polio Scare Forces Biller Bros. To Blow Manchester

MANCHESTER, Conn., July 23.—Biller Bros.' Circus, scheduled for a one-day stand here Wednesday (20), passed up the date at the request of the city's health officer, Dr. Robert R. Keeney Jr. Dr. Keeney made the request because of several cases of polio in the city. Biller Bros. officials sought to make a last-minute switch to Rockville but was unable to make it.

Friday (15), the Biller org scored a red one in Newport, R. I., registering full houses at both shows.

A TRIBUTE TO **Irving J. Polack**

FOUNDER OF POLACK BROS.' CIRCUS

A GREAT SHOWMAN . . .

AND A FRIEND TO ALL OF US

We Are Carrying on in the Same Tradition That You Have Established for Polack Bros.' Circus Throughout the Years

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PROMOTIONAL DIRECTORS, CONCESSION
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**MRS. IRVING J. POLACK
LOUIS STERN
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**TO PUSH TO EVEN GREATER HEIGHTS THE
NAME OF POLACK BROS.' CIRCUS IN THE
TRAVELING FRATERNAL CIRCUS WORLD**

FROM THE ENTIRE PERSONNEL OF POLACK BROS.' CIRCUS, EASTERN UNIT

We Affirm Our Hearts to Your Memory and Our Hands to This Purpose:

Willis Alley	Bill Green and Mother	Clara Levine	Ed and Phoebe Raymond
Clarence and Mae Badger	Art Hanson and Wife	Nate and Marsha Lewis	Elmer and Betty Santana
Henry, Claire and Art Barrett	Jack Harris	Walter Long	Bennie Schweitzer
Billy Barton	Bobby and Rose Harrison	Juanito and Adrianna Lopex	A. W. Starkey
Bing Bernstein	Clyde and Harriett Harrison	Johnny, Zenka and Wanda Malikova	Dennis Stevens
Charley and Thea Borza and Family	Francis Hogan	Tony Merlin	Kinko and Mary Sunbury
Mamma and Papa Borza	Al Hyman	Dwight Moore and Family	Mabel (Stark) and Eddie Trees
Whitey and Edythe Boyd	Harry Johnson	Stephen Mustafa and Family	Van Thomas
Hubert and Mary Castle	Dave, Eva and Mort Kind	Terry Peers	Walter E. Ullman
Ray and Shirley Charlton	Jack Klippel	Denny Pinson	Sam and Evelyn Ward
Adolph, Mary & Clara Delbosq	Chris Krenkel	Bob Porter and Family	Kurty and Melitta Wicons
Joe Easten	Henry Kyes	Fred and Betty Proper	Dime and Connie Wilson and Family
Cheerful and Mary Gardner	Irene Lafferty	Centa Randow and Gene and Vivian	Ernie and Frieda Wiswell
	Mack Langford		

Mr. and Mrs. Frank Littlefield and Harry Smith caught Biller Bros.' Circus in Gloucester, Mass., visiting with Jack Bell, Felix and Theresa Morales, Mr. and Mrs. Art Stahlman, Robert Wallace, the Cristiani Troupe, Ben Thomas, Prince-Ki-Gor and Win and Marion Partello.

Nothing makes a showman smart more quickly than his first experience with a lot owner.

Harry N. Brown, formerly with the Clyde Beatty Circus, left the show in Seattle and is at his home in Sheboygan, Wis. . . . Virginia Noel, who works the bulls on Mills Bros.' Circus, has been discharged from Trinity Hospital, Ashland, Wis., following treatment for injuries received while working the bulls in Ashland.

When a circus folds nobody seems to wonder where America's great love for the circus fell down.

Mrs. Robert Johnson, known in outdoor circles as Marie Fink, and Mrs. Sheets visited Cole Bros.' Circus during the org's Kansas City, Mo., stand. Mrs. Johnson formerly was with the John Robinson, Hunt Bros.,

WANTED

Talker, one who can stay sober. Freaks, Midgets, Fat Boy, Fat Girl, or any good working act suitable for Side Show. Always a long season. Those who wrote before, write again.

Wendel (Props) Kuntz
c/o O. C. Buck Shows

Plattsburg, N. Y., this week, then Massena, N. Y.

ROGERS BROS.' CIRCUS

Can use good sober Promotional Men capable handling committee. Year round work to those who qualify. Can also use Ground Acts for Big Show and Wild West for Concert. Leon Snyder, contact Si Rubens. Also want 3 Brass for Side Show Jig Band; contact Sparky Goodman. Man to work Stock Liberty Horses and Ponies. Loveland, July 26; Longmont, 27; Louisville, 28; Brighton, 29; Englewood, 30; Florence, Aug. 1; Salida, 2; Leadville, 3; all Colorado.

DALE'S CIRCUS

WANTS

White Face Clowns for Big Show, Candy Butchers. Harry Boardman can place Side Show Concession Players. Wire Mayfield, Ky., July 27; South Fulton, Tenn., 28; Paris, Tenn., 29; Dickson, Tenn., 30.

UNDER THE MARQUEE

Christy Bros., and Walter L. Main circuses. . . . Snell brothers, clowns, visited the Chicago office of The Billboard, en route to Hamilton, O., for a July 22-23 stand. Following that date they open their fair season for the Barnes-Carruthers office.

As kids general agents spent years studying geography and then wind up at a loss as to what is good territory.

Frank Kindler, St. Cloud, Minn., cards that Al Butler contracted St. Cloud for August 17 for Ringling-Barnum.

The fifth anniversary of the July 6, 1944, Ringling-Barnum circus fire in Hartford, Conn., was given slight attention in the local press.

Otto A. Zange reports he spent three days visiting the Ringling-Barnum show and a week with the Tom Packs org in Pittsburgh.

Mystery melody that was never known is what the yesteryear Turkish flagolet players rendered while riding atop parade wagons.

Charlie Duple, veteran circus musician, spending the summer in Sandusky, O., reports he recently re-

ceived an assortment of miscellaneous band music, formerly the property of the late Carl Clair, bandmaster of the Barnum & Bailey Circus. Clair died in 1907. Music was presented Duple by J. Lou Sampson, former showman and now a resident of Grinnell, Ia. . . . Visitors on the Diamond Jim Trained Animal Circus at Stovall, N. C., included Mr. and Mrs. Roy Turner and family. Ed Hiler visited in Kernersville, N. C.

Among the benefits of billing wars is the discovery that long-handled brushes and hods of expensive paper can be used instead of shooting.

During the national Shrine convention in Chicago last week, Polack Bros.' Circus established headquarters in the Palmer House to entertain members of various temples thruout the United States. Each Shriner and his wife were presented with a gift. . . . Henry Kyes, bandmaster on Polack Bros.' Eastern Unit, led a 50-piece band for the performance of Polack acts at Shrine convention ceremonies in Soldier Field, Chicago. . . . W. E. Goode-nough is in the Veterans' Administration Hospital, Ward F 251, Hines, Ill. . . . When the Dales Circus played

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Lost Ledge, Colo.
July 23, 1949.

Dear Editor:

The Lansing Teeterboard Circus, believed lost in a mountain landslide 20 years ago, came to light here when we found half-sheets of bygone years posted over our paper. When our boss canvasman arrived on the lot he found a rope skeleton of a 50-foot round top erected. Three bearded hermits stood guard nearby. When they were ordered to move, the spokesman for the trio, who we learned was Teeterboard, refused to budge, claiming squatter's rights. The boss ordered our elephant, Crumbwell, brought to the lot with instructions to the bull man to clear the top away. On Crumbwell's arrival he recognized Teeterboard as the man who had bought him when he was a punk and refused to attack. That had Manager Upp stumped until Teeterboard agreed to let the show move on providing it combined with his for the day. Rather than blow the stand the boss agreed to the deal.

We learned that for over two decades the almost forgotten show had been quartering in a cave, which made it the first cliff dwelling circus in America. We also learned that its entire troupe had turned hermit. The show had 20 head of baggage stock, carrying the Bale Ring brand, loose on the range, but rather than call a horse round-up our stock was taken to the cave to pull the strangest assortment of early-day overland wagon show equipment to the lot. Most of the vehicles fell apart before they could be pulled down a winding road. So the boss and the bearded one decided to use our equipment. However, Teeterboard insisted that his title be kept alive by having all acts introduced with, "The Lansing Teeterboard and Won, Horse & Upp Circus Combined present," etc.

Our ring stock hostlers were called for extra duty and were put to work currying the Teeterboard actors' beards. They failed to get the tangles and burrs out of them by matinee time. In the Teeterboard troupe were 18 blond gals who were born two years after the show started quartering in the cave. Their blond tresses, tho slightly tangled, had grown to their knees. We put them on foot in the grand entry for the day. Because their wardrobe had rotted away, the gals were the hit of the show. The Teeterboard brothers, sons of the founder, decided to stage a 20-year comeback and swung their flying act rigging. During their performance the rotten ropes in the pulleys broke, sending the brothers to what we thought was a crash to the ground. However, they fell only a few feet, being saved by their beards tangling with guy cables of other acts. Again the house went wild, believing it was part of their act. The evening *Hermit's Cave* claimed it to be the greatest act of the age.

That gave the boss an idea. If 18 undraped blondes and six bearded kinkers were what the public wanted, why not join them out and give it to 'em? We built a triple-deck howdah and originated the only spec of its kind with 18 Lady Godivas riding, not a horse, but an elephant, followed by a horde of iron-whiskered hermits pulling miniature tableaux by their beards. We've titled the new spec *Eighteen Lady Godivas in Underbrush Land*. The gals were bedded down in a section of three-high berths to keep them in practice when moving.

Elkhart, Ind., July 2-3, Mr. and Mrs. Charles Smith and sons, Mr. and Mrs. Bob Cousens and Mr. and Mrs. McCoy were entertained by Mrs. Inez Filbert and daughter, Mabel, at dinner. Mrs. Filbert's husband is in charge of publicity on Rogers Bros.' Circus.

When Ringling-Barnum played Detroit, Vern E. Wood, Detroit, former circus musician, arranged for a broadcast of circus music over Station WXYZ by the Detroit Police Department Band, under direction of Sgt. Fred E. Mittman. Program was in honor of Merle Evans and his band. . . . When Robbins Bros.' Circus played St. John, N. B., show personnel, accompanied by members of Luxor Shrine, visited the grave of James A. Orr, former manager of the Hagenbeck-Wallace Circus, and held memorial services. . . . Ed Hiler, Rex M. Ingham and Mr. and Mrs. Jack Crawford, all of Ruffin, N. C., recently drove to Madison, Wis., to catch the Congo-American Animal Show and they visited with Howard Ingram, Wingey Saunders and Leo Cogozzo.

The Geraldos, with the Ringling-Barnum circus, who were seriously injured when show was in Baltimore and are in Johns Hopkins Hospital, are expected to be out of the hospital by December. First press reports minimized Rene's injuries but later examination showed him to also have severe back fractures. He is in a cast, as is also Madeleine. Both will be operated on again. The fracture of Madeleine's left leg is healing nicely and the abrasions on her arms are healed. The nurses and circus fans have kept their rooms filled with flowers, magazines (both French and American) and candy. Letters from friends on the Ringling show will be appreciated by them. Estelle Gaines, on the city desk of The Washington Times-Herald, recently visited them.

Circus day gives people funny ideas, including the middle-aged rustic's conviction that no show is good unless it has a snake charmer.

Albert Chapin, formerly with Sells-Floto and Christy Bros. circuses, is critically ill at Robert Long Hospital, Indianapolis, and would like to hear from friends. . . . Thomas Bryden, of the Ringling-Barnum No. 1 advertising car, left at Detroit July 2 and is at home in Springfield, Mass. . . . Mr. and Mrs. Omer Kenyon and their daughter, Annetta, were in Chicago Wednesday thru Friday (20-22) at the Palmer House. . . . Mrs. Robert Stevens, wife of the owner of Stevens Bros.' Circus, accompanied by her 15-month-old son and the boy's grandfather, is touring Southern Ohio. . . . Earl and May Peck, Tacoma, Wash., caught Seal Bros. at Shelton and Olympia, Wash. Show took delivery of truck, cage and lions off the closed Warner Bros.' Show in Oregon. . . . Ketrov's Animal Oddities is in Olympia, Wash., with Bob Mathews in advance.

Biller Bros.' Circus appeared at Calkins Park, New London, Conn., July 18. Councilor Leo B. Reagan, Circus Fans of America member, who introduced the proposal at the council's meeting, proposed that the (See Under the Marquee on page 76)

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Louis Stern
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Co-Owners

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- July 29-30, Salinas, Calif.
- August 2-3, Santa Barbara, Calif.
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Dressing Room Gossip

Ringling-Barnum

Three-day stand in Detroit kept everybody busy. Ralph and Thelma Hunter gave a party and showed movies for a group of friends. Irv and Fay Romig entertained the young set with a hayride to their ranch.

The swimming enthusiasts made a trip to the pool in Toledo. Jack Mitchell joined the usher department. Charlotte Bell closed the season to join her husband, Freddie Canestrelli, on the King show. Hugo Schmidt celebrated birthday.

Dorita and Ronna, daughters of China and Dorothy Durbin, joined for a few weeks' vacation. Bones Brown has been working in the flying act as a replacement for Willie Robin, who is on the sick list.

Visitors: Mr. and Mrs. James De Young, Pete Daniels, Earl Johnson, Buzzy Potts's family and relatives; Judy Graves, Sophie Meek, Mr. and Mrs. Pep Graves; Pearl, Katy and Mrs. Utter; Mr. and Mrs. Meinhart, Mrs. Jack Meinhart and son, Billy; Johnny and Shirley Moran and son, Mrs. Trembley, Mr. and Mrs. Fisher and grandson, Dr. and Mrs. Bergen, Rosina Brown, Ritchie and Mary Lou Mader and son, Rosie and Clara Bruce, Mr. and Mrs. Tom Gregory and daughter, and Harry Dube.

Back yard scenes: Frankie Saluto displaying newspaper clippings of himself sent in by a circus fan. . . . McCarthy and the wardrobe men taking advantage of a two-day stand to paint the floats. . . . Phil Hall practicing on the organ between shows.—**MARY JANE MILLER.**

Clyde Beatty

Trek across Wyoming was a short but windy one. The gales greeted us at nearly every stand. In Laramie, it hit with vengeance and only the efficient work of Joe Applegate and crew kept the big top in the air.

Nellie Albanese, hospitalized in Boise, Idaho, reports she is coming along okay and hopes to be back on the show soon. Scranton Harry is hospitalized in Denver. Everyone is glad to hear Parley Baer has recovered from his recent illness.

Charles Hilderra and Bob Loraine are new members of clown alley. Richard Frey and family spent three days with us in Denver and took many pictures. Dick also clowning on the show. Wesley Uppman is Mark Anthony's latest student in carving. Barbara Barry celebrated a birthday. Tom Plank entertained Dan Dix in Denver. Many a head of hair is changing color these days since the La Renick Beauty Parlor opened.

Recent visitors were Floyd King, owner, King Bros.' Circus; Red Duval and Jimmy Wilson.—**Laurence Cross.**

Robbins Bros.

Johnnie Wall, lot superintendent, has a job getting the show on the small lots in Canada.

The Juggling Clarkes are sporting new white wardrobe. Clair Ratley was laid up a week with an injured finger. Skinny Goe's band played at memorial services for showman Charles Ore.

Robert Orton and Carl Conley celebrated birthdays. Tex Orton's concert is getting a good play. Myrna Silverlake and Shirley Stevenson do a good acro act in the big show. Spencer Huntley joined, in charge of the elephants. Bill Woodcock left.

Bob and Lois Stanley are practicing with the dogs between shows. Transportation Superintendent Mosher keeps the fleet moving in record time. Ernie White continues to fill the top with banners. Frank Doran is making Side Show openings.

Visitors: John J. Crowley, Allen Wescott, John M. Brown, Mr. and Mrs. D. Michaud and daughter, L. Stone, Sandy Boyd and Ray Rogers's mother, brother and family.—**JIM CONLEY.**

Polack Bros. Western

Kidides spending their vacation on the show with their parents include Roddie and Nickie Bell, Skeeter and Debbie Ward, Andre Gould Jr., Roland Natal Jr., Patsy Heller, Frankie Bogino, Harry Webb, Bumper and Viola Watson, Francine Zenner and Joyce Shawgo.

Two fishermen, Harry Dann and Bobby Kellogg, had red faces recently. They went fishing with Mrs. Berosini and she caught three halibut weighing from 10 to 15 pounds. The two alleged top fishermen received nary a bite!

Mr. and Mrs. Billy Watson, the Sherman brothers and the Freemans went on a Cook's tour recently. Dave Cavagnaro, CFA, NAPA, showed us more of California in three days than we've seen all these years.

Mrs. Ross Paul, who suffered a broken knee recently, is coming along fine and hopes to be back on the show soon. Don and Etta Carlos Carreron have a new trailer. Elsie Hedy and Greta, of the Cycling Sidneys, had a narrow escape when the perch pole, carried by Richard Sidney, broke. The gals fell to the stage but escaped with only minor bruises. The Ward Bell Flyers, Barton the Great and the Berosinis are glad we're back indoors. The wind bothered them.

While Louie Stern was in Chicago attending I. J. Polack's funeral, Ross Paul was in charge of the show.

Harold Ward is now training a dog. Visitors: Mamie Ward, Rennie Bozzini; Bert Martin, CFA, who came from San Francisco to visit; Dave Cavagnaro, Harry Dann's parents; Mr. and Mrs. Jerry Wilson, owners of Circo Americano, who are back in the States for a short visit; D. C. Leas and John C. Brott, CFA's from Santa Rosa, Calif.—**FREDDIE FREEMAN.**

Dales

Bessie Dales and daughter, Michele, rejoined after spending two weeks on advance with Mickey Dales. Doc Warner joined the Side Show with snakes, monkeys and dogs, and is making openings. William (Curley) Bowling joined clown alley.

Jack Haines, producing clown, now has five clowns since the return of Jim Earle, who spent two days in Louisville, having a new cast put on his broken wrist. Joe Barbetti left to join Ringling-Barnum as Side Show ticket seller. Archie Silverlake attended the funeral of his sister, Myrtle, in Fostoria, O. Kid Bruce celebrated a birthday Friday (15).

Bob and Nora Cussons have a new trailer. Buzz Miller purchased their old one. Norma Dales and son, Michael, returned to Baltimore after two months on the show. Jack Sweetman, drummer, left Jimmy Hurtt's band because of illness. Eugene Hoffman, on the sick list, spent a day on the show. He hopes to rejoin soon. Others on the sick list were Rose Dales, Paul Walcott and Bausy Dutton.

Visitors: Mrs. Jack Drane and daughters, Dorothy and Barbara, and Theresa Rohner, all relatives of Virginia Smith; Mr. and Mrs. H. L. Gray, Evansville, Ill.; Frank Stout, former clown, and Wildred Roof, CFA, Linton, Ind.—**IDA MAE KERLEY.**

Hagen Bros.

In its first season under canvas show has been doing well around the Chicago area. Arlington Heights, Belvidere and Rockford all drew packed houses. The big top seating capacity is 2,000, sans reserved seats.

Attractions include Poodles and Ma Hanneford, Hap Henry's performing pooches; Lorenbo, slack wire; Bo Bo, juggling clown; Hagen Brothers' performing ponies and dogs; Elaine Ford and her domestic goats; Miss Roseta, swinging ladder; Carleta; Flying Gazellas; Monte, Australian cowboy, assisted by Miss Gracceta, whipcracker, and clown alley.—**HARRY W. MASON.**

Cole Bros.

With good weather the rule, Side Show is getting its share of biz. Repensky's work, wardrobe and horses are going over big.

Interesting scenes: Bigtop Blue, Cannon, Forpaugh, Mule and Baby Framp cutting up rope for the big top, and cutting up jackpots. . . . The Orman children playing with their new boxer puppy, Faust. . . . The band boys playing rummy under the canopy. . . . Charles (Buddy) Norwood spending his vacation with his father and selling snow cones. . . . Ballet exercises before the web number.

Jack Tavlin visited Mr. and Mrs. Tracey in Mason City, Ia., where Tracey manages the Hanford Hotel. Birthdays were celebrated by Mrs. Jackie Lewis and Dolores Mummery.

Coral O'Donald's sweets and sandwich shop is popular, with Bob Mason her best customer. The girls have gone Hollywood, answering to such names as Marie McDonald, Jane Russell, Barbara Stanwyck, Rita Hayworth and Lana Turner. Dutch Wise bought cool black satin jackets for his ticket sellers.

Visitors: Tommy Bentley, Red Bentley, Jimmy Douglas, Billie Burke and Mr. and Mrs. Reeh and daughter, Patsy.—**SALLIE MARLOWE.**

Hunt Bros.

Diana Hunt, three-year-old daughter of Millie and Eddie Hunt, made her debut last week in her father's rolling globe act. At East Greenwich, R. I., we day and dated E. W. Burr's Playtime Shows. Many visits were exchanged. The Levines have added a six-month-old baby chimp to their act. Helen Hunt celebrated her birthday in Westerly, R. I., by giving a party for all of the small fry on the show. Kiddies were treated to favors, toys, cake and ice cream.

With extreme hot weather the rule, the ice cold drinks served by Red and Harry make the lunch stand the favorite meeting place. Ethel Small has added a toy Pomeranian to her dog act. Bob Worton, trumpet player, joined at Westerly. Visitors included Mr. and Mrs. Bigelow, Mr. and Mrs. Baldwin, Mr. and Mrs. Tucker, formerly with the Big One, and Irene and Bert Sharp of Providence. Mother Morales, of the Morales troupe, was the guest of the DeRiskies.—**BOBBIE STEWART.**

KING BROS.' CIRCUS WANTS

For Side Show, Punch in Magic, A-1 Ticket Seller who can make second openings, Lady with Snakes; also Sall Maker. All expenses paid after joining. Ticket advanced if known. Longest season. Address: Gulf Lake, Saskatchewan, July 28; Gravelbourg, July 29; Assinibo, July 30; Herbert, August 1, and Outlook, August 2.

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Dailey Bros.

The sun in Saskatchewan province is too hot for sun bathing. In Humboldt the show had competition from a fair and the Crescent Amusement Company. The dressing rooms and horse tops were on one side of the race track and the big top was on the other, so there were horses racing thru the back yard. Tiger Bill and Ed Martin did some close figuring to keep the horse acts from getting mixed up with the races.

Norma Davenport's dog, Mutt, is running second best in a feud with the acting dogs. When Mrs. Moody and Walter Schuyler finish the new ladder costumes, they can expect to hear a lot of wolf whistles. Donny Hammill and Charles Skyes are practicing for Eddie Murillo's casting act.

Myke Noble, Maria Murillo, Streamline Fizzell and Harry Hammond were on the sick list, Fizzell with an infected hand. Jackie Dale is up and around again and has taken up crocheting on time off from the Side Show annex. Peter Geller left for Mexico to recuperate from a serious illness.

Birthdays were celebrated by Ginger Moddy, Cotton West and Enrique Barragan.

Bette Leonard, president of CHS, wrote to the back-yard folks. Mr. and Mrs. Art Lund and family, rodeo performers, visited—HAZEL KING.

Jay Gould

The Red Wing, Minn., Chamber of Commerce bought out the house for the Centennial Celebration July 15-17 and presented the show free as part of the entertainment program.

Sonny and Dot Burnette reported the money and government bonds they lost in Rochester, Minn., have been recovered. Visitors were Mr. and Mrs. Paddy Holms, of Pierre, S. D., and Mr. and Mrs. Engford, of the Williams-Lee Booking Office.—DOROTHY H. COLE.

Billier Bros.

The benefit show staged for crippled children of the Seaside State Sanitarium, New London, Conn., was a huge success. Performers and band members of the show were treated royally.

Chita Cristiani forgot part of her wardrobe in the riding act the other day. George Seeds joined clown alley. June Devau adds beauty to the Side Show.

Everyone shocked by the death of Tommy Ontko, clown. Rose Barsock, Side Show vocalist, is hospitalized in Boston.

Visitors: Father Ed Sullivan, who showed his circus movies; Charlie and Eddie Hunt, George Foster, Frank De Riski, Mr. and Mrs. Marvin Powell, the Con Colleano family, Louis Reed, Roy and Margaret Busch, Phil Wirth, Max and Gertie Craig and son, Jimmy Baker, Glenn Henry and family, and Dolly Nania.

Cletus Dennis, formerly of the truck and coach division of General Motors, joined as head mechanic.

A downpour during a Sunday picnic at the beach didn't seem to dampen any of the fun. Father Ed Sullivan, of Boston, visited, showed movies and distributed medals.

The mayor and other city officials turned out for the stand in Gloucester, Mass. Cosetta Cristiani draws plenty of attention as the only blonde in the web number.

Maestro Jack Bell entertained Mr. and Mrs. George Adams, of Salem, Mass. Plymouth Rock and other historical sites drew visits from the showfolk. Swede Johnson deserves credit for pulling one of the baby elephants thru a serious illness.—JANIE STATZ.

Robbins Blows New Glasgow

NEW GLASGOW, N. S., July 23.—Due to a mix-up in its route, Robbins Bros.' Circus, scheduled here Tuesday (19), failed to show. In Sussex, N. B., Wednesday (13), the org drew two capacity houses, despite rain.

No Changes Planned in Exec Staff of Polack Bros. Units

CHICAGO, July 23.—No changes are planned in the executive staff and no switches are contemplated on either the Eastern or Western units of Polack Bros.' Circus as the result of the death last week of Co-Owner Irving J. Polack.

That was the announcement made by Louis Stern, co-owner with Polack, as he left Chicago, after attending the funeral services here, to rejoin the Western unit in San Jose, Calif.

Mrs. Irving J. Polack will retain her interest in both units, 50 per cent in each, and may, at a later date, be active in the operation of the shows.

Stern, who owns 50 per cent of the Western unit and 25 per cent of the Eastern, will continue in active charge of the Western unit and be managing director of both units. Irving Polack's nephew, Sam, who owns 25 per cent

of the Eastern unit, will continue as business manager of that unit and will continue to book the dates. Dave Kind, Eastern unit manager, will continue in that capacity.

Dwight Pepple, general agent of the Polack org, will continue in that position, booking all dates for the Western unit and some for the Eastern. Ethel Robinson, Chicago booker, will be retained to book all acts on both units.

Warren Bros. Gets Strong

3 Days in Muskegon, Mich.

MUSKEGON, Mich., July 23.—Warren Bros.' Circus played here Friday-Sunday (8-10) under auspices of the VFW. The three matinees were near capacity but night business was only fair.

With Frank Hildebrand in charge, *The Muskegon Chronicle* and two radio stations gave with good coverage.

Program included: Band concert, directed by Stan Williams; the Farias Brothers, high pedestal; Violet Rooks, trap; Klown Kapers; the Winlows, cycling act; Johnnie Laddie, ladders and dogs; Ala Naitto, high wire; Two Jeffries, flying rings; the Glorians, pedestal and roly-poly, and Betty Willis, dogs. Carl Marx and the Snell Brothers were in clown alley.

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RAS GETS IT IN W. CANADA

Tops Socko '48 Grosses

Continued growth of fairs, strengthened show line-up account for surprise biz

EDMONTON, Alta., July 23.—Western Canadian Class A Fairs thus far have yielded the Royal American Shows grosses which topped the whopping receipts of last year, thus creating one of the biggest surprises of the year.

Fair execs, scanning the economic horizon, had calculated upon a drop-off. Carl Sedlmayr, RAS owner, also had counted upon a slight dip.

Fairs, Show Bolstered

However, both the fairs and Sedlmayr took steps to narrow the possible difference from last year. The fairs plowed back their surpluses into improvements and Sedlmayr added to the strength of his show, both figuring that the increased strength would serve to prevent anything but a slight drop.

Neither, however, reckoned completely upon the fact that the fairs in Western Canada are still growing. The fairs in the circuit played to date—Brandon, Calgary and Edmonton—have shown increased attendance, a jump in exhibitors, and a greater sale of exhibit space than ever before.

Gypsy Pulls 'Em

Not a few U. S. showmen had shaken their heads dubiously when Sedlmayr this winter added strength to his show. Not a few contended that it was not necessary for him to take on Gypsy Rose Lee to head a Girl Show, nor to add a wild animal show, headed by Terrell Jacobs.

Sedlmayr, tho, was sold that one way to hold business near '48 levels was by increasing the strength of his organization. And the dates played thus far in Western Canada indicate that his judgment was right.

Gypsy Rose Lee not only has been pulling good business but she has out-grossed Sally Rand in the first three stops on the circuit, show officials say. A Wild Animal Show packs unusual strength in Western Canada, and the Terrell Jacobs unit has been more than justifying itself.

Other back-end units, such as Leon Claxton's Harlem and Havana, stronger in entertainment value than ever before, have also been racking up excellent grosses, close to the top of the leading money-getters in the RAS line-up.

Gem City E. Gary Biz Proving Okay, Bill Snyder Says

EAST GARY, Ind., July 23.—Gem City Shows, Inc., opened a 13-day stand here Tuesday (19) and thru Friday night (22) biz was surprisingly good, according to W. E. (Bill) Snyder, managing director. This in spite of the fact the org was rained out Thursday (21), Snyder said.

Org opened here with seven shows and seven rides. Spending was good. The rain Thursday hit about 9:15 p.m. and chased the crowd home. Up to that time, the midway was well filled.

The Gem City Shows close here Wednesday (27), moving to Mount Carmel, Ill., for the first fair of the season, starting August 1.



A MEETING OF AMBASSADORS was held recently in Los Angeles when Mike Krekos, ambassador of West Coast show business, greeted his brother, Vasile Krekos, Greek senator, on his first visit to America. With them are J. Ed Brown, mayor of the Gayway, and Mrs. Mike Krekos. Senator Krekos, who is known for his anti-Communist views, spent 30 days in the U. S. and made a tour of the Northwest. Mike Krekos accompanied his brother to New York, from where the senator took off by plane for Athens.

World o' Mirth Still Date Biz Even With '48

First Fair Coming Up

HOLLOWELL, Me., July 23.—Frank Bergen, owner-operator of the World of Mirth Shows, this week said that his still date trek, which has only one week to go, equaled his pre-season expectations.

Revenue from the gate and shows has been about on a par with last year, but the ride gross dipped slightly, particularly in recent weeks. However, the falling off in ride patronage was foreseen, with the result that several have been left in the wagons thruout the still date season, thus considerably reducing operational cost.

Org enters its first fair, Presque Isle, Me., the first week in August. Preparations, including extensive re-furbishing, are nearly complete, Bergen said. A new Minstrel Show has been completed and a number of small towers, featuring fluorescent lighting, have been added to the midway. Standard night club-vaude acts will be added to Nat Mercer's Girl Show and other feature units for fairs, Bergen said. A new kiddie boat ride has been delivered.

Org this year for the first time has made an extensive effort to build kid matinees on Wednesdays and Saturdays. The giveaway of two bicycles at each matinee has paid off.

Daniel's Greater Bows In Maritime Provinces

ST. JOHN, N. B., July 23.—Daniel's Greater Shows made their bow in the maritime provinces here the week of July 18 under auspices of the Catholic Community Club, St. John, playing the Barrack Green.

Org, which has been touring Quebec and Ontario, carries seven major rides and four shows. It was the second show in here this season.

3G Amateur Hour

MAHOPAC FALLS, N. Y., July 23.—A bazaar operated by local firemen, and consisting principally of slap-up stands framed in the back of the firehouse, grossed \$3,000 in its first hour of operation Friday night (15) before being washed out by rain. The amateur ops, who take one shot a year at the populace, will wind up the doings tonight. Play is limited to two Fridays and two Saturdays.

Gary, Ind., Gives Surprising Biz To Wagner Org

GARY, Ind., July 23.—Al Wagner's Cavalcade of Amusements closed a 10-day stand here tonight, with indications that the final count will surpass expectations. Opening night, Monday (18), brought 4,653 paid admissions. Only bad spot in the week was a downpour Thursday (21) that cleared the midway.

Lot, at 15th and Jennings, was soft sand, and most equipment had to be carried. Near-by swamps were sprayed with insecticide to end grief from mosquitoes.

First section came in here eight hours late, but George Harr, special agent, had everything up in time. He discovered a track six blocks from the lot practically forgotten by the Indiana Harbor Belt itself.

Cavalcade's highly successful Milwaukee stand kept up the hot pace thru closing night, Saturday (16). On the last Saturday afternoon, kids were admitted free, with a 5-cent price on rides, and police were summoned to assist in the handling of the small fry. Wagner reported Georgia Sothern's Girl Show and Mickey Mansion's Side Show rang up an all-time high for Milwaukee or any other spot.

A new billposters truck was delivered here to replace the one wrecked in Racine. Raymond Morris, who was hurt in the accident, is still in the hospital.

Hennies Heads Into 1st Fair At Urbana, Ill.

Madison, Wis., Stand Wins

MADISON, Wis., July 23.—Winding up its extended still date tour of Wisconsin, the Hennies Bros.' Shows closed here Friday (22), preparatory to rail to Urbana, Ill., where it will play its first fair date of the season. The Champaign County Fair there will open Sunday (24) and continue thru Friday (29).

Stand here proved a winner, altho three other shows had preceded the Hennies org. Newspapers, usually tough on carnivals, were generous, and this, plus abundant parking space, helped.

Engagement, which opened Saturday (16), teed off, rather than closed with a kiddies' matinee, and the matinee, judging by normal standards, was down. Play that night and the following night was big, giving the show a good week-end. The following two nights also pulled well, assuring the show a winner with three days still to go before the close of the stand.

J. C. McCaffery, general agent, and Noble Fairly, manager, left here for Urbana to make ready for the show's arrival there. Bill Naylor, publicity chief, also preceded the show, and was hosted by the Champaign Kiwanis at a special luncheon in behalf of the fair.

Ferris Debuts New Fly-o-Plane At S. Diego Fair

DEL MAR, Calif., July 23.—Ferris Greater Shows played the annual San Diego County Fair for the 11-day run ending Monday (4), paying 8 cents per head on an attendance of 221,349. Show debuted a new Fly-o-Plane ride, boosting its ride set-up here and came out with an over-all increase in revenue in this department. Individual ride money was down from 20 to 25 per cent, Larry Ferris, co-owner with Rose Ferris, said.

Shows, which were moved across the midway this year, featured 8 major rides, 5 kiddie rides, 2 Motor-dromes and 57 concessions. Ferris also served as superintendent of concessions for the fair. Concession space for the fair was on a flat fee basis, a figure that was reached by averaging the percentages for the past three years. The move netted the fair 60 per cent more concession revenue.

Ferris also bought the privilege for Enchantedland or Jingly Bros. Circus, a kid play area. Switching from the previous free policy to a 25-cent tab, the venture "did all right," Ferris said. In addition to a seven-act circus show featuring Ed L. armont's chimp, pony and elephant handled by Eddie Allen, Bernie Griggs and Company and Bert Nelson, emcee, the area had a Kiddie Dipper and Ferris Wheel owned by H. E. (Doc) Ewart; miniature train, Bert Clausen, and Boat and Airplane rides owned by the show.

Rides on the lot here, in addition to the new Fly-o-Plane, included Twin Ferris Wheels, Rolloplane, Merry-Go-Round, Octopus, Tilt-a-Whirl, and Rock-o-Plane.

Carriers Could Cause Truck Shows To Consider Rails--Cohen

ROCHESTER, N. Y., July 23.—If railroads showed a disposition to reduce move costs in line with the service given traveling shows, a strong tendency for more shows to shift to rails would develop, Max Cohen, general counsel for the American Carnival Association, maintains.

Cohen made the assertion in a letter to *Railway Progress*, official publication of the Federation for Railway Progress, Washington, in commenting upon an article carried in the July issue of that magazine.

Referring to quotes carried by *Railway Progress* from Ralph Lockett, now office manager of the Johnny J. Jones Expositions, Cohen said, "Mr. Lockett indicates that 288 carnivals travel by truck. I believe at the present writing there are actually more than 300 units traveling the country and the present number, including some ride units, would probably bring it close to 400.

"If there was a disposition on the part of the carriers to reduce the costs commensurate with the service actually rendered there would, in my opinion, develop a strong tendency for more shows to change from truck to rail as a means of transportation."

Cites Figures

Cohen also wrote he was in agreement with Lockett's figures on the annual cost of transporting carnivals by rail, holding the figure of \$800,000 cited by Lockett to be correct in so

far as the amount applies strictly to railroad show moves.

"However," Cohen added, "I believe this figure is conservative because it does not take into account a considerable number of shows that move partially in baggage cars owned by the carrier. We have no way of knowing the amount expended by this type of freight movement and can only estimate that it might run 25 per cent of Mr. Lockett's figures.

"It may interest *Railway Progress* readers to know that as the situation has developed over the last few years the item of railroad transportation is now one of the principal items of overhead in the operation of a railroad carnival. During the last 10 years railroad transportation costs to carnivals have gone up substantially 100 per cent, whereas, using the rates advertised by the Pennsylvania Railroad, freight rates have gone up 46 per cent, passenger rates have increased 40 per cent and express rates show an increase of 46 per cent.

"A careful analysis of the costs paid by railroad shows will conclusively reveal that the increases imposed on railroad carnivals are discriminatory in comparison with increases in other types of rail shipments. Other types of charges which are borne unfairly by railroad shows are, we feel, demurrage, switching, and a variety of minimum charges which bear no resemblance to the service actually rendered."

Bertha McDaniels Exits Hospital, Stays in Chicago

CHICAGO, July 23.—Mrs. Bertha (Gyp) McDaniels, Penny Arcade and Rocky Road to Dublin operator on the Johnny J. Jones Exposition, has been discharged from American Hospital after recovering from a gall bladder operation performed by Dr. Phil Thorak. It being necessary to stay here for liver treatments, Mrs. McDaniels has taken an apartment. She will be cared for by Josephine Hayward, who accompanied her here.

Mrs. McDaniels reports that during her hospital stay she was deluged with mail, phone calls, packages and flowers from friends. Marie Simpson flew here from Birmingham to be with Mrs. McDaniels when she went to surgery.

Dodson Biz Off at Hancock

APPLETON, Wis., July 23.—Dodson's Imperial moved in here this week after a poor week at Hancock, Mich. Latter stand was hard hit by the shutdown of copper mines. Only bright spot in Hancock was the kids' matinee, which was big.

GIRL SHOW

Can place capable Operator with Girls; have complete equipment. Also can place Half and Half with wardrobe for Grind Show, Wire

ALLEGHANY EXPOSITION SHOWS

PHILLIPSBURG, PENN.

WHEEL FOREMAN

Want capable, experienced Wheel Foreman; top wages. Also Foreman Smith & Smith Chairplane. Contact

M. A. BEAM

BEAM'S ATTRACTIONS, FORD CITY, PA.

SECOND-HAND SHOW PROPERTY FOR SALE

Mounted Hindu Sacred Cow, Life Size, cheap. \$10.00 Wax Head, 10 year old child, natural hair. \$4.00 each Stools for Bingo. We have 200. \$37.50 Suit genuine Japanese Armor with helmet. 5000 lbs. wax for repairing wax figures. Cheap. **WEIL'S CURIOSITY SHOP** 20 So. 2nd St. Philadelphia 6, Pa.

T. Woodward Takes Over Twin City Org

ROCKWELL CITY, Ia., July 23.—Ted Woodward, owner-manager of Midwestern Exposition, reports closing a deal here July 4 with Sam Wells to take over the Twin Cities Shows and add it to his own org. Wells, who is not in good health, will travel with the shows, accompanied by his son-in-law, George Crabble.

Woodward said fair dates previously booked separately by the two orgs do not conflict. The combination consists of 10 rides, 6 shows and about 40 concessions. Harry Burke and Bob Hallock are on the front end, with Octavio Pedrero as agent.

Korie Books His Side Show With Cetlin & Wilson Org

BECKLEY, W. Va., July 23.—Jack Korie has booked his Side Show on the Cetlin & Wilson Shows for remainder of the season. He says his two Girl Shows will hopscotch under management of Don Caskey and Jack Stewart. Additions to the Side Show are Frances Lopez, pony girl; Frank Deprizo, assistant inside lecturer, and Eddie Norman, second openings.

Korie's *Revue Rendezvous* has a new front with plenty of neon. Line-up includes Clemantine Coffey, talker; Larry Trade and Frank Pearson, tickets; Don Caskey, assistant manager and candy; Jack Stewart, secretary-treasurer; Candy Ross, Zarita, Princess Ming Toy, Jean Abbot, Fay Whithead, Betty Frear and Gabby Lee. The other Girl Show has Jean Martin on the inside and Ted Porter as manager.

Propose Limited Auspices In New Britain, Conn.

NEW BRITAIN, Conn., July 23.—The ordinance and salaries committee of Common Council has voted to propose to council an amendment under which carnival sponsorship would be limited to religious organizations. Circuses are not included in the plan.

At present, traveling carnivals may be sponsored by both religious and charitable groups. The designation of charitable groups has opened the road for carnival sponsorship by veteran and other groups.

BEAM'S Attractions

NOW BOOKING FOR THE FOLLOWING CELEBRATIONS AND FAIRS

OAKLAND, MD., CENTENNIAL CELEBRATION, AUGUST 8-13

2 parades daily—Fireworks and free acts nightly—Free gate. Want all types legitimate Concessions and Cookhouses.

WASHINGTON, PA., COUNTY FAIR, AUG. 15-20

Free gate—Free parking. Big program of attractions—Estimated attendance 200,000.

DAYTON, PA., AUGUST 22-27

Thrill shows—Racing—Special days.

ARMSTRONG COUNTY FAIR, FORD CITY, PA., AUGUST 30-SEPTEMBER 5

2 days of Ward Beam Thrill Shows—3 national radio programs. The biggest line up of attractions ever presented at this fair. A real Labor Day spot.

NEW FLORENCE COMMUNITY FAIR, SEPT. 7-10

Parades and fireworks.

GREENE TWP. FAIR, COOKPORT, PA., SEPT. 13-17

The fastest growing pumpkin fair in Western Pennsylvania. A big 5 day program of acts and attractions.

LYCOMING COUNTY FAIR, HUGHESVILLE, PA., SEPTEMBER 19-24

Thrill shows—Racing—Hamid Review—Special events. Can use capable Agents for office owned Concessions.

WRITE OR WIRE

M. A. BEAM

FORD CITY, PA., this week, then as per route.

W. G. Wade Shows



UNIT NUMBER TWO

WANTED FOR INDIANA'S FINEST

ROCHESTER, INDIANA
4-H FREE FAIR
AUG. 2-3-4-5-6

CONVERSE, INDIANA
MIAMI CO. FREE FAIR
AUG. 8-9-10-11-12-13

RENSSELAER, INDIANA
JASPER COUNTY FAIR
AUG. 16-17-18-19-20

Legitimate Concessions of all kinds. Snake Show, Pit Show, Monkey Show, Mechanical City. Can place Octopus, Kiddie Auto, Kiddie Airplane for these and eleven other bona fide Fairs to follow. Write or wire

C. D. MURRAY, Mgr., W. G. Wade Shows, Unit #2
Cassopolis, Mich., July 26-30; then as per route. Argos, Indiana, to follow these three.

BULLOCK AMUSEMENT CO.

Lean entertainment for the whole family

WANT FERRIS WHEEL FOREMAN

To join at once. Must drive trucks and trailers, also have driver's license. Must be sober, capable and reliable. Drunkenness causes this ad.

We pay every Monday, rain or shine. No brass, no meal tickets. Top salary to good man.

Can use second men on other rides who can drive trucks and trailers. Our season lasts until Thanksgiving week.

Clendenin, W. Va., this week;

Ansted, W. Va., Week August 1-5.

CAN PLACE LEGITIMATE CONCESSIONS

OF ALL KINDS FOR MUNCIE (IND.) FAIR JULY 31 TO AUG. 6
ALSO TWO GRAB AND ONE POPCORN, WILL BOOK PHOTO GALLERY FOR BALANCE OF SEASON.

CAVALCADE OF AMUSEMENTS — Terre Haute, Ind., this week.

WANTED NOVELTY MAN

For
Novelties Exclusively
PUNXSUTAWNEY, PA.
One Hundred Year Centennial
AUGUST 1-7

LOUIE INCROCCI

31 Pride St. Pittsburgh, Pa.
ATTENTION, FRED POPE

WANT PONY RIDE

For World of Mirth Circuit of Fairs,
Beginning in Presque Isle, Maine.

Must have at least 10 ponies.
Pony Bud, it's time to come home.
Let me hear from you.

FRANK BERGEN
WORLD OF MIRTH SHOWS
Lewiston, Maine, this week;
then Presque Isle.

FOR SALE BY OWNER KIDDELAND AMUSEMENT PARK Chicago, Illinois

Miniature Steam Locomotive with 4 coaches,
Allan Herschell 2-Abreast Merry-Go-Round,
Kiddie Auto Ride with 10 cars, Kiddie Air-
plane Ride, Pony Tracks, Refreshment Stand,
Living Quarters, Stable and miscellaneous
Buildings.

Call before noon—
Phone: Summit 1380W2

Dick's Greater Shows

Have opening for Pea Pool, Rat Game, Pans,
Six Cats, Swinger Ball, Cigarette Gallery,
Spots.

R. E. GILSDORF
WELLSBORO, PENNA.

WANT ONE SCALE AND ONE AGE MAN

Thirteen Fairs, Starting
CHIPPEWA FALLS, WIS.
Next Week. Answer.
AL BAYSINGER
DODSON IMPERIAL SHOWS
Green Bay, Wis., this week.

WOLF GREATER SHOWS

12 Fairs Commencing at Kasson, Minn.
Will book Shows with own equipment; liberal
percentage. Want Concessions of all kinds.
Help on all Rides, semi drivers preferred.

WILLIAM WOLF
Casha, Minn., July 29-31; then per route.

WANT WHEEL OPERATOR

No ups or downs, have wheel crew. Must be
able to wire small show, also have knowledge of
motors. \$65.00 per week every Monday. Posi-
tively no drunk. Wire or write

Kay Amusement Company
ELKTON, MARYLAND

MIDWAY CONFAB

Earl Purtle is building a new car for the Motordrome unit he has on the Cetlin & Wilson Shows. Purtle, who also operated the drome at Palisades (N. J.) Park, reports okay biz at the funspot.

Louie G. King, Granite State Shows agent, will celebrate his birthday August 13. . . . Morry Rothstein, representing Louis L. Schaeffer, Inc., Cleveland, was a visitor to the Detroit office of The Billboard.

Rule of house trailerites is to always arrive several hours before the lot layout man.

Mr. and Mrs. Nat Ozman, Walter Ozman and Col. H. G. Coffey have joined Crystal Exposition Shows with their Girl Show and concession line-up. . . . Mr. and Mrs. Tex Du Bose were tendered a party in the Side Show on the Art B. Thomas Shows at Henricks, Minn., in celebration of their fifth wedding anniversary. About 50 guests were in attendance.

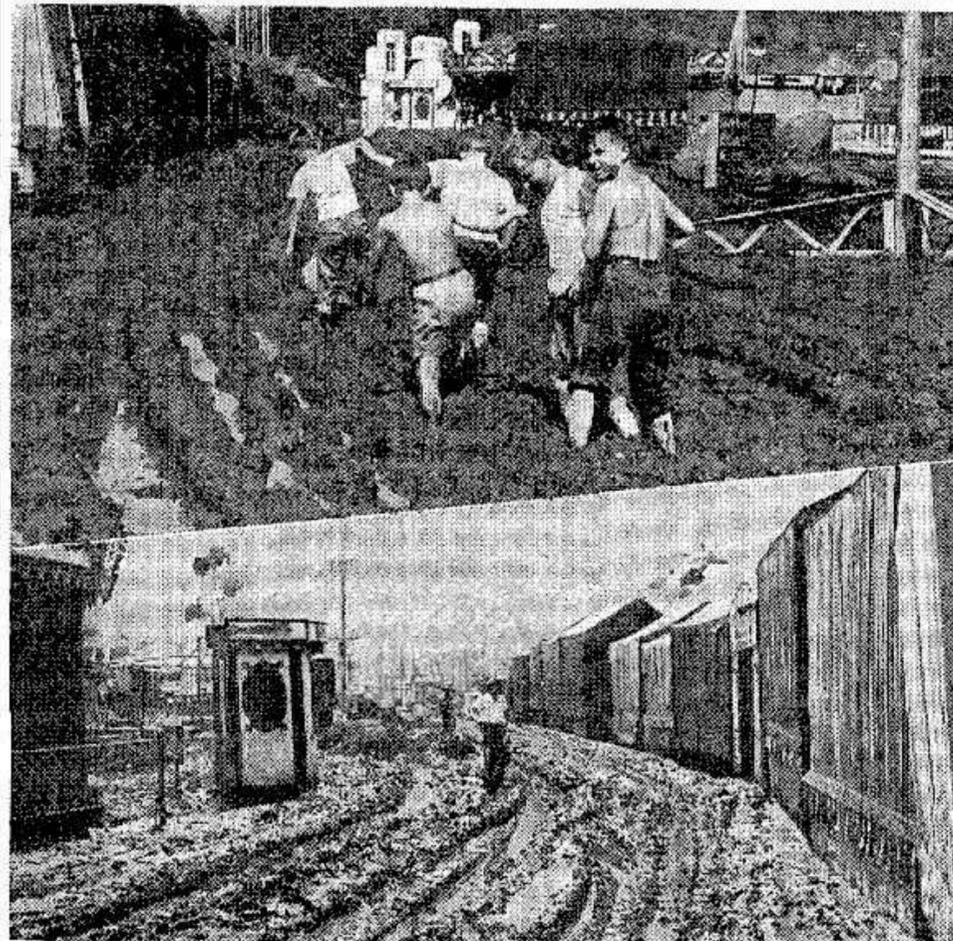
Gypsy Pete and Caroline Peterson report that they have left the midways and canvas for the season to join Ray Marsh Brydon's attractions in Chicago's Riverview Park. . . . Joe Slone, vet concessionaire, who has been off the road for the past five years, was sighted renewing acquaintances with friends on the Matthew J. Riley Enterprises when that org played Philadelphia recently. Joseph Lehr advises that Don Holt, former agent for William Hagelman, concessionaire, also visited the Riley attractions during the Philadelphia stand. Holt was en-

route to the South from Pittsburgh, Lehr says.

Concession season really begins when an agent throws out his first piece of stock.

Charles S. Noell, who resigned as general agent of Graceland Greater Shows at Pittsfield, Ill., has joined C. A. Vernon's United Exposition Shows in the same capacity. . . . Mrs. Loretta Dodd, with Milo Anthony last season, is at her home in St. Louis recovering from a heart attack and stroke. . . . While playing Vandalia, Ill., with the Buff Hottle Shows, Mrs. Don Wilkesman gave birth to a son, Bea Dunn reports. . . . Georgie Spears Jr. was host at a party for carnival friends in Harrisburg, Pa., recently. Members of the Jack J. Perry Shows in attendance included Mr. and Mrs. Lew Alter, Fred Maurer and daughter, Wallace Miller, Joe Ruby, Myrtle Schaeffer and Susie Cole.

Lillian (Aunt Jemima) Harris is visiting her sister in Montgomery, Ala. . . . George J. Gill is still confined in St. Mary's Hospital, Kansas City, Mo., and will remain there another 10 days. He says he'd like to read letters from friends. . . . After two weeks with the Funhouse and Side Show on Endy Bros.' Shows, Robert (Slim) Curtis is doing the talking on Dick Best's Side Show on the Johnny J. Jones Exposition. . . . Joe Allison, 19-year-old son of Inez Troy, well known in outdoor show circles, is in Memorial Hospital, Sheridan, Wyo., recovering from a fractured skull. He expects to be there for several weeks.



HERE'S A GLIMPSE OF THE MIRE that caused the Cetlin & Wilson Shows, originally set for a week stand, to hold over another week, thru July 23, at Charleston, W. Va. Lot was deep in mud for six days as a result of rains which set in shortly after the show set up Sunday (10).

BUFF HOTTLE SHOWS

WANT

FOR BENTON, ANNA AND OLNEY FAIRS, ALL ILLINOIS
WITH JACKSON, MO., HOMECOMING ON THE STREETS TO FOLLOW

Concessions that work for stock, especially want Darts, Coke Bottles, Bowling Alley, Post Office, String Game, Clothes Pins, Hoop-La, Basket Ball, High Striker, Need 10-in-1 or any Grind Show with own outfit. Have Snake Show and Fat Show.

People joining now given preference at the Cream of the Louisiana Fairs, including the Franklinton and Donaldsonville Fairs. All replies to

B. W. HOTTLE, Vienna, Ill., This Week

P.S.: Slim McKnight, please wire me.

WANT

GAMES

Not the Cheapest—the Best
WHEELS
SKILLOS
TRACKS
BUCKETS
BLOWERS
POSTS
RAZZLES
ROLL DOWNS
LAYDOWNS
OVER & UNDER
SLUM SPINDLES
P. POOL OUTFITS
SIX CATS
SOUP PEGS
CHUCK LOGS
MILK BOTTLES
BIG DICE
SMALL NUMERAL
DICE
POINT CHARTS
RED MARBLES

Many Other Games
If you are with it. Catalog Free.

BAKERS GAME SHOP

#108 Desoto Detroit 8, Mich.
Phone UN. 2-0464

FOR SALE

12 MERCHANTMAN DIGGERS

12x12 JOINT
TOP AND TRUCK

INQUIRE

HARRY PREUSZ

Vincennes, Ind.
Phone 2220-R

WANT SIDE SHOW ACTS

Inside Lecturer who does act, Working Acts, Novelty Acts, Ticket Sellers, Runt for Bally, Mindreader, Tattoo Artist, any good Bally Acts. Ray Stevens, Sgt. Dewey, contact me. Harrisburg, Pa., next week; then Fairs until Dec. 3rd.

Jake Seal Aughtman
Prell's Broadway Shows

Riverhead, Long Island, N. Y.

Starting On Our Big Fairs

At Edgerton, Ohio, Aug. 2-3-4; Clinton, Ind., Green Co. Fair, and others follow.
Want Hanky Panks not conflicting. Ride Help and Agents. Snow Ball, Photo, Custard, etc. Address all mail care

OLD TIME MIDWAY

Edgerton, Ohio

TIM COLEMAN

Can place Wheel Agents at once. Also Whitey Beardsley wants two Count Store Agents for Hudson, N. Y., July 25-30, and balance of our Fair season.

COLEMAN BROS.' SHOWS

CARNIVAL WANTED

Rides and Concessions. No Milt Camps.

Annual Labor Day Celebration

Sept. 3, 4, 5.

Reply to

SECT. MICHIGAN CENTER BOOSTER CLUB
Box 51, Michigan Center, Michigan



NEW FORTUNE

Buddha Papers on

NEW WHITE

Paper

MASTER OUTFITS

NOW AVAILABLE.

S. BOWER

Belle Mead, N. J.

PLASTER

COME AND GET IT

LARGE 15c

DECK BROS.

3840a Ashland

St. Louis 7, Mo.

Phone: Newstead 2088

WISH TO PLACE

#5 Ferris Wheel for Ohio Fairs and Celebrations. Available after Aug. 27. Also Kiddie Train and Airplanes if desired.

L. L. McGINNIS

8118 Linwood

Cleveland, O.

Omar's Greater Amusements

Will book one Flat Ride, Shows of all kinds, Diggers, Pop Corn, Snow Cones. Want Hanky Panks, Roll-Down and Razzle Dazzle Agents, Ride Help and Show People. Want Agents for office Concessions. Fairs in Kansas, Oklahoma, Arkansas, Louisiana. Kelly and Deacon Jones. Contact.

AUGUSTA, KANSAS, THIS WEEK.

STRATES SHOWS

JAMES E. AMERICA'S BEST MIDWAY

Have newly built wagon front. Can use organized Hillbilly Show of recognized ability or will book any Stage Attraction that can present entertainment values. Can also use Life and Illusion Shows. Need Feature Single Pit Attraction for beautifully framed Platform Show.

Claude Bentley wants an outstanding Freak to Feature. Salary no object. Can also use Sword Swallower or any good Novelty Acts. Freddy the Rubber Skin Boy, Grace McDaniels, Seal the Seal Boy, Christine Holley, Mona and Blue, wire. Fred McCracken can use experienced Animal Man. Arthur Berry, write or wire as per route.

Can always place legitimate Merchandise Concessions at any of our Fair dates.

OUR FAIR SEASON STARTS NEXT WEEK CLEARFIELD, PA., FAIR, AUGUST 1 TO 6

BUFFALO, N. Y. Aug. 8th to 13th	ERIE CO. FAIR Hamburg, N. Y., Aug. 15th to 20th
NIAGARA CO. FAIR Lockport, N. Y., Aug. 22d to 27th	CORTLAND CO. FAIR Cortland, N. Y., Aug. 29th to Sept. 3d

NEW YORK STATE FAIR OPENS LABOR DAY, SYRACUSE, N. Y., SEPT. 5 TO 10

CLEVELAND CO. FAIR Shelby, N. C., Sept. 20th to 24th	GREAT DANVILLE FAIR Danville, Pa., Sept. 26th to Oct. 1st
SOUTHERN STATES FAIR Charlotte, N. C., Oct. 4th to 8th	ROCK HILL FAIR Rock Hill, S. C., Oct. 10th to 15th

NORTH CAROLINA STATE FAIR RALEIGH, N. C., OCT. 18 TO 22

ORANGE CO. FAIR Orangeburg, S. C., Oct. 24th to 29th	CHARLESTON A-1 FAIR Charleston, S. C., Oct. 31st to Nov. 5th
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Several Outstanding Florida Fairs Including the Central Florida Exposition, Orlando, Fla. This Week, Erie, Pa.—Clearfield, Pa., Fair Aug. 1st to 6th

BLUE GRASS SHOWS

C. C. (SPECKS) GROSCURTH PRESENTS

FEATURING THOROUGHbred ENTERTAINMENT

DUBOIS COUNTY FAIR
Huntingburg, Ind.

JACKSON COUNTY FREE FAIR
Brownstown, Ind.

LAWRENCE COUNTY FAIR
Bridgeport, Ill.

HOPKINS COUNTY FAIR
Madisonville, Ky.

PRINCETON, IND., LABOR DAY CELEBRATION
2 Big Days—2 Sunday—Monday

MONTGOMERY COUNTY FAIR
Clarksville, Tenn.

CANNON COUNTY FAIR
Woodbury, Tenn.

WANTED FOR THE FOLLOWING ROUTE OF FAIRS

CHARLESTON, ILL. WEEK AUGUST 1

WANT — WANT

RIDES—Flying Scooter, Spitfire, Fly Plane, Kiddie Boat Ride, Kiddie Auto or any non-conflicting Ride with own transportation.

SHOWS—Glass House, Fun House, Snake, Mechanical, Fat Girl, Midget.

CONCESSIONS—Stock, Slum or Hanky Panks of all kinds.

HELP—Merry-Go-Round and Rollo-plane Foremen, First and Second Men for all Rides. Must be licensed drivers.

MR. SHOWMAN—CAN YOU TOP THIS ROUTE?

Save This List for Reference.

JACKSON COUNTY FAIR
Scottsboro, Ala.

WALKER COUNTY FAIR
Jasper, Ala.

GREAT SAND MOUNTAIN FAIR
Albertsville, Ala.

HART COUNTY FAIR
Hartwell, Ga.

TWO STATE COLORED AGRICULTURAL FAIR
Augusta, Ga.

WORTH COUNTY FAIR
Sylvester, Ga.

McDUFFIE COUNTY FAIR
Thomson, Ga.

SUMPTER COUNTY FAIR
Americus, Ga.

ALL BOOKED NONE PENDING

All Replies: C. C. GROSCURTH PARIS, ILL., this week; CHARLESTON, ILL., week August 1.

FAIRS FAIRS FAIRS FAIRS FAIRS

Carthage, Tenn., Fair, Week Aug. 8th.	Nashville, Tenn., Week Aug. 15th.
Dickson, Tenn., Fair, Week Aug. 22nd.	Oneida Tenn., Fair, Week Aug. 29th.
Jamestown, Tenn., Week Sept. 5th.	Lebanon, Tenn., Week Sept. 12th.
Cartersville, Ga., Fair, Week Sept. 19th.	Carrollton, Ga., Fair, Week Sept. 26th.
Covington, Ga., Fair, Week Oct. 3rd.	Monroe, Ga., Fair, Week Oct. 10th.
Cordele, Ga., Fair, Week Oct. 17th.	Dawson, Ga., Fair, Week Oct. 24th.

WANT RIDES—Dark Ride, Boat Ride, Live Pony Ride. **HELP**—Ride Help who drive semi trailers and can stay sober. Girls for Posing Show. Want experienced Caterpillar Operator. **CONCESSIONS**—Cookhouse and Grab open. Short Range Gallery, Scales and Age, Glass Pitch, American Mitt Camp, High Striker, other Hanky Panks open. **FREE ACT**—Want High Act for weeks August 22nd and August 29th. All replies

L. J. HETH SHOWS
HENDERSON, KENTUCKY, THIS WEEK.

JONES GREATER SHOWS

WANT FOR FAIRMONT, W. VA.

Industrial center location, under strong auspices, week August 1st, followed by a string of fairs including the big Charleston 9-day fair. Want one major ride for Fairmont, Octopus, Tilt, Spitfire, Looper, or what have you? **WANT:** Side Show, Fat Show, Midget, Fun House, Motordrome, and Arcade. **WANT:** String Game, Bumper, Photos, High Striker, Basket Ball, Six Cats, Watch-La, Cork Gallery, Hoop-La. All address

PETE JONES, Ripley, W. Va.

D. S. DUDLEY SHOWS

Want Agent for Stock Stores, Grind Stores, Skillos. Man to take Girl Show; must have Girls. Sammie George, answer. Second Men on all Rides.

July 25 to 31, Pueblo, Colo.; then Walsenburg, Colo. Fair; Raton, N. Mex., Fair; Tucumcari, N. Mex., Fair. Wire all answers to

D. S. DUDLEY

FOR SALE—MOTORDROME

Finest Combination Drome in show business, built this spring, 18 panels complete, used 10 weeks, with or without transportation. Sell for one-half cost to build or will turn Drome over to capable Drome Manager with own cycles and riders. Have good route fairs and drome territory. If you want a drome, look this one over; a bargain. Address:

L. C. McHENRY, Mgr., CRESCENT AMUSEMENT CO.
MENA ARK., THIS WEEK; THEN PER ROUTE.

AVERY'S MODERN SHOWS

WANT CONCESSIONS of all kinds that work for stock. **RIDE HELP** who can drive semis. Address per route of outstanding MICHIGAN celebrations—St. Joseph Festival, Lake Orion, and Our Lady of Peace Festival, Detroit both July 28-31; Our Lady of the Lake Festival, Waterford, Aug. 3-6; Board of Commerce Gala Days, Novi, Aug. 11-14; American Legion Celebration, Fenton, Aug. 16-20; Service Association, Pinckney, Aug. 24-28.

DRAGO AMUSEMENTS

Want for Milford, Ind., this week, Flora Ind., next week, starting Aug. 1st. Want for Flora, Ind., six big days and nights and balance of season, 4-H Fairs and all Celebrations to follow. This Show carries seven Rides and no cats. Want Balloon Darts, Six Cats, Huckley Buck, Dart Board, Glass Pitch Jewelry, Diggers, Basket Ball, Hoop-La, Duck Pond and any Concession not conflicting. Book any clean Show, small percentage. Agents for Scales, Percentage Ball Games. Useful Show People, come on. No drunks

PAUL DRAGO

W. C. KAUS SHOWS

WANT

Concessions—Ball Games, Bowling Alley, Photo, Pitch Till U Win, Six Cats, Buckets, a few Grind Stores, Pan Game Agent. **Shows**—Monkey Show, Fun House. Will book Whip, Cat or Tilt. Can place Billposter with truck. Free Act for Labor Day week and balance of season. George Abbott, contact Orville Miller. We have two more still dates, then the fairs, starting with Glenville and Pennsboro. Contact

RUSS OWENS, Oak Hill, W. Va.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

CAMBRIDGE, MARYLAND, this week, followed by EASTON, MARYLAND

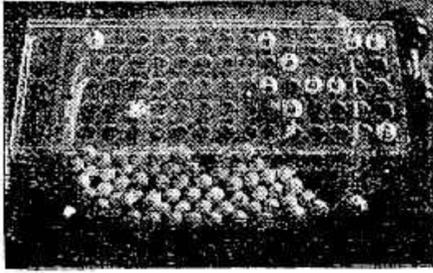
CAMBRIDGE, MARYLAND, this week, followed by EASTON, MARYLAND. **WANT AT ONCE**—Frozen Custard, Cotton Candy, French Fries. Will sell Ex. on Age and Scales. Hanky Panks all open. Want Pan Game and Rat Game. Want at Once—Girl Show Manager with two or more girls. Ten-in-One Show Troupe; also organized Minstrel Plant Show Troupe, Wild Life, Crime show, any other Grind Show of merit; we have wagons and tops, need the acts to put in the tops. We have Keller, Virginia, Fair and other good Fairs to follow. All mail and wires to

WM. C. (BILL) MURRAY

THE NEW LOOK

**BINGO BLOWER OF TOMORROW
HERE TODAY**

It's New—Portable—Fast—Efficient
Suspicion-Proof—With Fingertip Ball Release. Plastic—Mounted on 24" by 36" Base.

**BINGO**

Supplies and equipment.

Write Today for Complete Particulars.

V. E. SUPPLY CO.

282 W. Market St. Akron 3, Ohio

VAC-BALL THE GOLD MINE OF '49

PARK—CARNIVAL—FAIR

The most fascinating public hit in years—It's new—all new—100% skill—men, women and children all play—makes more money faster every day—low in cost and upkeep—liberal 15-day trial offer protects your investment and proves our point—send for free illustrated folders today.

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INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

NEW GALVANIZED TENT STAKES
1 1/4"x36"..... 50c EA.

**1/0 2 CONDUCTOR—133 STRANDS
RUBBER COVERED COPPER CABLE**
25c PER FOOT

JOS. STERN, 610 W. Court, Cincinnati 3, O.

FIREMEN'S CONVENTION

Four States—Penna., Md., W. Va. & Va.
MECHANICSBURG, PA.

August 18, 19 & 20
"The largest Firemen's Convention in the East this year"
Want Legitimate Concessions of all kinds—no Rides! This is a "Natural." Naval Depot here one of largest in the world.
Write, Wire, Phone
T. A. Koser, Mechanicsburg, Pa., Secy.
Phone 9432. Rates reasonable.

BURNHAM (WHITEY) PELLY

Please contact

R. C. BRYAN

608 Tampa St. Tampa, Fla.

WANTED

Shows, Concessions, Free Acts (send literature and price) for
Forest Park Free Fair, Hanover (York Co.), Pa., Sept. 5 to 11 inclusive
A. KARST
Forest Park, Hanover, Pa. Phone 3-5286

LESLIE'S TRAILER PARTS AND ACCESSORIES

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.
1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626.

FROM THE LOTS**King Reid**

ST. JOHNSBURY, Vt., July 23.—Org came in here from Newport, Vt., where it did good biz over July 4, under auspices of the American Legion. Visits were exchanged with the O. C. Buck Shows, which were playing in Littleton, N. H., 20 miles away. The 11 rides on the show are Spitfire, Chairplane, Merry-Go-Round, Ferris Wheel, Caterpillar, pony ride, dive bomber, Tilt-a-Whirl, Dipsy Doodle, kiddie airplane and kiddie train. Show line-up follows:

Staff

King Reid, owner-operator; Lennord Farley, secretary; Joseph Enderle, auditor; Harold P. Rudd, advance agent; Harry Porch, electrician; Art Pinseneult, ride superintendent, and Joe Wilson, mail and The Billboard.

Shows

Girl Show—Happy Lindquist, manager and front; Jean Foster, Linda Lee, Dottie Cook, Marion La Marsh, Hazel Ferrara and Patricia Wallace; Gordon White, tickets.

Bombo, giant sized horse—Mrs. Carl Snyder, tickets and front.

Monkey Show—Captain Gurnesey, manager and front, and Thelma Brenner, tickets.

Funhouse—Kem Donoldson, manager.

Side Show—James Thompson, manager; Edith Thompson, front; Bob Orson and Teddy Black, tickets; John Wells, strong man; Leg Nichols, human mocking bird; Capt. Frank Olson, sword swallower; Dorothy Trumbull, escape artist; Carl Verus, magician; the Thompsons, mental act; Jack Whittiker, fire-eater; George De Alma, one-man band, and Margie, four-legged girl.

Concessionaires

Doc Harlan, Mrs. Chick Harlan, Nick Fairy, Joe Lamarsh, Van Hellman, Mr. and Mrs. Frank Jones, Penny Arcade; Mr. and Mrs. John Vaday, shooting gallery; Joe Cyrus, pan joint; Tommy De Vito, popcorn and candy apples; Mrs. Tommy De Vito, French fries; Mrs. Art Pinseneult, high striker; Art Pinseneult, candy floss; Harry Agnie, bingo; Bill Culleton, cookhouse; Mrs. Carrie De Vito, mitt camp; Willie De Vito, Mrs. Harry Porch, and Gerard Pepin and Steve Travers, diggers.

Penn Premier

ALLEGANY, N. Y., July 23.—Altho hampered by rain on two nights, shows did satisfactory business. Jack Fisher died from injuries sustained when he was run over by a truck which was being spotted. Jack Chiearille was slightly injured when struck on the head by a tent pole. Fisher's body was sent to his home in Kenton, O.

Business here is about 13 per cent below last season. Top rides here were the Octopus, Tilt-a-Whirl and Merry-Go-Round. A new Boat Ride has been added and a Roll-a-Whirl is expected soon. Howard Roberts is scenic artist, and R. L. (Red) McGee is ride superintendent.—FRANK LONG.

Hill's Greater

HURON, S. D., July 23.—Show played here Wednesday-Sunday (6-10), after a 200-mile jump from Mobridge, S. D. The Merry-Go-Round went over an embankment en route and was demolished, but none of the personnel was injured seriously. Mike Zigel escaped injury when his new Hudson was upset on the way to Mobridge.

Five-day stand in Mobridge over July Fourth had good crowds despite high winds and dust. Mr. and Mrs. H. P. Hill drove back to pick up the kiddieland tractor that had been left for repairs.

Clyde Hill is on the sick list. Clyde L. Runnells suffered a back injury while assisting the Ferris Wheel crew. H. P. Hill is still not up to par after being hospitalized in Pueblo, Colo., with pneumonia.

Mrs. H. P. Hill and Mrs. Clyde Runnells are having their trailers repaired and painted. Mrs. Clyde Hill was gifted with a sewing machine at a birthday party. Mrs. Bill Cowan flew to Minnesota to visit her husband, who is legal adjuster for Cole Bros.' Circus.—BENNIE HOLIFIELD.

Motor State

PAULDING, O., July 23.—Org moved in here from Fenton, Mich., after a successful week under V.F.W. auspices. Five-cent matinees were held Wednesday and Saturday and big crowds turned out each day. Local merchants co-operated, distributing five-cent courtesy tickets.

Staff includes J. J. Frederick, owner-manager; W. H. (Bill) Rowell, advertising agent; Marion Frederick, secretary; J. L. McMullen, electrician.

Concessionaires are Mr. and Mrs. Art May, Mr. and Mrs. Turner, Mr. and Mrs. James Freitas, Mr. and Mrs. Ed Shultz, Mr. and Mrs. Moore, Mr. and Mrs. Leo Shultz, Mr. and Mrs. Ryan, Mrs. Helen Rowell, Mr. and Mrs. George Ratajczak, Clayton Runsberger, Joe Coyne, Charles Di Giovanna, Mr. and Mrs. McMullen, Jack Zeiglar and Mr. and Mrs. Alvester, who have the cookhouse.

Office owned shows and concessions consist of Jungle Show, Frederick's Monkey Speedway and Penny Arcade.

Rides are Tilt-a-Whirl, Ferris Wheel, Merry-Go-Round, Rolloplane, Kiddie Autos and Streamline Train. July 4th at Warren, Mich., was a winner. Two new semis and a tractor were added recently.—W. H. (Bill) ROWELL.

GIRL SHOW WANTED

Due to disappointment we are able to offer an attractive proposition to a reliable Girl Show Operator. We have a magnificent new outfit complete in every detail. Show now erected ready to operate this week. Prefer organized unit of three or more girls. Will consider operating out of office if you have anything worth while. Helen Ashley, please answer.

KING REID SHOW

Ogdensburg, N. Y., this week; Boonville, N. Y., week August 1.

PICNICS**PICNICS****PICNICS****HAGENSICK'S RIDES**

Will book Merry-Go-Round, any Ride not conflicting. Shows—Animal, Snake, Mechanical. Concessions—No racket. Route as follows: Jansen, Neb., July 28-29; Eagle, Neb., Aug. 2-3; Plymouth, Neb., Aug. 4-5; Diller, Neb., Aug. 8-9; Tri County Fair, Randolph, Neb., Aug. 11-12-13; Odell, Neb., Aug. 16-17; Swanton, Neb., Aug. 20-21; Ottawa County Fair, Minneapolis, Kan., Aug. 23-26; Appleton City, Mo., Fair, Aug. 29-Sept. 2; Fairland, Okla., Homecoming, Sept. 8-9-10; Wier, Kan., Homecoming, Sept. 15-18; Newton County Fair and Harvest Show, Neosho, Mo., Sept. 19-24; Kincaid, Kan., Fair, Sept. 28-Oct. 1.

CRAFTS EXPOSITION SHOWS**WANT****WANT**

Foremen for Merry-Go-Round, Caterpillar, Octopus and Roll-o-Plane. Also sober and experienced Second Men for these and other Rides. Semi truck drivers preferred. Report at Fair Grounds, Sacramento, Calif., August 25, or write 7283 Bellaire Ave., No. Hollywood. Long season remaining. Close November 16.

WANTED FOR 50TH ANNIVERSARY CELEBRATION

CARNIVAL, CIRCUS OR RODEO

ONE DAY ONLY

WEDNESDAY, SEPT. 28

Contact

ANAMOOSE CIVIC CLUB
ANAMOOSE, N. DAK.

WANT CONCESSIONS FOR ITALIAN FIESTA

JOLIET, ILL., ON THE STREETS

August 2 to August 7.

Cook House and Bingo already booked. All other Concessions open. This is the season's red one. No flats. \$40.00 per Concession for duration—6 days. Send 1/2 deposit. No time for correspondence. Time and space short. If you want location send deposit. Can use PC Outfits. Work under 60-40. 60 to committee. One PC Outfit of a kind. What have you?

FRED A. POTENZA

741 N. Wolcott Ave. Chicago 22, Ill.

FOR SALE

Small Carnival, Ell No. 5 Wheel, 32 foot Alan Herschell Merry-Go-Round, Smith & Smith Airplane Ride, Office Wagon, Front Arch, nice Bingo, Wiring for Show, Trucks and Vans to carry Rides, \$14,000 cash or will piecemeal. Have several Fair contracts that go with complete Show.

IRA BURDICK

1503 No. 5th St. Temple, Texas

EXPERIENCED WHEEL MAN WANTED

Who can get it up and down

JACK CHARBONEAU

Gen. Del., Leslie, Mich., July 27-28-29; Addison, Mich., Aug. 4-5-6; Birch Run, Mich., Aug. 11-12-13.

ATTENTION, COMMITTEES!

Rides and Concessions available Sept. 1-30.

JACK CHARBONEAU

Gen. Del., Leslie, Mich., July 27-28-29; Addison, Mich., Aug. 4-5-6; Birch Run, Mich., Aug. 11-12-13.

33RD ANNUAL MINERS' PICNIC

MEMORIAL STADIUM

Terre Haute, Aug. 12-13-14, 1949.

Want legitimate Concessions, Fun House, No flats or gypsies. 3 days. Biggest event of its kind in Middle West. No gate. Conditions here fair to good.

JAMES AIKENS

Concession Chairman Terre Haute, Ind.
2323 North 13 St. Phone: Harrison 8161

CARNIVAL WANTED

September 15, 16 & 17.

6 or 8 Rides and Concessions.

MOULTON ANNUAL FALL JAMBOREE

Expect 10,000 to 15,000 people.
Contact: HUGH WOOD, Sec'y
Moulton, Iowa

WANT CARNIVAL

Week last August or first September for Beardstown, Ill., 60th Annual Fish Fry
Contact

JACK LINDLE

Rod & Gun Club, Beardstown, Ill.

FOR SALE

14 UNIT CONEY RABBIT RACE GAME

Last used at Dallas, Texas, Fair. Portable. Cash, \$750.00; also 16x20 Anchor Tent and Frame, \$125.00.

JIM MACE

4805 Jefferson Kansas City, Mo.

WANT

First and Second Men for Ferris Wheel.

CHAS. J. CASEY CO.

47 S. Whitney St. HARTFORD, CONN.

CARNIVAL WANTED

Labor Day Celebration

SEPT. 1, 2, 3 and 5.

NEWARK FEDERATION OF LABOR

7 1/2 E. Church Street Newark, Ohio

50 ACRES OF LAND

On main highway just outside the city limits of Flat, Michigan. Available for Circuses, Carnivals or Traveling Amusement Enterprises. For further information please contact

D. NICKOLA

5265 Estelle Mt. Morris, Mich.

JOE E. KAUS SHOWS

Book or lease Merry-Go-Round, Chair-plane, small Cookhouse, Legitimate Concessions, Shows with own equipment. Ride Help, Grind Stores and Percentage Agents.

Wire **BEAUFORT, NORTH CAROLINA**

For Sale—Custard Machine mounted on truck.

Hawkeye State Shows

WANT

Concessions and Shows, also Major Rides and Kid Rides, for Number 2 Show at Corydon, Ia., Agricultural Fair. All Concessions open. Contact **DOC WITTHAUS**, Fremont, Ia., July 25-30; Seymour, Ia., Aug. 1-6; or contact **R. EDWIN DIETZ** at Corydon, Ia., Aug. 1-5.

FOR SALE

3 G.M. Diesel Light Plants, 60 K.W. A.C. current with switch board. These plants are in very fine condition, used only three months per year in park, 110 and 220. This equipment so well kept it looks like new. Downy Flake Doughnut Machine; Super Roll-a-Plane, almost like new; Wurflitzer Callola. Will sell part or all. Reason for sale, ill health.

SEASHORE AMUSEMENT CO.

A. J. KAUS
Box 743 Carolina Beach, N. C.

ROLL-A-WHIRL

FOR SALE

Due to sickness will sell 1949 Model, good condition. Pick-Up Mike, Amplifier and Speaker. Used two months. Price \$2700.00 cash. Can be seen at 1522 Klenlin Ave., St. Louis, Mo.

MRS. IDA DAVIS

(Phone: Evergreen 8778)

RIDES FOR SALE

1947 Fly-o-Plane, like new, has factory attachments, planes operate and roll like real airplane, price \$7,500. 1947 Looper, like new, price \$7,500. Terms to responsible parties. 24-car Caterpillar with tunnel and blower, price \$2,000 cash.

GRIFFEN AMUSEMENT PARK
Jacksonville Beach, Florida

O. C. Buck

FORT EDWARD, N. Y., July 23.—Claremont and Littleton, N. H., proved to be only fair due to extremely hot weather. At Littleton, the lot was so small it was necessary to bulldoze a ridge. Radio and newspaper publicity was excellent.

The tank of the new boat ride has been returned from the factory where suggested renovations were made. Mr. and Mrs. Charles Hilbert joined here with Wild Life and Science shows. Happy Linguist and his wife, Jean, formerly with the King Reid Shows, joined Roxie Lee's *Charm Hour Revue*. Mrs. Henrietta Campbell and son Willie joined her husband, Clayton, to handle the photo stand.

Orville O'Hagens Dog and Pony Show is popular. Roxie Lee has added feature acrobatic number to his revue. It is going over big. Ray Vincent, Gloversville, N. Y., cowboy artist, joined the Kuntz Side Show.

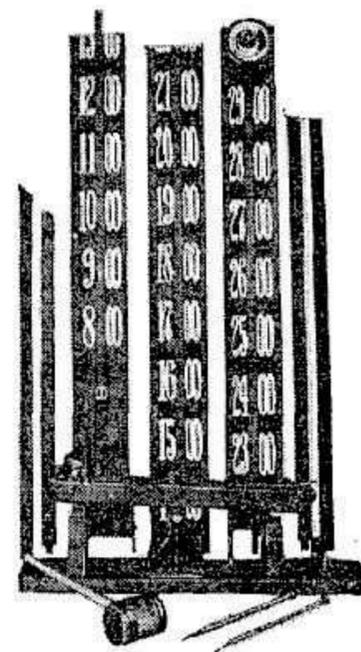
Mrs. Helen Evans motored here from Columbia, S. C. She joins her husband, Eddie, along with Archie Johnson, to assist with concessions. Henry Evans also joined. Clarabelle Evans joined her husband here. She also will work with Evans concessions.

Visitors included King Reid, owner of the shows bearing his name; Bill Jones, World of Mirth bingo operator, who also has units with other shows; Bob Parker, Mr. and Mrs. Jimmie Sabia, Louis Toma, Mrs. C. P. Allen and daughters. Harriet Peugh is visiting her father, the writer.—**ROY F. PEUGH**.

Virginia Greater

WESTMINSTER, Md., July 23.—Shows moved in here from Brunswick, Md. On arrival it was discovered that the org's pet duck, Doc, was missing. Brunswick firemen and state police aided in the search and regained the bird before it was readied for the stew pot. Doc, the gift of Dr. Holland, Suffolk, Va., dentist, has been on the shows for two years.

Tuesday and Thursday of last week were lost to rain. Louis Augustino made a trip to his home in Waycross, Ga. Benjamin Monroe will join from Pennsylvania with a 20-foot cat rack. Mrs. Arnold, wife of the writer, is on a two-week vacation to her home in York, Pa. Folks from Jack's Greater Shows visited. Other visitors included George Berman, Berman Motors; Mr. and Mrs. Bill Cox, ride operators and the mother of Jimmie and Quey Cooper, mitt camp operators. John Rubbershoff joined to take over the Girl Show. Louis Augustino has added several new banners to his Side Show.—**H. W. (HAPPY) ARNOLD**.



EVANS' HIGH STRIKER

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser, 2x4 braces.

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H. C. EVANS & CO.

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CHICAGO 7, ILLINOIS

FOR SALE - - FOR SALE

A real opportunity, a fine investment, one of the finest shows on the East Coast. Now in full operation and showing outstanding profits. Is reasonably priced to sell. Ten beautiful, up-to-date rides in first-class operating condition. A fleet of dependable Class A trucks and trailers. Twenty modern Concessions, including office trailer, Frozen Custard mounted on trailer. Two giant searchlights mounted on new 30 ft. Fruehauf Trailer.

Show complete from front entrance, which was specially built, to back. The above is in excellent condition throughout and will stand the most rigid inspection.

Included with the sale of the show is one of the best and established routes plus good will.

This fine investment may be seen by appointment. Prospects must submit proof of financial ability prior to discussion of sale.

Owner retiring. All replies confidential. Address

BOX D-215, c/o The Billboard, Cincinnati 22, Ohio

CUMBERLAND VALLEY SHOWS

WILL START THE 12 STRAIGHT FAIRS BEGINNING AUGUST 1ST

Alexandria, Tenn., Aug. 1-6; Tracy City, Tenn., Aug. 8-13; Winchester, Tenn., Aug. 15-20; McMinnville, Tenn., Aug. 22-27; Crossville, Tenn., Aug. 29-Sept. 3; Cookeville, Tenn., Aug. 5-10; Sparta, Tenn., Sept. 12-17; Manchester, Tenn., Sept. 19-24; Athens, Tenn., Sept. 26-Oct. 1; La Fayette, Ga., Oct. 3-8; Summerville, Ga., Oct. 10-15; Dalton, Ga., Oct. 17-22.

Want Novelties, Age and Scales, and can use a few more Stock Stores.

Will book any Show of merit that does not conflict. Address all mail and wires to **ELLIS WINTON** MURFREESBORO, TENN.

WANTED—AGENTS—WANTED

Have 12 Fairs and largest Labor Day spot in State, also have contracts for two State Fairs in the South. Will place two Count Store Agents, two Pin Store Agents, two Bucket Store Agents. Will place man's wife on Bear Hoop-La. Wire

JACK SHEEAN, care Roney Shows

Milaca, Minn., July 25-27; Wabasha, Minn., July 28-30.

WHEELS

Bazaars, Carnivals and numbered Laydown Charts; Milk Bottles; Cats; Hoopla Blocks and Rings; Horse Race; Dice Cages; Bingo Cages; Cards and Markers; Penny Pitch Charts; Darts and many others. Catalog on request.

WILLIAM ROTT, Inc., Manufacturers

142 W. 24th Street New York 11, N. Y.

T-E-N-T-S

CARNIVAL, CONCESSION, CIRCUS, SKATING RINK
Beautiful Colors—Individually Designed

JIMMY MORRISSEY

ALL-STATE TENT & AWNING CO.

300 E. 9TH ST.

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KANSAS CITY 6, MO.

PIONEER SHOWS

high class midway attractions

JENNER FAIR, JENNERTOWN, PA., AUG. 2-6

Day and Night

Want Concessions of all kinds, all Eating and Games, no Exclusive, reasonable privileges. Want Kiddie Rides, live pony and non-conflicting major Rides. Want independent Shows of all kinds with own equipment. Fun or Glass House, Motordrome, Penny Arcade. Help—Ride Help, useful Show People, Legal Adjuster. Come on or answer this week. Mechanicsburg, Pa., then Jennerstown, Pa.

MICKEY PURCELL, Gen. Mgr.

Used Everywhere for Over 35 Years

ROLL TICKETS

PRINTED TO YOUR ORDER

100,000 \$27.00

10,000 \$ 9.00
20,000 11.00
50,000 17.00

Keystone Ticket Co. SHAMOKIN, PA.

DEPT. B
Send Cash with Order. Stock Tickets, \$20.00 per 100,000.

WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST MIDWAY

**Chamber of Commerce
Street Fair
Bryan, Ohio, Aug. 9-13**

**Midland Free Fair
Midland, Mich.
Aug. 16-20**

**Calhoun County Fair
Marshall, Mich.
Aug. 22-27**

**Warsaw Free Fair
Warsaw, Ind.
Aug. 29-Sept. 3**

**WANT — Mechanical City, Animal, Fat Show,
Unborn, Glass House, Etc.
Can Place Penny Arcade, Clean Cookhouse or
Sit-Down Grab, Jewelry and Merchandise Stands.
John Quinn, Ann Arbor, Mich.—Now**

Silver Slipper Shows

RIDES SHOWS CONCESSIONS FREE ACTS

FAIRS FAIRS FAIRS

Now booking for GREENUP, KY., FAIR, Aug. 8-13, and following 6 fairs—
Clarksville, Tenn., Colored Fair, Aug. 15-20th; Gallatin, Tenn., Colored Fair, Aug.
22-27th; Burkesville, Ky., Fair, Aug. 29-Sept. 3d; Tompkinsville, Ky., Fair, Sept.
5-10th; Gainesboro Tenn., Fair, Sept. 12-17th; Jonesboro, Ga., Fair,
Oct. 24-29th

CONCESSIONS—Want Stock Concessions of all kinds. Everything open. Privilege
at Fairs, \$25.00, no ups. Especially want Snow Balls, Floss Candy, Photos, Long and
Short Range Shooting Galleries, Grab Outfits, Jewelry, Novelties, High Striker, Frozen
Custard, Ice Cream, Panny Pitch, Ball Games. HELP—Want Manager with Girls for
Grl Show. (Junior Higgins, wire.) Want Agents for Guess Your Age and Weight,
Ball Games and Bucket. Arthur Carroll wants Agent for Slum Skillo and Hanky
Panks. All wires and replies to

**WILLIAM O. HAMMONTREE, General Manager
OWINGSVILLE, KY., THIS WEEK**

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

Featuring
SID ALCIDO'S SKY ROCKETS
and
BROWNIE THE CLOWN
America's Finest Free Attractions

We have five more weeks in the city of Atlanta sponsored by the Atlanta Boys' Club on
choice locations.

WANT CONCESSIONS WANT
Can place Hanky Panks of all kinds, Heart Shape Pitch, Watch-La, Hoop-La, Ball Games, Coke
Bottles, Long Range Gallery, French Fries, Novelties, Jewelry, Hi Striker or any legitimate
Merchandise Concessions. (Photos are open.) **WANT MOTORDROME RIDERS.** Want
Manager, Riders and Talker for finest equipped Drome on the road.

FAIRS CELEBRATIONS FAIRS
We hold contracts for one of the best Labor Day Celebrations in the South, \$3000.00 in prizes
given away week of Sept. 5th; followed by 10 bona fide Fairs (these are not promotions), but
properly organized annual County Fairs. We are now booking Shows, Rides and Concessions
not conflicting with what we have for these dates. High Class Shows, new and novel Rides,
Bingo and other legitimate Concessions, contact us now. Address

JOHNNY T. TINSLEY SHOWS
Humphries St. (rear GE Plant), Atlanta Ga., this week.

MID-WESTERN EXPOSITION

"America's SHO' Beautiful"
Now Combined With TWIN CITY SHOWS—Namely Two Shows in One
10 RIDES — 6 SHOWS — 40 CONCESSIONS

WANT and can PLACE for our second listing of mid-summer Fairs and Celebrations. New
Sharon, Ia., July 25 to 27; Runnells, 29 and 30; Avoca, Aug. 1 to 4; Pleasantville, 8 to 10; Grant,
12 and 13; Huneston, 15 to 18; Coon Rapids, 20 to 23; Hawleyville, 25 to 28; Hamilton, Mo., 31 to
Sept. 4; Unionville, 7 to 10, then some red ones in Arkansas, such as Clarksville, Morrilton,
Mulberry, Imboden, Brinkley, Stuggart, etc. **WHAT A ROUTE.** RIDES—Pony, Airplane, Tilt,
Scooter or Dodgem or any not conflicting. **SHOWS**—Have complete Shows for Animal, Side
Show, Snake and Jig. Place Managers and People. **CONCESSIONS**—Floss, Snow, Custard,
Palmistry, Photos, Novelties, Age and Weight, Fish and Duck Ponds, Balloon Dart, Ice Cream,
High Striker, Short and Long Range Galleries. **HELP**—Agents for F. C., Penny Pitch, Buckets,
Ball Games; Manager and Counter Man for Bingo. Man and Wife preferred. 50-50 after stock;
Foreman for Autos and Mix-Up. Top salaries. **What a ROUTE!**—What a SHOW!—Don't miss
the boat—be on time in '49. Art Fay, come on. All replies and wires to

TED WOODWARD, General Manager
New Sharon, Ia., July 25 to 27; Runnells, 29 and 30; then per route.

DOWN RIVER AMUSEMENT COMPANY

**Want for 10 WEEKS OF FAIRS and CELEBRATIONS
in MICHIGAN—Booked Solid Till October 9**

TILT-A-WHIRL or any FEATURE RIDE that doesn't conflict. Have good proposition for
10-in-1 or any SHOW of merit. Can use one Posing Show, one Girl Show at Fowlerville Fair.

Address: 10138 W. JEFFERSON, RIVER ROUGE 18, MICH.

FROM THE LOTS

Crystal Exposition

TELLICO PLAINS, Tenn., July 23.—Ride crews did yeoman duty getting
rides in operation for opening here Monday (18) after a belated
move from Etowah, Tenn., where a solid week of rain turned the lot
into a quagmire. With the personnel co-operating, nearly 30 hours were
required to get the shows off the lot. Last unit did not get under way until
5 a.m. Monday.

Rains at Etowah kept attendance down. Local opening under American Legion Post auspices marks the
first tented attraction to play here in 18 years. Amusement-hungry
townspeople were on the lot when the trucks arrived, watched the set-up
with interest and stayed to spend.

Nat Ozman's *Crystal Cuties on Parade*, topped the shows. Eddie Betts's
Monkey Circus found receipts satisfactory while all rides had lines of
waiting patrons.—EDDIE BETTS.

B & C Expo

SARANAC LAKE, N. Y., July 23.—Shows moved in here from Potsdam,
N. Y., one of the best spots of the season so far. Rides, shows and con-
cessions reported near-capacity biz for the week. A new lot is being
used here, but crowds are large and spending is brisk.

Art Nay's new cookhouse opened here to good business. Big Jim's
ice cream stand continues popular, as does Al Boxall's bingo.

New panel front for the Snake Show is about completed and will be
erected next week. Mr. and Mrs. Pratt are completing plans for the
addition of a flea circus. Co-Owners Barnes and Colegrove recently made
a booking trip during which they visited several fair committees and
other shows. — MRS. RAYMOND SANFORD.

W. S. Curl

BROOKVILLE, Ky., July 23.—July 4th was successful, with all
rides, shows and concessions doing good business. Results the remainder
of the week also were good, with Saturday a repeat of the Fourth. Con-
cessions, owned by Messrs. Brennam, Reed and Krieger joined here.
Visitors here included the secretary of the Falmouth (Ky.) Fair.—
W. T. (BILL) HOPKINS.

Veterans United

BANCROFT, Ia., July 23.—Biz has been fair for the shows. Mr. and
Mrs. Charles Carroll purchased a new trailer to replace the one which was
wrecked recently. Mr. and Mrs. Bob Evans took delivery on a new trailer
and Mr. and Mrs. Red Cundiff are sporting a new truck.

Mr. and Mrs. Nelson, owners of the Nelson Shows, visited, as did Mrs.
Charles Carroll's mother, sister and brother-in-law. Shows moved from
Bancroft to Manson, Ia., and from there to Lake View. Biz continued
fair all the way.

Gordon Thompson bought a Sky-Fighter and Hi-Striker here. Hedy
and Joe Starr joined with their Posing Show.—NEVA LANKE.

W. A. Thomas

RAVENNA, Neb., July 23.—Org moved in here after a few days' vaca-
tion following the July 4 stand. Janell, local hotel owner and former
opera singer, visited here daily. Barney Gage took delivery on a new
trailer last week.

B. & H. AMUSEMENT CO.

Wants Tilt Foreman, Guy Walters, answer.

All Concessions open. Can place Bingo bal-
ance of season. Downtown Sumter, August

1. All wires to

W. E. HOBBS

SUMTER, S. C.

WANT SHOWS

Hillbilly, Snake, Illusion, Mechanical and
Athletic. Also can use Fish Pond, Six Cats,
Watch-La, or any not conflicting. Excellent
route of Fairs.

ROGERS BROS.' SHOWS

Ironton, Minn., this week; Belgrade,
Aug. 2-4.

WANTED

For Big Annual Celebration, August 8-13, Spon-
sored by the Lions Club at Largo, Ind. Conces-
sions of all kinds or will book Carnival. More
sports to follow. Address

DOC STODDARD

Phone 15 F. 14 Andrews, Ind.

W.G. WADE

Shows 

**BARRY COUNTY FREE FAIR
HASTINGS, MICH., AUGUST 1-6**

WANTED CONCESSIONS of every description. All Hanky-Panks, Catering and
Selling Privileges available (Except Corn Game and Long Range).

W. G. WADE SHOWS

Ithaca, Mich. (Fair), all this week; Shiawassee Co. 4-H Free Fair (Corunna, Mich.),
follows Hastings.

WANT—KEYSTONE EXPOSITION SHOWS—WANT

CAN PLACE ★★★★★★ WILL PLACE

COLUMBIA, SOUTH CAROLINA, THIS WEEK; then will play the CREAM OF THE TOBACCO
SPOTS IN SOUTH and NORTH CAROLINA, followed by 10 high-class FLORIDA FAIRS.
Yes, we have CONTRACT for De Funiak Springs, Florida, ARMISTICE WEEK.

Will book any Stock Concessions. Now booking Shows for Florida Fairs—Side Show, Fat
Show, Snake Show and any good Platform Shows. Will book sensational Free Act for
De Funiak Springs, Florida. Address all wires to

Keystone Exposition Shows, Carl O. Bartels, Owner & Mgr.

Johnsonville, S. C., this week; Lake City, S. C., next week.
P.S.: Will book BINGO, MITT CAMP, AND PHOTO GALLERY.

B&C'S EXPO SHOWS

PLAYLAND ON PARADE

Booking now and for balance of our season

First Fair August 22. Out until Oct. 22. Get your location now for our Fairs. Everything
open. RIDES—Can place now ONE MORE KIDDIE and one more major. CONCESSIONS—
SCALES, AGE, BASKETBALL, PHOTO, HOOP-LA, STRIKER, DISH BALL GAME, COKE
BOTTLES, BUMPER. Any Hanky Panks that do not conflict. SHOWS—Glass or Fun House,
Motor or Monkey Drome.

ROUSES POINT, N. Y., NOW; THEN AS PER ROUTE.

BULLOCK AMUSEMENT CO.

Lean entertainment for the whole family

WANTS

Few more Legitimate Concessions. All Concessions must work for 15 and 25 cents. Want Bowling Alley, Photo Gallery, Darts, String Game, Custard, Scales, Jewelry, etc. Want large Cookhouse that can serve meals at Lilly Reunion, week August 15th. Nothing too big for this date. 100,000 people to play to.

Want one more good Grind Show with own outfit. Want experienced ride help who can drive and have driver's license. No drunks, that is the reason for this ad.

Clendenin, W. Va., this week; Ansted, W. Va. week Aug. 1.

JOHNNY J. DENTON SHOWS

WANT—FOR ALL FAIRS—WANT

All kinds of Concessions: Fishpond, Ball Games, Balloon Darts, French Fries, Grab and Coke Bottles. Will sell X on Long Range Gallery.

Can place single-O Girl Show with own equipment. Excellent proposition for Monkey Show and Arcade, any Shows of merit for 15 weeks of solid bona fide fairs. Tuck Gee wants Griddle Man and Waiter, also Grab Help. Lee McDaniels, come on.

All replies to

JOHNNY J. DENTON, Bowling Green, Ky.

ROYAL EXPOSITION SHOWS

This week, Elkin, N. C.; next week, Firemen's Carnival, Taylorsville, N. C.

WANT WANT WANT

Can use any worthwhile Shows with own outfits and transportation except Animal Show, such as 10-in-1, Motordrome, Glass House, Fun House, Minstrel, Girl Show with plenty of Girls that can take orders from office. Also one or two Kiddie Rides, Tilt-a-Whirl, Octopus and Roll-o-Plane. Concessions that work for stock except Bingo, Cookhouse, Pop Corn and Apples. Our Fair dates begin at Glennville, Ga., Aug. 22nd thru to Armistice Week. All address

ROYAL EXPOSITION SHOWS

ELKIN, N. C., THIS WEEK.

P.S.: Herb Maca, please get in touch or come on.

O. C. BUCK SHOWS

WANT GIRL DROME RIDERS, TRICK OR STRAIGHT
Top Salary and Tips.

CAN ALSO USE DROME TALKER

All Fairs. State all first wire.

ADDRESS: Plattsburg, N. Y., this week; Massena follows.

CRESCENT AMUSEMENT CO.

Wants first-class Carnival Electrician who understands Twin Diesel Plants. Must be sober, drive semi, join on wire. Want Concessions—Custard, Popcorn, Peanuts, Apples, French Fries, Hanky Panks. All kinds Shows with or without outfits. Louis Selzer, wired you; place your show. Have new Motor Drome, loads on two semi trailers, want Drome Manager with own cycles and riders; excellent proposition. 12 good Fairs starting August. Wire

L. C. McHENRY, Manager—HESS WRIGLEY, General Agent
MENA, ARK., THIS WEEK; THEN PER ROUTE.

PLACE UNION BILLPOSTER

NEW TRUCK AND GOOD SALARY.

Do not apply unless you are efficient.

AL WAGNER

TERRE HAUTE, IND., this week.

FOR SALE — ROLL-O-PLANE — FOR SALE

Ride in operation now. Painted cars, neon and incandescent lights. Used eight months in park. Ride may be taken now or after Labor Day. If you want a Ride that is in excellent condition and priced right, look this one over.

BARR & STURKEN, WASHINGTON PARK, Michigan City, Ind.

WANT WANT WANT

GREENE COUNTY FAIR

WAYNESBURG, PENNA., AUGUST 10, 11, 12. RIDES, SHOWS AND CONCESSIONS.

KEN-PENN AMUSEMENT COMPANY

619 EARL AVENUE

NEW KENSINGTON, PENN.

W. R. GEREN Presents

MIGHTY HOOSIER STATE Shows

FAIRS - - FAIRS - - FAIRS

WANT STOCK CONCESSIONS: Photo Gallery, Hi Striker, Eating Stands, Ball Games, Huckley Buck, String Game or any other Stock Stores.

WANT SHOWS—25% plus tax. Fun House, Monkey Show, Animal, Side Show, any Show except Snake or Girl.

FOR SALE—Rides at GIVE AWAY Prices:

Spitfire—1946 in perfect condition with two-ton Dodge Tractor and 26-foot Semi. This outfit complete for the first \$5,000.00.

1947 Flying Scooter with 28-foot Semi and International Tractor. Perfect ride, cannot be told from new. First \$7,500.00 takes complete outfit.

These Rides are positively not junkers. They are in tiptop condition. Come look them over. I have too many.

1 complete Side Show Royal Blue Anchor made 20x80 Top with percidium, Pole Banner line, and 10 Banners. Outfit used 1 year and a half, in fine condition. Come get the whole works for \$500.00. Also 26-foot Semi to haul same. Closed van—first \$300.00 takes it.

All Replies Wire — DON'T PHONE

W. R. GEREN, Owner, Mighty Hoosier State Shows

This week: Bremen, Ind., Free Fair

Aug. 1-6, Mation, Ind., Street Fair; Aug. 9-13, Knox County Fair, Bicknell, Ind.; Aug. 16-20, Blackford County Fair, Hartford City, Ind. Fairs and Celebrations until Oct. 18

KING REID SHOWS

Now Booking for

6 BIG NEW YORK FAIRS—6

We are now contracting Rides, Shows and Concessions for our well established route of New York Fairs. Contact us immediately and get preferred treatment. Legitimate Concessions only.

July 25, Ogdensburg, N. Y.

August 22d, Sandy Creek, N. Y. Fair

August 1st, Boonville, N. Y., Fair

August 29th, Ballston Spa, N. Y., Fair

August 8th, Saranac Lake, N. Y.

Sept. 5, Schaghticoke, N. Y., Fair

August 15th, Lowville, N. Y., Fair

Sept. 12, Cobleskill, N. Y., Fair

ADOLPH HITLER'S GENUINE PERSONAL ARMORED LIMOUSINE

Captured by "Free French Forces" at "Berchtesgaden"
World's most talked about car and greatest attraction.
Available for Parks, Resorts, Conventions, Fairs and Celebrations.
Attractive Show Piece, Fully Equipped for Any Spot

PROSPECT ASSOCIATES

BOX 183

SOUDERTON, PA.

EDDIE'S EXPOSITION SHOWS

WANT

Photo Gallery and Grind Stores. Kane, Aug. 8-13, Firemen's Convention, 3 parades; Mt. Jewet, Old Home Week, 3 parades; Stoneboro Fair, Labor Day, 80,000 people; Meadville Fair, Sept. 6-10; West Alexander Fair, Sept. 14-17. Answer:

EDDIE DIETZ

165 N. MONROE ST., BUTLER, PA.

WANT

GRANTSVILLE, MD., FIREMEN'S CELEBRATION

WANT

Week of August 1st, Firemen's Parade, Wednesday Night; American Legion Parade, Friday night. Bands, etc. Want Girl Show with own equipment, Monkey, Wild Life, Fun House, 5-in-1 or any Grind Show. Mr. Lord, come on. Want Pop Corn, Candy, Apples, Floss, Palmistry, Ball Games, Duck Pond, Hoop-La, Roll Downs, Spot the Spot, Darts; must do own mending. Agents for Penny Pitch and Slum Stores, Pea Pool, Over and Under, Beat the Dealer, Want Ferris Wheel Second Man, Foreman and Second Man for Chairplane; wives can work Concessions if married men. Write or wire

L. K. WALLACE

FRIENDSVILLE, MD., FIREMEN'S CARNIVAL THIS WEEK

SUNSET AMUSEMENT CO.

WANTS FOR THIEF RIVER FALLS (MINN.) FAIR

Ball Games and legitimate Concessions. Novelties open. Worthwhile Independent Shows. NORTH DAKOTA STATE FAIR, MINOT, THIS WEEK; THIEF RIVER FALLS, MINN., NEXT.

JOHN FRANCIS SHOWS

WANT

Waupun, Wis., American Legion Celebration, July 28, 29, 30; Green Lake, Wis., Free Fair, Aug. 4, 5, 6, 7; Cedarburg, Wis., Free Fair, Aug. 11, 12, 13 and 14.

CAN PLACE A FEW MORE CONCESSIONS THAT WORK FOR STOCK, RIDE HELP WHO CAN DRIVE SEMI TRAILERS, HIGHEST SALARIES.

Address: PER ABOVE ROUTE.

CHARLES H. HODGES**WANTS - WANTS**

One good Side Show Talker to work hour on, hour off. One good Inside Lecturer—must be able to lecture entire show. One good Fire Act. 5 big State Fairs, 3 outstanding County Fairs. Quote your salary.

CHARLES H. HODGES

c/o Joyland Shows

Lawrenceburg, Ind., this week; Franklin, Ind., week of August 1.

WANTED

Experienced Side Show talker who can make openings, sell tickets and grind. Also lady with Snakes to handle same.

W. "Red" C. Kitrick

Manager Side Show. Ringling Bros. and Barnum & Bailey Circus Indianapolis, Ind., 26; Kokomo, 27; Fort Wayne, 28; South Bend, 29; Chicago, Ill., 30-August 7.

MORRIS FRIEDENHEIM**WANTS**

AGENTS TO PLAY SPOT STORE. Green Bay, Wis., July 25-30; Chippewa Falls, Wis., Aug. 2-7. WIRE IMMEDIATELY. MORRIS FRIEDENHEIM c/o Dodson's Imperial Shows

GIRLS—GIRLS—GIRLS**LOU PEASE WANTS**

Dancing Girls. Experience helpful but not necessary. Top wages. Ticket if I know you.

LOU PEASE

Care Beam's Attractions Ford City, Pa.

DROME RIDER**WANTED****HENNIES BROS.' SHOWS**

Urbana, Ill., July 24-29; Danville, Ill., July 31-Aug. 5.

CARNIVAL WANTED

Would like to secure small, complete Carnival for ninth annual Cotton Carnival Celebration. Six big days, September 26 through October 1. Sponsored by Rotary Club. Contact

MAX TIMMONS, President

WARDELL, MO. (Phone No. 2294)

MAXIE GLYNN**WANTS**

Cook House Help for twelve best Tennessee Fairs. All people who worked for me before get in touch. Gray, wire me; important. Care CUMBERLAND VALLEY SHOWS Murfreesboro, Tenn., this week; Alexandria, Tenn., next week.

WANTED

Rides or small Carnival with Rides for ANNUAL LIONS' CLUB CARNIVAL For Late July or August—Four Days

T. J. ROEMER, Secy.

NEWBURG, MO.

FOR SALE

Dodge 1938 Closed Truck. 2 Concessions, one 14x10, one 12x8. Also brand-new P.C. Table, 8x4, with fly. 3 sets of Pins for Swinger and Trunk with flash for same. \$350 takes it all. Also one Peanut Roaster, \$25.00; one Table Pop Corn Machine, \$35.00.

EDDIE ELKINS

917 SHERIDAN AVE. BRONX, N. Y.

FROM THE LOTS**Turner Bros.**

DIXON, Ill., July 23.—Frank Dell, pitch till you win concessionaire, was married to Edna Boomgarter, this town, after a seven-day whirlwind courtship, with the wedding solemnized during the org's stand here week of July 11. The bride's mother, Rev. Marie Boomgarden, performed the ceremony.

Included among those in attendance were the groom's parents, Mr. and Mrs. Pete Dell, Mr. and Mrs. Vernon Bell, and all concessionaires on the show.

At the close of the midway Friday night (15), the groom's parents were host at an opening house party, at which the bridal couple were given many presents. The same night the birthdays of Marsh Fingar, daughter of Roger and Joan Fingar, operators of the cookhouse, and of Ada May Shay, of the Girl Show, were observed with a party given for the two by Curly McCann, manager of the Girl Show, and Roger Fingar. Inasmuch as the wedding party and the double birthday party were held on opposite sides of the midway there was much visiting back and forth.

On top of all the social activity, the org's business here was excellent.

Nesslerers

GREENVILLE, Ill., July 23.—Business here has been good. Previous three weeks were hit by bad weather.

Mr. and Mrs. B. V. Nessler, owners, are the grandparents of a boy born July 2 to their son and daughter-in-law, Mr. and Mrs. Jim Nessler. They named him James Patrick.

Recent additions to the show's personnel include Mr. and Mrs. Tex Spencer, Athletic Show; Mr. and Mrs. Albert Quillan, kiddie train ride; Mr. and Mrs. George Feinberg, cookhouse, and Mr. and Mrs. Allen Granger, shooting gallery and slum spindle. Carl (Curly) White has rejoined with his popcorn stand. He had been called home because of the illness of his wife who is now recovering.

Frank Lane's mother and sister were visitors. He has added a pitch-till-you-win and Wilbur Hall has put on a cat rack.—BEA NELL.

Silver City

BRUNO, Neb., July 23.—Shows, owned and operated by Strong's Amusement Company, are in their fifth week out and business is good.

T. H. Strong has recovered from a recent illness. T. E. Strong's bingo, bowling alley and shooting gallery have been doing well. Jack and Jean Strong joined recently and are working as musicians and technicians.

E. H. Kelly is handling publicity.—MAY KELLY.

Brodbeck

STERLING, Kan., July 23.—Shows moved in here after a successful stand at Greensburg, Kan., opening Wednesday (20) to fair business.

A new bride was introduced to the org, Mrs. Bob Boltman, the former Dorothy Robinson. The Boltmans were married July 17 in Larned. They have balloon darts and fishpond.—M. BRODBECK.

Mid-Way of Mirth

RANKIN, Ill., July 23.—July 4 biz here was good, with the Merry-Go-Round and the Ferris Wheel running one-two. Mr. and Mrs. Delaney did well with their bingo. The Delaneys also have six hanky panks and a pea pool.

Mrs. W. B. Reese left for Indiana to visit her sister, who is seriously ill. Harry Bradshaw, operator of the swinger for many years, and James Husband are in Veterans Hospital. Esther Speroni is feeling better.

A boy was born to Mr. and Mrs. Wayne Mayberry, diggers, in Hot Springs.

Mix-Up was sold, and a new Roll-o-Whirl was added. Mr. and Mrs. Franks, of Chicago, visited.—ROSIE DAVIS.

All American Midway

ROCK RAPIDS, Ia., July 23.—Org scored big biz here at the July 4 cele. Holiday play was strong from early in the day until well after midnight, yielding the biggest day of the season. Hartley, Ia., previous spot, was good. Past two weeks provided warm dry weather and a strong play.

Line-up included Herman Reynolds, owner-manager; Mrs. Herman Reynolds, secretary; Louis (Blackie) Ringold, general agent, and Harry Lamon, business manager.

Show does two more still dates, then starts on 12 fair dates in Iowa, Nebraska and Missouri, ending in Texas in November.—CHARLIE GRIGGS.

Merryland

BELLAIRE, Mich., July 23.—Mrs. C. N. Crittenden, wife of the owner, won a boat and motor at the American Legion homecoming here. The Merryland Shows were on the midway.

Line-up includes Bob Brown, bingo; Sam's Funhouse; Harry Allen, kiddie ride; Ken Yeager, Ferris Wheel, and Claude Counstable, Rollo-plane. Ferris Wheel has been repainted and remodeled by Yeager, and Counstable has built a new kiddie auto ride.

Harry Allen is electrician, assisted by Yeager. C. Crittenden is org's owner, with Harry Allen as manager.—KEN YEAGER.

James H. Drew

MAYSVILLE, Ky., July 23.—Business at this stand, July 11-16, was light the first three days, but picked up Thursday and Friday. Saturday was big for everyone. The Saturday kiddie matinee was also big.

The stand turned into a week of birthdays, with Kenneth Lockhart, Merry-Go-Round foreman; Shorty Brown, his second man; Bill Hughes, in charge of Drew concessions, and Joe Duncan, of the Chairplane, celebrating. Duncan was given a surprise party by his wife.

Mr. and Mrs. Ed Diebert, Detroit bingo operators, joined the show the preceding week. Mr. and Mrs. Bill White took delivery on a new trailer here and held open house for personnel. Recent visitors were Bobby Kline and Tommy Thomas, of the Joyland Shows.—HARVEY (DOC) ARLINGTON.

CAN PLACE CORN GAME

FOR 10 WEEKS FAIRS

OPENING AUSTIN, MINN., WEEK OF AUGUST 8

Address:

DODSON'S IMPERIAL SHOWS

Green Bay, Wisc., week of July 25th;
Chippewa Falls, Wisc., week of August 1st.

PLAYTIME SHOWS

Now Booking for the Following
Proven Fairs

MARSHFIELD, MASS.,

Aug. 21-27, 7 Days

WINDSOR, ME., Aug. 30 to Sept. 5

LEWISTON, ME., Sept. 5 to 10

PLYMOUTH, N. H., Sept. 14-17

PITTSFIELD, N. H., Sept. 25-28

FRYEBURG, ME., Oct. 2-8

WANT

Frozen Custard, Grind Stores, Grabs, Shows of all kinds. No grift or Mitt Camps.

E. W. BURR

BOX 206

QUINCY, MASS.

FOR SALE

By the Administrators of the Estate of Harold Barlow, Deceased.

1 Chairplane (Giley) \$500.00
1 Smith & Smith Mix-Up, Center Pole Mounted on Wagon 550.00
1 Single Loop-o-Plane 450.00
1 #5 Eli Ferris Wheel, Complete With Engine 3150.00

Miscellaneous Trucks and Trailers.
Call or Write

CHARLES W. HATCH

1205 Spivey Bldg., East St. Louis, Ill., or phone Hemlock 1102 for information.

FRED R. STUMBO SHOWS**WANT**

For Green Forest, Ark.; Crane, Mo., Reunion, Aug. 3-4-5-6, and balance of season.

Coke Bottles, Bumper, String Game, Lead Gallery, Watch-La, Snow Cones, Candied Apples. Also Shows. What have you? All replies to Green Forest, Ark., this week; then per route.

CONCESSIONS WANTED

Can use Cork, Jewelry, String, High Striker, Novelties and others that don't conflict. Antioch, Ill., Aug. 4 to 7. Others following.

RUGGLES CARNIVAL CO.

Antioch, Ill. Phone: Antioch 548-R-1

CARNIVAL SECRETARY**AVAILABLE NOW**

Efficient to handle all details of any size Show. Sober and reliable. Wire

CARNIVAL SECRETARY—BOX D-218

c/o Billboard, 2160 Patterson St. Cincinnati 22, Ohio

Burkhart #2 Shows**WANT**

Photos, Snow Cone, Fish Pond, Ball Games, Short or Long Range Gallery, Watch-La, Want Agents for Ball Game, Penny Pitch, Hoop-La, Need Operator for Wild Life Show. Can place small Grind Show. Can place Kiddie Rides at 25%. Contact L. D. SMITH, Mgr., Warrensville, Ill., July 29-31; Shabbona, Aug. 3-6.

FOR SALE—\$700**SINGLE LOOP-O-PLANE**

A-1 shape, fence, ticket booth, etc. Must sell at once, have other business to attend.

PETE JOSEPH

c/o Barney Tassell Shows, Warsaw, Va.

WANTED

Merry-Go-Round Foreman. Hanky Panks of all kinds, Candy Floss, Ball Games, Photo, Jewelry. Only one Concession of a kind on Show. Have all sponsored Celebrations.

BURKHART AMUSEMENT

Rochelle, Ill., July 27 to 31; Carbon Hill, Ill., Aug. 1 to 7.

WANTED

RIDE MEN FOR LOOPER, FERRIS WHEEL, FOREMAN Must drive trucks. Also want Concessions and Shows.

MOUND CITY SHOWS

Belleville, Ill., this week

WANT 4 AGENTS

Ball Game, Penny Pitch, Pitch Till You Win, Cigarette Shooting Gallery. Every day fair day. Work Sundays. Permanent location. No ups or downs. Living quarters available. 25% of gross, no nut. Prefer 2 couples or family.

THOMAS H. BOSWELL

BUCKROE BEACH, VA.

IONIA FREE FAIR

Ionia, Mich., August 8th to 13th Inclusive

WANT: Second man for Caterpillar and workmen for all rides.

WANT: Foreman for Chairplane.

WILL BOOK one No. 5 Ferris Wheel for Indiana State Fair, Indianapolis, Ind., Sept. 1st to 9th inclusive.

Will place Snake Show, Fat Show or any grind shows that don't conflict with what we have.

Will place all legitimate merchandise concession; no others need apply.

Will place eating and drinking stands at all fairs starting week of August 8th and ending middle of November.

All Address

CETLIN & WILSON SHOWS

This week Youngstown, Ohio; then as per route.

NOTE: Larry Bidwell Can Place Train Help

DICK'S GREATER SHOWS

NOW BOOKING FOR MILLHALL, PA., FAIR

5 Days and Nights, Starting August 9th

Want to hear from High Act for balance of season, starting August 1.

CONCESSIONS: French Fries, Fish and Duck Pond, Pitch till-you-win.

SHOWS: Any grindshows with own outfit.

GIRLS for Dancing Show, top salaries. Write or wire JERRY GEROULD.

HELP: CHAIRPLANE FOREMAN, must drive semi; second men on all rides, semi drivers preferred.

R. E. GILSDORF, Wellsboro, Pa.

WANTED—C. A. STEPHENS SHOWS—WANTED

CONCESSIONS—Glass Pitch, Penny Pitch, Custard, Agents on all joints.

"Middle Back" Bill Slade, Roy McKinney, get in touch. Place one Camp.

SHOWS—Operator with girls and wardrobe for Girl Show that can work as told. Uptown. Loey Ease, answer. RIDES—Any Novel Ride not conflicting. Mebane, N. C., this week; Cooleemec, N. C., next.

DECATUR 4-H FREE FAIR

GREENSBURG, IND., WEEK AUGUST 1

Followed by Porter County Fair, Valparaiso, Ind., and long season north and south, closing Armistice Day in Georgia.

Can place to join now legitimate Concessions of all kinds—Water Games, Pitch Till You Win, High Striker, Ball Games, Darts, String Games, French Fries, Photos, Arcade, Basket Ball, etc. Can place High Act for Big Tobacco Festival in North Carolina, week Sept. 19th. All wire this week.

JAMES H. DREW SHOWS

Addyston, Ohio, this week; next week, Greensburg, Ind.; then Valparaiso, Ind.

WANT—VETERANS UNITED SHOWS—WANT

For the following Fairs and Celebrations: Anthon, Ia., American Legion Celebration, July 28-30; Kingsley, Ia., American Legion Celebration, Aug. 1-3; Charter Oak, Ia., American Legion and V.F.W. Celebration, Aug. 4-6; Indianola, Ia., Fair, Aug. 7-11; Callender, Ia., Fair, Aug. 12-14; Emmetsburg, Ia., Fair, Aug. 15-17; Alta, Ia., Fair, Aug. 18-21; Estherville, Ia., Fair, Aug. 22-24; Battle Creek, Ia., American Legion Celebration, Aug. 25-27; West Point, Neb., Fair, Aug. 28-Sept. 1.

WILL BOOK: One Flat Ride such as Spitfire, Tilt-a-Whirl. SHOWS: Except Girl and Athletic. Especially interested in Motordrome, Fun House, Mechanical, Five-in-One, Monkey, or what have you? Need Agents for well framed office Hanky Panks, Hoop-La, Coke, Balloons, Penny Pitch, Ball Games. RIDE HELP: Help on all Rides; prefer those with driver's license.

TWIN STATE SHOWS WANT

For 8 weeks in the heart of the Tobacco Section and balance of season. We have six bona fide Fairs, 4 White and 2 Colored. Out until Dec. 1st. CONCESSIONS—Bingo; Sit Down Grab, must cater to Show Folks; Over and Under open, with Hanky Panks, High Striker, Pitch-Till-U-Win, Fish Pond, Balloon, Dart, String Game, any 10¢ Grind Store. Also Milt Camp (no children). SHOWS—Snake, Monkey, Fun House, Side Show, and Show with own outfit. RIDES—Kiddie Rides, one Flat Ride. We don't have any Flat Rides. Address:

STANTONSBURG, N. C., THIS WEEK.

P.S.: Can place Ride Help on Wheel, Swings, Merry-Go-Round and Train.

WANTED BURDICK'S GREATER SHOWS

Can place for now and balance of season, Ride Foreman for Ell No. 5, Foreman for Allan Herschell Merry-Go-Round. Salary every week. Place Shows with own equipment, twenty-five per cent. Hanky Pank Concessions, Still Dates \$15.50; Celebrations \$20.50. Place nice Grab or Cook House, Custard, Novelty, Peanuts, Pop Corn, Candy Floss. Can use good Percentage Dealer, Scale Agent. Have seven Texas Fairs. Place Rides that do not conflict.

BURDICK'S GREATER SHOWS
1503 N. Fifth St., Temple, Texas, or per route.



Want for #1 Show starting August 8 in Bedford, Pa., with 15 Fairs to follow. Also for #2 Show starting August 15 in Manassas, Va., with 12 Fairs to follow.

SHOWS: Will finance and furnish transportation for any High Class Meritorious Show.

Have beautiful equipment for Side Show. Want man with acts for same. Will book high class Pit Shows, Unborn, Fat, Mickey Mouse, Wild Life. Will book Motor Drome with riders for balance of season. Want High Class Girl Show.

RIDES: Will book major rides including Skooter on percentage basis, with or without transportation.

Want Fun House, Arcade, will sell exclusive on American Palmistry, Photo Gallery, Novelty, Guess your Age-Scales, eat and drink stands, Hanky Panks.

Will book merchandise wheels to one who can work for stock. Red Barlow, please answer.

All answers to

SAM E. PRELL, Gen. Mgr.

Riverhead, L. I., N. Y., week July 25; Harrisburg, Pa., to follow, then the Fairs.

AT LIBERTY A-1 TALKER-MANAGER

Resigned July 18 as manager of Ringling Bros.-Barnum & Bailey Side Show. Lifetime experience circus and carnival fields. Only deals with money-making possibilities will be considered. Have the old-fashioned idea that when a man puts it in the wagon for you he is entitled to a fair margin of the profits.

My talker staff consists of four of the most valuable men in America. Wish to negotiate for balance of season as well as for 1950.

CALL—WRITE—WIRE

GEORGE "RED" WHITE

ORANGE BLOSSOM HOTEL, SARASOTA, FLORIDA

WANT STOCK CONCESSIONS

Working for 15c and 25c

Want Grind Shows and Monkey Show. Want Tilt or any Flat Ride. Want Billposter who can do booking.

Address

Curley Little, QUEEN CITY SHOWS

Hamilton, Ohio, this week.

POLISH FISHER WANTS

Bingo, Photo Gallery, Octopus, Rollo-Plane, Kiddie Rides. Twelve more good Fairs. Two big Celebrations. Stay out until Armistice Day.

GOLDEN WEST SHOWS

Vacaville, Calif.

HARTSACK BROS.' SHOWS

5 OFFICE OWNED RIDES

Want for balance of season including 3 weeks of Celebrations and Home Comings in City Park and on the Streets. Will book only one of a kind, Coke Bottles, Add-'Em-Up Darts, Photo, Balloon Darts, String Game, Six Cats, Buckets, Cig. Shooting Gallery, Novelty, Clothes Pin Pitch, Glass Pitch, Hoop-La, Ping Pong, small Blugo, Basket Ball, Hit and Miss Ball Game, Snow Cone, Age and Weight, Jewelry Store. Want Man and Wife to take charge of Ball Games and Penny Pitch. This Show goes South this fall for the cotton.

HUNTSVILLE, MO. JULY 25-30.

VETERANS EXPOSITION SHOWS

"Playing The Cream Of The South"

Want Concessions of all kinds. Good proposition for Bingo, Arcade, Diggers. Can place Shows with own equipment and transportation. Will book Tilt, Roll-o-Plane or Octopus and two Kiddie Rides. Place Foreman on Little Beauty Merry-Go-Round, Chairplane and Wheel. All winter's work in Florida. Attention: Johnny Holmes, Ray Hickman, Humpy McGee, Joe Laughlin, Linda Lopez, contact Joe Karr. Madam Burleson can use Jig Show Performers. All replies

JOHNNY CARRUSO OR O.O. "BUD" POINT, MANCHESTER, GA.

IMPERIAL SHOWS

Want Ride Foremen on Twin Wheels, Roll-o-Plane and other late major Rides. Want Concessions not conflicting. Long season of Fairs. Virden, July 25-30; Taylorsville Fair, July 31-Aug. 5; Knoxville Fair, 9-12; all Illinois. For Sale—Deluxe Trailer with Sky Fighters and Penny Arcade Machines.

BILL GULLETTE, Mgr.

Wants - - - Wants

GEM CITY SHOWS, Inc.

Rides—Will book one more major Ride not conflicting with what we now have.

WANT EXPERIENCED RIDE MEN, GOOD SALARY. Must be sober, reliable and take interest in their work.

Concessions—Booking legitimate Merchandise Concessions of all kinds: Custard, Photos, Cookhouses, for fairs starting at Mt. Carmel, Ill., July 31.

NOW BOOKING CONCESSIONS FOR DAVENPORT FAIR, August 16-21. All reply East Gary, Ind., until July 28, then Mt. Carmel, Ill. (Fair).

I Have Just Returned From Honolulu, Hawaii

And I will take several Concessions and three or four Rides to the Island in October. I will place ten Count Store Agents financially able to put up deposit, capable and sober. Will also take Tilt-a-Whirl, Ferris Wheel, Caterpillar and two Kid Rides. All must place deposit for my reference. Write First State Bank, Louisville, Colo. No phone calls and no wires, please.

All correspondence will be handled by mail.

SCOTT LAMB

943 Rex Street

Louisville, Colo.

Endy Bros. Shows

WANT FOR SPRINGFIELD, ILL., STATE FAIR, AUG. 12 TO 21 INCL.

Non-conflicting Rides—Hi-Ball, Spitfire, also Glass House and Arcade. Will finance any new outstanding attraction.

Want Foremen for Heyday, Fly-o-Plane and Merry-Go-Round. Concession space open for Hanky Parks and eating and drinking stands.

All answer **ENDY BROS.' SHOWS**
Harrington, Del. (State Fair) this week

THIS SHOW CARRIES 8 RIDES, 6 SHOWS, LIGHT TOWERS

JOHN REED

WANTS WANTS WANTS
FOR WINCHESTER, TENN.; THEN COLUMBIA, TENN., IN TOWN.

Agents for Roll-down, Razzle, Pin Store, Skillos, Outside Help, Will book Bucket Store, Popcorn, Custard, Long or Short Range Gallery, Photo Gallery, any Hanky Park, \$21.00. Will book Shows with own transportation. Good, sober Ride Men. Fairs start second week in August. Close Christmas week. Deep South. Contact

JOHN REED or HARRY SMILEY, Winchester, Tenn.

CAPELL BROS.' SHOWS

CAN PLACE FOR YALE, OKLAHOMA, ANNUAL REUNION, NEXT WEEK; THEN THE AMERICAN INDIAN EXPOSITION, ANADARKO, OKLAHOMA, 8 DAYS—8 NIGHTS, POSITIVELY THE BIGGEST EVENT IN THE STATE. TEN MORE BONA FIDE FAIRS TO FOLLOW. Want Concessions of all kinds, open midway. Want Ride Help on ten major Rides. Man for Snake Show, Manager for Illusion Show. Useful Carnival People, contact. Address:

H. N. "DOC" CAPELL, Mgr.
Westville, Okla., this week; then per route.

JONES UNITED SHOWS

WANT

Agents for Buckets, High Striker, Dart Balloons, Clothes Pins, Hoop-La. Can place Ride Help. We play two spots a week—all Fairs and Celebrations. Binger McCord, contact me at once. Wire Bonesteel, So. Dak., July 25-26-27; Lake Andes, So. Dak., July 28-29-30; Butte, Neb., Aug. 1-2-3; Bartlett, Neb., Aug. 5-6-7.

WANT TO BOOK BINGO

For balance of season. Also Age and Weight.

BILL PAGE MIGHTY SHOWS

Richmond, Ky.

CLUB ACTIVITIES

Pacific Coast

Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, July 23.—The first meeting in several weeks was held Monday (18) with Vice-Presidents Joe Krug, Joe Steinberg, Treasurer Al Weber and Secretary Louis Manley on the rostrum. The meeting opened with a pledge to the flag and a moment of silent prayer in memory of Samuel Boswitz, Fred (Whitey) Clare, Irving Polack and Charles Chrysler.

A letter from the National Association of Amusement Parks, Pools and Beaches (NAAPPB) asking that August 14 be declared a legal holiday to be known as World War II Victory Day was read. Members were asked to contact their congressmen to assure the bill's passage. This would give showmen an extra holiday.

Two new members were voted in, Orville J. Greenslitt and Fred Spurb, Motordrome riders on Douglas Greater Shows. Brother Donnelly reported on the illness of Victor Johnson, Charlie Soderberg, Jack Hughes, Spot Raglan, John Bush, Ray Hildebrand, Sam Brown and Harry Horowitz.

Executive Secretary Al Flint has been authorized by the board to tour the Pacific Coast and contact all shows to create good will for PCSA. He will be gone until after Labor Day.

Treasurer Al Weber reported on the cemetery plot at Showmen's Rest. Due to a conflict in dates the annual banquet and ball will be held December 10 in the Biltmore Bowl instead of December 9 as previously scheduled.

Ladies' Auxiliary

Monday (18) meeting was called to order by President Mary Taylor. Rachel Anselmi and Mable Bortz were guests.

Letters were read from Daisey Marion, Alta DeNeau, Helen Newland, Mable Stark and Doris Douglas. Marie Ricks and Billie Usher are on the sick list.

Bank award went to Opal Manley. Door prizes, donated by Trudi DeSanti, Edith Hargrave, Stella Linton and Marie Rhodes, were won by Jewel Hobday, Sally Flint, Emily Bailey and Peggy Forstall. Silverware, donated by Mora Bagby, was won by Emily Bailey. A bracelet, donated by Mrs. Kenyon, was won by Hazel Mack.

Trudi DeSanti, Hazel Mack, Charlotte Cohen and Mary Taylor donated to the bazaar. Peggy Forstall was host to a party in her home Monday (25). Edith Hargrave skeds one for August 4.

Short talks were given by Past-President Ethel Krug, Charlotte Cohen, Peggy Steinberg, Jewel Hobday, Marie Rhodes, Trudi DeSanti, Emily Bailey and Mable Brown. The secretary requests addresses of members so she can send them their books.

Showmen of the World

1211 Louisiana, Houston

HOUSTON, Tex., July 23.—New arroom and clubrooms, now nearing completion, are to be opened July 29.

Members are finding the next door mystical culture studio a handy spot.

New members are Red Novak, Charles Sanders, Don Cavarella, Virie and Clifton Leverett, Lloyd (Monster) Shobert, Rex Green, Bill Jorrill, Joe Lampassas, Don McLowan and Jack Perkins.

Scotty Scott, former thrill show performer of buried alive note, was visitor to the club and announced that he is planning a new thrill show.

Pop King, veteran concessionaire, died July 19 in a hospital here.—**MURT DOUCETTE.**

26 PASSENGER

1949 Chevrolet School Bus

Good condition. Suitable for Girl Show.

TUCKER'S

Williamsfield, Ill.

Showmen's League of America

400 S. State St., Chicago

CHICAGO, July 23.—Jack Kaplan will handle the Buick Roadmaster for the ways and means committee, driving it to various shows to stimulate interest in the award. First trip will be to the various units of Past President F. E. Gooding, starting this week. F. K. Garman has asked for the appearance of the car on his show August 18-20.

Sick list includes Fred Potenza in Wesley Hospital, Chicago; William E. Saunders in American Legion Hospital, Battle Creek, Mich.; Harry Mazey in Veterans Hospital, Ward 2, Lake City, Fla.; William O. Perrot, Orlando, Fla.; W. C. Deneke, San Antonio; Tom Vollmer, La Fayette, Ind.; Bob Seary, at home, and Rudy Singer, at home. Herb Shive is out of the hospital and back on the job. Eddie Murphy is feeling better.

Bob Cohn reports he is now located in Houston. William T. Collins sent in money for the cemetery fund that was raised by a bingo. Mrs. Fitzie Brown and daughter, Judy, joined Mr. Brown on Lawrence Greater Shows.

Callers at the rooms included Alvin T. Lewis, Ep Glosser, George Raner, Hy Neitlich, Lee Spain, Harold Gordon, Sam Glickman, with his tin bank for the ways and means committee; Jess Jordan, Jack Benjamin, Tommy Thomas, Sam Gluskin and F. A. Boudinot.

John W. Gallagan is planning another letter to his membership committee. The membership cards for 1950 are ready, with some already issued.

Ladies' Auxiliary

Summer membership drive deadline is September 1. Until then the \$2 initiation fee has been suspended. Applications may be sent with the \$5 dues directly to the secretary, Carmelita Horan, 1825 W. Ohio Street, Chicago 22.

Fred and Veronica Potenza both are recuperating at home after a stay in Wesley Hospital.

BLOOD PRESSURE MACHINES

Self-service, portable, 30"x18"x8" carrying case. 12 inch dial visible 22 ft. away. Accurate. Pays for itself in one week's business. 2 year guarantee. A 25¢ charge reaps good profits.

BLOOD PRESSURE INSTRUMENTS CO.

495-B East 181st St. Bronx 57, N. Y.

MAJOR RIDES AVAILABLE

Have from 2 to 10 Major Rides available Oct. 1st for Southern locations. Write full details

MARKS • BOX 204 • NEWFIELD, N. J.

CALLIOPE RECORDS

By

GLENN DAVIS
Write for Complete List.

KLI-O-PEE RECORDS

BOX 1555 SANTA ANA, CALIF.

WANTED

Due to disappointment, COOK HOUSE that caters to Show People. This Show has 8 Rides, 4 Shows, 30 Concessions. Will be out all winter.

PEPPERS ALL STATES SHOWS
WINCHESTER, TENNESSEE

CARNIVAL WANTED

40 to 50 Concessions with Rides and Shows for 2nd or 3rd week in September. Contact:

W. B. PROCTOR, Sec'y

BOX 86 CROSS COUNTY FAIR Wynne, Arkansas

Morris Hannum Shows

One of the Great Eastern Shows

Great Flourtown Fair, Flourtown, Pa., August 3-13

One of Eastern Pennsylvania's Outstanding Dates

Want Motordrome, Penny Arcade, Shows with own equipment except girls.

Ten Cent Stock Concessions of all kinds, come on. No exclusive.

Rides: Can Place Roll-o-Plane, Tilt or Whip.

Help: Can always place capable ride help who can drive semis.

Want capable agents for Bingo. All replies

MORRIS HANNUM

68th and Dicks, West Philadelphia, Pa., this week; then Flourtown, Pa. For office wagon telephone, call Mobile Unit, Philadelphia, between 5-11 p.m.

PEARLESS CELEBRATION

Amusements

Confluence, Pa., Firemen's Celebration, Aug. 1 to 6

Want to book or lease Ferris Wheel, having wrecked ours. Book Octopus, Rolloplane or any major Ride. Good, sober Ride Men, contact. Drivers preferred. Want Monkey, Wild Life, Girl, Illusion, Snake or Ten-in-One Shows with or without tops. Liberal percentage. Want Stock Concessions—Neat Grab, French Fries, Custard, Fish Ponds, Pitch To Wins, Hoop-La, Watch-La, Huckley Buck, Age and Weight, American Palmistry. Roy Carey wants Percentage Agents. Headed south for tobacco markets through Virginia and North Carolina. Committees, contact—some open time left. All address: WM. J. MESPELT, LILLY, PA.

GEORGE CLYDE SMITH Shows

Want Custard, Ball Games, Pitch Till You Win, Buckets, Penny Pitch, Photos, Hoop-La, Spot-the-Spot, Swinger. Want Truck Mechanic, Side Show, Monkey Show, Agents for Hanky Panks, General Ride Help. All replies:

GEORGE CLYDE SMITH SHOWS

Nanty Glo, Pa., this week; Scalp Level, Pa., next week.

GRACELAND GREATER SHOWS

WANT

For Hancock Co. Fair, La Harpe, Ill., Aug. 1-6; followed by Van Buren and Jefferson Co. Fair, Keosauqua, Ia., and Cedar Co. Fair, Tipton, Ia.

Legitimate Concessions of all kinds. Rides—Rolloplane, Tilt, Spitfire. Shows—Arcade, Motordrome. C. H. Overman, contact me. Ride Help—Second Men on all Rides. All replies:

HARRY ALKON, Graceland Greater Shows

Warsaw, Ill., this week

HELLER'S ACME SHOWS

Want Shows. Ride Help—Foremen on Chairplane, Spitfire and Whip; Ferris Wheel Foreman and Second Men on Rides; best of wages and treatment. Long season south. Come on now. Want Wheels, Count Stores, Candy Floss, Bumper, Devil's Bowling Alley and Hanky Panks. Want good Legal Adjuster, good Promoter. Ten weeks south. Want Concession and P.C. Operators. Lady of Mt. Carmel Celebration, Rosetta, Penna., July 25 to Aug. 1, including Sunday; Cambridge, Maryland, Big Home Week Celebration, Aug. 8 to 13; then the big Tasley, Va., Colored Fair, week Aug. 15 to 20. Good Still Dates in between. Out Hill Christmas.

Address **HARRY HELLER**, as per route

OHIO VALLEY SHOWS

This Show booked solid with fifteen weeks in the South. Want Cookhouse, Ball Games, Basket Ball, Bowling Alley, Pitch-Till-You-Win, Fish or Duck Ponds, Darts, Jewelry, Clothes Pin, Blower, Watch-La, Bumper, Mitt Camp, Short Range, High Striker. Can place Grind Shows, Girl Show with or without equipment.

ROXIE HARRIS

Sheridan, Ind., this week. Now booking for Cullom, Ill., Fair, August 10-13, and Newport, Ark., Fair, September 19-24.

JOLLY TIME SHOWS

WANT FOR ORIENTAL, PENN., FAIR, Aug. 3-7

(Address Liverpool, Penn.)

Any and all Stock Concessions, Novelties. Will give ex. on Ball Games for balance of season. Any Grind Show, any Flat Ride. Some P.C. open if you have stores to go with it.

SERVING THE WEST OVER 20 YEARS

WEST COAST SHOWS

Mike Krekos GENERAL MANAGER

"America's Cleanest, Flashiest, Finest, Motorized Show"

WANT FOR THE FOLLOWING FAIRS AND CELEBRATIONS

MULTNOMAH COUNTY FAIR

GRESHAM, OREGON, AUGUST 22 TO 28

RIDES—Will book one or two big Rides with own transportation for balance of fairs and celebrations for 1949 season: Spit-fire, Rock-o-Plane, Hi-Ball or any Ride not conflicting.

SHOWS—Glass House, Monkey Drome, Illusion Show or any first-class Grind Show not conflicting, with own transportation.

CONCESSIONS—Jewelry, Custard, Bumper, Duck Pond or any Merchandise not conflicting. Concessions for GRESHAM and balance of season.

SANTA CLARA COUNTY FAIR, SAN JOSE, CALIF., SEPT. 12 to 18; Madera, Calif., District Fair, Sept. 26 to Oct. 2;

FRESNO COUNTY FAIR, FRESNO, CALIF., Oct. 3 to 9. Will book Baby Rides not conflicting for SAN JOSE and FRESNO FAIRS.

Space still available for Merchandise Concessions at SAN JOSE and FRESNO FAIRS.

All replies as per route or directly to

WEST COAST SHOWS

500 Clement Street San Francisco 18, Calif.

TURNER BROS. Shows

CAN PLACE FOR MT. STERLING FAIR, LINCOLN FAIR, GREENUP FAIR THEN THE BIG ONE—DU QUOIN STATE FAIR—ALL ILLINOIS WITH SOUTHERN FAIRS TO FOLLOW IN ARKANSAS AND LOUISIANA

Stock Concessions—High Striker, Candy Floss, Ball Games, etc. Pony Ride, Train, Dark Ride, Caterpillar or any major ride not conflicting. Shows with own transportation and equipment. Experienced Ride Help that drive semis. Address: Canton, Ill., this week; then Mt. Sterling. Mobile Telephone—Z. A. 52637.

ALL AMERICAN MIDWAY SHOW

Wants for Fairs starting at Leon, Iowa, July 25th; followed by Lineville, Clarinda, Malvern and Mt. Ayr in Iowa; then Fairs in Kansas, Oklahoma and Texas. Out until New Year's. Concessions—Sno Cones, Pop Corn, Apples, Six Cats, Scales, Lead Gallery, Jewelry, Custard and any Hanky Panks. Help—Grind Store Agents, P.C. Dealers and Agents for office-owned Hanky Panks. Jimmie Gattis wants sober Cookhouse Help. Carl and Charlie Jones want Side Show People for Sword Box, Headless, etc. Can use a few good Second Men on Rides who drive semis. Will book Pony Ride, Boats, Kiddie Train and any Show that doesn't conflict. Contact **Herman Reynolds, Mgr., All American Midway Shows** Leon, Iowa, July 25th through 27th; Lineville, Iowa, 29th through 31st; Clarinda, Iowa, August 1st through 5th.

CONCESSIONS WANTED

Mt. Carmel, Ill., Fair, July 31-August 5
Fairfield, Ill., Fair, August 8-12

Will book all Concessions for these two Fairs, including Eats and Drinks, Custard, Photos, etc. LOW PRIVILEGE FOR BOTH FAIRS. All reply to

W. E. (BILL) SNYDER

CARE LOUIS HOTEL

MT. CARMEL, ILL.

WANT SHOWS AND RIDES

Not conflicting. Concessions of all kinds for Philadelphia and vicinity. Ride Men—Have three units working. Can place all above at all times. Apply

SAM TASSELL SHOWS

5839 WALNUT STREET

PHILADELPHIA

FIDLER'S UNITED SHOWS

WANT FOR BALANCE OF SEASON

RIDE FOREMEN AND SECOND MEN. SHOWS WITH OR WITHOUT OWN EQUIPMENT AND TRANSPORTATION. LEGITIMATE CONCESSIONS OF ALL KINDS. SOME HANKY PANKS OPEN. WANT BINGO TO JOIN FOR DUBUQUE, IOWA, NEXT WEEK. ADDRESS: LA CROSSE, WIS., THIS WEEK; FOLLOWED BY DUBUQUE, IOWA.

CAN USE

Hanky Pank in all stock outfits for street celebrations. Reliable Ride Help wanted. Spitfire for sale or trade. Tilt or Octopus wanted. Want Saddle Shop Horses.

NORTHWESTERN AMUSEMENT CO.

810 Broadway, Toledo, Ohio

OUR LOSS YOUR GAIN PLASTER

Large hollow .20; delivered .22 in quantity. No breakage guaranteed. We can ship. Order now for your fairs.

SUCCESSFUL SALES CO.

810 Broadway Toledo, Ohio

MODERNISTIC SHOWS**WANT**

High Diver and Clown for Water Act, Ride Help, Ferris Wheel Foreman. Use Show with own outfit or Glass House. Mr. Graticus can use Slum Agent. For Sale—Two 15 Kw. Generators, bargain.

Princess Ann, Md., July 26 to Aug. 1; Preston, Md., Aug. 2 to 8.

WANT

For ENDY BROS.' SIDE SHOW
BREAK-TO FEATURE, WORKING ACTS, TALKERS, TICKET SELLERS, BALLY ACTS. Top salaries for the best.

WALTER L. WANOUS, Mgr.
BEST AND WANOUS, INC.
c/o Endy Bros.' Shows
Harrington, Del. (Fair), this week

AGENTS WANTED

FOR SIX CATS, BALLOONS, AGE AND SCALES, BALL GAME. Will be out until November. Join show at Rochester, Minn., Fair. Contact

SLIM DONALDSON
c/o Wm. T. Collins Shows
Perham, Minn., this week

GROVE CITY RIDES**WANT**

WHEEL FOREMAN, FIRST AND SECOND MAN. TOP SALARY. New #5 Wheel. Must be sober and no chaser. ALSO AGENTS FOR HANKY PANKS. Play the best Celebrations in State of Missouri.

Murphy & Schrader, Mgrs.
Rosebud, Mo., July 28-29-30; Marquand, Mo., Aug. 4-5-6; New Haven, Mo., Aug. 12-13-14.

WANT WANT

AGENTS

For the following Concessions: Bowling Alley. Also P.C. Agents and Grind Store Agents.

S. B. WEINTROUB
c/o BAKER UNITED SHOWS

Fowler, Ind., all this week; next week at Lebanon, Ind.

GOLDEN GATE SHOWS

RUMSEY, KY., JULY 25-30

Want Cook House, Bingo, Diggers, Pop Corn, Snow Cone and Floss, Mitt Camp, Ball Games, Slock Concessions. Office wants Agents, P.C. and Stock, Coke Bottle. Also want Kiddie Ride, Playing Coal Fields.

FRANK OWENS, Mgr.

FOR SALE

2 Twenty-Five Kilowatt Light Plants mounted on special built semi. Sell as a unit or separate. Condition excellent. Priced to sell.

FRANK SWEENEY
Mountsville, West Va.
Phone 1076-J

WANTED

Six Cat Agents. Must work according to orders.

ERNE COLLINS

c/o LONE STAR SHOWS
Columbia, Kentucky, this week

WANT AGENTS

For Skills Lineup, Outside Help, Slum Skills, Point Agents for Count Stores. You can work, this is no 25 and 50. Contact

BILL HARRIS, Mgr.

Ohio Valley Shows, Sheridan, Ind., this week.

CLUB ACTIVITIES**Show Folks of America**
San Francisco

SAN FRANCISCO, July 23.—President Eddie Burke called the Monday (11) meeting to order. Fred Weidmann and Wallace St. Martin filled in on the rostrum for Vice-Presidents Charles Albright and Ted Levitt.

New members are Myron A. Wilder and Phil Sapira, leader of the San Francisco Municipal Band.

Corresponding Secretary Albert Roche read letters from Paul M. Trent, West Coast Shows; Assemblyman Thomas A. Maloney; Lester Barker, fire marshal, Eugene, Ore.; Alva and Lavonda Evans, J. Ed Brown, Los Angeles; A. L. Flint, executive secretary of PCSA; Earl Douglas, Everett, Wash., and George E. Dunn and Bert Jones, American United Shows. Cards were read from Rex Jewell, Portland, Ore., and Tony Masseth, Redwood Empire Shows. A telegram was read from Relley Castle, telling of the death and funeral arrangements for Hap Young's brother, Glenn.

Whitey Monette won the pot of gold and thanked Show Folks for the gift of patio furniture which was presented to him for services during his term as president.

President Burke announced the following events for the fall season: October 15, Hard Times and Old-Timers' Night; October 31, Homecoming and Halloween; November 14, Ladies' Bazaar, for benefit of sick and relief; November 27, memorial services at Showfolks Rest, Olivet Memorial Park; November 28, President's Party; November 29, Sixth Annual Charity Banquet and Ball, and December 25, annual Christmas Dinner Party.

The president introduced Lee Hahn, Dan Michaels, Donna Dial, Rose LaVelle, Euna Mack Hanna, Fred and Ethel Weidmann, Ralph Deering and Doris Monette.

Regular Associated Troupers
106 E. Washington, Los Angeles

LOS ANGELES, July 23.—Robert and Nell Robideau, with Martha Levine, visited in Spokane, and Lucille King visited in Arizona. Ethel Krug, back from Detroit, and Lucille Dolman worked the Del Mar Fair. Peggy Bailey was here with her son, Kenneth Baxter, who joined the club. Vivian Gorman visited Catalina Island and Mabelle Bennett drove north with Harry and Marge Chipman.

Donna Day, chairman of the sick and relief committee, reported Spot Ragland, Ivan Gilligan, Chris Rodin and Sam Brown improving.

Mabelle Bennett, chairman of the bazaar, and Tillie Palmateer, co-chairman, report good response on bazaar books. Orville Crafts was the first to send in his books, with Sam second.

First prize of \$25 in the membership contest, donated by President Allton, for the period from March 1 to July 1, was won by Ruth Korte. Lucille King serves lunch at each meeting.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., July 23.—Past-President Harold Elliott attended Denny Pugh's funeral in Dallas. Mr. and Mrs. Al C. Wilson returned from Chicago and Battle Creek, Mich. Past-President Norris Cresswell was in Chicago with Ararat Shrine Temple as official photographer during the Shrine convention.

Past-President Chester I. Levin, Midwest Merchandise Company, built several ranch type homes in Hickman Mills, Mo.

Secretary Wilson reports he has 1950 membership cards ready.

MAJESTIC GREATER SHOWS**WANT FOR FOLLOWING MICHIGAN FAIRS**

SECOND CALL

COOPERSVILLE ANNUAL HOMECOMING
AUGUST 4-5-6 ON THE STREETS

SPACE IS LIMITED

MILFORD FAIR AUGUST 9-13
FIFTH STRAIGHT YEAR
BETTER EVERY TIME

BERLIN FAIR, MARNE, AUGUST 23-27
OLD AND ESTABLISHED

ROMEO PEACH FESTIVAL
SEPTEMBER 3-5
150,000 PEOPLE
FLATS—PARADES—FIREWORKS

ALPENA FREE FAIR
SEPTEMBER 5-10
LARGEST FAIR IN
NORTHERN MICHIGAN

Major Ride for complete route (Octopus, Rollo, or Spitfire). Legitimate Merchandise Concessions—Apples, Age and Scales, Fish Ponds, Ball Games, Cookhouses and Grab. Reasonable privileges. Pan or Rat Game. Shows with own equipment. We have all space at spots above. Spitfire Foreman wanted at once. Top salary. All address. SAM GOLDSTEIN, or LEONARD GOULD, 2772 E. 75th Street, Chicago, Ill.

Want—GOLD BOND SHOWS—Want**FOR 4-H FAIR, JANESVILLE, WIS., AND OTHERS TO FOLLOW**

Want Concessions of all kinds, especially want Photos, Hoop-La, Watch-La, Short Range, Ice Cream, French Fries, Snow Cones and Custard. Want Shows of all kinds, reasonable rates. No Phone Calls—No Gypsies—Wires Only. ADDRESS:

MICKEY STARK, Mgr.

Ft. Atkinson, Wis., July 26-31; Menasha, Wis., Aug. 2-7; Janesville, Wis., Aug. 10-14.

GREATER RAINBOW SHOWS

WANT FIRST-CLASS GIRL SHOW, WE HAVE EQUIPMENT. WANT MECHANICAL SHOW, SNAKE SHOW, 10-IN-1, FUN HOUSE. ALL STOCK CONCESSIONS OPEN. All Fairs and Celebrations from now on. Street Celebration, Fairmont, July 27-28; Ulysses, July 30-31, Big Fairbury Fair, Aug. 2-5; Street Celebration, Exeter, Aug. 6-7; Friend, Aug. 9-10; all Nebraska. Address: **LOREN LEACH** or **ROGER WARD**, Per Route Above

NOW BOOKING

California State Fair, Sacramento, Sept. 1 to 11; Los Angeles County Fair, Pomona, Sept. 16 to Oct. 2. CONCESSIONS—Legitimate Concessions of all kinds. SHOWS that do not conflict. RIDES that do not conflict.

CRAFTS EXPOSITION SHOWS

7283 BELLAIRE AVE.

NO. HOLLYWOOD, CALIF.

DICK BEST**WANTS**

Bally Acts, Talker, Second Openers, Working Acts of all kinds for Side Show

Address

DICK BEST

c/o Johnny J. Jones Exposition
Salem, Ill., this week.

WANT

BINGO CALLER

RELIEF CALLER

COUNTER MEN

Address

GUY B. WEST

Cavalcade of Amusements

Terre Haute, Indiana, July 25 to 29

Concessions Wanted

West LaFayette, O.—August 4-5-6-7
ANNUAL CELEBRATION AND HOMECOMING

Sponsored by Chamber of Commerce Parades, Free Acts, Prizes and Drawings every day and night.

For space contact

FRED NOLAN, MOXAHALA PARK
South Zanesville, O.
(Rides booked)

CRYSTAL SHOWS**WANT**

Tilt and Wheel Foreman. Can place Concessions of all kinds. Hanky Panks, \$21.00 per week. Will sell X on Custard, Ice Cream, Novelties, Photos, Guess Your Age.

Athens, Tenn., this week.

D. D. Hale Wants Agents

For Count Stores, Skillo and Buckels. Only two Skillos and two Count Stores on Show. Frank Hoff, Barridge "French" Faye, Lee Carlson, Mickey Davis, Jimmy Wright, Tommy Coleman, R. C. King, Les Holden, Jimmy Gattis, Jack Stein, Jimmy Mitchell, Charlie Lehman, Frank Crawford, contact me at once. Positively no drunks wanted. All replies to D. D. HALE, care Johnny Denton Shows, Bowling Green, Ky., this week; Russell Springs, Ky., follows. Then all Fairs.

OPENINGS**FOR USEFUL SIDE SHOW PEOPLE**

All that wired or wrote get in touch again. Long season.

HELEN GOLDEN

c/o Lone Star Show Columbia, Ky.

WANT LEGAL ADJUSTER

With 2 or 3 Stores.

W. E. Bunts, Crystal Shows

Athens, Tenn.

WANTED

EXPERIENCED SLUM STORE AGENTS. 14 weeks of Fairs commencing now.

Write, wire or come on. Urbana, Ill., this week.

CLIFF AND BETTY BANNEL

Hennies Bros.' Show, Urbana, Ill., now. Chippewa Falls, Dodson Imperial Shows, starting August 1.

SPITFIRE

1946 Model with 1944 International K-7 Tractor with new motor and trailer. Will sell or book at once.

Call Operator
Anaconda, Montana

LOOPER RIDE FOR SALE

Like new. Now booked in Palisades Amusement Park. Will also sell my half of Looper Ride on Cetlin & Wilson Show.

EARL PURTLE

212 Warren Ave. Palisades, N. J.

NEW MODERN RIDES AVAILABLE

Equipped with fluorescent lighting for winter booking in park. Nov. 11th-April 1st. Ferris Wheel, 36-Ft. Allan Herschell Merry-Go-Round, Roto Whip, Kiddie Rocket Plane and Roll-a-Whirl. Also have Popcorn, Cotton Candy and Photo Gallery. Bill Harrington, write. All replies per route:

JACK KELLY

c/o Carnival, Madison, Wis., week July 24th; Twin Lakes, Wis., week July 31st; Hessville, Ind., week Aug. 7th.

WANTED

POPCORN, CANDY FLOSS, PHOTOS, STRING GAME and other Concessions not conflicting. Must be good equipment. All exclusive.

Klein Amusement Co.

Lebanon, South Dakota, July 29-30; Ipswich, Aug. 1-2-3.

WANTED

GROVE CITY, PA., LEGION FESTIVAL

August 8th to 13th

ALL CONCESSIONS OPEN—COME ON. RIDES—SHOWS—FREE ACTS.

B. R. COOLEY

109 W. MAIN GROVE CITY, PA. Phone 405-J or 1188

Reliable Ride Foreman

WANTED

Steady work. Pay day every Thursday. Drunks, stay away. Hanky Panks, come on.

THE NORTHWESTERN AMUSEMENT CO.

Petersburg, Michigan, this week; Liberty Center next week.

For Sale—No. 12 Eli Wheel

In perfect shape, \$4000.00. Selling account bad health.

ROSA STARR

c/o Joe Starr Shows
Charity, Mo., this week; Diggins, Mo., follows.

WANTED

Whip Artists, Rope Spinners, Girls to do two or more turns, Hillbilly Band—must be able to sing.

ALL-STAR MONTANA WILD WEST SHOW
Phone 3-4280 or wire
WILD WEST MANAGER
Van Wert, Ohio, this week

Frank Owens Heart Victim

CINCINNATI, July 25. — Frank Owens, owner and manager of the Golden Gate Shows, died at Cloverport, Ky., Saturday night (23) of a heart attack, according to a wire received by *The Billboard* yesterday from Eddie Bireley, of the show. Services and burial will be held in Pembroke, Ky.

CARNIVAL ROUTES

(Continued from page 36)

United Liberty: Woodstock, Ill.; (Fair) Lafayette Aug. 1-5.
United States: Williamson, W. Va.; Whitesville Aug. 1-6.
Utah Expo.: Richfield, Utah.
Veterans Expo.: Manchester, Ga.
Veterans United: Anthon, Ia., 28-30; Kingsley Aug. 1-3; Charter Oak 4-6.
Victory Expo.: Gillette, Wyo.
Virginia Greater: Cambridge, Md.; Easton Aug. 1-6.
Vogt's Southern Am.: Protection, Kan.
Wade, W. G., No. 1: (Fair) Ithaca, Mich.; (Fair) Hastings Aug. 2-6.
Wade, W. G., No. 2: (Fair) Cassopolis, Mich.; (Fair) Rochester, Ind., Aug. 2-6.
Wallace Bros.: (Fair) Vermilion, Alta., Can., 28-30; (Fair) Vegreville Aug. 1-3; (Fair) Red Deer 4-6.
Wallace Bros.: Monroe, Wis.
Wallace, I. K.: Friendsville, Md.; Grantsville Aug. 1-6.
Wallace & Murray: Kenton, O.
W. E. Attrs.: Elkton, Tenn.
White, Art.: Rossiter, Pa.
White's Rides: Soddy, Tenn.
Williams, John, & Sons Rides: Greensboro, N. C.
Williams Shows & Rides: Price, Utah.
Wilson Famous: (Fair) Macomb, Ill., 26-29; (Fair) Lewiston Aug. 1-5.
Wolf Greater: Chaska, Minn., 29-31; (Fair) Kasson Aug. 4-7.
Wolfe Am.: Fayetteville, W. Va.
World of Mirth: Lewiston, Me.; Presque Isle Aug. 1-6.
World of Pleasure: Ann Arbor, Mich.
World of Today: Fremont, Neb.
Young's, Monte: Soda Springs, Idaho.
Ziegler: Pasco, Wash.
Zeller's Attrs.: Oklahoma, Pa.; Foreffe Aug. 1-6.

WANTED

Rides, Shows, Concessions or Carnival for Fairs and Celebrations, August and September, Indiana and Ohio. Address:

E. G. BLESSINGER

Care Center Township Assessor's Office
Office: Muncie, Ind. Phone 6112 or 29219

RALPH DECKER presents
JOSEPH J. KIRKWOOD SHOWS
AMERICA'S BEST ADVERTISED MIDWAY

With the One and Only EMANUEL ZACCHINI BEING SHOT OVER TWO FERRIS WHEELS

WANTS FOR WASHINGTON, D. C., then fairs till Thanksgiving Week. This show will positively play the Leo Bistany Florida route

Want set of Kiddie Rides for balance of season (Evelyn Finley, wire), or will book any single ride except train. Place Tilt, Rocket, Hi Ball, any Flat Ride except Caterpillar. SHOWS—Want to hear from Minstrel Show. Scutty, ready for you; wire. Good opening for Motor Drome, Monkey Show, any new or Novel Show. Want Man to operate Fun House; this is most modern Fun House on any Carnival.

THE GREAT JARVIS WANTS FOR SIDE SHOW: WORKING ACTS, TATTOO ARTIST, MINDREADER, PIN CUSHION, ANY HIGH-CLASS ACT, STRONG FREAK TO FEATURE

CONCESSIONS—Place Grab Outfits and all kinds of Eating Stands, Age, Scale, Novelties, American Palmistry and all Concessions that work in Washington, including P.C. Joe Kane, wire. Want to hear from Derby Racer. No exclusive this spot, but we do not overlook useful Carnival People. We can always place you. All address:

RALPH DECKER

Bel Air, Md., this week; then per route

A.M.P. SHOWS
Gypsy
WANT

Shows with or without transportation. Good opening for two Girl Shows. Have panel fronts for same. Animal, Funhouse, 10-in-1 or any worth-while attraction. Percentage reasonable. Want two Grind Stores. Jim Simes, contact. Following Concessions open: String Game, Lead Gallery, Cat Racks, Pitch-Till-U-Win, Darts, Penny-in-Bowl, Watch-La, Mitt Camps. Miller, contact. Want Agents for Ball Games, Aeroplane, Penny Pitch, Custard, Criddle Man (Mel, contact). All wire
A. M. PODSOBINSKI, Gen. Mgr.; FRED C. BOSWELL, Bus. Mgr.
PINE GROVE, W. VA., ALL THIS WEEK

GRAND UNION SHOWS

WANT FOR 8 FAIRS AND CELEBRATIONS

Bowling Alley, Pin Store, Blower, Rat Game, Pan Game, Pitch-Till-You-Win, Hoop-La, Penny Pitch. Jack Holston wants Agent for Razzle Dazzle. Want Wheel Operator for #5 Eli. Best treatment, top salary. Any and all useful Show People, contact for a profitable season. Will book Shows with or without own equipment.

FOR SALE

40x60 Jig Show, complete with Seats, Stage, Piano, Curtain, Top, Side Walls, Poles, Stakes and 9-Banner Front. Everything in good condition, ready to operate.

Gypsy Bob Myer, call me at once. WIRE OR CALL, DON'T WRITE:

R. S. "BOB" BUNCH or CASEY SMITH
HINTON, OKLA., BIG 19TH ANNUAL RODEO AND HOMECOMING REUNION.

AMERICAN FUNLAND SHOWS

Want Hanky Pank Concessions of all kinds, also Shows not conflicting, for LAWTON, OKLA., BIRTHDAY & PIONEER DAYS CELEBRATION, AUGUST 1 TO 7 — 7 DAYS AND 7 NIGHTS.

Street Parades and Floats Every Day

Contact **BOOBY CBADAL**, Chickasha, Okla., this week; then Lawton, Okla.

RIDE HELP WANTED AT ONCE

FIRST and SECOND MEN on OCTOPUS and MERRY-GO-ROUND, SEMI DRIVERS PREFERRED. GOOD SALARY. WANT AGENTS FOR P.C. STORES, also GOOD OPERATOR for PUNK SHOW. WILL SELL OR TRADE FOR KIDDIE RIDES SUCH AS "KIDDIE AUTO," "KIDDIE BOAT," "KIDDIE WHIP," "KIDDIE TRAIN," or "#5 ELI FERRIS WHEEL" the following: 1 1937 CHEVY TRANSFORMER TRUCK, 87½ Kw., complete with CABLE. 1 KING'S FUN HOUSE, mounted on 24-Ft. FRUEHAUF TRAILER. 1 20-Ft. GIRL SHOW WAGON FRONT. 2 20x40 SHOW TOPS. 1 20x80 SIDE SHOW TOP with BANNER LINE. 1 20x30 SHOW TOP. ALL ABOVE MENTIONED TOPS HAVE FRONTS AND HAVE ONLY BEEN USED ONE SEASON. MAKE US AN OFFER . . . WHAT HAVE YOU? CONTACT

CARAVELLA AMUSEMENTS

SUNBURY, PA., or PHONE SUNBURY 2063

WILLIAM T. COLLINS SHOWS

WANT

WANT

FOR THE OUTSTANDING FAIRS IN THE MIDDLE NORTHWEST

Rochester, Minn.; La Crosse, Wis.; Owatonna, Minn.; Worthington and St. James, Minn.; Parker and Tripp, S. D.; Big Labor Day Celebration at Sioux City, Iowa; Bird Island, Willmar and Hutchinson, Minn.

Due to disappointment will book Motordrome, Spitfire or any other outstanding attraction with own equipment and transportation. RIDE HELP—Want Foremen for Octopus, Pretzel and Ferris Wheel. Also Second Men on all Rides; prefer those with chauffeur's license. Want Man for Searchlight and Light Towers. Drunks, stay away, as you will not last here. Have openings for a few more Concessions. No Mitt Camps, please. All reply:

WM. T. COLLINS, Mgr.

Perham, Minn., this week; Rochester, Minn., next week.

J. A. GENTSCH SHOWS

WANT

WANT

For 14 straight bona fide Fairs commencing Aug. 8th at Macon, Mississippi.

Rolloplane and Octopus with own transportation. Organized Minstrel Show, Monkey Show, Animal Show, Snake Show, Fun House or any Grind Show. Stock Concessions, Scales. Good opportunity for Penny Arcade. Want Mental Act or Tattoo Act for Side Show. Contact Fred Bancroft. These are all bona fide Fairs, not just still spots. Write or wire

J. A. GENTSCH, Mgr.

Meridian, Miss., this week; Starkville, week of Aug. 1st.

JOHNNY'S UNITED SHOWS
"HONESTY IS OUR POLICY"
"Lookie Where Johnny Is Going"
Now playing Burlington, Ind., Old Settlers' Homecoming, opening Thursday. Colfax, Ind., Annual American Legion Street Celebration, next week; with Darlington, Wisconsin, Lafayette Co. Fair, Aug. 11-14; Badger State Fair at Platteville, Wisconsin, Aug. 18-21. Join now for the choice locations.
Can place Diggers, Popcorn, Candy Floss, Candy Apples, Long Range, Ice Cream, Short Range, French Fries, Photo, Bumper, Fish Pond, Coke Bottle, Balloon Dart, Basketball, Slum Spindle, Cork Gallery, Pitch-Till-U-Win, Jewelry, Novelty. Wire what you have. Rides—Have seven office owned. Can place Spitfire or Roll-a-Plane. Shows—Monkey, Snake, Illusion or Five-in-One. All replies: JOHN PORTEMONT, BURLINGTON, IND.

CAN USE FIRST MAN ON MAJOR RIDES

Such as Merry-Go-Round and Rolloplane. Want Concessions—Hanky Panks, Frozen Custard, French Fries, Fish Pond, Foot Long Hot Dogs, Novelty. Fairs and Celebrations start next week, July 26th to 30th, Camden, Mich.; Aug. 2nd to 6th, Sandusky, Ohio; Aug. 9th to 13th, Ovid, Mich.; Aug. 16th to 20th, Augusta, Mich.

HAPPY HOLIDAY SHOWS

WABASH VALLEY SHOWS

WANT Concessions—Sno, Floss, Popcorn, Mug, small Grab, Diggers, Hanky Panks of all kinds. Paul Miller, please contact. Rides—Can place one more major Ride. Norman Carpenter, please contact. Shows—Place any Grind Show. A small Show with small privilege, playing small towns, but don't let the set-up fool you. All replies:

R. E. BOYD, 4008 Graceland Avenue, Indianapolis, Indiana
P.S.: For Sale or Trade—Factory Kiddy Boat Ride, one year old. Also have a Le Roi Four Cyl. Engine on wheels, \$50.00.

WANT—WALLACE & MURRAY SHOWS—WANT

Chairplane Foreman and Kiddie Ride Foreman. Must be experienced and drive trucks, as we pay top salaries. Will book for open midway—Concessions of all kinds, must have Hanky Panks. Will book one Girl Show with or without own equipment. Will book any non-conflicting Ride or Show.

Address: **AL WALLACE, Mgr., Kenton, O., This Week**

AGENTS—WANTED—AGENTS

Full crew for Blower. Also Man for head of Blower. Archie Bromley can place Pin Store Agent. Also Agents for Fish Pond and Hanky Panks. Will book Hanky Panks for balance of season. Wire

A. "DUTCH" WILSON

c/o Great Sutton Shows, Ottumwa, Iowa, this week.

GIVE TO THE DAMON RUNYON CANCER FUND

RSROA DONS THE OVERALLS

Talks on Biz Crowd Agenda At D. C. Meet

1950 Gatherings to Denver

By Bill Love

WASHINGTON, July 23.—"Business is slow; but we are going to do something about it," was the keynote of the annual Roller Skating Rink Operators' Association (RSROA) convention, July 11-16, at Riverside Stadium here. The ops' confabs, as usual, ran concurrently with their amateur skating championship meet.

Among items on the crowded agenda were these: Selection of a site for next season's amateur meet and operator convention, election of officers for the coming year, the 20 per cent federal admission tax, methods of hypoing RSROA nights, ASCAP relief, support of the Roller Skating Institute of America (RSIA), remedies for ailing box offices and changes in certain regional membership.

Monday was devoted chiefly to registration of operators and a press party.

Thruout the remainder of the week, board of control meetings occupied morning hours; general membership meetings afternoons, and smaller local conclaves the evenings. Manufacturers were given opportunities to address the general group and a session was held with professionals to set up an agenda for the pro school which followed the meet and convention.

By unanimous vote, the 1950 championships and convention were awarded to Mammoth Gardens, Denver, a rink with seating for 3,500 spectators and a skating surface 200 by 80 feet. An RSROA rule, stating that the meet be held at an arena with a 12-lap track for speed events, was changed to 14 laps so that Mammoth Gardens would be eligible.

Other bids were received from Eastern Parkway Roller-drome, Brooklyn, and the Columbus, O., Convention Bureau. Jack Dalton, operator of Skateland, Cleveland, scene of the '48 titular, also announced willingness to take the events again.

Edward LaVenture, operator of Whalom Park Roller Rink, Fitchburg, Mass., was unanimously re-elected to his second term as president. Other officers, representing the West, South, East and Midwest, respectively, were unanimously voted in as follows: First vice-president, Edward W. Stollery, Rolladium, San Mateo, Calif.; second vice-president, Harry J. Warner, Coliseum Skating Rink, Tampa; third vice-president, S. G. Leoffler Jr., Riverside Stadium, Washington, and fourth vice-president, Robert Gould, Midtown Roller Rink, Des Moines.

With three terms running out on the board of control, J. W. Norcross, Greeley, Colo., was returned to office.



VICTOR J. BROWN, New Dreamland Arena, Newark, N. J., retired from the RSROA board of control at the association's Washington convention. He and Fred H. Freeman, Bal-A-Roue Rollerway, Medford, Mass., who also retired from the board, received a vote of thanks from delegates for the many years of faithful service they have rendered the association.

Fred H. Freeman, Medford, Mass., and Victor J. Brown, Newark, N. J., whose terms also expired, were permitted to refuse re-election only after impassioned speeches in which both stressed the need for relief for health and business reasons. Thomas S. Boydston, Lincolnrink, Lincoln, Neb., was named to succeed Brown, and Benjamin F. Morey, Eli Skating Club, New Haven, Conn., to replace Freeman.

Both retiring officers, as well as RSROA Secretary-Treasurer Fred A. Martin, were honored with rising votes of thanks for their years of effort in behalf of the association and industry.

Operator B. G. Brooks, Brooks Skating Arena, Raleigh, N. C., introduced the subject of the 20 per cent federal admission tax which he said is worrying every rink owner. He mentioned bills in Congress, one to reduce the tax to 10 per cent and another to remove it altogether on admissions under \$1. He urged a concentrated drive by operators on senators and representatives, not thru stereotyped form letters which usually never even reach the lawmakers, but by personal correspondence, phone calls and visits.

Brooks, a bowling alley operator himself, cited the bowling biz which he said did a lot of work in 1943 to defeat a 20 per cent tax on games. He praised action of the Bowling Alley Proprietors of America whose program, adopted at a recent convention, called for each to be a good host, a good housekeeper, and a good promoter.

Chairman LaVenture, at the close of Brooks's talk, reminded him that the current Encyclopedia of Sports gives roller skating the No. 1 position in the participation sport field, over bowling.

Brooks urged the RSROA legislative committee to advise operators when to write to congressmen—and the operators, to act promptly just as soon as they received the signal.

Fred Martin announced that last year RSROA nights which should

Riverside Chatter

WASHINGTON, July 23.—Riverside Stadium, scene of the 1949 RSROA American championship meet and operators' convention, was operated as an ice arena before being converted to a roller-drome. Building dimensions are 150 feet by 300 feet, with a main skating surface, 200 by 100; a figure skating floor 50 by 80, and a beginner's floor 50 by 50.

Music for dance events was furnished by organists Penny Martin, who has played at Riverside since it opened, and Phil Reed. Bleacher seats for several thousand spectators were installed for the meet.

Temperatures, at least 10 degrees cooler than outside, were insured by a roof-spray system and large openings at both ends of the rink.

Operators are S. G. Leoffler Jr. and his brother, Layne E. Leoffler. Professionals are Louis Bargmann and Phyllis Rowley.

have brought in \$16,000 netted the association only \$5,776. He stressed that it costs approximately \$52,000 a year to run the RSROA, with its vast system of amateur cards, tests, mailings, bulletins, and other services; also to maintain its magazine, staff and offices in Detroit.

Joseph Seifert, Bay Ridge Roller-drome, Brooklyn, spoke on the benefit of RSROA nights to the individual operator's business. He said that his, with lots of kiddies in the show, brought parents and relatives galore to the rink for the first time and was, undoubtedly a good biz builder. C. V. (Cap) Sefferino, representing Carl Johnson's Skateland, Denver, advised:

"Stay away from big shot champions from distant rinks, elaborate costumes and costly travelling expenses for stars. These eat up too much of the money which should result for the RSROA treasury. Instead, pack your cast with home rink skaters and get each to sell tickets, with prizes for those who hit their quotas."

Unanimous opinion was that next year pressure should be put on member operators to run RSROA nights. A suggestion by host S. G. Leoffler Jr. that one page in each issue of Skating News be devoted to the topic, telling how individual rinks raised money for the association, was passed.

Huddle With ASCAP

On Thursday morning ASCAP officials J. M. Collins and I. T. Cohen met with the board of control.

Reporting to the membership that afternoon, ASCAP committee chairman Victor J. Brown stated that the ASCAP group had promised a schedule of relief by October 1, and that relief for some rinks would be in effect by the end of the year. Brown said this action came after several years of dickering and negotiations, but that the roller industry had gotten faster action from the association than almost any other group in the amusement biz.

A spirited discussion on ways and means of dealing with ASCAP followed—with the general conclusion being that it was better to accept relief offered than to antagonize ASCAP officials by hostile actions in courts.

Fred Freeman, in reply to Gordon R. Wooley (Utah, inactive), said it would not be advisable for the roller industry to tangle with ASCAP, when multi-million dollar fields, like radio and the movies, had tried and failed. He added that, without ASCAP, the amount paid by opera-

(Continued on opposite page)

Park Circlites Have Artistic Romp at D. C.

Win a Triumph for Cionis

By Bill Love

WASHINGTON, July 23.—Brooklyn's famed Park Circle Club, in its last competition under the great coaching combine of Roland and Margaret Cioni, ran away with team honors in the dance and figure portion of the RSROA American roller skating championship meet, Monday (11) thru Saturday (16), at the L. E. and S. G. Leoffler-operated Riverside Stadium here. The remainder of points were well scattered over approximately 35 clubs from rinks all over the country.

This was the 11th RSROA titular since its formation April 2, 1937, but the first in which Canadian contestants were entered, thus, the change in title from "United States" to "American."

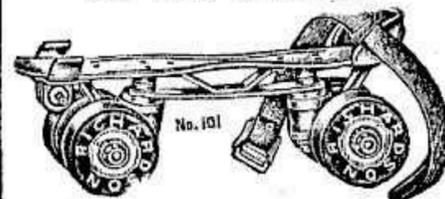
Altogether, there were about 530 entrants from 33 States and two provinces of Canada. Crowds, ranging as high as 3,000 spectators for evening contests, were sizable for morning and afternoon events, too. In addition, exhibitions by champions were piped Tuesday night (12) into thousands of homes via television. Newspaper, radio and video publicity, handled by Irwin Rosee, Jerry Nagler and Max Zera, of News Alliance (Roller Skating Institute of America), was better than average.

The weather, thruout the week, was hot and humid.

In senior men's free style, favorite J. W. Norcross Jr., Greeley, Colo., winner in 1947 and 1948, was forced out of the event when he suffered a dislocated shoulder at the start of what promised to be one of the meet's most spectacular routines. Winner Ted Rosdahl, Chicago, was also forced from the floor, due to a broken wheel assembly, but was able to complete his routine after repairs.

Senior ladies, one of the competition's most thrill-packed contests, was won by Nancy Lee Parker, Utica, Mich., who received three first place nods to two for World Congress (See PARK CIRCLITES on page 75)

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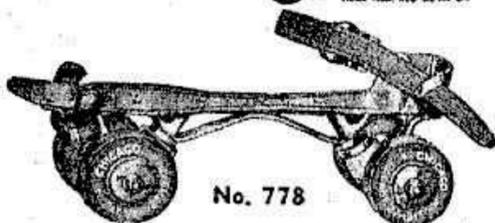
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4427 W. Lake St. CHICAGO, ILL.

RSROA Dons the Overalls; Biz Talks Crowd D. C. Agenda

(Continued from opposite page)
 tors to individual composers would be much more.

Major topic at meetings Thursday and Friday was the Roller Skating Institute of America. Its director, Irwin Rosee, and assistants Jerry Nagler and Max Zera were present.

Officers and member operators were generally loud in their praises of what the publicity-getting body had accomplished in one year. And it was voted to pay the deficit on last season's \$10,000 pledge to the Institute and to continue financial support thruout the coming year.

It was decided that operators present should call on delinquents in their home areas to urge them to contribute their shares toward the 1948-'49 deficit. Also, that the 1949-'50 pledge to the Institute should be made within 30 days, following chapter meetings at which each region should determine the amount of its support.

In answer to a suggestion that the money be raised by a tax on equipment, Joseph Shevelson, representing the Chicago Skate Company, said that this would be fair if every manufacturer would co-operate, but that it would be absolutely impossible if even one good-sized one refused.

During the general discussion of business conditions, it was brought out that, in most cases, there is not too much difference between the present period and pre-lush days.

Fred Martin urged that each rink schedule a "Fun Night" once a week. Also, that operators work harder, complain less, set concrete programs, advertise properly and solicit parties.

Martin said, using these methods, he had survived four depressions. He suggested the theme: "The child who works at skating will become a better child" as an appeal to civic officials, school heads, parents and the clergy.

Change Regional Set-Up

On the complaint of West Coast operators that some skaters had to travel as far as 1,600 miles to attend regional meets, it was voted that a change in certain regional make-ups be made. Under the revised arrangement, the Northwestern region consists of British Columbia, Idaho, Montana, Oregon and Washington; the Pacific Coast of Arizona, California, Nevada, New Mexico and Utah. The Rocky Mountain is dissolved, with Wyoming and Colorado joining the Missouri Valley.

Announcement that Carl Johnson, Skateland, Denver, had been reinstated in the RSROA, at his own request, was made. Absent because of illness, a letter from Johnson, read by Cap Sefferino, urged the following:

- (1) That American meets and conventions always be centrally located;
- (2) that the RSROA bargain collectively with the government;
- (3) that it should use collective buying;
- (4) that a high commissioner of roller skating be appointed, and
- (5) that rinks should contribute to the RSROA according to their means, instead of thru the RSROA night system.

After reading the letter, Sefferino proposed Victor J. Brown as commissioner of roller skating. Both Brown and Martin spoke against the proposal, calling the czar system un-American—with Sefferino replying that movies and baseball have one man to represent them and that, in these fields, it is not considered un-American.

The subject was dropped, with no vote called for.

Brown, thruout the entire meeting, urged the collective buying theme as a means of making money for the RSROA and of saving it for individual operators. Stollery, of California, suggested that dues be raised and that RSROA nights be abolished. No immediate action was taken on either subject.

President LaVenture announced that in the past year over 50 new members had been admitted to the

RSROA.

The following applied and were approved during the convention: Sheryl and B. Nicholes, Grand Bend, Neb.; Lee F. Hamme, North Carolina; Ebrhardt and Tomlinson, Springfield, Ill.; Mr. and Mrs. Elmer Batt and Mr. and Mrs. Herbert Bale, Rainbow Rink, North Tonawanda, N. Y., and George Horvath, Skadium, Bethlehem, Pa.

A new trophy, the Lydin Young Memorial for the juvenile girls' division, was accepted from operator Ernest Young, Natick, R. I., who donated it in memory of his wife.

A plan submitted by Mrs. Lou Ciel McBride, Memphis, to found a film library for the association, with individual operators paying rental for use, was nixed. However, Mrs. McBride, who has filmed the last three national meets, will have the pictures and equipment on hand for any operator to rent at his discretion.

In his termination address, delivered before re-election, President LaVenture emphasized the tremendous burden on the RSROA national office, on committees and on certain officers. He singled out Victor J. Brown and Fred H. Freeman, both of whom he said had done much to make his job as prexy an easier one. Brown, he stated, had been mainly responsible for the RSROA's entrance into television and for next spring's Daily News promotion. The Leoffler brothers, convention and meet hosts, were also praised for their hospitality.

"Television," said LaVenture, "brings the skill and cleanliness of roller skating into individual homes, and, therefore, brings church, school and civic groups to the rinks."

Fred Martin suggested that the nation's RSROA operators accord home-club privileges to any visitor who shows up with a current RSROA amateur card. "Operators should make this card mean something," he said.

Operators attending meetings included:

- Jack Adams, Eli Skating Club, New Haven, Conn.; Roger Adams, Roller Bowl, Tacoma, Wash.; O. R. Allen, Star Skating Rink, Jackson, Miss.; George Anagnost, inactive, Dayton, O.; Alice Anselmy, West Huron Rink, Pontiac, Mich.; Herbert Bales, North Tonawanda, N. Y.; Anthony Bardaro, Elmwood, Philadelphia; Joseph Bell, Bell's Rink, Fort Wayne, Ind.; Fred Bergin, Riverside, Estes Park, Colo.; Robert E. Bollinger, Oaks Park Rink, Portland, Ore.; Jack Boyer, Southland, Chattanooga; George Brett, Rouge Park, Dearborn, Mich.; Victor J. Brown, New Dreamland Arena, Newark, N. J.; B. G. Brooks, Brooks Recreation Center, Raleigh, N. C.; William T. Brown, Imperial Rink, Portland, Ore.; Ted Bruland, Ferndale (Wash.) Rink; Victor Caille, Printz Rollerway, Holly Oak, Del.; Bert Canoll, Skatemor, Oakland, Calif.; Carl Carlson, Bay Ridge, Brooklyn; William Carpenter, Town Hall, Scranton, Pa.; James Cicero, Crystal Ball, Ebensburg, Pa.; Rupert Cicero, Cicero's Rollerade, Kittanning, Pa.; A. B. Cramer, Arena, St. Louis; Jack Dalton, Rollerade, Cleveland; M. Della Russo, Revere (Mass.) Skating Arena; Harry Denis, Coliseum, Mansfield, O.; William DiMarzio, Co-Ed Roller-drome, Ailston, Mass.; Leo Doyle, Webster Square Arena, Worcester, Mass.; Earl Dunn, Mt. Clemens (Mich.) Arena.

- Andrew Pasiska, Lind-Arena, Zanesville, O.; Ralph Fox, Crosstown Rink, Omaha; Fred Freeman, Bal-A-Roue, Medford, Mass.; Frank Gallagher, Fordham Rink, Bronx, N. Y.; George Gellinas, Delaware Rink, New Castle, Del.; Orville Godfrey, Arcadia Rink, Detroit; K. C. V. Haddock, Georgia Vancouver, Vancouver, B. C.; Hyles Hagy, Willow Beach, Hanover, Pa.; Mary Haller, Crystal Palace, Philadelphia; Phil J. Hayes, Pallomar, Milwaukee; Lester Hodge, Playhouse, Inc., Gainesville, Fla.; W. P. Hodous, inactive, Cleveland; John Hoffman, Hoffman's Rink, Albany, N. Y.; J. M. Holland, Deleto, Pocatello, Idaho; Oscar Jellse, Fernwood Rink, Peoria, Ill.; A. O. Johnson, 12th Street Skating Rink, Erie, Pa.; W. R. Kemp, Coliseum, Orlando, Fla.; N. Earl King, Flint (Mich.) Park Rollerade; Leo LaSalle, Lawndale (Calif.) Rink; E. H. LaVenture, Whalom Park Rink, Pitchburg, Mass.; Frank Negri, Hillside Roller-drome, Richmond Hill, N. Y.; Emil Lence, Eastern Parkway, Brooklyn; Arthur Litzberger, Crystal Palace, Philadelphia; Everett Lupien, Bedford Grove Rollerway, Bedford, N. H.; Henry Mason, Mercury Rink, Norfolk, Va.; Cecil Millam, Arena Recreation Center, Washington, Pa.; R. B. Mills, Skateland, New Westminster, B. C.; Leo Monte, Palace Roller Rink, Stapleton, N. Y.; Ben F. Morey, Eli Skating Club, New Haven, Conn.; Lillian Morrison, Doting Park Rink, Springfield, Mo.; Carl Moseley, Coliseum Rink, Tampa; Ted Moyes, East End Corporation, Memphis.

Also, Harry Neckes, Harford (Conn.) Skating Palace; Edward O'Neill, Hillside Roller-drome, Richmond Hill, N. Y.; William Opatry, Empire Roller-drome, Brooklyn; John Paxton Jr. and

Tax-Fight Pledge

WASHINGTON, July 23.—Rep. Harry Davenport (D., Pa.), speaking at the annual RSROA President's Dinner Thursday evening (14) at the Hotel Statler, pledged his wholehearted support in the rink ops' fight to ease the 20 per cent federal admission tax. Davenport, son of a rink owner and a former skater himself, also reminisced at length on the good old days in roller skating. Other speakers, in addition to President Edward LaVenture of Fitchburg, Mass., were Reps. Peter W. Rodino Jr. (D., N. J.); Rep. Neal J. Linehan (D., Ill.); Victor J. Brown, Newark, N. J., and Fred H. Freeman, Medford, Mass.

Jones Opening New Order Department

PITTSBURGH, July 23.—Johnny Jones Jr. Company, agents for the Chicago Roller Skate Company, has announced opening of a new order department, to be devoted exclusively to filling special orders on all kinds of roller skate outfits, which will be filled the same day the order is received.

With this set-up it will not be necessary for retailers to carry large stocks of skates and shoes, Jones says, since the firm is carrying approximately 25,000 pairs in stock numbers as well as 3,000 pairs of precision and special skates.

Prices on outfits for advanced orders will carry a 90-day price guarantee against decline, this ruling to be in effect until January 1. The shipping department has also worked out a freight schedule giving customers the best possible rate and the quickest service as well as an opportunity for larger turnover on merchandising.

Users of roller skate outfits are urged to write Jones for information on special promotions and stock numbers.

N. Y. News-RSROA Promotion Slated

WASHINGTON, July 23.—The New York News, in conjunction with the RSROA, will conduct a roller skating promotion patterned after the paper's successful Silver Skates ice carnivals, it was announced by Victor J. Brown at the association's convention here. Eliminations will be held next spring at member rinks, with finals, May 24, in Madison Square Garden. Speed, dance and freestyle contests and exhibitions are planned. All profits will go to charity.

William R. Fritzing, president of the News Welfare Association, Inc., represented the publication in negotiations with the rink operators.

- Poague Paxton, Merryland, Glasgow, Del.; Rodney Peters, inactive, St. Louis; Joe Pieracini, Rainbow Roller-drome, Memphis; Thelma Pritchard, Georgia Rollarena, Vancouver B. C.; Clarence Reynolds, Rollerade, Cleveland; Hyatt Ruhlman, Lexington, Pittsburgh; Mrs. A. L. Runk, Capital Rink, Harrisburg, Pa.; Charles Sanford, Sanford Rink, Fort Lauderdale, Fla.; John Sawyer, El Torreon, Kansas City, Mo.; William Scholle, Skateland, Canton, O.; Edward Scott, New Skateland, Buffalo; Mark Scott, Mercury Roller Rink, Norfolk, Va.; Joseph Seifert, Bay Ridge Roller-drome, Brooklyn; C. V. (Cap) Sefferino, Skateland, Denver; M. M. Shattuck, Skateland-at-the-Beach, San Francisco; David Sternbergh, Pinyland, York, Pa.; James Stefan, Arcadia Rink, Hazleton, Pa.; Edward Stollery, Rolladium, San Mateo, Calif.; K. D. Strayer, Skateland, Johnstown, Pa.; V. P. Swanson, inactive, Oakland, Calif.; M. B. Thompson, Parkway Arena, Saginaw, Mich.; Harry Warner, Coliseum, Tampa; W. Wagner, Ventnor (N. J.) Athletic Center; B. R. Treadwell, Ludend Roller-drome, Shreveport, La.; William Wirth, Roller Skating Palace, Hammond, Ind.; Walter Wolf, Ringing Rocks Park Rink, Pottstown, Pa.; G. R. Woolley, Salt Lake City; N. A. Yingst, Chihuahue Rink, Knoxville; Edmund W. Young, Ventnor (N. J.) Athletic Center, and Vera Zytkevicz, Rialto Skating Rink, Springfield, Mass.

SAME DAY DELIVERY AT FACTORY PRICES ON CHICAGO SHOE SKATES

- SKATE CASES • WHEELS
- LACES • POMS AND PARTS
- WALTZ LIGHTS

We have the latest stock of Shoes and Skates in the country! Why carry a large inventory—use our fast fill-in service.

AGENTS FOR

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RINKS: WRITE FOR WHOLESALE PRICE LIST

PORTABLE ROLLER RINK

Large size, 50'x40'. Completely equipped. Like new—used only 5 months. Flameproof tent. Should see to appreciate. Full price, \$8,000 or best offer for quick sale.

FOREST ROLLER GARDENS

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PORTABLE RINK

50x134 Ft. Building
 1x2 in. sectional maple floor, like new; 150 pr. Chicago Clamp Skates, complete Music Outfit. This rink is in new location doing good business. Everything goes for \$6,500.

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A 100% complete Portable Rink, 40x100, Flameproof Tent, Maple Sectional Floor, Skate House on Wheels, about 230 pr. Chicago Skates, Sound System, 2 Speakers, Records, Pop Cooler, Soda Water Shed 6x8 that hinges together, Brooms, extra Parts and Wheels, etc. An A-1 rink complete in every way, only 3 months old and doing a good business every night. Rink may be seen at 1905 Carol St., Beaumont, Texas.

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For Roller Skating Rinks. Lower Cost for Qualified Operation.

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Equipped; Excellent Condition.

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#9 Round Asst. Color Balloons	2.75 Gr.	American Medium Leis	3.00 Gr.
#524 Long Airship Balloons	2.75 Gr.	American Large Leis	6.00 Gr.
#14K Mottled Cat Balloons	7.50 Gr.	Comic Felt Hat Bands	1.25 H.
#10 Oak Mottled Nose Balloon	9.00 Gr.	Worth 83-1 Baseballs	2.25 Dz.
#10 Oak Rabbit Head Balloon	9.00 Gr.	Swagger Canes w/Tassels	8.50 Gr.
24" Balloon Reed Sticks75 Gr.	Ball Top Swaggers	9.00 Gr.
36" Balloon Sticks	1.00 H.	Bamboo Parade Canes, Crook Hdl.	24.00 Gr.
Whistling Flying Birds	9.00 Gr.	Chesterfield Canes, Crook Handle	24.00 Gr.
Chinese Paper Snakes	6.00 Gr.	28" Plush Bear	2.75 Ea.
Red, White, Blue Bell Batons	14.40 Gr.	Large Plush Fawn	3.00 Ea.
Slide Trombones	1.00 Dz.	Gibson Girl Boudoir Doll	3.00 Ea.
Cowboy Lash Whips	12.00 Gr.	Stuffed Cuddly Dolls	4.50 Dz.
Imported Fur Monkeys	9.00 and 27.00 Gr.	Beacon Blankets	2.60 Ea.
Jingle Bell Fur Tail Monkey	9.00 Gr.	Ass't Color Pocket Combs	1.25 Gr.
Feather Plume Dresses	9.00 Gr.	Cigarette Holders	2.00 Gr.
Feather Dolls, 7" \$21.00 Gr.; 9"	30.00 Gr.	Wedding Rings75 Gr.
Mexican Challo Hats	2.00 Dz.	Metal Whistles	1.00 Gr.
Cowboy Hats	3.00 Dz.	Jocko Monkeys	9.00 Dz.
Spanish Hats with Tassels	2.50 Dz.	Spotted Circus Clowns	15.00 Dz.
American Parasols	21.60 Gr.		

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- ◆ #244X 30" Rayon Plush Bear, asstd. colors, \$27.00 dz. SAMPLE..... \$2.75 ppd.
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30c Each in 100 Lots

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- Parisian Models Photos (New) ... \$ 6.00
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- Photo Knives (Key Chain) ... 2.75
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- Bull Pen Key Chain (Gold Col.) ... 3.00
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- Moore \$1.25 Ref. Automatic Pencil. 4.80
- \$5.95 Elec. Alarm Clock (A.C.) ... 30.00
- \$5.00 Elec. Kitchen Clock (A.C.) ... 27.00
- \$1.25 Plastic Chessmen, Boxed ... 5.00
- \$2.95 Mr. Bones, Springboard Dancer 15.00
- \$1.95 Crystal Radio (Philmore) ... 6.00
- Filigreed Lighters, Boxed (\$1 Ref.) ... 4.00
- Cutie Viewers (New, 6 Photos) ... 5.40
- Giant Pandas, Bagged, Best Made ... 42.00
- \$1.50 Mechanical Train & Track ... 4.30
- John Bowl Toilet Pipes (Joke) ... 1.50
- Roulette Wheel, Pocket Size ... 3.00
- Spin Dice Game, Pocket Size ... 3.00
- 3x4" Glossy Finish Photos, 12 to Set (New), Atlantic Art Models ... 4.80
- Pen & Pencil Set, Boxed, \$1 Retail. Parker Silent Flame Lighters, Gold (Closeout) ... 16.20
- \$1 Ref. Asst. Barking Dog, Donkey, Elephant, Elmo the Clown ... 3.40
- Peek-a-Boo Photo Key Chains, All New Models, Gross ... 9.00
- Doz. ... 1.00
- Balloon Squawkers, 10 Gross ... 10.00
- Miniature Pipe Cigarette Holders, Gross ... 3.00
- Comic Buttons, 4 in. Metal, Gross ... 6.00
- \$25 Ref. Elec. Carriage Clock, Each ... 10.00
- \$18 Ref. Elec. Airliner Clock, Each ... 9.50
- \$25 Ref. #11 Flying Cloud Ship Clock, Each ... 10.50
- Roll Caps, 5 Gross Case ... 12.50
- Aluminum Tube Balloon Sticks, 10 Gross ... 10.00
- Lighter Fluid, 3 Oz. Bottles—Closeout, Gross ... 5.00
- Pocket Alarm Watch, 4J, Each ... 8.50
- \$21.95 Temple Battery Radio, Each ... 10.00
- Jumping Monkeys (Jap), Gross ... 12.00
- 4 Nickels to Dimes Trick (Brass)—4 Pieces—Our Own Make, Gross ... 72.00
- \$11.95 Ref. Gun Handle Fishing Rods ... 72.00
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- \$1.00 Musical Ocarina ... 3.00
- \$1 Ref. Penlight Ball Pen ... 5.40
- \$1 Ref. Midget Flashlight, Boxed ... 4.00
- Electric Bow Ties ... 9.00
- Dice or Dog Elec. Lamps ... 18.00
- Midget Baseball Bats (Best) ... 3.60
- \$3 Ref. 2 Blade Pearl Office Knife ... 12.00
- \$1.50 Karat Automatic Lighter ... 9.00
- Automatic Whistling Top #3 ... 1.50
- Automatic Snappy Top #2 ... 1.20
- Automatic Humming Top #13 ... 2.00
- Automatic Musical Top #16 ... 3.00
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- 5-Piece Carving Set ... 24.00
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- Bowers #10 Lighters ... 7.20
- Bouncing Bird (Best) ... 3.00
- Magic Mummy ... 3.00
- Jumping Santa Claus ... 3.00
- Double Reed Harmonica, Imported ... 9.00
- Magic Photo Guns ... 15.00
- Large 2 Blade Photo Knife ... 4.00
- Skinner Hunting Knife ... 9.00
- Cowboy Hats, Felt ... 12.00
- Large Jap Accordion ... 30.00
- Aeroplane Lighters ... 42.00
- Put & Take Tops ... 1.80
- Charms Bracelets (New) ... 5.40
- Mechanical Drunken Cowboy ... 7.20
- Bowers Sliding Lighter ... 3.60
- Magic Photo Races (20) ... 5.40
- Mechanical Jumping Frog ... 3.60
- U. S. Army Discharge Paper Holders ... 1.80

SPECIAL DEAL—Buy 10 Doz. Plastic 10¢ Combs with Clips, \$5.50. Get Electric Clock Free—Takes in \$12.00.

- Atomic Bomb Toy, Per Gross ... \$ 9.00
- Whistling Jet Plane, Per Gross ... 9.60
- Pennant Canes, Red Knob, 36" Per 1,000 ... 30.00
- Pennant Canes, Asstd. Colors, Per 1,000 ... 30.00
- Head Canes, Gross ... 7.20
- Tipp Lash Whips, Gross ... 15.00
- Batons, Best Made, Gross ... 18.00
- Reed Ballon Sticks, 10 Gross Lot ... 7.50
- 14 Kat Mottled Balloons, Red Box, Gross ... 7.50
- Lucky Penny Key Chain, Gross ... 10.80
- Pennants, Large Colleges, State, etc., Gross ... 24.00
- Cigarette Holders, Plastic, 10 Gross 25.00
- Mock Television, \$280 Ref. Each ... 190.00
- Whoopie Cushions, Large, Gross ... 23.00
- Plate Lifters (Joke), Large, Gross ... 24.00
- Sally of Hollywood, Gross ... 9.00
- Beaded Key Chain, Bulk, Per 1,000 ... 9.00
- Trick Black Soap, Boxed, Gross ... 5.00
- Blowouts, Best, Gross ... 3.75

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HEALTHY SNAKES, ALLIGATORS, ARMADILLOS, IGUANAS, GILA MONSTERS, BOAS, HORNEDED TOADS, male Pigtail Monkey, Prairie Dogs, White Doves, Fantail Pigeons, Bantams, deodorized Skunks, Badgers, Guinea Pigs, Rats, Mice, Hamsters, Racing Terrapins, Squirrels, Rabbits, Monkeys, giant Jungle Rats, Peafowl, Owls, Hawks, Agoutis, Coati-mundis. Wire Otto Martin Locke, New Braunfels, Tex. Phone 141. au6

NEW WHOLESALE CATALOG PLUS 5 SAMPLES—Chameleon Chains, Mexican Revolutionary Bill, Feather Pictures, 25¢; Hamsters, dozen males, \$9; females, \$16.80; Mice, \$3.50 dozen; Chameleons, \$1.80 dozen; Chains, \$2.50 hundred; 24" Alligator, \$5. Quivira Specialties, Topeka, Kan. jy30

SEALS, SEA LIONS READY FOR SHIPMENT; order direct from trapper-trainer. Homer Snow, 1538 Golden, Hermosa Beach, Calif. au13

SPECIAL FOR NEXT TWO WEEKS—BABY Raccoons and baby deodorized Skunks, \$17.50 each; Red Fox Pups, \$12.50 each; large male Sooty Mangabey Monkey, \$40; large male Philippine Macaque Monkey, \$40; Giant Rhesus Monkeys, \$75 each; African Green, Ringtail, Java and Philippine Monkeys, Baboons; August delivery Polar Bears, African Leopards, African Crown Cranes and Indian Demoiselle Cranes, Peacocks; state your wants. Pearl Game Yards, Box 16, Hawthorne, N. Y.

SYRIAN GOLDEN HAMSTERS—\$3 PR.; \$15 dozen; Hamster Book, \$1.50. Rothrock's Hamsters, 308 Owen, Mt. Vernon, Ind.

WANTED—SMALL TRICK DOG; young. Reasonable. Details first letter. Joe Welland, P. O. Box 173, Independence, Mo.

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ANALYZE HANDWRITING FOR PROFIT!!!—Complete Outfit, \$1; profits, \$20-\$50 daily; extra charts, \$7.50 1,000. Graphologers, POB-971, Philadelphia. jy30

CUSTARD AND ICE CREAM FREEZER OPERATORS: \$39.29 money saving introductory deal includes molds, sticks, bags, coatings for making your own ice cream bars; free information; give size and make of machine. Fountain Specialties, 1736 W. 25th St., Cleveland, Ohio, Dept. B-8. au6

FOR SALE—LARGE DANCE HALL AND SKATING RINK on the shore of Lake Erie. Apply: C. J. Casper, 169 Erie St. S., Leamington, Ont., Canada. au20

FREE FOLIO—WHOLESALE SUPPLY SOURCES, Business Deals, Plans, Ideas, Formulas. Kolamite Co., Box 572 E, Dayton, Ohio. au6

FREE WHERE-TO-BUY-IT INFORMATION—Most products, materials or equipment; state wants. Donald Kelly, AW-9544 Whitcomb, Detroit 27, Mich. jy30

HANDLE HOROSCOPES, BE YOUR OWN BOSS—Large profits; depression-free business; information free. Psychic Science, Box 7-R, Darby, Pa. se3

IN OKLAHOMA CITY—FOR LEASE, DELUXE Nite Club, Restaurant, Game Room and small Hotel all under one roof; should net \$25,000 a year easy; all this rents for \$1,500 a month; must be qualified operator. Knapton Business Brokers, 226 Oklahoma Natural Gas Building, Oklahoma City, Okla.

INCORPORATE IN DELAWARE—DO BUSINESS anywhere; quickest, cheapest; assistance securing partner, broker, etc.; investors mailing lists. F. Organization, C-3439 Michigan Ave, Chicago 16. au6

LOOPER AND C-CRUISE—TWO YEARS OLD with good location, doing nice business; rent 25%, will take down payment and three years to pay, or less for cash; on pier 17 years, must leave, illness. 136 Ocean Park Pier, Ocean Park, Calif. au13

NEW ELECTRIC MACHINE BAKES GREASE-less doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs sixty pounds; small investment; free recipes. N. Ray Co. 3605 South 15th, Minneapolis 7, Minn. au27

POP CORN VENDING OPERATORS, DISTRIBUTORS, write or wire for prices; we ship everywhere. National Pop Corn Company, 107 Commonwealth Ave., Buffalo 16, N. Y.

SELL CAMERAS, TYPEWRITERS, WATCHES, Shavers; Revere, Kodak, Royal, Bulova, Schick; 25-40% commissions. Diamond Company, 17 E. 42d St., N. Y. 17, N. Y. au6

SELL DELICIOUS SNOWBALLS — TREMENDOUS profits; make them yourself; trial Ice Shaver with four flavors and instructions, enough for 500 Snowballs, \$2, plus four pounds postage; free folder Snow Machines, Supplies, etc. Snowball Co. Route 3, Dept. B-26, Jacksonville, Fla. jy30

TESTED MONEY-MAKERS—68 PAGE BOOK, 25 cents postpaid; Ideas, Plans, Formulas, supply sources; money back if dissatisfied. L. B. Clay, Box 1063, Wichita, Kan. jy30

120 TRADIO — 100 RCA COIN OPERATED Radios; bargain; all in tip top shape; now in hotels; will sell on or off location; other business takes all my time. M. Dorsky, 1125 11th Ave., So., Birmingham 5, Ala.

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 76 in this issue.

COSTUMES, UNIFORMS, WARDROBES

CLOWNS AND BURLISK COMICS' PROPS, Wigs, Accessories; free list (assortments, \$5). "Happy" Morgan's Clown Headquarters, 2404 N. Fifteenth, Philadelphia. jy30

HEADQUARTERS FOR CLOWNS AND MIN-strel Goods; circulars free The Costumer, 238 State St., Schenectady, N. Y. au13

SINCE 1869—COSTUME BARGAINS, CHORUS dollar up; principals, three up; no catalog; state wants Guttenberg, 9 W 18th St., New York 11, N. Y. au6

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225 complete set; 50 all electric from \$155. Krispy Korn, 120 S Halsted, Chicago, Ill. au6

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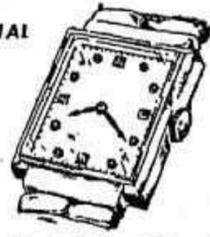
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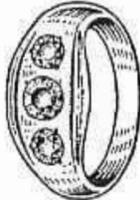
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DANCE ORCHESTRA MUSICIANS — TRAVELING and location. Long-term contracts. Advise detail particulars. VSA, 848 Insurance Bldg., Omaha, Neb. se3

GIRL TO ASSIST MAGICIAN—DOUBLE AS dancer; good voice required; send photo, age, height and weight. Box C-460, Billboard, Cincinnati, O.

MALE OR FEMALE WHO CAN SING AND play Hammond electric organ in small town; wonderful opportunity; photo, recording with letter. Walter P. Rhinehart, 317 3d St., Hanover, Pa.

MUSICIANS — TERRITORY BAND, SLEEPER bus; salary; doubles preferred. Buddy Bair, Box 113, Colome, S. D. jy30

NAVY PUBLICATION, 22 YEARS OLD, Desires crew managers to take over exceptional permanent territory for advertising and subscriptions; those with labor and veteran publication experience preferred; high commission. United States Navy Magazine, 12 S. 12th St., Philadelphia, Pa.

PIANO OR ACCORDION FOR TRIO—PREFERABLY one who doubles and sings; all reply; state all in first letter. Box C-399, Billboard, Cincinnati, O.

VIOLIN MAKER—HIGH-CLASS VIOLIN MAKER and repair man who is willing to repair violins, cellos and bass violins. Box C-390, Billboard, Cincinnati, Ohio.

PITCHMEN! DEMONSTRATORS!

Back Again—Perfected PUNCH NEEDLES! One of the biggest pre-war sellers now available for immediate delivery. Comes complete with Holder and 4 Nickel-Plated Steel Needles... \$23.00 per hundred sets. Sample set, \$1.00—Cash with order.

Terms: 25% deposit, balance C. O. D., F. O. B. Chicago. We also carry Munilla Pillow and Colored Burlap Rug Patterns, Embroidery Hoops and other accessories.

HOME ART and NOVELTY CO.
1160 Farwell Ave. CHICAGO 26, ILL.

SLUM

Bingo and Premium Merchandise

WRITE FOR OUR 1949 PRICE LIST

M. A. SINGER CO.
2125 COMMERCE STREET DALLAS 1, TEXAS

500 ATTRACTIVE 2-COLOR LETTERHEADS OR Envelopes, \$3.50; prompt service; samples Mailpress, 1206 Front, Toledo 5 Ohio jy30

5000 DODGERS, \$15.50 (100, \$5.50); 100 LETTERHEADS and Envelopes, \$2.50 prepaid; other prices quoted. Stratton's, 3010 Harrison St., Waco, Tex. au20

SALESMEN WANTED

A-1 MEN OVER 40—MAKE A FORTUNE; NO Investment; sell sales-promotional advertising to grocery stores and other retail businesses; you collect \$22.50, you retain \$15; call-back commission, \$5; extra bonuses, \$25 to \$100 monthly; over rides 50¢ to \$2 per account per man; guaranteed yearly annuity of \$5 on every active account you open; requirements, car, one sale weekly; bondable, we pay bond. Coast to Coast International Associates, 150 Chestnut St., Rochester 7, N. Y. (Mention Billboard) jy30

MAKE \$15 TO \$25 A DAY TAKING ORDERS for Cast Aluminum Name Plates for rural mail boxes. No deliveries, no investment. Qualify for district manager. Write for details. Metal Craft, La Grange 1, Ind. au20

SCENERY AND BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS, THE best, not the cheapest; no disappointments. Nieman Studios, 1236 Halsted St., Chicago, CA-6-2544. au8

TATTOOING SUPPLIES

EVERYTHING YOU NEED FOR TATTOOING—Electric Tattoo Machines, Designs, Colors; complete outfits; illustrated catalog free Mitt Zeis, 728 Lesley, Rockford, Ill. se3

GUARANTEED PELICAN BLACK, ANY QUANTITY; finest quality Needles, 12 sharps \$5 a thousand; tempered sterling silver for contacts. Joe Darpel, Hotel Victoria, Norfolk, Va. au20

TATTOOING MACHINES, DESIGNS, COLORS, Needles, complete outfits; genuine German Pelican Black Tattoo Ink; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3. au20

WANTED TO BUY

WANT TO BUY—SMALL RING CURB PONY, Bridge Dog, Props, Rolling Globe, Ring Mat, Little Johnnie, 337 Swan, Buffalo, N. Y.

WANTED—NUMBER 5 ELI WHEEL IN GOOD running condition and transportation for same. Box 582, Medina, O.

WANTED TO BUY—STEAM CALLOPE; MUST be in good condition, ready to use. John L. Laughlin, Menzie Dairy Co., McKeesport, Pa. au8

WANTED—45 GAL. ROOT BEER BARREL; carbonator inside of barrel; must be in good condition, reasonable. Wire or phone: James Flake, Vicksburg, Mich. Phone: 9021 Vicksburg.

"BUSY BIDDY" TOY CHICKEN

\$2.75 Doz. \$30.00 Gr. in lots of 1 gross or more

We have made good our promise to make prompt deliveries and will continue to deliver. Cash in on the Fastest Selling Item Today!

DISAPPEARING COIN TRICK



\$5.40 Doz. \$48.00 Gr. in lots of 1 gross or more

Still the fascinating and mystifying puzzler. Send for trial dozen and convince yourself. Sample order of one, \$1.00 plus 25¢ to cover postage.

Write for Our List of Novelties and Other "HOT" Items.

Forms: 25% with order—balance C.O.D. If shipment is to be made prepaid, include amount to cover postage.

KEYSTONE SALES 720 W. MADISON ST. CHICAGO, ILL.

150% PROFIT! ON THIS NEW RUBBER DOOR MAT



Sells for \$2.49
Costs you \$1.00. A Hot Seller
Full Time or Spare Time

A Big \$1.49 Cash Profit on every order. Velvo WELCOME Rubber Door Mats are finest in America. BIG MONEY. Spare or Full Time. No experience needed. Sell on 2-second demonstration. Quick sales to homes (no need to get inside), stores, apt. and office bldgs., motels, restaurants, etc.

Many men make up to \$50 in one day \$1.00 brings full size sample with complete powerful success sales plan. Immediate refund if not satisfied BE FIRST—Mail your \$1.00 TODAY.

R. L. MITCHELL RUBBER CO.
2120 San Fernando Rd. Dept. B-7
LOS ANGELES 41, CALIFORNIA

Are you a Jobber or Distributor of Pennants, Pillow Tops, Indian Headresses and other Souvenir Painter Items, etc.???

If so, let us put our facilities at your disposal. We offer one of the most modern and up-to-date plants in the country. We have no salesmen covering the retail trade. We only sell to jobbers and distributors of this merchandise. As we do not sell to the retail trade, your accounts are held in strictest confidence. Write for samples and prices.

ARISTA SOUVENIR NOVELTIES CORP.
694 METROPOLITAN AVE.
BROOKLYN 11, N. Y.

BENGOR'S SPECIALS!!

- Rubber Lizards, best made. Doz. \$4.50
- Bouncing Birds (Suction Cup). Doz. 1.50
- King Tut Mummy. Doz. 3.60
- "15" Puzzle. Doz. 7.20
- Magnetic Shmoo Key Chain. Doz. 1.80
- Army Air Corps Type Sun Glasses, each with case. Doz. 6.60
- 3-Pc. Pen Set, \$2.95 retailer. Doz. 6.50
- 3-Pc. Deluxe Pen Set. All gold finish. Doz. 8.40
- Giant Comical Bowtie. Doz. 6.50
- Mabel in Bathub. Doz. \$2.90; Gr. 30.00
- Bronze Horse, Size 10 1/2". Doz. 24.00
- Shmoo Pendulette Clock. Ea. \$2.10; Doz. 24.00

25% deposit with all C.O.D. orders

Bengor Products Co.
119 5TH AVE. N. Y. C. 3, N. Y.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column.
No charge accounts

Forms Close Thursday for the Following Week's Issue

BANDS AND ORCHESTRAS

KNIGHTS OF MELODY ORCHESTRA—VERSATILE four man union musical combo, available for regular bookings and for parties, banquets, weddings and other special occasions. Bert Bossler, 716 Chestnut St., Reading, Pa. Dial: Reading 3-2545.

CIRCS AND CARNIVAL

PALMIST—AGE 30, EXOTIC AND ENCHANTING, weirdly beautiful; can do half and half; desires work with carnival. Phone: 6953, Rose Davis, Avella, Pa.

PONY DRILL—BEAUTIFUL SPOTTED HIGH School Pony, 3 Menage Horses, Dogs, Flashy Trappings, Wardrobe. Little Johnnie, 337 Swan, Buffalo, N. Y.

MISCELLANEOUS

AT LIBERTY — FEMALE IMPERSONATOR specializing in new and different comedy dance choreography, also exotic interpretive rhythmic routines. Fast and furious with plenty of flash, having worked some of the outstanding clubs throughout the country; currently playing the Draut Inn, Draut, Mass. Booking independently. Address Birdie Joy, Draut Inn, Draut, Mass.

DETROIT POLICE SERGEANT WILL SOON retire at 49; wants dignified position such as business representative or management, maybe contact man between show and police, press (no agent, watchman or flunky); don't smoke, drink; high I.Q.; well informed conversationalist; got guts but genteel and diplomatic; has ability to design, organize and supervise; honest, God-fearing, non-denominational; single, can go anywhere on earth. Sgt. Bill Leitzel, 8038 Poe, Detroit 6, Mich.

LA MOZA—THE LAST OF THE BOY ACTRESSES; booking N.Y. and surrounding cities; modern wardrobe of distinction, afternoon and evening gowns; your choice in the long run, why not now? Custom routines of highest caliber, suitable for better clubs and hotels. Write: Box C-395, Billboard, Cincinnati, O.

RELIABLE BOOKER—43, WANTS TO HEAR from anyone who has a legit fund raising plan for small town organizations (no show). Fred Taylor, Bethune, S. C.

MUSICIANS

ACCORDION—SEEKING TO JOIN COMBO NOW playing radio; 13 years experience; Western swing, pops, semi-classical, polkas; radio experience, solo and with Western band; single, 25, can travel anywhere; will send photo and particulars; available Oct. 15; union. Write or wire: Leo Robas, 35 N. Randolph, Indianapolis, Ind.

ACCORDIONIST—AVAILABLE JULY 29TH; play Art Van Damme style; twelve years experience of radio and cocktail lounge work; desire to team with modern or good Western unit; young, married and union; write or wire. Accordionist, Box 461, Ashtabula, O. au6

ALTO (LEAD) AND CLARINET—SEMI-NAME experience; big tone; read well; good intonation; union. Rudy Fischer, Waterloo, Ill. Phone 95. Jy30

ALTO, TENOR, CLARINET—AVAILABLE immediately to locate or travel; ten years experience; no jazz. Musician, 909 Bridges St., Morehead City, N. C.

ALTO MAN, PIANO MAN, TENOR MAN—Available immediately; cut or no notice; will accept individual offers; will consider anything, preferably the South. Contact: Box C-398, Billboard, Cincinnati, O.

ARRANGER, TENOR, ALTO, CLARINET MAN—Union, single, sober, reliable, neat appearance; travel or locate; need ticket if distant. Paul R. Simmons Jr., 802 N. Rankin St., Natchez, Miss. Phone: 1054J.

AT LIBERTY—GIRL, TENOR; READ AND FAKE. Free to travel. Box C-392, Billboard, Cincinnati, Ohio.

BASS DOUBLING VIOLIN—ALL ESSENTIALS; union, reliable, go anywhere. John Glebitz, c/o General Delivery, Berne, N. Y. Ph.: E. Berne 7-R-1.

COLORED FLASH DRUMMER—UNION; NO hop; also fine piano man; job together, night club. H. Bryant, 14 S. 24th St., Billings, Mont.

DRUMMER—DOUBLING VOCALS; YOUNG, neat, reliable; formerly with Buddy Waples's Orchestra; available two weeks; will travel. Norman Coogan, 4517 43 St., Sunnyside, N. Y. IRonsides 6-2924.

ELECTRIC GUITARIST—SOLO, READ, ARRANGE, some vocals; three years last combo; prefer location but will consider others. Elmo Hoffman, 3615 7th Ave., Beaver Falls, Pa.

GIRL TROMBONE—EXPERIENCED; SMALL and large bands; double drums and bass; enclose all details in first letter; will travel anywhere. Box C, 393, Billboard, Cincinnati, Ohio.

GIRL TRUMPET—ESSENTIALS, EXPERIENCED; will travel. Write full particulars in first letter. Box C-391, Billboard, Cincinnati, Ohio.

GIRL, VIBEST AND MARIMBIST—AGE 19; union, read, fake; will travel. Eva Snowden, 236 Church St., Lancaster, Pa.

GUITAR MAN AVAILABLE—SOLO, RHYTHM; also steel guitar; formerly with the Marion Mercer Trio, an MCA unit. Home address: Buddy Cooner, 8647 Madison Ave., Jacksonville, Fla. Western or pop.

HAMMOND ORGAN AND DRUMMER, OWN organ and equipment; union, play for shows, cut anything; travel, own transportation; only interested in sure pay, good, decent jobs; available immediately; state all. Johnny, Box 2, McClure, Ill. Jy30

LEAD ALTO, CLARINET, FLUTE, TENOR—Available immediately; will travel. Gene Schuette, 2110 N. 18th St., Sheboygan, Wis. Jy30

PIANIST—FEMALE, ATTRACTIVE, MODERN piano and solovox music; no vocals; prefer solo work only. Box C-396, Billboard, Cincinnati, O.

PIANO AND ALTO, CLARINET AVAILABLE immediately; cut or no notice. Combos, notice. Bob Herrald, Box 1668, Memphis, Tenn., care Len Foster Orch.

RINK ORGANIST—EXPERIENCED IN RSROA; perfectly metronomed music; steady, co-operative, top references; prefer Eastern location. Write: Organist, Box C-394, Billboard, Cincinnati, O. au6

SAXES—TWO TENOR (OR ALTO, BARD), ALL essentials; reliable, no drink. 5023 Minerva, St. Louis 13, Mo. Phone Forest 1602. Jy30

STEEL GUITARIST—SINGS WESTERN, SOLO, trio; play rhythm guitar; prefer radio work. Full details first letter. Curley Rogers, 1436 E. Leafland, Decatur, Ill.

TENOR CLARINET—EXPERIENCED JAZZ OR commercial; union, neat appearance. Phone: 4-8088. Write or wire: Musician, 1324 Hubbard, Jacksonville, Fla.

TENOR, CLARINET, ALTO—GOOD TONE, reader, reliable; available Aug. 12; prefer commercial. Contact: Ralph Hockaday, Riviera Club, Lake Geneva, Wis. au6

TENOR, ALTO, CLARINET, VOCALS—NO student; neat, dependable; prefer commercial locations; available immediately. Musician, 3222 West St., Ames, Iowa.

"THE NEW SOUND"—4 PIECE UNIT; BONGO, Bass Fiddle, Guitar, Piano; union. Herby Cohen, 2765 Mathews Ave., Bronx, New York.

TRUMPET—FIRST-CLASS ALL-ROUNDER, read anything; travel, location, or odd nights within reach (non-union). 1237 Atlantic Ave., Brooklyn.

TRUMPET—UNION, EXPERIENCED COMMERCIAL, dixie, dance or club, shows, rhumbas; read, fake, jazz, tone; sober, reliable, appearance; free travel; state details. Box C-360, Billboard, Cincinnati, O.

TRUMPET MAN—SEMI-NAME EXPERIENCE; available immediately; single, sober, 23 yrs.; will travel. Bob Schueneman, 506 Lorraine Ave., Waukegan, Ill. Majestic 386.

VIOLINIST—DESIRES CONNECTION WITH pianist for try at floor shows, vaudeville or TV; classics, popular. Stanley Davis, 609 Overton St., Newport, Ky. CO 3338.

PARKS AND FAIRS

AT LIBERTY—BLINDFOLD STREET DRIVE, the best; use cotton, 2 inch adhesive tape, 1/2 inch black cloth and black hood; also mechanical man, offering \$100 reward. What have you? Fred Kaufman, Box 1282, St. Augustine, Fla.

AT LIBERTY—YOUNG LADY, SINGLE TRAPEZE, ladder, platform, rolling globe. E. R. Gray, 671 Sweetser Ave., Evansville, Ind. au27

ATTENTION—AGENTS, SECRETARIES, FOUR acts, high trapeze, rocking tables, contortion, revolving ladder plus clown acts; guaranteed attraction; price reasonable. Schad Attractions, 705 W. Oak, Enid, Okla. au13

BALLOON ASCENSIONS, PARACHUTE JUMPING; modern equipment for fairs, parks, celebrations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. Jy30

"CLOWN COP CORRIGAN" FOR FAIRS, CELEBRATIONS, industrial picnics, circus or parks; the hit of any parade; always on the job; Labor Day dates and others open; again playing repeats in this year; write now. Jake Disch, 4562 Packard, Cudahy, Wis.

FAMILY TROUPE—HIGH SCHOOL HORSES, Goats, Dogs, Lady Aerobats, Aerial and Ground Tumbling; finest wardrobe; own transportation. H. R. Miller, Wilton, Wis. au6

OUTSTANDING PLATFORM TRAPEZE ACT—Available for celebrations, fairs, etc.; flashy act; for literature, particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

SENSATIONAL HIGH FIRE DIVE—OLD ESTABLISHED standard attraction; never fails to please. Capt. Earl MacDonald, 456 Lamphier Pl., Warren, O. Jy30

THE GREAT KELLY—"RIDE OF DEATH"; world's only bicycle riding down chute thru flames, crashing glass walls, jumping cars, using fireworks. Mike Kelly, Goshen, Ind. Jy30

THREE ACTS—FOUR PONY DRILL, OUTSTANDING Dog Act, Clown Chair Balancer and Juggler; write for dates. Ted La Velda, Tumas, Mo. au13

3 FEARLESS STARS—WORLD'S HIGHEST contortion trapeze act; beautiful costumes, gorgeous girls, flashy rigging; parks fairs, celebrations, for open time, contact: Jerry D. Martin, Billboard, Cincinnati, O. au27

VAUDEVILLE ARTISTS

VERSATILE PERFORMER—ACCORDION MUSIC, magic, ventriloquism and sound movies; all combined to form a complete program for clubs, lodges and all socials; for rates, dates and literature, write or contact: Ed Dobrovolc, R. D. #4, Little Falls, New York. Jy30

FOOTBALL BALLOON



by **EAGLE**



Get set now for the first kick off and score greater profits with Eagle Football Balloons.

Ideal for high school, collegiate and professional games—rallies—victory celebrations.

Gridiron fans everywhere will want to back their favorites with Eagle Football Balloons imprinted with school or team names in flashy school colors.

Make the most of the coming season by selling the best—contact your Eagle jobber, or write direct for address of the jobber nearest you. The opening whistle will blow soon... so write now.

EAGLE RUBBER CO., INC. Ashland, Ohio

POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET

54x72 Packed 30 to Case

Ea. \$2.90

Less Than Case Lots, \$3.00 Each.

1949 No. 59 Catalog **NOW READY—WRITE**

State Nature Your Business in First Letter

WISCONSIN DELUXE CO.

1902 NO. THIRD ST. MILWAUKEE, WIS.







MINIATURES of nationally famous beverages

New, fast-selling miniatures—faithful reproductions of 40 famous brands—individually or six in a cardboard carrier. Priced for many uses — for collectors, novelties, minor prizes, souvenirs, give-aways.

Write for complete catalog

ORDER A SAMPLE GROSS

\$9.00

(Minimum Individual Order)

25% deposit with order; balance C.O.D.

Bill's SOUVENIRS NOVELTIES

SPECIALTY MANUFACTURING COMPANY

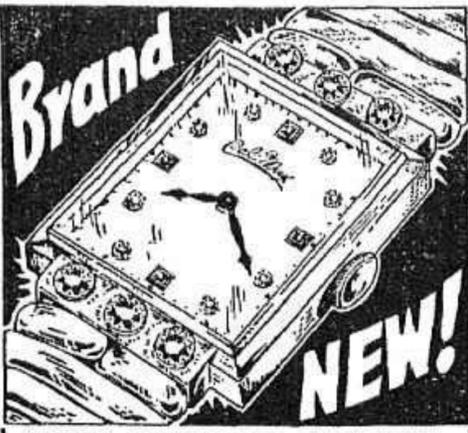
433 N. 2nd ST., MILWAUKEE 3, WIS.

ORDER A DOZEN OF A BRAND

\$4.25

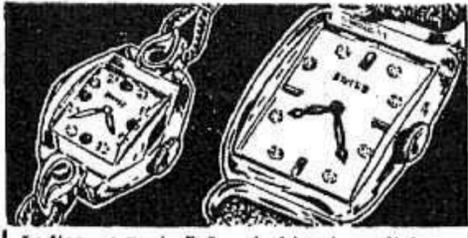
(Minimum Carrier Order)

JOBBER: Send for catalog and discounts



Sparkling, brand new case. A fast mover—Expansion Band included—Works rebuilt with precision accuracy.

7 JEWELS — \$11.95
15 JEWELS — \$12.95
17 JEWELS — \$13.95



Ladies or Gents 7 Jewel rhinestone dial reconditioned watches, \$7.95. Ladies or Gents 15 Jewel rhinestone dial reconditioned watches, \$9.95. Above prices apply in lots of three or more—

25% deposit on all C. O. D. orders. Send for Catalog.

Cel-Max
WHOLESALE JEWELERS
IMPORTERS — EXPORTERS
182 S. MAIN ST. MEMPHIS, TENN.

NEW, NOVEL, POPULAR

SCHMOO

Swinging Pendulette

CLOCK

Nothing like it for fast profit, action! Perfect for promium use on cards, boards, etc. Chip-proof, plastic placqua. 7" high, 5" wide. Guaranteed movement.

\$2.10 in doz. lots

Sample \$3 postpaid immediate delivery (NO C.O.D.)

GREENGLASS SALES
50-11 40th St., L. I. C., 4, N. Y.

Full Fashion

NYLONS — \$1.00 DOZ.

Rejects of 51 and 54 gauge. A dozen correctly sized pairs to the box in latest assorted shades. Better grades \$2.50 and \$3.00 dozen.

3 PIECE PEN SETS

All metal gold plated hooded point fountain pen, ball pen and pencil in gift box with \$7.50 price label. Complete set 80¢. Same with plastic barrels in assorted colors. Metal gold plated top. Complete set 70¢.

BALL-erina pens—4 inch cartridge. Four brilliant plastic colors on beautiful display card. Write smoothly up to two years. No refills required. \$1.60 per dozen.

Ladies' gold plated frame bill fold. Assorted colors. Plastic scotch change holder, section for pictures, two key chains, etc. 55¢ each.

Satisfaction guaranteed. Money refunded on all returned merchandise.

UNITED SALES CO.
118 West Main St. Chattanooga, Tennessee
Phone 4-9530

SELLS AT EVERY DEMONSTRATION!

A TERRIFIC TRICK

PLASTIC MYSTIC PILLARS

Amazing cut and restored string trick. No skill required! Every youngster from 7 to 70 wants one!

Sample, 50¢.
2 Doz. MYSTIC PILLARS, \$4.80.

Remit Full Amount. We Pay Postage. DEALERS! Write for wholesale prices of FAST SELLING tricks and jokes.

D. ROBBINS & CO.
152-B W. 42nd St. New York 18, N. Y.

LETTER LIST

Letters and packages addressed to persons in care of *The Billboard* will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of *The Billboard* where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

MAIL ON HAND AT
CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Parcel Post

Cunningham, Mrs. San Fratello, Mrs.
Clifford, A. 15c
Lane, Edith 5c Struble, O. F. 5c
Pelkey, Mrs. Burton Williams, Ray 35c

Ackles, M. C. Carlisle, Eddie C.
Ackley, Lawrence Carlson, Millicent
Adams, Mrs. Eddie Carman, Berceid D
Adams, Frank (Red) Carpenter, Louise
Adams, Grover Casanova, Jimmy
Addair, John Thos. Case, Virgil
Adderton, Robt. Cathran, Earl
Adderton, S. Cervone, Jazy
Aldright, Sonny (Band Leader)
Allen, Cecil & D. Chalkey, Mr. Sweetin
Allen H. H. Chalmers, Richard
Allen, Mrs. Roy Lee Chapman, Ross
Allen, Tex & Kitty Chism, Bob
Allen, W. H. Chris, Pearl H.
Alumany, Fred Christensen, Mrs.
Anderson, James Mary
Anderson, Eddy
Anderson, Mrs. Church, L. C.
Anderson, Mrs. Eddie Clark, V. R.
Anderson, Mrs. Margaret Clark, Chas. L.
Ankrim, George Clarkson, Robt.
Ansher, Joe Chastill, Wm W.
Appelbaum, John Cline, Kenneth
Arbuckle, Iona Coan, Wm. T.
Arcus, Edward A. Coburn's Georgia
Arthur, V. Minatrela
Ashley, Thos. L. Lovell
Atking, Carl Margaret
Austin, Jack
Averill, Billy
Baker, Mrs. Alpha
Baldwin, Chas. Banger, Fred
Banger, Fred Eugene
Barfield, Mrs. Fred
Barnett, Dave
Barnhart, Dr. Hewey
Barrett, Wm. Turner
Bates, Wm. Albert
Bauer, Geo. H.
Bauman, R. A.
Bayless, Wm. F.
Beck, Bob
Beck, Helen Gould
Bedell, Al & Tanya
Bennett, Ernest E.
Benway, Pappy
Berkley, Sandra
Berry, Arthur J.
Bickley, Arnold
Bickley, Jim
Binley, Sam
Bistany, Leo M.
Binkley, Sandra
Blocker, Mrs. Sarah
Blocker, Mrs. C. E.
Bluestein, Morris
Borden, Sammy
Bower, Jr., Geo.
Brazzango, Paul
Brantner, Bryan
Bray, W. M. Whittle
Brendel, E. N.
Brigen, Tex
Bright, Jerline
Brinkley, Bruce
Brooky, G. E.
Brooks, Smiley A.
Brown, Mrs. Doo
Brown, Edwood W.
Brown, Mrs. W. O.
Brown, Wendell
Browning, Jimmie
Bruno, John L.
Buley, J. W.
Burke, Pvt. Ray
Burke, Vincent
Burleson, Gene
Burnstein, Mrs. Sam
Burrige, Frankie
Butler, Don
Cable, C. W.
Cady, Herman Lee
Campbell, James R.
Caquette, Armond J.
Carey, Roy

Ervin, Helen
Evans, Brewster
Evans, Frank
Evans, H. C.
Evans, J. C.
Fain, W. M. Skeet
Falkner, Ed
Fazio, Frank
Flebis, Otto
Finch, Frank H.
Fine, Jene (Cook)
Fisher, E. L.
Flannegan, Charles E.
Fontanez Bra
Fox, Harry J.
Fox, Dennis
Francis, Ronald Leo
Frank, Edw.
Frazier, Sunny
Frederick, Ray D.
Fredeau, Paul
French, Mrs. Jackie
Frumkin, Mrs. Ray
Fules, Jere
Fules, Joe
Gable, Jos.
Gagnon, Dot & Paul
George, Ernest L.
George, Joe
George, Miller
George, Tony
Gerard, Albert C.
Gibbons, Arthur W.
Gillus, Saul
Gipson, Mrs. Pauline
Goldstein, Nathan
Gordon, Harry L.
Gordon, Keith Edw.
Grande, Pat
Grant, Robert
Grassel, Chas.
Gray, Clifford H.
Grear, Roy & Bue-
lah (Concession)
Green, Col Bill E.
Green, Chas. D.
Green, Johnny
Green, Silas (Min-
strela)
Greene, Don R.
Grey, Alfred O.
Griffin, Ned W.
Griggs, Chas. A.
Grouer, Ida & Sidney
Gross, Charles
Guertin, Jack
Guinn, Mrs. L.
Haines, Fred
Hall, Harold H.
Hamilton, Mrs.
Hanson, William
Cox, James Edward
Crawford, Robert
Daniels, Richard
Darling, E. G.
Dareyia, G. C.
Davies, A. & K.
Davies, Bud
Davis, G. R.
Davis, Lukey (Girl
Show)
Davis, Ned
Dean, Wm. (Bill-
billy Jamboree)
Dearo, Bert
Deemer, Muri
Deibert, Edwin P.
De Lancy, Doyle N.
DeLano, Phil
Demetriou, Dewey
Denner, Geo. & Beasle
Dennis, Frank
Dennis, Jack Whitey
Dennis, Theodore
Dicus, John
Diebert, Ed
Dixon, Earl Lee
Doggett, Fred
Donajewski, Max
Doran, Mrs. Ina
Dorsey, Miss Doris
Dover, Mrs. G.
Downs, Jack
Dudy, Mr.
Dufault, Doris
Duffy, Jack
Dunbar, Mr. Gale
Duncan, G. M.
Dunn, Mrs. Maggie
Dunn, Sonja A.
Dunneburg, Paul J.
Dutz, P.
Eddin, I. A. (Ted)
Edwards, Winnie
Ehmspahr, Gerald
Elliott, Marry
Emerson, Joe
Emswiler, Mrs.
Albert
Hutzler, Virgil
Hyland, Marvin E.
Jagle, Glen H.
Ingram, Howard
Israel, Phillip J.
Izler, Earnest
Jablonski, Frances
Jacobson, Phil
James, Don
Jenkins, Theodore
Jenner, Earl
Jennings, Mrs.
John, Miller or Gus
John, Nido
Johnson, Alfred F.
Johnson, C. L.
Johnson, C. L. (Windy)
Johnson, Jimmie & Irene
Johnson, Willis (Bill Postler)
Johnston, Jack
Jones, Garland P.
Jones, Mrs. Howard
Jones, Larry
Jones, T. E.
Jothan, Herman C.
Kabakoff, Dave
Kane, Irma
Kaplan, Sam
Karr, Olon J.
Keller, Harry
Kelley, Jack Bickers
Kelly, James (Specks)
Kelly, John
Kent, Larry
Kerling, James
Kernan, Larry
Kernes, Jim
Khouri, Costand
Kihler, Arthur Gene
King, Imogene
King, Larry
Kingsmore, J. A.
Kinkade, Geo.
Kirby Klair
Kirkwood, Jean
Klapp, Matilda H.
Klinke, Danny
Knapp, Jimmy (The Tourist)
Knox, Clifford R.
Kohntruff, Morris
Kregger, Earl
Kreuger, Mrs. Clarence F.
Kuchennwuter, Walter
LaFleur, Arthur
Lambert, Geo.
Lancaster, Billy
Land, Jack
Lane, Al
Landers, Mark & Helen
Lane, Mrs. Dotlin
Lane, Louis
Lance, Lew
Langford, Mrs. Betty
Lanchet, Eddy
Larue, Jack
Lauriel, Helen
Lawrence, Miss
Leatherman, Fred (Tex)
Lee, Jerry & Gate
Lester, Chas. E.
Leonard, Sid
Lindley, Chester
Lindsay, W. J.
Little, Phil
Lobl, Chas.
Lombard, Larry
Lombardelli, Herman
Long, Lew
Lottidge, Harry
Luck, W. J.
Lumbert, Carl
Lush, Doc.
McArthur, Jack
McCarthy, Richard A.
McCaithern, Hugh
McColly, Mrs. Billie
McComb, Ginny
McCormick, James
McCrary, Betty
McDonald, J. A.
McFarland, Mrs. Jack
McGarry, Floyd S.
McIntaw, Harold
McIntugh, Eileen
McKewen, Ed.
McLean, A. C.
McMahan, Chas. S.
(See Letter List on page 72)



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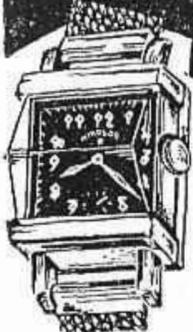
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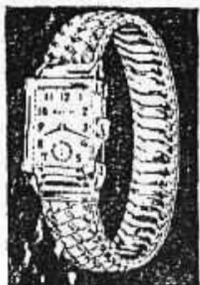


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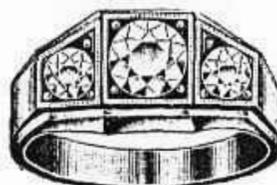
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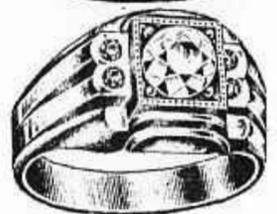
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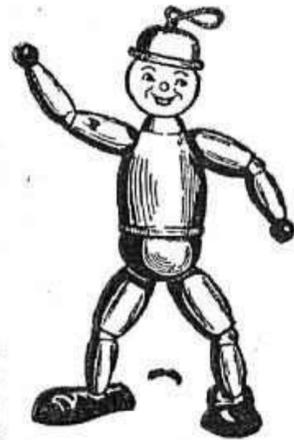
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(Continued from page 70)

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| Revolt, Paul | Trout, Taylor | Wellington, Harry |
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| Robichaud, Thomas J. | Vermillion, Bernard | Wiegand, Mrs. Alice |
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| | Wagner, Frank J. | Willin, Geo. |
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| | Walker, Marjorie | Wilson, Jennie |
| | Walker, R. E. | Wilson, Mrs. |
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| | Wallace, I. K. | Wojtowicz, Frances |
| | Walls, John | Wolfe, Eddie |
| | Walters, Huey | Wolfe, Vern |
| | Ward, Kay | Woods, China Frank |
| | Warner, Hugh M. | Woods, Mrs. E. M. |
| | Washington, Dapper | Woods, Red (Perris Wheel) |
| | Wasson, Ralph | Wright, Ray |
| | Watson, Mrs. Ethel | Wright, Wm. A. |
| | | Yount, Chas. |
| | | Zarlington, Mary |
| | | Zeno, Joe |
| | | Ziko, Louis |
| | | Zomp, Paul |
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| Alton, Carl | Hynes, Mr. A. | Jackson, George | Jacobson, Mr. & Ed | Jane, Jennie | Kemper, K. | Koort, John | Kraft, Charles | Jenz, A. | Lipton, Danny | Montana, Bab | O'Brien Brothers | O'Brien, C. K. | Moveno, Blanche, Lorraine | Palastro, John | Parroff, Harry | Rose, Bert | Rubin, Ida | Saddlemier, Jerry | Short, Thomas | Sittie, Vta | Spaalg, William | George Jr. | Stiekland, Roaley T. | Swynnigan, James Clyde | Terrell, Tom | Thain, Daisy Wild | Van Vorst, Fred | Walton, Billie | Wilson, Ted | | | | | |
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| Shoreek, Leo | Shichela, Bob | Simmons, W. F. | Stama, Bob | Sisk, Jr., C. G. | Skelly, Jack | Small, Ethel | Smith, Al (Mug Joint) | Smith, Mrs. Cassie | Smith, James Ferris | Smith, Mrs. Jeanette | Snyder, Bill | South, Mrs. Lutie | Spaulding, Warren | Spielman, Mrs. Sam | Spitzer, Mrs. Harry | Spreng, John F. | Staber, Paye | Stack, Richard O. | Stafford, Mack | Standfield, John O. | Stanford, Harold E. (Red) | Stanley, Louis | James | Steffen, J. E. | Stempin, W. J. | Stevens, Grant | Stevens, Mrs. Inez | Stevens, T. A. | Stevenson, Louis E. | Stewart, Eddie (Tex) | | | | |
| Stine, Wilbur | Stine, William | Stover, James | Strayer, J. E. | Studebaker, Lefty | Suddan, Eddie | Surete, Joe | Sutton, Harry | Swain, Frank | Sykes, Minnie L. | Tharvitch, Thelma | Tasse, Barney | Taylor, Gilbert A. | Taylor, Howard | Tompson, W. W. | Torara, Robt. | Terry, C. H. | Thames, Belle Jean | Thomas, Hubert W. | Thomas, Kenneth | Thomas, Burton | Till, John | Barfield, Willie | BeGar, Harvey | Bolto, Charles | Braham, Joe | Brown, Claudia (Sugar) | Burrows, Theresa | Carper, C. H. | Cartledge, Ray | Cole, Bruce | Curtis, John | Del Giudice, Mary | Dixon, Maxie | Fannigan, R. E. |
| Fredrico, Don | Gorman, Harry | Gorman, Joe | Haddix, Benny | Keaton, Robert | Knaus, Geo. | Kolberg, Anne | Leonard, Murray | Lee, Georgia | Mahoney, Daniel P. | Pitman, Howard E. | Tennis, Leo | Waite, Kenneth | Wilson, J. L. | | | | | | | | | | | | | | | | | | | | | |

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Pipes for Pitchmen

By Bill Baker

JOHN T. LASS . . .
 president, General Products Laboratories, Columbus, O., suppliers of various and sundry med and pitch items, visited the pipe's desk last week while in the Queen City on a combined business and pleasure trip. Lass, who with H. F. Stocklin now owns the Columbus supply house, reported that business has been outstanding and that recently acquired new equipment enables them to give even better service than they have supplied in the past to med show operators and pitchmen.

AFTER A LENGTHY . . .
 silence in this corner, Jerry Frantz fogs thru the following from Summit Hill, Pa.: "This is our second week

here and business has been good. It also has been better than average the past nine weeks. Our med show roster includes Burt Leslie, producer of the show and blackface comedian; Roy Shrimplin, magic; Six Brittons; Jean Frantz, lecturer and straights; Vivian Shrimplin, piano and comedy; Fern Frantz, rope spinner and bull whips; Cardie Frantz, secretary and concession manager, and Jerry Frantz, owner and lecturer."

ALBERT L. ANDRE . . .
 novelty goods and special merchandise pitchman, is in Nashville framing a med show which he plans to take on the road soon.

JACK (BOTTLES) STOVER . . .
 prominent sheet worker, advises from Franklin, W. Va., that he's been finding business fair in that sector whenever he can see the marks.

SONIA GIROUD . . .
 has set her Magic Wonder Towel demonstration with the Hecht Company, Washington, where her woman demonstrator is obtaining excellent results. Sonia is demonstrating the towel at Kresge's, Norfolk, to satisfactory returns. She plans to visit her parents in New York following the Norfolk engagement. Prior to her present location, Sonia worked the towels at Fabian's drug store in Norfolk to good moola counts.

JACK ZIMMERMAN . . .
 is garnering the geedus with his embroidery guide at Kresge's, Norfolk. He plans to return to Florida this winter and may return to the Kress stores there.

HENRY VARNER . . .
 blasts from Akron that the Rubber City is still in the limelight, with the Cole and Ringling circuses doing well there. He adds that the weather has been hot and that in about three weeks he'll be back in the mountains of Pennsylvania where trout swim in the cold streams.

CARL HERRON . . .
 veteran pitch stalwart, advises from New York that he's had numerous requests of late from members of the pitch fraternity to send thru a sketch which appeared in this corner several years ago. It was originally sent thru by Herron from Detroit and was titled *The Wailing Tree*. Since many of the old-timers, who were purveying their wares in Detroit at that time, now are pursuing similar chores around the Big City's Auto-Mat, Herron feels (See PIPES on page 74)

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Mottled Bird Prints, Floral Prints. Also Circus and Animal prints in one color.

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Another Scoop!

SHER-LEE buys out BIG Jewelry Assortment

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This merchandise was sold at \$1 to \$16.50 retail.
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HOW CAN YOU LOSE AT THESE PRICES
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 ★ CONCESSIONERS
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GROUP ONE	FAST PROFIT \$150	GROUP TWO	FAST PROFIT \$25
25¢ Each		6¢ Each	
100 Asst. Items, Only \$25		100 Asst. Items, Only \$6	
GROUP THREE	FAST PROFIT \$25	GROUP FOUR	FAST PROFIT \$15
11¢ Each		3¢ Each	
100 Asst. Items, Only \$11		100 Asst. Items, Only \$3	

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Looks like real diamonds. High grade Swiss movements guaranteed like new. Rhinestone dials and silk cord band. Gold filled Mesh, Link or Expansion Band \$1.75 add.

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10 Kt. Yellow R.C.P. cases, modern designs. Reconditioned and rebuilt—guaranteed like new.

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 10 1/2" JAP FUR MONKEYS, HARD HEADS, NO BREAKAGE 15.00 Gr.
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Now Ready—Our New Price List.
 YOU WILL BE SURPRISED ★ SEE OUR LOW PRICES ★ SAME DAY SERVICE.
 25% Deposit With Order.
CHARLES SHEAR 150 PARK ROW NEW YORK 7, N. Y.

CONEY ISLAND

(Continued from page 38)
and a daddy of nine sons ranging from 3 to 14.

Joe Pippie Gulluscio is newly partnered with Tony Lamummo in the clam bar and Italian Pizzas on the Bowery corner of West 15th where Stanley Gersh, the other tenant, celebrated the launching recently of 48 units of Play 21, his new group game. . . . Harriet and Seymour Dunkirk, Island newcomers, operate Guess-Your-Age, a Louis Lobel concession, on Steeplechase Walk, near Nelson's Corner. . . . Feltman's franks cut from 15 cents to a dime to meet the price charged all over the Island. . . . Sid Daiell has shelved his Ro-Lo game on Surf in favor of a more lucrative balloon. . . . Chamber of Commerce granted use of Surf Avenue trolley

poles for Mardi Gras decorations. They were left by transit commission after surface cars were discontinued for busses.

Suicide Globe attraction on Surf closed for the second time this season because of injuries sustained by Speedy Babbs, featured motorcycle rider. A similar spectacle, Globe of Death, a Boardwalk tenant last season is now at Savin Rock, Conn. . . . Another Island first-timer is Bruno Puddu, a former game hunter with the bow and arrow, who has a nine-unit archery range in one of Joe Bonsignore's new stores of the larger group on Luna's front. Bernard Kessler assists. . . . Guy Bassant is a new reporter covering Coney for the New York Times, only metropolitan daily employing a special representative at this resort. . . . Sam Garber back at Play the Races over

week-ends, leaving the Long Beach, L. I., game in the hands of Sel Silverstein, formerly with Eddie's 5-Star Final.

John G. Ward has added fish pond, popcorn, ices and cotton candy concessions, all personally owned and controlled, to further attract Pepsi-Cola holders of coupons good also for five rides and a movie at his Boardwalk spot, this season an animated rendezvous. . . . Al and Joe George, employ at their new and busy Tic Tac Toe game on Surf, Mollie Denardo and Jerry Fanelli behind the premium counter, and Louis Esposito, Phil Palaia Gene Newman, Norman Weiss and Murray Altabet, floormen. . . . David and Mary Bruckner, after a winter with Rogers Bros.' Circus with their Lord's-Prayer-on-a-penny machine, are located on the Bowery, corner West 15th.

PIPES

(Continued from page 73)

that a replay of the Tree is worthy of the requested reproduction in these columns. It should bring back many memories of the top workers of that day. So here goes:

Under the Wailing Tree

By Carl Herron

Most every night when the sun goes down
In the town of the motor car trade,
The pitchmen gather from far and near
To shoot their pipes in the shade
Of an old walnut tree that has stood for years
On a lot where the pitchmen all weep,
And the stories that are told
'Neath its wide-spreading fold
Would make even the wealthy feel cheap.

You'll find One-Eyed Paige of flukem fame
And Gus the Necktie Kid,
Larry and Jack, with their glass cutting act
And Mack with his summer lids.
There is Soapy and Jock and Young Paul Hauck,
All boys who can gather the dough,
Tom and Jake with their razor paste
And Slim with his dominoes,
Morris and Jim with their gummy-ga-hoo
And Bedford with tie forms galore,
Blackey and Art with their auto part,
With cleaner Dave Rose hits a score.

Svengali Fredette, with his pretty brunet,
Deals cards at the old Wailing Tree,
While Red and Irene get the gravy and cream
Dishing out Astrology.
McCluskey's louse and little white mouse
Are sneaking in doorways I'm told,
While Barrett, the king of the razor paste ring,
Is quaffing his beer as of old.
Dot and Dash Herron is painting the town
With his dot and dash pamphlets and sign,
While Barney and Murray are winding it up
With their watches and razor blades fine.

Chief Mex and Doc Johnson, Pearl Lewis and Tish
Are keeping the yokels as clean as a fish,
Then there are Mary and Madaline and Carrol with med
And old English Harry with St. Louis Red.

The pipes are of the by-gone days,
The days of '29,
When spots were new and pitchmen few
And the keister a glorious shrine.
And money was just like a handful of sand,
So easy to get and to blow,
With towns opened wide, the pitchmen had pride,
And always packed plenty of dough.
But now at last those days have passed
And only their memory remains,
So with tripes and keister and gasoline
They follow the chain of change
And long for a comrade to see.
Just pay 'em a call by the old wailing wall
Under the Wailing Tree

dents at the Academy of the Sacred Heart in Grosse Pointe, Mich.

The Pearces reside in Grosse Pointe, Detroit suburb. Pearce is a 32d Degree Mason and a member of the Grosse Pointe Yacht Club.

Fred Jr. grew up in the park business, working summers at different parks while going to school. After three and one half years in the navy, he joined his father on a fulltime basis in 1945, dividing his time between the parks and the office. He is now vice-president of the operating companies.

Fred Sr. usually takes January and February off each year to go fishing in Florida.

FRED PEARCE'S LOVE

(Continued from page 39)

built at Capitol Park, Lincoln, Neb., ran for 10 years, and then was wrecked by a cyclone.

Personal Supervision

Everything in the many parks, including attractions, which Fred Pearce has built, was personally supervised. All were built for operation by the firm in the first instance. Some were sold after two or three or more years of operation.

Pearce has the ability to envision a new idea and to carry it out in an actual park operation. He is on the job personally when it comes to construction. Last spring he spent a month at Excelsior Park, building a new stage designed for radio shows. Last fall, another month went into the preparation of a new picnic grove there. Since then, he has been supervising construction of new dock facilities at Walled Lake.

Personal attention to details has been important in his park operations. He is a constant student of paint qualities, mechanical devices and uses of alloy steels. He was the pioneer in the use of pressure-treated creosoted lumber for Coasters, to give adequate protection against rot and decay with consequent expensive replacements. He has become an authority on this subject, and his advice is constantly sought by park men thruout the country.

In earlier days, Pearce traveled about 60,000 miles a year, visiting his different park interests. In 1928 alone, he visited over 50 parks. This extensive traveling during the short park season ultimately proved too demanding and, after 1930, he did less building and confined his efforts primarily to the present two parks and Jefferson Beach, Detroit, from which he resigned as general manager about 1937.

Directs Policy

Personally, he concentrates upon planning, policy decisions, financing, improvements, promotion and central office operation. Operating details are left to his managers.

His operating policies are characterized by an emphasis upon family interest and picnic park operation. He prefers a park with a relatively small number of rides and games, in relation to space devoted to recreation areas. Typically, he does not operate amusement concessions except games of skill.

In the parks which he wholly owns, the attractions and concessions are operated by the park management, with the exception of the refreshment concession at Walled Lake.

Fred was married in 1915 in New Orleans to Ethel Hayward of that city, daughter of a prominent cotton broker. There were two children, Fred Jr., and Mrs. Ethel Pearce McMahon, now living at Downer's Grove, Ill. Mrs. Pearce died in 1932.

Family Life

In 1936, Fred married Ferne Hickey, of Port Huron, Mich. They have two daughters, Elizabeth and Julie, stu-

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Advanced Design Four Piece Set
Assembled in a Jiffy! . . .
Show It . . . You'll Sell It!

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- Brush unit fits any comb, eliminates returns
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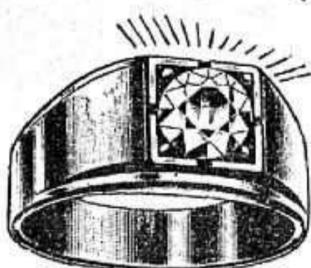
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We will give you 1 doz. of these attractive boxes with each order for 3 dozen rings or 4 doz. boxes with every gross order.

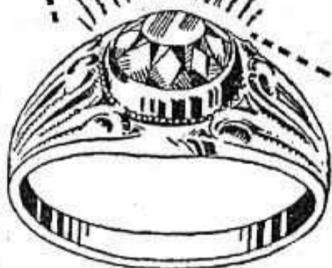


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Gold Filled
\$9.75 doz.



NO. 02
Gold Plated
\$3.25 doz.—\$36.00 gr.



NO. 191-C
Gold Sides
\$3.50 doz.—\$39.00 gr.

Send your order today! Take advantage of this Special OFFER.

STERLING JEWELERS

44 E. LONG ST.
COLUMBUS 15, OHIO

SALESBOARD SIDELIGHTS

Gardner & Company, Chicago, kicks off on a complete line of girl boards in all types of play for the cross-country trade. Line is described as a "nickel nabbin'" group by officials who add that operation of the new numbers in important board play sections have indicated a strong acceptance. Leading numbers in the Gardner line-up, other than girl boards, include the Baseball Bucks, Sweepstake Charley and Baby Charley offerings which range from 5 cents to \$1 play. Signs of the times in the Gardner plant: no fall-off in activity, orders keep coming in "bountiful batches." Credit goes three ways; to the quality merchandise, to the operators who "know a good thing when they see it" and to the Gardner sales staff which carries the news of the boards to the operators' and jobbers' doors, according to firm executives.

Crown Products, South Bend, Ind., is keeping its mail-order customers happy with its same-day-as-received service. Roy Galentine states that Crown continues to fill all such orders the day they arrive. Firm's boards and full line of jar deals are being accorded up-curving operator reception, Roy says. . . Harlich Manufacturing Company, Chicago, is presenting a new "board with vision" to the trade. Sam Feldman backs up the release with an "at-tuned to the times" statement. Board is the Belle O'Vision with 1,500 holes, special thick construction and nickel play. Novel face design follows that of a television set; punch area simulates a speaker, with a gal's face framed in the circular video screen, from which the board derives its appropriate monicker.

Jerry Scanlan, heading a firm bearing his name, reports the introduction of a merchandise version of his Stacks salesboard. First board, still hitting higher sales totals, is a coin jackpot number with 5, 10 and 25-cent play. The Let's Multiply board, due for immediate release, features quarter play and carries the illustration of a rabbit on its play panel.

Allied Sales Company, Cleveland, is featuring a new cigarette lighter, with a "built-in filling station," in connection with a 1,200-hole board. Number, labeled Thrilling New Creation, offers nickel play. Four lighters are carried on the face of the board, flanking the punch area, and 25 pennies cover the jackpot seals. Officials of Allied claim a good level of sales activity has been reached on the new number.

Joseph Berkowitz, general manager of both Bee-Jay Products, Inc., Chicago, and Universal Manufacturing Company, Kansas City, reports that Jack Warren, recently appointed district sales manager for Ohio, is "going great shakes." Warren has turned up some nice business and predicts a further uptrend in sales volume in the near future.

Boys over at Empire Press, Chicago, are going along at a good sales clip these days. With firm's featured line of "the most up-to-date salesboards" as an order-lure, Empire production is pressing ahead. Jo-

seph Zimmerman, "emperor" of Empire, feels no qualms about the future of the industry as long as competition keeps first-class numbers rolling off the designing boards and onto the production lines.

PARK CIRCLITES

(Continued from page 62)

champ Patricia Carroll of Queens Rink, Elmhurst, N. Y.

Senior dance honors were snared by the talented Clifford Schattengerk-Bettie Jennings combine of Seattle, winner last year and the year before, who received the first-place votes of all five judges. Senior fours went to the Park Circle, Brooklyn, foursome of Paul Bauman, Robert Cawley, Gloria McCarthy and Merry Ann McSweeney; senior pairs to the Spokane team of Cecil Davis and Phyllis Bulleigh.

British Columbia skaters excelled in exciting senior speed events. In the men's division, James Hibak, New Westminster, emerged over-all champion and in ladies', Rita Conseiller, also of New Westminster.

Complete results:

Artistic Events

Senior men's figures: Ted Rosdahl, Chicago. Senior men's free style: Ted Rosdahl, Chicago; Rudy Goldman, Brooklyn; Robert Cawley, Brooklyn. Senior ladies' figures: Nancy Lee Parker, Utica, Mich. Senior ladies' free style: Nancy Lee Parker, Utica, Mich.; Patricia Carroll, Elmhurst, N. Y.; Gloria McCarthy, Brooklyn. Senior pairs: Cecil Davis and Phyllis Bulleigh, Spokane; Robert Cawley and Merry Ann McSweeney, Brooklyn; Earl King and Jeanne Kuester, Elmhurst, N. Y. Senior dance: Clifford Schattengerk and Bettie Jennings, Seattle; John Williams and Patricia Cavanaugh, Columbus, O.; Robert and Joan LaBriola, Elmont, N. Y. Senior fours: Paul Bauman, Robert Cawley, Gloria McCarthy and Merry Ann McSweeney, Brooklyn; John Holshuh, Earl King, Patricia Carroll and Jeanne Kuester, Elmhurst, N. Y.; Ken Johnson, J. W. Norcross Jr., Barbara Laney and Betty Porter, Greeley, Colo.

Intermediate men's figures: Richard Rasgates, Cleveland. Intermediate men's free style: Cecil Davis, Spokane; Gerald Nista, New York; Rodger Fuerst, Dayton, O. Intermediate ladies' figures: Kunnie Mae Williams, Spokane. Intermediate ladies' free style: Jeanne Kuester, Elmhurst, N. Y.; Kunnie Mae Williams, Spokane; Anna McWilliams, St. Louis. Intermediate pairs: Peter Gullo and Grace D'Andrea, Brooklyn; Paul Lampkin and Laurene Anselmy, Pontiac, Mich.; Skipper Oakes and Barbara Harper, Seattle. Intermediate dance: Skipper Oakes and Barbara Harper, Seattle; Robert Thorne Jr. and Lorraine Lawson, Elmont, N. Y.; Joseph Beby and Gertrude Loser, Elmont, N. Y. Intermediate fours: Jack Crichton, Peter Gullo, Edna Grasso and Grace D'Andrea, Brooklyn; Edwin Ainsworthy, Henry Hoffke, Elaine Kerrico and Muriel Stewart, Springfield, Mass.; Patrick Hogan, Robert Quick, Virginia Irwin and Inga Stokosa, Detroit.

Junior men's figures: William Pate, Detroit. Junior men's free style: Jerry Bruland, Ferndale, Wash.; Ray Miller, Mt. Clemens, Mich.; Robert Berenka, West Homestead, Pa. Junior ladies' figures: Laurene Anselmy, Pontiac, Mich. Junior ladies' free style: Laurene Anselmy, Pontiac, Mich.; Merry Ann McSweeney, Brooklyn; Carol Sue Massey, Springfield, Mo. Junior pairs: Arthur Brown and Joan Brown, St. Louis; Jerry Bruland and Karen Bowsher, Ferndale, Wash.; Donald Maddaloni and Dorothy Beasley, Brooklyn. Junior dance: Dale Sprague and Patricia Hurley, Everett, Wash.; George Smith and Betty Mahoney, Medford, Mass.; Matthew Corcoran and Beverly Bunce, Albany, N. Y.

Novice men's figures: James Sutton, Washington. Novice men's free style: Jack Crichton, Brooklyn; Robert Jones, Cleveland; Alvin Hurwitz, Elmont, N. Y. Novice ladies' figures: Edna Grasso, Brooklyn. Novice ladies' free style: Edna Grasso, Brooklyn; Eleanor Gove, Medford, Mass.; Dorothy Coupe, Brooklyn. Novice pairs: Russell Serenka and Helen Malley, West Homestead, Pa.; Arno Saffer and Ingrid Teigland, Brooklyn; John Pergolizzi and Phyllis Riggs, Brooklyn. Novice dance: John Pritchett and Barbara Nites, Washington; Stanley Brelme and Magdalen Sivori, Brooklyn; Henry Eberhardt and Florence Eberhardt, Elmont, N. Y. Novice fours: Alwyn Baumann, Kenneth Duncan, Eileen Devino and Sherry Rapp, Newark, N. J.; Archie Patton, Gurdon Patton, Barbara Cook and Carol Gocha, Flint, Mich.; Alfred and Dorothy Coupe, Louis Pfeifer and Angella Torello, Brooklyn.

Juvenile boys: Claude Whitehurst, Norfolk, Va.; Gary Schulman, Brooklyn; Franklin Talbott, Peoria, Ill. Juvenile girls: Patricia Martino, Detroit; Joyce Magee, Norfolk, Va.; Sally Peabody, Natick, R. I. Juvenile pairs: Vincent Lanigan and Lorraine DeSabato, Elmhurst, N. Y.; Gary Gardner and Barbara Baum, Washington; Robert McPherson and Mary Ann Brown, Atlanta. Juvenile dance: Franklin Talbott and Arieta Ingei, Peoria, Ill.; Phidel Keaton and Joyce Magee, Norfolk, Va.; Ronald Trembath and Sharon Fect, San Jose, Calif.

Speed Skating

Senior men: James Hibak, New Westminster, B. C., 80 points; Dale Godfrey, Detroit, 60; Harold Slack, Cleveland, 50; Roland Grina, Portland, Ore., 50. Intermediate boys: Jack Powers, Springfield, O., 90; Earl Dunn Jr., Mt.

SEARLE BIZ OKAY

(Continued from page 38)

all rides and stands for the Ford giveaway September 18. Every Wednesday the spot features kiddies' day, with all rides going for 5 and 10 cents, plus prize giveaways, including a bicycle.

"This year we started a promotion tie-up with Pepsi-Cola. This is the same plan used by Coney Island earlier this season," Searle reported.

"Pepsi puts coupons on each bottle carrier that goes into store sales. These coupons are redeemed at the park by paying 50 cents, good for five rides. It certainly has caught on and brings plenty of new people into the park," said Searle.

Free Acts Back

Suburban returned to its free act policy this year. The outdoor stage was rebuilt and weekly shows are given. Plan was started June 20. Fireworks were used July Fourth and will be used again at the annual farmers' picnic August 27 and again Labor Day.

Regarding the business outlook for Labor Day, Searle said, "We can't expect too much business Labor Day because we will have tough competition from New York State Fair which opens that day in Syracuse, 15 miles from our park."

Suburban Park will be open Friday nights, Saturdays and Sundays during September after Labor Day.

Clemens, Mich., 70; Joe Juchemich, Portland, Ore., 60. Junior boys: Joseph Hakim, Detroit, 60; Mike Gentile, Bridgeville, Pa., 50; Charles Tomlinson, Flint, Mich., 40. Juvenile A boys: Eddie Ward, Gainesville, Fla., 50; Charles Webb, Phoenix, Ariz., 30; Robert Flowerly, Detroit, 20. Juvenile B boys: Ralph Conrad, Pennsville, N. J., 60; James McBride, Memphis, 40; Vernon Brandriff, Pennsville, N. J., 10; Robert Weakland, Greensburg, Pa., 10. Juvenile C boys: Claude Whitehurst, Norfolk, Va., 50; Gary Gardner, Washington, 50 (co-champions); Robert Davidhelser, Pottstown, Pa., 20. Senior ladies: Rita Conseiller, New Westminster, B. C., 80; Evelyn Olsen, Oakland, Calif., 70; Elsie Harris, New Castle, Del., 30. Intermediate girls: Alice Plumb, Detroit, 90; Dolores Godfrey, Holly Oak, Del., 50. Junior girls: Carol Sue Massey, Springfield, Mo., 80; Dolores Pollack, Portland, Ore., 50; Jean Becker, Pennsville, N. J., 40. Juvenile A girls: Phyllis Markley, Dayton, O., 60; Patricia Clark, Pennsville, N. J., 40; Alma Smith, Greensburg, Pa., 20. Juvenile B girls: Imogene Richmond, Lapeer, Mich., 50; Dorothy Jackson, Chester, Pa., 30; Carol Lou Machner, Ventnor, N. J., 20; Dolores Adams, Tacoma, Wash., 20. Juvenile C girls: Nadine Montague, Lawndale, Calif., 60; Patricia Ann Hodge, Gainesville, Fla., 30; Shirley Smith, Chester, Pa., 20.

PUSH CARDS

All sizes of straight or skip number cards with Girls' Names and winner under Real. Also cards with every push a winner. Immediate shipment from stock.

FREE CATALOG—Write

W. H. BRADY CO. MFRS.
CHIPPEWA FALLS, WISC.

GALENTINE PRODUCTS
MAKE BIG PROFITS!!

The BEST SALESBOARDS AND JAR DEALS!

PHONE 2-4261
DAY OR NITE
OR WRITE

GALENTINE NOVELTY CO.
322 E. COLFAX AVE., SOUTH BEND 24, IND.

WE ARE MANUFACTURERS

All Kinds—PULL TICKET GAMES

TIP BOOKS

Buy Direct From Manufacturer at Very Vary Reasonable Prices.

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302 MAIN ST. WHEELING, W. VA.
Phone: Wheeling 340

SALESBOARDS

Tickets, Jar Deals, Premiums
Complete Line

STOP IN TO SEE US

RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Philadelphia 23, Pa.
Lombard 3-2676

SALESBOARD SPECIALS

1200 Hole Plain Boards with Section \$.50
1300 to 1000 Hole Girl Boards 2.25
1200 to 1000 Hole I.P. or Seal Bds. 1.95
500 to 420 Hole, 6 Numbers on Ticket 2.25
300 to 440 Hole, 6 Tickets on Giant Hole 1.95
Assortment of 25 Boards (Case Lot) 50.00
17 J. Rensie Watches—\$15.00 20% Deposit.
B. F. PRODUCTS 1910 Piedmont Road
Phone 25-771 Charleston, W. Va.

It's Really Hot!!

ONE OF A COMPLETE LINE OF FAMOUS GARDNER GIRL BOARDS

5¢ * REALLY HOT * 5¢

\$1.00	\$3.00	\$5.00	\$10.00	\$4.00	\$2.00	50¢
\$7.00	\$9.00	\$11.00	\$8.00	\$6.00		

100-200-300
400-500-600
700-800

ONE GIRL

25

1000 FAST MOVING HOLES TO NAB THOSE NICKELS IN A HURRY

ORDER AS:

NO. 1000 REALLY HOT TAKES IN: 1000 - 5¢	\$50.00
PAYS OUT:	22.71
AV. PROFIT:	27.29
MAX. PROFIT:	36.00

NOW READY!

A COMPLETE LINE OF **GARDNER GIRL BOARDS** IN ALL TYPES OF PLAY

WRITE FOR CIRCULAR

LEADING PUNCHBOARD MFR. OVER 40 YEARS

GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO, 16 ILL.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Salesboards All orders shipped same day received

Hole	Name	Profit
1000	Come and Get It	\$24.35
1000	Easy to Get	25.62
1200	Fountain of Youth	32.40
1000	Futuristic	25.44
1350	Gold N West	33.85
1200	Goldie	32.45
1196	Gorgeous	31.50
1000	Lucky Fiesta	25.87
1000	Pipparoo	28.23
1000	Sitting Pretty	25.87
1000	Sunny Sue	26.68
1500	Sweet Pickin'	37.34
1200	Take It Easy	31.05
1000	Waltz Life	25.45

ABOVE BOARDS \$2.50 EACH NET
CASE LOTS 12 OR MORE ASSORTED.
25% deposit with all orders, balance C.O.D.
Freight prepaid on orders of \$100.

UNIVERSAL BEE JAY PRODUCTS
Sampliner Bldg., Euclid-57th, Cleveland, Ohio

"WORLD RENOWNED"



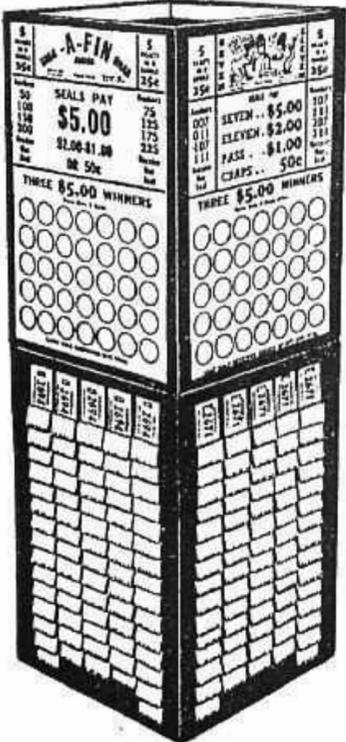
IT'S

**BRAND NEW!
DIFFERENT!
TERRIFIC!**



UNIVERSAL'S "QUAD NO. 1"

WHEN BETTER DEALS ARE MADE



Quad No. 1 consists of four individual pads, Grab-A-Fun Junior, Seven-Eleven Tiny, Bingo-Fin Baby and Pok-A-Pot Midget, assembled to make up one compact counter display unit which takes up less space than the smallest pad deal.

Each quad is individually packed ready to use, just remove from the carton and place it on the counter.

FOUR PLAYERS CAN PLAY AT THE SAME TIME.

IF THEY LOSE ON ONE THEY'LL TRY ANOTHER OR IF THEY WIN ON ONE THEY'LL TRY ANOTHER.

Quad Takes in\$72.00

Quad Payout (Average) 33.75

Average Profit (Quad No. 1)\$38.25

UNIVERSAL MANUFACTURING CO., INC.

"The World's Foremost Mfr. of Jar Games"

405-411 E. 8TH ST. KANSAS CITY 6, MISSOURI

"THE WORLD'S FINEST"

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column.
No charge accounts.

Forms Close Thursday for the Following Week's Issue

A-1 BARGAINS — CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago. au20

AMUSEMENT ARCADE AND DISTRIBUTING Business; long established, Los Angeles civic center hot spot. Big season just starting; forced to sacrifice account illness. F. E. McKee, 2041 Kenneth Road, Glendale 1, Calif. au6

CIGARETTE MACHINES—NO BARGAINS, BUT honest to goodness merchandise; all machines completely refinished and overhauled; twenty-five cent conversion; kingsize kits; we buy used cigarette machine equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

ERIE HAND OPERATED DIGGERS, EXHIBIT Merchants, Microscopes, Electro-Holts, Buckleys, Iron Claw Diggers, Rotary Merchandisers; we buy diggers, rotaries. National, 4243 Sansom, Philadelphia, Pa.

FOR SALE—60 FIVE CENT CASH TRAY NUT Vending Machines; make offer. Earl Dickerson, 1324 West Walker St., Milwaukee, Wis.

FOR SALE—3 KEENEY BONUS SUPER BELLS, 5¢-25¢ comb. Bought new, used four months. \$324.50 each, perfect, clean. 2 Keeney Pastimes, 1 coin head, \$99.50 each. Galloping Dominoes, two-tone, \$124.50, clean. Evans Bangtalls, two-tone, \$124.50, clean. Small deposit. Seashore Music Co., 523 So. Front St., Wilmington, N. C.

FOR SALE—TWO JOCKEY SPECIAL, \$100 each; four Special Entries, \$50 each; clean, ready to go on locations; 1/3 deposit. Hightower Coin Machine Exch., 1909 S. Harwood, Dallas, Tex.

LATEST NORTHWESTERN DE LUXE, \$12.50 each; Victor V Cabinet 5¢, \$6; Victor V globe type 1¢, \$6; Silver Kings 5¢, \$6; Columbus ZM 1¢, \$6; Northwestern Model 33 ball gum or peanut, \$6; Columbus Z-46, 5¢, \$6; Sun, 5¢, \$3.50; U Chu type ball gum, \$5 or \$10 with 25 lbs. Rain-Bo. Northwestern Triselector, \$10; Columbus BiMor, \$12; Seeburg Casino Juke, \$55; Wurlitzer 24, \$65; Rock-Ola Luxury Lightup, \$130; all machines clean and in condition; 1/3 deposit with order, balance C. O. D.; prompt shipment of all goods. B. & K. Vending Co., 1477 10th St., Camden, N. J.

REBUILT CIGARETTE MACHINES—PERFECT condition, baked enamel finish; all makes and models; send for list. New York Vending Machine Exchange, 1010 Myrtle Ave., Brooklyn, N. Y.

ROLL TYPE STAMP MACHINE WANTED— State manufacturer, quantity, price. Box 1040, 221 W. 41 St., N. Y. se10

ROUTEMEN—NOW IS THE TIME TO CASH IN on popcorn profits; buy these 8 "Popcorn Sez" Venders (guaranteed in good operating condition) to make largest profits; \$75 each F.O.B. Iowa City, Iowa. Kauffman & Moore, 1125 18 Avenue S. W., Cedar Rapids, Iowa. au6

SALE — ALL STARS, \$150; SKY FIGHTERS, \$40; Watling Guesser Scale with Mirror, \$65. A. T. Snyder, Wilton, Conn.

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low price; immediate delivery; write for prices and sample. J. Schoenbach, 1654 Bedford Ave., Brooklyn, N. Y.

STAR 5¢ SINGLE COLUMN HERSHEY MACH. —Like new, 10 for \$100; Northwestern 33 porcelain Ball Gum Mach., late model, excellent, 10 for \$75; Northwestern 39 porcelain, 48 model, factory perfect, 10 for \$100. Jack Teal, 436 E. 63d St., Long Beach 5, Calif.

TWO BOWLING ALLEYS—5¢ SLOTS JUST OFF location, one Flash Bowler and one Bang-a-Flity, both on location one year. Come and get them now. \$50 each. Ray Oakes, 3114 Cleveland Ave., Brookfield, Ill. Brookfield 7624.

WANT TO BUY —"E" AND "A" MODEL Uneda Pak Cigarette Machines; any quantity. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

WANT TO BUY—VICTORS OR TOPPERS, ANY number, any condition. Sreden, 6114 W. Venice, Los Angeles 34, Calif.

WILL TRADE EVANS CASINO BELL, 1948 model for Citations. Wire Club Distributing Company, Batesville, Ind.

10 GOTTLIEB TRIPLE GRIP MACHINES, \$10 each; 50 Columbus Peanut Machines (condition guaranteed), \$5 each; cash with order. Birmingham Vending Co., 2117 North 3rd Ave., Birmingham, Ala.

10 HOLLI-WARE 3 COLUMN SUGAR BOWLS (Penny Vendors), with pedestal stands, all like new, \$300; cost over \$750; 1/3 deposit, balance C.O.D. Autovend Co., 6200 N. E. 24th Ave., Portland, Ore.

120 TRADIO — 100 RCA COIN OPERATED radios, bargains; all in tip top shape; now in hotels; will sell on or off location; other business takes all my time. M. Dorsky, 1125 11th Ave., So., Birmingham 5, Ala.

UNDER THE MARQUEE

(Continued from page 44)

circus be required to pay a \$100 license fee, \$100 to rent the park, \$25 for water service and \$100 to clean up the park after it leaves. . . J. C. Admire, veteran general agent for various circuses and carnivals, reports he recently took his first vacation in 26 years, visiting in New York, Bridgeport, Conn.; Sandusky, O., and Michigan City, Ind. . . Jake J. Disch, Cudahy, Wis., clown, reports he played the July 4 celebration in Racine, Wis. "It not only was the biggest celebration in history but the hottest Fourth in history," Disch wrote. Disch visited Mills Bros.' Circus in Kenosha, Madison and Racine and enjoyed visits with Doc Waddell and Jack Mills. . . Roscoe Stevens, billposter, has closed with Advance Car No. 1 of Cole Bros.' Circus and is spending a few weeks at home in Guthrie, Okla.

Sleeping car porter disclosed that one way of collecting tips is as good as another, thus taking the issue out of the hands of the legal adjuster.

The Hazelton, Pa., Standard-Sentinel recently ran an editorial bemoaning the fact that circuses have been giving the town the go-by the last few years. . . W. F. Duggan, owner, Pan-American Animal Exhibit, visiting Chicago, reported ordering a 40 by 126 big top from the U. S. Tent & Awning Company. New canvas will have a blue, white and khaki top, with orange sidewalls. He also ordered a 20 by 40 Side Show tent. Delivery on both is expected by September. Duggan reports the show has been playing small towns in Florida, Alabama, Tennessee and North Carolina, with business well ahead of last year. James McKenna, circus fan, caught Biller Bros.' Circus in Taunton, Mass., and the Ringling-Barnum circus in Providence, R. I. He visited Buzzie Potts, Merle Evans, Coke Whity, Udo F. Kurka, Josephine Harding, Albert White, Ernie Burch, Jimmy Armstrong and Paul Mortier. McKenna had his model circus on display in a Providence bank during the Big One's stand there. . . Mr. and Mrs. Herbert A. Douglas, West Chester, Pa., visited Charles T. Hunt Sr., Harry and Charlotte LeVine, the Frank DeRiskie family, Lou Barton and Ed Bohn on Hunt Bros.' Circus when the show played South Norwalk, Conn., July 4.

FOR THE
BEST IN
TICKETS



Original Letters

ALWAYS DEMAND—

We manufacture all kinds of JAR DEALS

RED — WHITE — BLUE
COMBINATIONS
LUCKY 7, BINGO, ETC.
SPECIAL DEALS MADE TO ORDER

ACE GAMES COMPANY

Phone: DAnube 6-1335
2716 S. Parkway Chicago 16, Ill.

a Winner....

"BONUS JACKPOT"
FORM NO. 12307

A DEFINITE BOARD WITH A BONUS PLAY



1200 R. M. Holes
5¢ PER PUNCH
SPECIAL THICK

Takes In\$60.00

Pays Out 34.00

Def. PROFIT\$26.00

HARLICH CORPORATION
1200 NORTH HOMAN AVENUE
CHICAGO 51, ILLINOIS

SALESBOARDS—All ORDERS Shipped Same Day Received

Holes	Play	Description	Def	Profit	Price
400	5¢	Lucky Bucks, Thick	\$ 7.00	\$.75
1000	25¢	J.P. Charley, Thick	51.95	1.40
1200	25¢	Texas Charley, Thick	102.98	1.75
960	5¢	Fully Packed Thick Girl Board	26.25	2.75
960	5¢	It's the Knots Thick Girl Board	26.25	2.75
1000	5¢	Barely Speaking Thick Girl Board	26.60	2.75
1000	5¢	Glovely Lady Thick Girl Board	28.60	2.75
1200	5¢	Pick a Cherry Thick Seal Board	30.04	2.50
300	25¢	Fin & Sawbuck, Thick, 5 Nos. to Ticket	33.15	2.85
220	25¢	Kwick Fin, Giant Holes, 6 for 25¢	28.75	2.50

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

Stating your requirements. Large stock Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

JAR TICKETS
RED, WHITE AND BLUE
LUCKY SEVEN
BINGO TICKETS
on Sticks—Sizes 1000-1200-1260

SALESBOARD

For Immediate Delivery

1000 BINGOS ON STICKS	\$.60
1260 BINGOS ON STICKS75
74 SEAL DIE CUT BINGO CARDS31
300 HOLE FIN & SAWBUCK	2.35
400 HOLE DOUBLE SAWBUCK	2.50
1000 HOLE PLAIN BOARDS60
120 HOLE E-Z PICKIN' JR.70
1¢ OR 5¢ CIGARETTE BOARDS65
1200 HOLE TEXAS CHARLEY	1.45
1000 GAB A FIN PADS	1.40

We have a large assortment of good fast-moving 5¢ boards, girle or otherwise, double jackpot with 25¢ top. These are all 1000 to 1200 hole boards in 35 different numbers from all leading manufacturers. Order now while assortment is complete at \$2.25 each. We carry a complete line of boards. Write for our Special Price List for Jobbers and Operators.

T. & C. SALES COMPANY
207 North Sandy St., Jacksonville, Illinois
Write — Wire — Phone

Communications to 188 W. Randolph St., Chicago 1, Ill.

14 Coin Firms Set for NAAPPB

Coin Devices May Benefit By Mass. Law

Covers Amusement Devices

BOSTON, July 23.—All types of coin-operated amusement games were okayed this week when Gov. Paul A. Dever signed into law a bill sponsored by Sen. J. E. Powers. As part of the law, which becomes effective August 1, is a provision concerning "licensing and regulation of mechanical amusement devices."

Included in that portion of the new law is the following: "The term automatic amusement device as used in this section shall be construed as meaning any mechanism whereby, upon the deposit therein of a coin or token, any apparatus is released or set in motion or put in a position where it may be set in motion for the purpose of playing any game, involving in whole or in part, the skill of the player, including, but not exclusively, such devices as are commonly known as pinball machines, including free play pinball machines."

Legal Opinion

Legal representatives have advised operators here that according to their interpretation of the law, any coin-operated machine involving even a fractional part of skill on the part of the player would be legal under the new law. However, legality is expected to be settled in a court test at some future date.

Design Solder Tape for Use On Coin Units

SAN FERNANDO, Calif., July 23.—Proved Products Manufacturing Company here has produced a ribbon solder suitable for incorporation in repair kits of operators and servicemen, F. L. Dolph, sales manager, announced this week.

According to Dolph, the prime needs are a means of soldering at as low a temperature as possible, particularly where electronics are concerned, and a simplified method of application. He claims this product meets both requirements.

The tape is three-eighths of an inch wide and is available in 2½ foot lengths in a 25-cent packet. Larger amounts are available in dollar packets. According to printed directions, the tape is applied around the joint needing solder and can be heated with an ordinary match.

Marquise Dies in Fargo

FARGO, N. D., July 23.—Jesse R. Marquise, who spent more than 20 years in the coin machine business, died here last week. He operated music and bell equipment under the trade name Marquise Music Company. The firm will continue with Lou Marquise, his son, in charge.

Calendar for Coinmen

July 26-28—National Association of Music Merchants (NAMM), annual convention and exhibit, Manhattan Center Exhibition Hall, New York.

July 27—Michigan Miniature Bowling Association (MMBA), monthly meeting, Jericho Building, Detroit.

August 1—Amusement Machine Operators of Greater Baltimore (AMOGB), monthly meeting, 2441 N. Charles Street, Baltimore.

August 1-2—Shuffleboard Manufacturers' meeting, Hotel Sherman, Chicago.

August 9—Music Operators Association, Inc. (MOA), Chapter 1, monthly meeting, Indianapolis Athletic Club, Indianapolis.

August 9 and 23—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

(Association officials are invited to submit convention and scheduled meetings information to the Coin Machine Editor, *The Billboard*, 188 W. Randolph Street, Chicago 1, for listing in this calendar.)

Govt. Taking Steps To Halt Unemployment in Factories

WASHINGTON, July 23.—Uncle Sam is taking steps to alleviate the unemployment problem that is hitting most of the larger industrial areas. That the problem of layoffs in factories, most of which use coin machines, is serious was sharply pointed up this week by a report from Federal Security Agency (FSA). It disclosed that one-half of the nation's largest production centers have unemployment in excess of the average for the country as a whole.

The first move toward doing something about the number of jobless is to be taken next week when Commerce Secretary Sawyer is slated to meet in Boston with business leaders and State officials of the New England area. The meeting is the first step in President Truman's new plan to channel federal funds for public works projects into areas which have experienced business slumps.

Under the plan, Sawyer is to designate those areas to receive such pump-priming first. The task of accelerating public works projects is to be administered by John Steelman, special assistant to the President.

New England is presently labeled one of the top danger areas in the country. Bridgeport and Waterbury, Conn.; Providence, R. I., and New Bedford and Worcester, Mass., all have unemployment ranging from 50 per cent to 23 per cent of their entire labor force.

Legislation

A program similar to that of the President but broader is envisioned in a new bill in Congress having bipartisan support. The measure, which will be under consideration early next session, directs the secretary of labor to survey the unemployment problem and to designate those areas to receive top aid priority. The President then would be authorized to speed up public works projects in such areas or to provide for expanded loans to the area by the Reconstruction Finance Corporation (RFC).

In the event the President deems neither of these steps sufficient, he would be empowered to use a special emergency unemployment fund of \$2,200,000,000 established under the bill, to make special grants to cities and States for public service and public works projects and development of natural resources. This money would be available to State and local

governments only if they match every \$70 of federal funds with \$30 of their own money.

The FSA unemployment report stated that a survey of 93 important labor market areas showed that while the national jobless rate is 6 per cent, 46 of these areas had unemployment of 7 to 12 per cent while in 10 others the figure was in excess of 12 per cent.

Top trouble spots in addition to the New England areas are Scranton, Wilkes-Barre, Pa.; Utica, Rome, N. Y.; Muskegon, Mich.; Knoxville and San Jose, Calif.

Industrial cities having jobless rates of between 7 per cent and 12 per cent include New York City, Buffalo, Albany, Schenectady, Troy, Rochester and Syracuse, N. Y.; Philadelphia; Akron, Canton, Cleveland, Columbus and Cincinnati in Ohio; Evansville and Fort Wayne, Ind.; Detroit and Grand Rapids, Mich.; New Haven, Conn.; Newark, Paterson and Perth Amboy, N. J.; Baltimore, Louisville, New Orleans, Los Angeles, Sacramento, San Diego and San Francisco; Chattanooga, Tenn., and Charleston, W. Va.

Foreign Coin Woes Increasing for Ops

WASHINGTON, July 23.—Operators are likely to have a new foreign coin problem on their hands in the near future as a result of Mexico's decision to go into the business of making silver coins for other governments.

The Latin American country plans to make coins of any size and value at the request of other countries. Its first sample coin closely duplicates in size and weight the U. S. dollar.

Judging from the experience of Washington and New York operators, a new supply of silver coins could be a headache for operators in any area with a large influx of foreign travelers. Local machines are frequently jammed with foreign coins inserted by diplomats. The same thing happens in New York, where the subway turnstiles are the chief victims of foreign coins deposited by immigrants.

SRO Sign Out For November Outdoor Meet

Game Mrs. Lead List

CHICAGO, July 23. — With the next Coin Machine Institute (CMI) convention scheduled for June, 1950, the annual trade show sponsored by the National Association of Amusement Parks, Pools and Beaches (NAAPPB) as part of the outdoor convention looms as the major event of the winter season for the amusement segment of the coin machine industry. Paul Huedepohl, NAAPPB executive secretary, announced that altho the four-day show will not start until November 27 at the Hotel Sherman here all exhibit space has been sold.

Of the 68 exhibiting firms, 14 will show products of interest to game and vending machine operators. In this category are nine amusement and two service machine manufacturers, two popcorn venter firms and one distributing firm which is also nationally known for its game conversions. Huedepohl indicated that several other coin firms would have exhibited, space permitting.

Altho a few trade firms have always been exhibitors at the NAAPPB annual, since the war the event has grown in stature as a springboard for amusement machine innovations. Last year, the Dale Engineering automatic shooting gallery was a highlight of the show. This is the same gun game now produced by Exhibit Supply Company under an exclusive licensing agreement with Dale. Also during the past three shows, both International Mutoscope and Exhibit Supply have made it a point to introduce their new lines for the following spring. The 1948 show took on added importance because all coin machine firms participating reported they had made more sales on the exhibit floor than in any previous postwar trade show.

Exhibitors

The list of 1949 amusement and vending exhibitors follows:
Blevins Popcorn Company, Nashville, popcorn vendors and popcorn.
Capitol Projector Corporation, New York, projector equipment.
(See 14 Coin Firms on page 88)

Monarch Intros New Revamp

CHICAGO, July 23.—Capitalizing on the popularity of amusement games employing puck action, Monarch Coin is now producing Sockem, a revamp of Total Roll and Advance Roll, President Roy Bazelon announced this week.

Game permits 15 shots for a nickel. All action is initiated by player sliding regulation shuffleboard pucks on playfield. Bazelon said the revamp is a straight novelty game.

In addition to having a stock of Sockems on hand, Monarch also has a deal whereby operators may send in their own Advance Rolls or Total Rolls which will be revamped for a nominal charge.

NAMA Exhibit Space Going Fast

See Record Turnout at '49 Convention; Salesmanship Will Keynote Biz Sessions

Anticipate 5,000 Op, Manufacturer, Supplier Visitors

CHICAGO, July 23.—With space already definitely assigned to 92 exhibitors, the National Automatic Merchandising Association (NAMA) predicted this week that some 5,000 operators, manufacturers and suppliers will attend the association's convention and exhibition in Atlantic City November 27-30. Last year's meeting, held in Chicago, drew more than 4,000.

NAMA officials based their prediction for record attendance on the attraction offered by an all-on-one-floor exhibit. During the two previous NAMA shows, those attending had to travel between two or three hotel floors since the exhibition overflowed the regular halls. Atlantic City's Convention Hall space will offer 55 per cent larger exhibit area than the 1948 show.

Salesmanship

Theme of the business sessions during the 1949 convention will be salesmanship. General convention meetings and special sessions for operators of the major types of automatic merchandising equipment will be built around this theme.

"The aggregate program being planned for Atlantic City," convention chairman George M. Seedman said in Chicago this week, "is intended to help operators not only perfect their present merchandising techniques, but to acquire fresh ideas and additional 'know-how' in selling their services and keeping them sold."

Seedman released the names of 92 manufacturers and suppliers who already have been assigned space. They follow.

Vending machine manufacturers: Alco-Deree Co.; Alkuno & Co.; American National Dispensing Co.; Automatic Products Co.; Central Tool Co.; Cigaromat Corp.; Cole Products Corp.; Craig Vending Machine Co.; Arthur H. DuGrenier, Inc.; Eastern Electric Vending Machine Corp.

Ford Gum & Machine Co., Inc.; Gum Vending Corp.; Hupp Corp.; Hydro-Silica Corp. (Vendall Division); Juice Bar Corp.; Lehigh Foundries, Inc.; Malkin-Illion Co.; Bert Mills Corp.; Mills Automatic Merchandising Corp.; National Vendors, Inc.; Northwestern Corp.; Oak Manufacturing Co.; Revco, Inc.; Rowe Manufacturing Co., Inc.; Rudd-Melikian, Inc.; Spacarb, Inc.; Statler Manufacturers Corp.; Stewart Products Corp.; Stoner Manufacturing Corp.; Super-Vend Corp., and Vendo.

Miscellaneous

Miscellaneous equipment exhibitors include: Abbott Coin Counter Co.; Chevrolet Motor Division of General Motors; Chicago Lock Co.; Eagle Lock Co.; Falcon Distributors; Ford Motor Co.; Illinois Lock Co.; Johnson Fare-Box Co.; Walter Kidde & Co., Inc.; Merkle Korff Gear Co.; Veeder-Root, Inc., and Wilcox-Gay Corp.

Exhibitors in the coin changer and rejector field include: ABT Manufacturing Corp.; Abbott Coin Counter Co.; American Coin Changer Corp.; Guardian Electric Manufacturing Co.; Johnson Fare-Box Co.; National Rejectors, Inc., and Stewart Products Corp.

Suppliers

Merchandise and supply firms: Adams Corp.; Austin Packing Co.,

Inc.; Walter Baker Chocolate & Cocoa Division of General Foods; Paul F. Beich Co.; Brown & Williamson Tobacco Corp.; Blumenthal Brothers; E. J. Brach & Sons; Canada Dry Ginger Ale, Inc.; Candy Pack, Inc.; Chase Candy Co.; Coca-Cola Co.; Diamond Match Co.; Dixie Cup Corp.; Double-Cola Co.; Federal Sweets & Biscuit Co., Inc.; Hershey Chocolate Corp.; Charles E. Hires Co.; Honey Bee Co.; Hollywood Candy Co.; Hurty-Peck & Co.

Howard D. Johnson Co.; Walter H. Johnson Candy Co.; Lamont, Corliss & Co.; Maryland Cup Co.; Mason Au & Magenheimer; Melster Candies, Inc.; Minter Brothers; New England Confectionery Co.; Philip Morris & Co., Ltd.; Planters Nut & Chocolate Co.; Purity Pretzel Co.; Quaker City Chocolate & Confectionery Co.; H. B. Reese Candy Co.; R. J. Reynolds Tobacco Co.; Sero Sirup Corp.; Sweets Company of America, Inc.; James O. Welch Co., and Wilbur-Suchard Chocolate Co., Inc.

Others: The Billboard Publishing Co., publishers of The Billboard and Vend.

Jacobs Sells Launderall Division to Horton Mfg.

DETROIT, July 23.—F. L. Jacobs Company has announced the sale of its Launderall division for an undisclosed price to the Horton Manufacturing Company, which has been taking all Launderall production for the past two months for distribution under its own name.

The outright sale was the final move by Jacobs after a steady decline in sales following the peak business in 1947. First move heralding disposal of its automatic washer division was made late last year when Jacobs tried unsuccessfully to complete a deal with Avco Manufactur-

Mass. Board Rules on Cig Vending Cases

Operator Tax Covered

HARTFORD, Conn., July 23.—The Appellate Tax Board of Massachusetts has handed down three decisions in disputes over cigarette vending machines. Henry F. Long, tax commissioner for Massachusetts, was upheld in only one of the cases.

The finding confirmed was on the appeal of Joseph P. Manning, of Boston, wholesale tobacconist, against a \$100 vending machine tax.

In the two other cases, similar principles were involved. The cases were those of John R. Shaloub, a Lawrence, Mass., service station owner, and Irving Nannis, of Boston, (See MASS. BOARD on page 80)

New Home Washer Rental Deal Makes Debut in Detroit Area

DETROIT, July 23.—A washing machine and laundry equipment service that may offer competition to the long-established coin-operated washers and the new postwar type of automatic laundry stores teed off here recently with the organization of the Washer Rental Company.

Essentially, the company rents washing machines at a flat charge of \$2 per day. Customers are solicited and advertising will be used as the company develops. The machines are sent out in the morning and picked up at night.

Officials

Partners in this new service are Arthur J. Walege and George H. Forrester Jr., who have been associated with the electric appliance business. They find that, for a new firm starting in this type of operation, the washing machine sales and service departments are necessary, but they aim at ultimately making the rental department financially self-sufficient. They are now operating about twenty machines.

The daily rental plan appears to fit the needs of the private home better than those of the apartment house type of location where the familiar coin-operated washer is more likely to be located.

However, the daily rental offers a definite competition to the washer

store installations, since it offers the convenience of having the machine right at home, for the length of time necessary to do a day's wash, at the housewife's convenience. From the price standpoint, the rental fee is said to be competitive with the quarter machine rentals for the customer who habitually uses several machines to do a washing.

Name New Heads of N. Y. Spacarb Firm

Juster, Pres.; Minkow, V.-P.

NEW YORK, July 23.—Additional data has been obtained on the sale of Spacarb New York Distributors, Inc., major New York City cup-drink vending operation, by the parent Spacarb, Inc. New owners of the firm are William Juster, president, and Albert Minkow, executive vice-president and treasurer, both of whom have a background in the textile field. The secretary is Larry Elman, who headed Refresh-O-Mat, Inc., a cup drink concern which utilized Spacarb equipment and centered in a Bronx movie chain. Elman is now supervising the operation of Spacarb New York, which has absorbed his Refresh-O-Mat operation.

While the purchase price for Spacarb New York was undisclosed, trade sources estimated the figure at \$85,000 in a cash transaction. Most of the operation's 100-odd venders on location are new multi-flavor Spacarb 3D50's, which dispense a total of better than 6,000,000 drinks annually. Locations include a number of key RKO and indie movie houses, industrial sites, department stores, schools and colleges, etc., and the set-up employs a dozen routemen and shop mechanics.

Pioneer Vendors

One of the pioneer East Coast cup drink vendors, Spacarb New York dates from 1939. In 1941 it was taken over by the parent Spacarb, Inc., which has used it as a "pilot" operation to test and blueprint sales ideas and techniques for the 30-odd drink venter operations which it has franchised in various parts of the country.

Explaining the reasons behind the sale, I. Hayne (Ike) Houston, president of Spacarb, Inc., stated that since an increasing quantity of mix-a-drink (See JUSTER, MINKOW, page 88)

NCA To Hold '50 Meeting in N. Y.

CHICAGO, July 23.—New York will be the site of the 1950 convention of the National Confectioners' Association (NCA), President Philip Gott announced this week. Earlier, NCA made tentative plans to hold its annual meeting in Chicago but that plan, the association executive declared, was found impractical.

The convention will be held June 4-9. Sessions, luncheons and entertainment will be at the Waldorf-Astoria, while the Confectionery Industries Exposition will be staged on the first floor of Grand Central Palace.

Conn. Tax Collections

HARTFORD, Conn., July 23.—Federal taxes collected in Connecticut during the fiscal year ending June 30 amounted to \$641,559,000, a drop of \$22,580,000 from the preceding year. Tobacco taxes dropped from \$377,000 in the 1947-1948 fiscal year to \$337,000 in the 1948-1949 fiscal year.

Vender in Politics

WASHINGTON, July 23.—When cigarette machines get mixed up in Virginia politics, they are in for trouble. A cigarette vender in the Arlington County (Va.) Courthouse this week started dealing out matches labeled "Battle for governor" in support of a drive by candidate John S. Battle. The fire chief stuck adhesive tape over the coin chute and ordered the operator to remove "the politically tendentious" matches.

N. Y. Self-Service Laundry Ops Called on Price Fixing

NEW YORK, July 23.—In a move against alleged price fixing in the self-service laundry business here, an anti-monopoly judgment was signed recently by Supreme Court Justice Eugene L. Brisach against the Association of Self-Service Laundry Operators (ASSLO). It followed State Attorney General Nathaniel L. Goldstein's four-month investigation of the charges that association thru price fixing added over \$4,000,000 annually to the budgets of New York housewives.

The 300-member, 1½-year old ASSLO, which operates 1,100 branches thruout the city, was described by the prosecutor as controlling a \$25,000,000-a-year business. Named in the court affidavit prepared by Leonard E. Russack, assistant attorney, were ASSLO and 21 individuals. Most of the latter are officials of the organization. A complaint against 10 other defendants in the same case is pending.

End Price Pegging

Consenting to the injunction, ASSLO agreed that its members would discontinue the practice of holding price to no less than 25 cents for nine pounds of wash without soap, or 30 cents with soap. Too, such practices as holding sale of bleaches and bluing to 5 cents and such extra services as extracting and drying to a quarter fee also are to be terminated.

Citing an instance in which ASSLO invoked its price-pegging policy, the

prosecution described the case of Bernard Leff, an independent operator with two stores. Both charged 15 cents for nine pounds of wash. Russack stated that representatives of the association visited Leff who refused to raise his prices. The group then subsidized a member laundry so that it charged 10 cents for a nine-pound wash with soap and bluing free.

In reply to the attorney general's charges, Charles Kaiser, president of ASSLO, a defendant in the court action, issued this statement:

"In consenting to the terms of the injunction sought by the attorney general's office, we never thought that so distorted a picture of conditions in the self-service laundry industry would emerge. By a skillful arrangement of 'facts', a typical group of small hard-working business men take on the appearance of conspiring racketeers. . . . We are financially unable to fight these charges; it seemed simpler to agree not to continue to protect our stores. . . . By combating the unfair, cut-throat, un-American type of competition which has here and there arisen in our field."

Kalishman Develops Shaving Kit Vender

NEW YORK, July 23.—Joe Kalishman, head of U-Need-A Parts & Service, of Union City, N. J., announced this week that his firm is currently developing a new machine designed to vend a one-use razor and shaving cream package recently invented by Jack Gilbert. The one-shave unit is small and compact; it contains a razor head with a non-replaceable blade and a small tube of brushless shaving cream. The head utilizes the tube as a handle by screwing onto the regular tube opening. Kalishman's machine, as yet unnamed, will be low in cost and have a capacity of approximately 100 units. The shave kit will vend for a dime and, according to Kalishman, will be available to operators at a low unit price that will make even small sale locations profitable.

Strauss Appointed

BOSTON, July 23.—Walter H. Strauss has been appointed sales and service engineer for the American Coin Changer Corporation's New York district. His appointment was announced by W. G. Fienemann, assistant to the president of American. Strauss has been associated with automatic merchandising both in the operating and distributing fields and has had experience in coin mechanisms.

Vender Voes

COLUMBIA, S. C., July 23.—Operators of vending machines in this area found solace in a story that made local newspapers this week. It was an old story to the operator, and it was hoped the tale would put a stop to a practice that has plagued the industry for many years.

It seems a postage stamp unit started dispensing five 3-cent stamps every time a dime was dropped in the coin chute. Usually the machine vends the three-cent stamp packet for a dime and a nickel.

Assistant Postmaster G. S. Kester explained the mystery of the cut rate stamps. A bent slug had lodged in the nickel chute, and when a customer inserted a dime, the mechanism was activated, hence the bargain prices.

Yale & Towne Announces Two Personnel Changes

HARTFORD, Conn., July 23.—Two executive personnel changes have been announced in the Specialties Division, at Salem, Va., of the Yale & Towne Manufacturing Company of Stamford, Conn.

Mark A. Miller, who two years ago organized the Specialties Division, resigned as general manager to become sales representative of the Stamford division in the States of Virginia, West Virginia and Kentucky. Leo J. Pantas, manager of the firm's Buffalo plant for the past three years, has been named works manager of the Salem Specialties Division.

The personnel shift, the company has announced, is part of a reorganization program now taking place in the plants manufacturing locks and hardware.

Miller was assigned in the fall of 1947 to organize the Specialties Division to manufacture locks and hardware, used as components in the products of other manufacturers, including vending machines.

Diamond Match Ups Output On Prepackage Food Tray

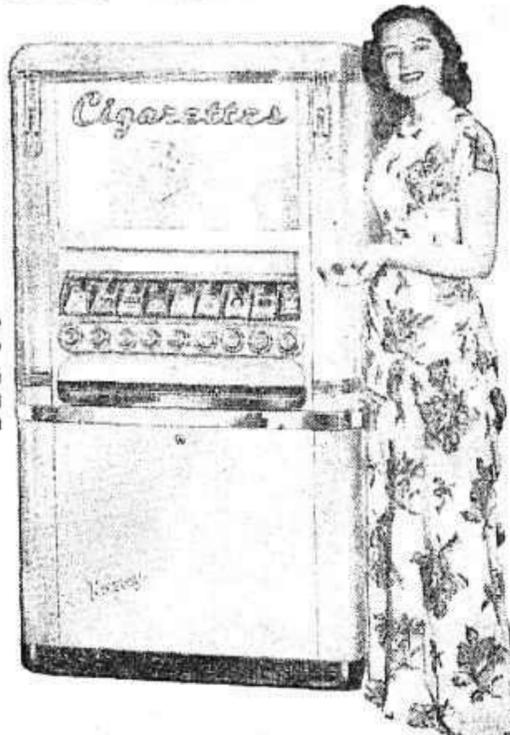
NEW YORK, July 23.—The Diamond Match Company announced recently the opening of a second "foodtainer" production line in its Ogdensburg, N. Y., plant, supplementing output in the Plattsburg unit. Bradford O. Preu, vice-president in charge of the foodtainer division, stated that demand for the molded pulp prepackaging trays required the additional production facilities.

Company officials said that when the special containers were introduced three years ago there were only about 10 completely self-service meat markets in the country. Today there are over 1,000 such stores and 75 more are being added each month.

Designed to eliminate bottlenecks at meat counters, Diamond's self-service prepackage unit is looked upon by automatic merchandising operators as a forerunner of all-purpose food vender development within the next few years.

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- ★ ALUMINUM CABINET PREVENTS RUST AND CORROSION.
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Massachusetts Board Rules On Cigarette Vending Cases

(Continued from page 78)

who appealed from the commissioner's findings. The appellants purchased cigarette vending machines and applied for retailer's licenses, which until November 2, 1948, had cost \$1. Thereafter this fee was fixed at \$100 by the commissioner, under a vending machine license plan.

Cost Too High

In effect, the owner of one cigarette vending machine would have to pay \$101 a year to use such machine. Both appellants declared that they could not afford, on the amount of business they did with such machines, to pay that amount. Shaloub appealed, but Long held to the \$100 license price.

The number of \$1 retailer licenses for sales by means of vending machines totaled 566 in the fiscal year 1942-1943 in Massachusetts, and thereafter varied from a high of 592 to a low of 460. The \$100 fee was placed on such machines used for retail by Long, after an office conference of the interested parties.

The Massachusetts Appellate Tax Board, in its findings, declared that in its final enactment governing vending machines, "the (State) Legislature indicated it was satisfied that one who sold cigarettes on his own premises thru his own vending machines was a retailer only and that it concurred in the practice" of Commissioner Long prior to November 2, 1948, specifically licensing such vendors at \$1 a year.

Board Decision

The Board found that Long was in error when he refused to issue to the appellants a license to sell cigarettes thru vending machines until the appellants first obtained a \$100 license as a "vending machine" operator.

In the Manning case, the firm sought to be absolved from paying the

\$100 tax on machines it was selling. It was noted further that during 1948, the Manning company purchased 2,115 automatic cigarette machines for \$95,000 and by October of 1948 had signed orders from retailers for about 1,000 of these machines at \$60 each.

It was pointed out that these were smaller machines than had been utilized generally, and cost several hundred dollars apiece. Long's decision to charge a vending machine operator \$100 for a license thus interfered with the sale of the machines, it was contended.

The board's finding for the commissioner determined that the Manning organization's rights had not been violated and that the Manning Company was not aggrieved by the commissioner's actions regarding retailers, within the statute's meaning.

The board found that the law "does not contemplate the protection of the business" of the Manning Company in the sale of its machines to retailers. It was held that the law is intended to impose an excise tax upon the sale of cigarettes and to prevent unfair competition among those engaged in the sale of cigarettes.

Candymakers Hit by Costs, Less Demand

Volume Off 15 Per Cent

PHILADELPHIA, July 23. — The candy manufacturing industry is being squeezed between high costs and diminishing demand, according to Louis L. McIlhenney, president of Stephen F. Whitman & Son, local candy manufacturing company. McIlhenney reported sales of candy in the first four months of this year were 15 per cent below last year on an industry basis, and that sales since that time have apparently followed a similar trend.

"Costs, however, have not come down," he said. "The only major item in the costs of making candy that has declined is cocoa. The best grade of cocoa has declined from 45 cents a pound to 23 to 28 cents a pound, but its price is still too high and it has recently shown a tendency to be firm."

"The prices of sugar and nut meats are higher than they were last year, and there has been no decline in the price of corn sirup or cans. Transportation costs have increased, as have labor costs, and, in many cases, overhead costs."

Drop Varies

The decline in candy sales has not hit all branches of the industry with equal severity, he pointed out. Sales of bulk goods—candy sold to others for packaging—have shown a 20 per cent decline, while bar candy sales have been off 16 per cent. The best record has been made in packaged goods, which have shown a decline of only 4 per cent.

McIlhenney reported that Whitman's sales have been slightly better than the average for packaged goods concerns. He said the sales of his company were running about level with last year. Much of Whitman's relatively better sales is attributable to the refrigerated showcase the company engineered and developed for its candy retailers, McIlhenney said. He pointed out that in the past six months, almost 1,000 additional cases have been installed by retailers throughout the country, bringing the total number of installations to over 8,000.

Vender Sales Aid Jacobs' Position

DETROIT, July 23.—An upswing in the demand for Coca-Cola venders and the sale of its Launderial division are credited with reducing losses for the F. L. Jacobs Company in its fiscal year ending July 31. Officials said this year should find the company showing a smaller net loss than the \$378,870 deficit incurred during the first three quarters of the year.

Jacobs' June operations were reported to be well in the black as sales of its large and small bottle vending machines—built primarily for direct-to-location sales—picked up.



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Supplies in Brief

Popcorn Acreage Down

WASHINGTON, July 23.—A 40 per cent reduction in popcorn acreage in 1949 was reported by Agriculture Department in its mid-year crop survey. Peanut acreage is off 20 per cent from last year, while almonds, walnuts and filberts are headed for a record crop. Tobacco will be up about 2 per cent compared with last year.

The agency predicted that reduced popcorn acreage will result in the lowest supplies in the last decade with the exception of 1947 and indications are that popcorn prices will be heading upward again by 1953. Part of the reduction is due to failure of farmers to secure contracts for

disposal of their popcorn. Lacking such contracts, agriculture said, they decided to switch to other crops.

Expect Peanut Reduction

The 20 per cent reduction in peanut acreage is expected by agriculture to result in a 1949 peanut production of 1.7 billion pounds or about 28 per cent below last year's mark. The difference in the percentage figures is due to the fact that the acreage of peanuts planted with other crops is at an all-time low.

A record California almond crop of 41,000 tons is anticipated for 1949, an amount 20 per cent above last year and double the average for 1938-47. Filbert production, estimated at 10,680 tons, is about double last year's crop and 20 per cent above the previous record reached in 1947. Walnut production for 1949 is figured at 75,500 tons, 5 per cent above the record year of 1946.

Agriculture estimated that tobacco production during the year will total 2,025,000,000 pounds, an increase of 2 per cent over last year. The increase is accounted for by heavier planting of flue-cured tobacco. Burley, the other chief cigarette tobacco, will be off about 1 per cent from last year, according to the mid-year estimate.

Nut Prices

WASHINGTON, July 23.—For the first time, filberts and almonds are subject to marketing agreements, which are likely to result in a price increase. President Truman has signed into law a Congressional bill authorizing the Secretary of Agriculture to enter into such agreements with the nut growers.

Marketing agreements set up acreage allotments for the growing of various farm products and also fix standards and grades of the commodities. Usual effect of such agreements in the past has been an increase price paid to farmers.

Sugar Report

WASHINGTON, July 23.—After running well ahead of 1948 most of the first half of this year, sugar distribution is beginning to level off, according to the Department of Agriculture. Domestic distribution for the week ended July 9 was 151,793 tons as compared with 195,802 tons for the comparable 1948 week.

After six successive weekly declines, distribution for 1949 is now dropping close to 1948 levels.

Peanut Figures

WASHINGTON, July 23.—The production of shelled edible peanuts is running at a high rate, their use in candy is continuing to decline, Agriculture Department has reported. The current season thru June 30 accounted for 762,000,000 pounds of shelled peanuts as compared with 697,000,000 pounds for the same period last season.

The amount used in candy, however, totaled only 70,018,000 pounds as compared with 85,735,000 pounds for the comparable period last season. During the 1947-'48 season (September 1-August 31) 94,166,000 pounds were used in candy, while 118,983,000 pounds were used for that purpose in the 1946-'47 season.

Popcorn Operators Vendors or Warmers

Use the original 'Pop' Corn Sez pre-popped corn to get highest profits and biggest sales! 'Pop' Corn Sez originated the present popular method of packaging popcorn for delivery to you fresh and conveniently packed. Our product is designed especially for your use and maximum benefit.

Write for details! Ask about our 'Pop' Corn Sez Vendors, too—both new and reconditioned.



SUN PUFT POPCORN CO. OF FLORIDA
HENDRICKS AVENUE
JACKSONVILLE, FLA.

"GREATEST FORWARD STEP..
In the BULK VENDING MACHINE BUSINESS"



CUTS SERVICING TIME AND COSTS in Half

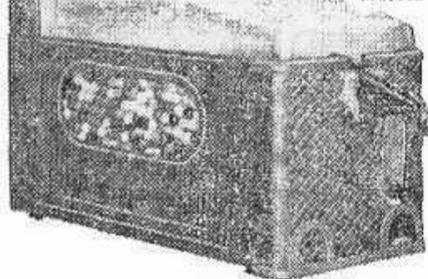
Everywhere acclaimed the greatest forward step in the bulk vending machine business, the new Northwestern Model 49 is a winner in every respect. Its new Sani-Carry Globe, with convenient screw-on cap, can be cleaned and refilled at home or warehouse. On location, empty globe is removed from vender and filled globe attached in a jiffy. Result: Servicing time and costs cut in half... profits boosted to new highs. Write, wire or phone for complete details!

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A MONEY-MAKER ON EVERY LOCATION!

SILVER KINGS "HUNTER"
Only \$45.00 F. O. B. Aurora



Nets Up to 75¢ of Every Dollar You Take In! "A real money-maker from the moment you install it!" That's what operators say about the new "Hunter." But that's not all. Look at these two features. 1. No coin return. 2. No gum dispensed unless the player wants it. That's why many report a net of 75¢ out of every \$1 the "Hunter" takes in. Can you beat that for a "Gold Mine?" Order now through your jobber or write for illustrated literature.

Silver King Bulk Vendors low as \$10.55 in quantities. "Hot Nut," Nut and Ball-Gum Vendors, 1c, 5c, 2 for 1c. U. S. and Foreign Coins.

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A MONEY-MAKER ON EVERY LOCATION!

Northwestern DUAL VENDER

1c AND 5c OR 5c AND 10c

Less Than 25 \$45.00

Less Than 100 \$44.50

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That you can buy all the machines made by Victor Vending Corp., Northwestern Corp., A.B.T. Corp., Silver King Corp., Hamilton Scales and Marlon Scales on TIME PAYMENT and pay for them over a period of 20 weeks?

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SALE ROWE ROYAL CIGARETTE VENDOR

10 Col., 400 Pack Cap. \$97.50
8 Col., 320 Pack Cap. \$85.00

ATTENTION—25c & 30c CONVERSIONS

Silver, Quarter or combination Nickel-Dime. Guaranteed Parts. Expert Workmanship.

CIGARETTE MACHINES

NATIONAL ELECTRIC, 9 Col.	\$225.00
ROWE CRUSADER, 8 & 10 Col.	145.00
UNEEDA, 8 Cols., 510 Pack Cap.	139.50
Uneeda Model 500, 7 Col., 250 Pack Cap.	90.00
Uneeda Model A, 9 Col., 270 Pack Cap.	75.00
National 9-30, 270 Pack Cap.	75.00
National 6 Col., 150 Pack Cap.	32.50
Rowe President, 10 Col., 475 Pack Cap.	119.50
Rowe Imperial, 8 Col., 240 Pack Cap.	70.00
Rowe, 6 Col., 150 Pack Cap.	35.00
DuGrenier, 9 Cols., Model WB, 386 Pack Cap.	62.50
Special 4 Col. VENDOR, 80 Pack Cap.	20.00

CIGAR VENDOR, 50 CAP. \$15.00
DELUX CIGAR VENDOR, 150 CAP. \$32.50

CANDY MACHINES

National 9-18	\$100.00
UNEEDA CANDY, 102 Bar Cap.	75.00
U-Select-It	35.00
Advance Candy Machines	22.50
Shipman Candy Vendor	19.50
ROWE 5 COL. 1c GUM VENDOR	15.00

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET EVergreen 7-4568 BROOKLYN 11, NEW YORK



SALE \$85.00 ROWE CANDY VENDOR

8 Col., 120 Bar Capacity. Floor Model

VENDING MACHINES

RECONDITIONED—REBUILT
Ready for Location
NATIONAL CIGARETTE MACHINES

9-E—Electric\$219.50
9-A—350 Cap. King Size 104.50
9-50—350 Cap. King Size 104.50
9-50—Reg. 350 Cap. No King
Size 85.00
9-30—270 Cap. No King Size. . 65.00
For 25c Vending, All National's
Add 10.00
Rowe Crusader—8 Col. 104.50
PX 10 Col. 90.00
Eastern Elec. 169.50

CANDY MACHINES

9-18—162 Cap.\$95.00
6-18—102 Cap. 79.50
1/3 WITH ORDER—BAL. ON DELIVERY

L. H. CANTOR
11219 Superior Ave. Cleveland 6, Ohio

Outdoor Sports in Boston Put Okay on Pinball Games

BOSTON, July 23.—Pin game popularity in this area in the past year has increased beyond expectations and has outdistanced every other type of coin-operated device two-to-one, according to a survey and operators' statements. Spread of the games to beach and amusement parks and outdoor fun spots this season has been marked.

Pins in amusement arcades and other locations throught the city are run at 5 cents on the free-play system. In outdoor spots and beach resorts, ops have split them into two sections, with half the machines operating at 1 cent and the other half

(the newer games) at the nickel price. At Norumbega Park, nine 1-cent games, and nine 5-cent tables have been installed and are receiving heavy play. At Revere Beach, a heavy play on games has been evident this season.

The legal situation, which has been simmering for a year, has now been straightened out. Pin games are licensed by the city, and August 29, the machines are scheduled to be legalized by the State Legislature.

Amusement arcades at Scollay Square and on Washington Street are operating 20 games each on 5-cent free play.

Cig Consumption

WASHINGTON, July 23.—Agriculture Department has estimated the consumption of cigarettes for the fiscal year ending June 30 to be between 380 and 385 billion as compared with 379.5 billion for the previous fiscal year. Cigar consumption, on the other hand, is expected to total slightly less than the 5.7 billion consumed in the year ending June 30, 1948. Estimate for the 1949 fiscal year is 5.6 billion cigars.



Yes, Rake stocks the largest selection of New and Used Coin Operated Vending, Amusement and other MONEY MAKING machines.

We also stock complete assortment of Bulk Merchandise, Charms, Novelties and Accessories.

SEE THEM ON DISPLAY IN OUR WELL-STOCKED BUILDING . . . or SEND FOR OUR COMPLETE LIST "A" OF COIN OPERATED MACHINES AND SUPPLIES.

Rake COIN MACHINE EXCHANGE
609 SPRING GARDEN ST.
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LOMBARD 3-2676
Distributors of Coin-Operated
Machines and Salesboards

Thousands of locations are waiting for the new

ALKUNO

5c GUM AND CANDY VENDOR

Capacity: 328 Packages of Gum or 210 Packages of Candy or Any Combination of Both.

MODEL 130-MM
Metal Cabinet and Base.
Ht. on Base, 60"x18"
Wt. on Base, 64 Lbs.
Price\$69.50
Base 15.00
Immediate Delivery in Green, Blue or Tan.

Write for Catalog of Complete Line of 5c Gum and Candy Vendors.

ALKUNO & CO.
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Rush Your Order Today
VICTOR'S AMAZING NEW **TOPPER**

1 to 5 Cases \$43.00 Per Case (\$10.75 Per Mach.)
6 to 11 Cases \$42.00 Per Case (\$10.50 Per Mach.)
12 to 24 Cases \$41.00 Per Case (\$10.25 Per Mach.)
25 Cases or More \$40.00 Per Case (\$10.00 Per Mach.) Prompt Delivery.



VICTOR'S NEW MONEY MAKER "HOT-POP" POP CORN MACHINE
Non-Coin Operated
OPERATOR MAKES \$4.20 Per Week
On Sale of 2 Lbs.

WRITE FOR DETAILS YOU COLLECT PROFIT IN ADVANCE

WE TAKE TRADE-INS—LIBERAL ALLOWANCE
1/3 Deposit, Balance C. O. D.

VEEDCO SALES COMPANY

2124 MARKET ST. (Phone: LOcust 7-1448) PHILADELPHIA 3, PA.

VEEDCO SALES COMPANY FINANCES

ALL MACHINES FOR RESPONSIBLE OPERATORS INCLUDING VICTORS, SILVER KINGS, NORTHWESTERNS, ETC.

LIBERAL ALLOWANCES ON TRADE-INS

TOPPER \$10.00 EA.

IN LOTS OF 100

24 to 44, \$10.50 ea.
4 to 20, \$10.75 ea.

Packed 4 to a case.

Vends Ball Gum and Charms. Also Bulk Merchandise.

Made by Victor, Mfrs. of World's Finest Vending Machines for Past 15 Years.

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REAL COFFEE

FREE ILLUSTRATED BROCHURE

THE KEY TO YOUR FUTURE IN HOT COFFEE VENDING

Simply Mail This Coupon

Get Better Charms—Better Values

from America's Largest Charm Manufacturer!

FAMOUS CHARM SERIES #1 PER M	5/8" BASEBALLS PER M
Metal Color-Plated 4.75	White Plastic 6.00
Plastic—6 ass't colors 2.50	Metal-Plated 10.00
Metal-Plated 4.75	
24K gold or silver-plated 5.75	FUNNY-FACES (Cannibal, Clown, Indian, Devil, Pirate)
	Plastic 4.00
BIG CHARM SERIES #2	With Rhinestone Eyes 8.50
Metal Color-Plated 5.75	Metal-Plated (copper) 7.50
Plastic—6 ass't colors 3.00	With Rhinestone Eyes 12.50
Metal-Plated 5.75	
24K gold or silver-plated 7.00	A TO Z ALPHABET CHARMS
	Plastic—6 ass't colors 2.00
SKULLS	
Plastic—6 ass't colors 4.00	5/8" FORTUNE BALLS FILLED WITH PRIZE
With Rhinestone Eyes 8.50	With Precious Jewels 10.00
Metal-Plated 7.50	With 1 Dice 12.50
With Rhinestone Eyes 12.50	With Key Chains 18.50
	With Bracelets (per Gr.) 6.00
RINGS	With Pearls 10.00
Plastic—6 ass't colors 2.50	With Balloons 14.00
Metal-Plated 6.00	Empty Fortune Balls 4.50
JINGLE BELLS 1/2 inch—6 ass't colors 5.00 PER M	
3/4 inch—nickel only 6.00	

SAMUEL EPPY & CO., INC.
113-08 101st Ave., Richmond Hill 19, L. I., N. Y. TEL. Virginia 7-4261.
Order Today — Empty Your Machines Faster

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140 or 170 size, Crown Jack Brand with colored centers. 25 lb. ctn. \$5.65
100 lbs. or more21.90

COPPER AND SILVER PLATED CHARMS

Series #1, 1,000 \$4.50
Series #2, 1,000 5.75
Gold Plated "Georgia" Pins, 1 Gross 3.95
Gold Plated Bracelets in Capsules, 100 8.95
Silver Wedding Rings, 1,000 5.50
Gold Wedding Rings, 1,000 8.95
Stone Rings, 1 Gross 2.50
Sassy Wise Crack Buttons, 1,000 6.00
Gold Plated Basket Balls, 1 Gross 2.95

We are factory distributors for all leading makes of VENDING MACHINES.

PARKWAY MACHINE CORPORATION
623 West North Ave. Baltimore 17, Md.

CHARMS NEW 5/8" SIZE AUTOGRAPHED BASEBALLS

embossed with names of both league teams

White Plastic Baseballs...\$ 6.00 per M
Copper Plated Baseballs... 10.00 per M

PENNY KING CO.
415 Neptune St. Pittsburgh 20, Pa.

FUTURAMIC MACHINES, Inc.
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Gentlemen:

I am interested in hot coffee vending. Please send me without cost or obligation your illustrated brochure, "The Key to Your Future in Coffee Vending."

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They have
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HAVE YOU NOTICED the increasing number of large, successful operators who are placing Custom Built "Universal" vendors on location? It is eye appealing in design and a real profit maker in catching pennies. It uses the same dependable trouble-free mechanism as used in other Victor vendors.

PROMPT SHIPMENT!
Only \$13.50 each (24 or more)

R. H. Adair Company
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Send for free leaflets showing Custom Built "Universal" and other Victor profit-producing vendors.

CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS...

Write now for lowest prices and samples of our METAL AND PLASTIC CHARMS, STONE AND CAMEO RINGS, WEDDING RINGS, KNIVES, JACKS, BALLOONS, SKULLS, ETC.

BECKER VENDING SERVICE - DRILLION, WISCONSIN



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12 BIG ISSUES of VEND

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"How To Operate and Establish an Automatic Merchandising Business"



Yes, you get 12 BIG issues of VEND, the "Magazine of Automatic Merchandising" PLUS the sensational informative booklet on automatic merchandising, "How To Operate and Establish an Automatic Merchandising Business" for ONLY \$3.

FILL OUT AND SEND IN THE COUPON BELOW AND START YOUR SUBSCRIPTION TO VEND NOW!

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Yes, I want the next 12 BIG issues of VEND plus the FREE booklet, "How To Establish and Operate an Automatic Merchandising Business," for which I enclose \$3.
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if you want the finest in reconditioned cigarette machines—all makes and models—you want to get on our mailing list for weekly specials. Send your name and address to . . .

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ADVANCE 21F
25¢ SANITARY VENDORS
BUY SUPPLIES DIRECT!

For Complete Information Write to
NATIONAL SANITARY SALES, Dept. B
6654 W. Talman Chicago 45, Ill.

Mail-Order Cig Tax Bill Set for Senate; See Okay

WASHINGTON, July 23.—The bill to aid the States in collecting taxes on mail-order cigarettes is before the Senate following its approval by the finance committee. Chances for enactment of the bill before the summer adjournment are considered about 50-50.

Approved two months ago by the House, the measure provides that all shippers of cigarettes across a State line furnish State tax administrators with names and addresses of their customers. The bill is designed to help cigarette retailers and vendors in States having cigarette taxes. Testimony before congressional committees showed that tax States have been losing thousands of dollars through

the activities of out-of-State firms. Vendors and retailers have suffered in proportion.

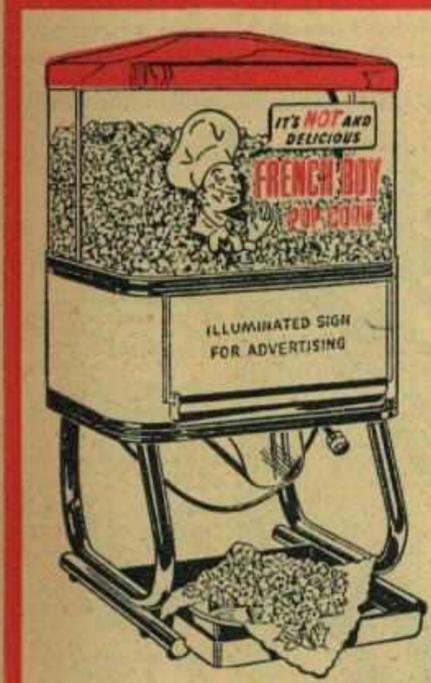
Most legislators appear to be in favor of the bill and it would be assured of passage were it not for the lateness of the session. At least two members of the finance committee are planning to fight the measure, which will keep it from passing under the time-saving unanimous consent procedure. Therefore, the bill must be brought up in the usual way with unlimited debate permitted. The Senate has such a logjam of vital measures scheduled before adjournment that it will be nip and tuck for the cigarette bill.

Another in the great family of Electro Distributors . . .

American Distributors
1349 5TH AVE.
PITTSBURGH, PENNSYLVANIA
Distributors of Electro in Western Pennsylvania.



EASTERN ELECTRIC VENDING MACHINE CORP
GENERAL MOTORS BLDG. NEW YORK 10, N. Y.
A PRODUCT OF C-B LABORATORIES



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The PROFIT PICTURE
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FRENCH BOY
HOT POPCORN DISPENSER

YOU CAN PLACE THESE DISPENSERS ON LOCATION FREE AND MAKE A PROFIT OF \$1500 A YEAR ON POPCORN SALES.

Popcorn is the most profitable item in theaters, taverns, stores, etc. The **FRENCH BOY** Hot Popcorn Dispenser has been proven the finest on the market today. Available at only **\$45.00** F. O. B. Chicago

WE SELL ALL POPCORN SUPPLIES
Popcorn—Boxes—Bags—Seasoning
PRE-POPPED CORN (ready to eat) in moisture-proof 2½ peck bags. F. O. B. Chicago, per bag 60¢

HERE'S HOW YOU MAKE A PROFIT!

10 French Boy Dispensers Will Cost You . . . \$450.00
Sales of Popcorn for One Week . . . gross 67.50
Cost of Popcorn (5 Bags Per Machine) . . . 30.00
NET PROFIT . . . \$37.50

AND FOR ONLY 2 TO 3 HOURS WORK PER WEEK DELIVERING POPCORN

WRITE TODAY or CALL Chicago, Dickens 2-3375

A. B. C. POPCORN CO.
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Coinex Delivers Swingin' Monks

CHICAGO, July 23. — Murray Rosenthal, president of Coinex Corporation, announced this week that initial deliveries on Swingin' Monk have been made. Gun game is a conversion of Seeburg's Chicken Sam.

Swingin' Monk features the use of a pendulum in perpetual motion. The usual track and carriage for this type of game are eliminated and the monkey swings on the pendulum against a hand-painted jungle background. The cabinet is finished in battleship gray with red trim. Over-all measurements of the game are 72 by 38 by 22 inches. Rosenthal is marketing the game at \$109.50 F. O. B. Chicago.

Trade Directory

Distributors

Chicago Coin Machine Company appointed Central Distributing Company, Omaha, for the Nebraska area.

Mission Dry Corporation, Los Angeles, named Harold J. Morton as distributor in Chicago area.

Oak Manufacturing Company, Inc., Culver City, Calif., appointed Bader Sales Company, St. Louis, for that area.

Universal Industries, Chicago, named following distributors: Baltimore, General Vending Sales Corporation; Boston, Trimount Coin Machine Company; Buffalo, Hacula Company; Chicago, Empire Coin Machine Exchange; Cincinnati, Southern Automatic Music Company; Cleveland, Cleveland Coin Machine Exchange; Columbus, Central Ohio Coin Machine Exchange; Dallas, Commercial Music Company; Des Moines, Atlas Music Company; Kansas City, Mo., Consolidated Distributors Company, Inc.; Lafayette, La., Louisiana Coin Machine Company; Lexington, Ky., Southern Automatic Music Company; Los Angeles, C. A. Robinson & Company.

Louisville, Southern Automatic Music Company; Macon, Ga., Heath Distributing Company; Memphis, Music Sales Company; Miami, Taran Distributors; Minneapolis, Silent Sales Company; Nashville, Frank Swartz Sales Company; New Orleans, Music Sales Company; Omaha, H. Z. Vending & Sales Company; Portland, Ore., Western Distributors; Salt Lake City, Stewart Novelty Company; San Antonio, Commercial Music Company; San Francisco, Advance Automatic Sales Company; Seattle, Western Distributors, and St. Louis, Central Distributors.

Rudolph Wurlitzer Company, North Tonawanda, N. Y., named Midland Music Distributors, Indianapolis, for that area.

VICTOR'S AMAZING NEW TOPPER
1 to 5 Cases, \$43.00 Per Case. (\$10.75 Per Mach.)

Victor's Sensational HOT-POP Non-Coin Operated—\$47.50. \$10 deposit, bal. C.O.D.

Victor's 1c Universal, Blue Hammeroid Finish—\$13.95.

Victor's Model V, 1c or 5c, Red Wrinkle Finish—\$12.75.

DEVICES NOVELTY, Dept. A
467 N. Milwaukee Ave. Chicago 10, Ill. Phone: MOnroe 6-7533

KLEENEX VENDOR
Matching Stands Available
IMMEDIATE DELIVERY

Write for literature and prices

EB E. B. METAL PRODUCTS CO.
225 East 144th Street Bronx 51, N. Y.

HERE'S A SIMPLE STORY!
ACORN
1c or 5c All Purpose Bulk Merchandiser

Simply sells all types of bulk merchandise as fast as you load it!

WRITE TODAY!
Operators Vending Machine Supply Co.
1023 South Grand, Los Angeles 15, Calif.

ACORN 1c & 5c ALL PURPOSE BULK MERCHANDISER

WANT ACTION?
Listen to this! ACORN vendors on location pay for themselves in two servicings of Ball Gum and Charms.

Write today for information!

IAK MFG. CO., INC. 11411 Knightsbridge Avenue Culver City, California

MOA Plans Early November Meet

SDPA Meeting Airs Problems In Music Biz

Set Huron Confab for Fall

WATERTOWN, S. D., July 23.—With attendance holding up despite the high temperatures, the South Dakota Phonograph Association (SDPA) this week held its quarterly meeting here with President Mike Imig, Yankton, presiding.

Opening Sunday, the sessions wound up Monday with a banquet at the Lake Shore Hotel. In attendance, augmenting the members, were Hy Greenstein, Hy-G Distributing; Jonas Bessler, Lieberman Music Company; Archie La Beau, La Beau Novelty Company, and Ker Willis, Aireon regional representative. All except Willis are distributors in Minneapolis and St. Paul.

Most of the business sessions were concerned with discussions of the topic: *What Problems Face the Industry Today?* Invited to participate in the round table discussions were the visiting distributors.

Imig reported the association, effective immediately, would initiate a monthly newsletter, to be prepared by Norman Gefke, secretary. It will be mailed to the entire membership. The SDPA has appointed six members in different parts of the State, to act as correspondents, submitting information on business conditions, etc., to Gefke for use in the letter. Archie La Beau will act as Twin Cities correspondent, sending along the latest news from the distrib and manufacturer front.

October Meet

Before concluding the meeting here, it was decided to hold the next quarterly session in Huron the early part of October (date will be set shortly). Co-chairmen for the Huron meeting are Ted Selverson and Al Baird. This meeting will convene Sunday and close with a banquet Monday night, Imig said. A special invitation is being forwarded to Harry Williams, president of the Coin Machine Institute (CMI) to speak.

Imig reported the October meeting is being held earlier in the month so that association members will be free to attend the Music Operators of America (MOA) convention scheduled for Chicago early in November (see separate story).

Southern Automatic Expands Amusement Game Distribution

LOUISVILLE, July 23.—Southern Automatic Music Company, Inc., with offices here and in five other cities, announced this week that it would expand its line of amusement games and would concentrate its activities on games distribution.

In addition to its games lines, Southern Automatic had been distributor for the J. P. Seeburg Corporation.

Leo Weinberger, head of Southern Automatic, said the firm would continue to maintain its offices here, in Lexington, Ky.; Fort Wayne, Ind.; Cincinnati, Dayton, O., and Indianapolis.

(In Chicago, Seeburg announced the appointment of the Shafer Music Company and the S. L. Stiebel Company to cover the territory formerly handled by Southern Automatic. For details see separate story in this department.)

Good Old Days

CHICAGO, July 23.—Many bartenders here in the Windy City are beginning to publicly express a desire for the return of the good old days—BT—before television. Take Carl, bartender at Fritzel's. He recently had a talk with Dick Hackenberg, sports editor of *The Sun-Times*, and the following is the way Hackenberg reported the incident:

"A customer sits down at the bar," moans Carl, "glances at the screen and says what's the score? I dunno. I'm busy. I ask another customer who's been looking at the game. He dunno. He thinks it's 5 to 3. What inning, asks the new customer. I dunno. What inning I ask the old customer. He dunno. He thinks it's the fifth—no, it must be the sixth. Who's playing asks the new customer? I dunno. Who's playing, I ask the old customer. He dunno. He thinks it's the Dodgers."

And so on far into the night. "It was never like this with the juke box," opine the bartenders, as they get ready to answer more TV questions.

Detroit Drive-In Now Features Coin-Operated Radio-Phono

DETROIT, July 23.—A hookup between a juke box and a small independent radio station has been worked out by Herbert Weingarden, owner of the Action Music Company, to give customers an opportunity to enjoy music in their own cars. Adapted especially for the drive-in restaurant type of operation, it has already met with favorable reception among steady customers at Hank's Drive-In, located at Eight Mile and Lahser Roads in Northwestern Detroit.

Weingarden installed a special low power radio transmitter in the phonograph which was capable of broadcasting up to 100 feet from the juke box. Except for this addition, the box functions normally.

Broadcast Music

Drive-in customers give their selection to a waitress together with a nickel to put into the box.

When the music plays, it is broadcast over the transmitter, at 1600 kilocycles, and the customer hears the program in his own car over his own

automobile radio. Music can be heard within the limited range of the transmitter, which covers the drive-in parking area only.

Own Transmitter

Weingarden has built his own transmitter. He says that experience of many years in servicing music machines and pinball games has given him an adequate background for the construction of these devices, and he found it was not necessary to turn to other designers to develop his unique installation. He is currently experimenting with wave lengths at the other end of the dial as well, and plans to construct other transmitters for installation in similar juke box installations. He may develop them on a larger scale for the retail market later, he said.

There appears to be no problem of interference with standard broadcast equipment, since these low power transmitters cannot be used beyond the lot area. Similar installations have been in successful operation on the West Coast.

Telephone Music in Denver Big Draw Tho on Dime Play

DENVER, July 23.—Pointing up the popularity of telephone music in this area is the Maestro Music System, operated by the Century Music Company. Because of the success of this firm which averages some 3,500 plays daily and the business-like manner in which the firm is handled, Century Music has received several favorable mentions in the local press.

While operators in most sections of the country are looking back on the high grosses of the war and postwar years, Century Music, headed by Harry E. Bowes and Harry H. Roberts, has managed to keep up volume business and at dime play or three tunes for a quarter.

Bowes and Roberts claim that

there is nothing amazing about their methods of operation, explaining that only the simple rules applying to the practical operation of telephone music have made Century Music a going concern: They use only the number of girls to handle requests as indicated by the number of plays during various parts of the company's 20-hour day; the girls must adhere to rules made by Bowes and Roberts and all equipment is kept in top condition both in performances and appearance at all times.

Actually the owners leave the supervision of the six girl employees in the hands of another girl, Cindy Bruce, who has had years of tele- (See TELEPHONE MUSIC, page 88)

Dates Remain Unsettled as Exec Board Skeds Special Get-Together in September

Fall Confab To Set Program, Procedures for Convention

NEW YORK, July 23.—The Music Operators of America (MOA), a national committee numbering more than 20 State associations as well as independent operators throughout the country, among its membership, has tentatively scheduled its Chicago convention for November 7-9 but as yet has made no hotel reservations. Sidney H. Levine, national counsel for the MOA, has contacted George Miller, Oakland, Calif., president of the group, calling for an executive committee meeting to be held in Chicago early in September, at which time it is planned to formulate a program and procedure for the three-day meeting.

The November convention date will probably be changed as hotel space in Chicago that week is scarce. It was originally decided to hold the convention at the Stevens Hotel, but

another convention has reserved those dates it was learned.

A letter, sent out under Miller's signature, has reached all manufacturers of phonographs and accessories, advising of MOA's proposed convention. In it the MOA stressed that the convention is to be held at the operator level, that the convention would, in effect, serve as a buying trip as well as a convention for the operators, and that the convention exhibits will be confined exclusively to the music machine field.

It was pointed out that originally the MOA had planned to hold the convention in Denver this summer, but operators, when polled, had requested the later date and also that the site be changed to Chicago so that they could visit the manufacturers' factories while attending the convention.

Organization

Levine, who has been spending much of his time in recent months commuting to Washington where he watched for any proposed legislation which might affect the phonograph field, said a committee, appointed at the MOA meeting last January, would report to the November meet on the advisability of making MOA a national association. According to present indications, this change will not be recommended for the present, but will again be put over for consideration at the 1950 convention.

Levine said there was little possibility of any national legislation against the juke box field being enacted this year, but that next year would find much activity in the nation's capital. The ASCAP problem is due for a hearing next year, Levine stated, and would require attention from the MOA.

Shafer Music, Stiebel Named Seeburg Reps

Handle Complete Line

CHICAGO, July 23.—The J. P. Seeburg Corporation announced this week that the Shafer Music Company, Columbus, O., and the S. L. Stiebel Company would take over distribution of the Seeburg phonograph line in the territory formerly handled by the Southern Automatic Music Company, Inc.

Shafer, with offices in Columbus, Wheeling and Charleston, W. Va., is opening two additional offices in Cincinnati and Indianapolis. The Stiebel Company, with offices in Louisville, Evansville, Ind., and Nashville, will handle the Lexington territory out of Louisville.

Shafer and Stiebel will handle the Seeburg industrial-commercial music systems as well as the coin-operated phonograph. The industrial-commercial system in this territory has been handled by a separate distributing organization not in the automatic phonograph field.



Your business no longer depends on the all-too-short life span of a few popular "numbers." Of course, "Hit Tunes" are one of the musical classifications on Select-O-Matic "100" Music Systems.

But—IN ADDITION—there is "music for everyone"—music for people of every taste—every age—every calling—including "Classical Selections" on both 10 and 12-inch records.

This greater service is offered by only one music system—THE SEEBURG SELECT-O-MATIC "100".

Seeburg

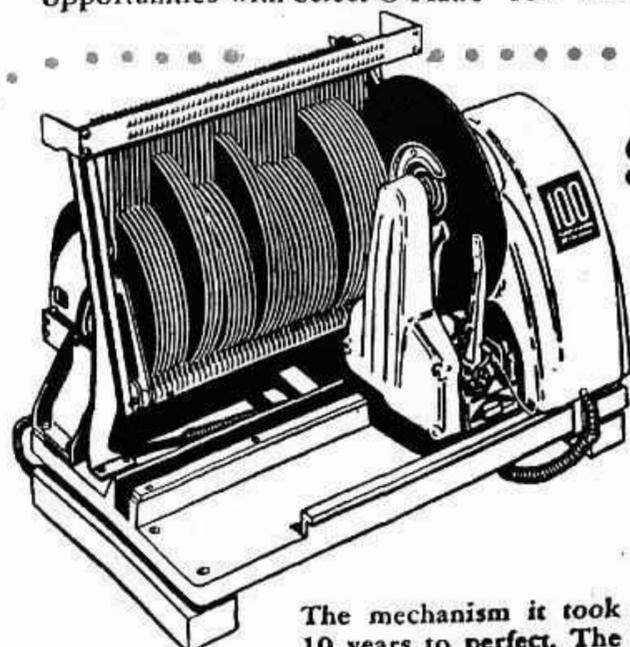
DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION
Chicago, Ill.

*America's Finest
and Most Complete
Music Systems*

"Music for Everyone" offers
NEW OPPORTUNITIES TO
PROGRESSIVE MUSIC MEN
 SEE YOUR SEEBURG DISTRIBUTOR
today!

Select-O-Matic "100" Music Systems offer greater opportunity because this modern equipment has substantially broadened your field of operation. Today, people who never before played a coin-operated phonograph are playing the Select-O-Matic "100". Today, fine restaurants, elite cocktail lounges, even private clubs—places of business that were never considered a part of the coin-operated music market—are Select-O-Matic "100" locations. Your Seeburg Distributor will tell you how you can enjoy these greater opportunities with Select-O-Matic "100" Music Systems.



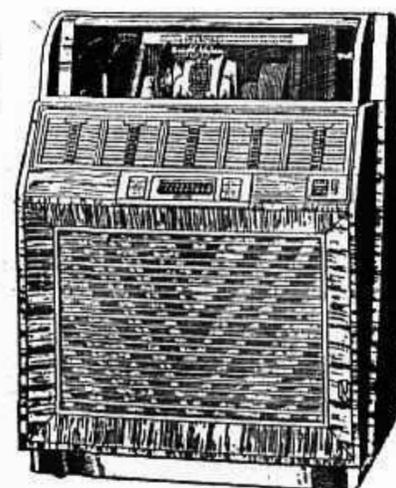
The mechanism it took 10 years to perfect. The mechanism that was tried—tested—and proved in industrial-commercial music systems before being introduced to the coin-operated phonograph industry.

Select-O-matic MUSIC SYSTEMS

The Select-O-Matic "100". Plays 100 selections—all visible at one time. Plays 10 and 12-inch records, no pre-setting. New sales appeal—completely visible operation intrigues public.



The Wall-O-Matic "100". 100 selections of music right at the finger tips of guests. Attractive. Compact. The most amazing remote selection system ever developed.



See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of *The Billboard* are:

NAMM KEYNOTES BUYER MARKET. Opening of convention emphasizes that buying will be cautious.

BLACK & WHITE SUSPENDED. Paul Reiner, proxy, withdraws from wax business until conditions are more favorable.

U. S. '49 DISK TAX SKIDS 1 MIL. The 1949 fiscal year drew from the industry \$1,000,000 less in taxes than the year previous.

RAYMOND SCOTT FORMING OWN DISKERY. Maestro Scott is putting together a new quintet and forming Master Records for this group.

ABC-EAGLE RECORDS FORMED. The new Hollywood indie will issue disks to retail for 39 cents—pressing in Hollywood and Newark.

And other informative news stories as well as the Honor Roll of Hits, pop charts and the new *Billboard* feature—a page devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

Juster, Minkow Named New Heads of N. Y. Spacarb Firm

(Continued from page 78)
venders is being sold to several independent New York cup drink firms the parent company did not desire to be placed in the position of competing with its machine customers for loca-

tions thru a subsidiary operation. Among the major users of Spacarb machines here are the Vend-O-Drink Corporation, Manhattan, and two companies who make their headquarters in Brooklyn, the Public Service Vending Company, Inc., and the recently organized Colemat Company.

Telephone Music Big in Denver

(Continued from page 85)
phone music experience. One girl handles all requests from 7 a.m., opening time, to 11 a.m. From 11 a.m. till 6 p.m. two girls handle the trade and three from then until 2 a.m. The busiest hours are from 10 p.m. till 2 a.m., when the spots close.

Houston also pointed out that the sale of the New York operation is in line with long-range company plans to shift executive offices and workshops from the current congested 23d Street Manhattan address to a new suburban site outside the city limits. At present Spacarb, Inc., has locales in Long Island and New Jersey under consideration for such a move, which would probably take place at the end of this year. In this event, either Spacarb of Long Island or Spacarb Essex, in New Jersey, will be used as a "proving ground" to check new ideas and field-test equipment.

Part of three restrictions placed on the girls include an understanding that they not accept dates via the system and a promise that when they are patrons of any of the firm's 43 locations that they will not disclose their identity. Bowes and Roberts say that these rules are the backbone of the organization.

Operators here recalled a similar sale of a parent-owned operation on a smaller scale in 1947, when Spacarb, Inc., sold Spacarb of Richmond to Wesley C. Morck. This firm is now a subsidiary of Spacarb of Virginia, which also operates in Norfolk.

As the machines are set up, \$2 worth of selections can be made at one time. The 3,000 choice record library is so coded that white tape stands for popular bands, blue and pink for male and girl singers, respectively, red for jump and yellow for folk tunes. Spanish records are numbered 1 to 435 since none of the girls speak Spanish. The girls work in a comfortable alcove completely banked by records. They say that until the color code was devised by Bowes and Roberts that the work seemed to build up a pressure on them but that now they rarely get in a jam regardless of how busy all locations are.

Houston told *The Billboard* that in the past two months Spacarb, Inc., has opened up 7 new operations, ranging from Ft. Worth to Walla Walla, Wash. The parent company is working on some adaptations of a new multi-flavor mix-a-drink which will be known as the 3D51. It is currently turning out a smaller 3-drink 600-cup 3D49 model and is stepping up production on this type of unit over the next 90 days.

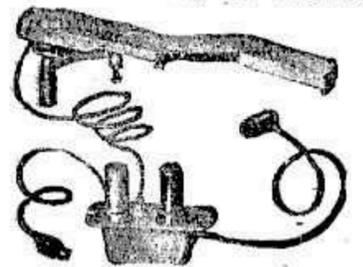
Central Ohio Coin Plans AMI Showing

COLUMBUS, O., July 23.—Woolf Solomon, head of Central Ohio Coin Machine Exchange here, announced that his firm will hold a formal showing of AMI equipment for operators in Ohio, West Virginia and Northern Kentucky in mid-August. Exact date will be decided next week.

Central Ohio was appointed AMI distributor last month. AMI representatives expected to attend the showing include Jack Mitnick, regional representative, and Lyndon C. Force, manager of general sales.

LIGHTWEIGHT PICKUPS

For All Wurlitzer and Seeburgs
Perfect Tone—Easy on Records



Nothing to change—just plug it in
JACOBS MANUFACTURING CO., INC.
Stevens Point, Wisconsin
Sole Canadian Distributor
ST. THOMAS COIN SALES, LTD.
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WHY PAY MORE? JUKE BOX TUBES

FULLY GUARANTEED
STANDARD BRANDS—BRAND NEW

30	\$.48	6A5	\$.69	6SL7GT	\$.69
45	.59	6C4	.19	6SN7GT	.64
2A3	.99	6J5	.49	6X5GT	.59
2D21	1.18	6J7GT	.79	70L7GT	1.24
5U4G	.59	6L6GA	.87	80	.45
5V4G	.86	6SC7	.66	83	.79
5Y3GT	.38	6S7	.59	205D	.83
5Z3	.59	6SK7	.59	2051	.49

Minimum Order—\$10.00
F.O.B. Phila.—Cash with order or 25% deposit—balance C.O.D.
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AMERICA'S BEST REBUILT PHONOGRAPHS

Wurlitzer 1015 ...\$329	Rebuilt Postwar Phonographs THOROUGHLY OVERHAULED AND REFINISHED UNCONDITIONALLY GUARANTEED	Seeburg 148ML ...\$519
Wurlitzer 1017 ...\$275		Seeburg 147M ...\$419
Rock-Ola 1426 ...\$279		Conv.\$439
Rock-Ola 1422 ...\$219		Seeburg 147M ...\$419
Mills Constellation ...\$299		" 1475 ...\$389
		" 148M ...\$339
		" H246M ...\$279
		" H146M ...\$250

PHONOGRAPHS LISTED BELOW ARE COMPLETE AND IN GOOD WORKING ORDER

WURLITZER	ROCK-OLA	SEEBURG
750W\$169.00	Commande\$ 69.00	1941 R.C. Special \$179.00
800 119.00	President 69.00	Envoy, R.C. 129.00
500 79.00	Twin 39.00	Hightone, R.C. .. 119.00
600K 79.00		Hightone, E.S. .. 99.00
600R 74.00		Colonel-Major ... 109.00
Victory 59.00		Classic-Vogue ... 79.00
24 59.00		

We Will Completely Rebuild, Refinish and Unconditionally Guarantee These Phonographs for \$35.00 Extra.

REBUILDING MEANS:	1. Mechanism overhauled	4. Speaker inspected
	2. Worn parts replaced	5. Tone Head renewed
	3. Amplifier reconditioned	6. Cabinet professionally refinished

WALL BOXES

Seeburg W1-L56, 5/6, Wireless ..\$29.00	Seeburg S-20-12-30 Wire\$ 3.50
Seeburg Pro-War, 5/6, 3-Wire and Wireless 12.50	Packard Pla-Mor 19.00
Seeburg WB-1Z, 5/10/25 Wireless Baromatic 24.50	Wurlitzer 320 4.25
Seeburg DSB-1Z, 5/10/25 3-Wire Baromatic 19.00	Wurlitzer 100 3.50
	Wurlitzer 120 3.50
	Rock-Ola Dial-a-Tune 3.50

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HUNDREDS OF SEEBURG INSTALLATIONS are Paying Off . . .

- IF you haven't seen the Selectomatic 100
- IF you haven't heard the Selectomatic 100
- IF you haven't complete facts about the Selectomatic 100

Come to TRIMOUNT

Remember, Seeburg Selectomatic 100 offers "Music for Everyone" on 10" and 12" records. That's why Seeburg operating power is so tremendous.

Exclusive Seeburg Distributors

TRIMOUNT



40 WALTHAM STREET
BOSTON 18, MASS
Tel. Liberty 2-9480

14 Coin Firms Set For NAAPPB Meet

(Continued from page 77)
Coinometer Corporation, Chicago, coin changers.

Dale Engineering Company, Long Beach, Calif., gun games.

Electronic Games, Greensburg, Pa., amusement games.

H. C. Evans & Company, Chicago, amusement games.

Exhibit Supply Company, Chicago, arcade pieces, card venders, amusement games.

Greyhound Amusement Device Company, Brooklyn, amusement games.

International Mutoscope Company, Long Island City, N. Y., card venders, arcade pieces, amusement games.

King Amusement Company, Mount Clemens, Mich., amusement games.

Mike Munves Corporation, New York, distributor of amusement games, arcade pieces, card venders and also Munves conversions.

Manley Popcorn, Kansas City, Mo., popcorn venders and popcorn.

Perey Manufacturing Company, New York, service venders.

Philadelphia Toboggan Company, Philadelphia, coin Skee Ball.

Turning Back the Clock

15 Years Ago This Week

CHICAGO, July 21, 1934. — The Metropolitan Skill Board of Trade, New York, held the first of its label meetings, designed to make the organization a State-wide group. Purpose of the initial meeting was to get New York operators to agree to use only games which had won label approval of the board. First labels printed were marked special and cost distributors a nickel each. Labels for diggers and crane equipment were priced at \$1. . . . M. H. Rhodes, Inc., New York, introduced a new metered coin device for incorporation in coin machines where timing was a factor. The unit was designed so it could be built in the coin machine. The unit was set to receive quarters and dimes and could be set at time intervals up to one hour.

Louise and Lydia Burrows, daughters of British coinman Arthur Burrows, arrived in Chicago to look over new equipment just coming on the market. This included Gottlieb's Push-Over; Century's Forward Pass; Genco's Step Up; Ad-Lee's Electric X-Cavator; Jennings' Little Merchant, and Exhibit's Lighting. Later the girls left for International Mutoscope's New York plant where Shoot-

O-Matic was in production. . . . The export field was encouraged by news from France that the pinball ban effected in April, 1935, was relaxed so that certain games not awarding tokens or prizes were considered legal as long as they had scoring holes not accompanied by figures or numbers on the playfield.

Southern Automatic Sales of Louisville opened a branch in Cincinnati. . . . Watling Manufacturing, Chicago, introduced its new bell featuring a coin chute with a button to release bent coins. . . . The National Automatic Merchandising Association led by J. H. Hirsch, secretary, initiated a program of good will. Its approach to the subject was to improve relationship between operators, jobbers and manufacturers. . . . A campaign by Chicago manufacturers to standardize equipment names was getting under way. Those leading the drive felt that among other things the name pinball should be applied to all games related to the marble and pin table field.

10 Years Ago This Week

CHICAGO, July 22, 1939.—Ending a two-year squabble, the Detroit City Council passed a pinball ordinance. In effect the new ordinance replaced one passed in 1934. Among its provisions were the raising of the age limit on minors permitted to play games from 18 to 21. . . . Veteran music man, W. F. Merchant, joined Rock-Ola as a district manager. . . . Dave Robbins, head of D. Robbins & Company, Brooklyn, was in Europe on a business trip. He was also making the trip in an effort to secure sales rights on any new vending equipment he could find in London or Paris.

Kenney's Cowboy was on the market at \$99.50. Meanwhile Bally was producing the one-ball Gold Medal and the free play Pick-em. Other new products included Daval's High-Lite; H. C. Evans Lucky Star; Genco's Bang; Exhibit's Avalon, and the Chicago Coin Buckaroo. . . . For the five weeks ending August 31, 1939, Mills Novelty was offering its Vest Pocket Bell at the reduced price of \$42.50. . . . In vending the hot item was the DuGrenier Adams gum machine tagged at \$11.50.

The Billboard's Record Buying Guide rated the best selling records as Stairway to the Stars, Sunrise Serenade, White Sails and Wishing. Tunes tabbed as on the way up in August, 1939, were South American Way, Moon Love, Shabby Old Cabby, I Poured My Heart Into a Song and Especially for You. . . . Some of the main points discussed at the Indiana State Operators' Association included the elimination of the following practices: selling of music machines to locations; free trial use of new equipment by locations; free improvements such as those on dance floors; secret rebates or commissions, and buying or renting locations on flat weekly rentals.

The International Boxing Show was held at Soldier Field, Chicago, with the backing of several local coinmen including Sam Gensburg and Sam Wolberg, Chicago Coin; Dave Gottlieb, D. Gottlieb & Company; Al Sebring and Paul Gerber, of Gerber & Glass, and J. Frank Meyer, Exhibit Supply. The show matched 10 leading American and Irish amateurs.

PHIL MASON'S FIRST SALE AT NEW HEADQUARTERS

5 Wurlitzer 1015's	\$299.50
3 Wurlitzer 1017 Hideaways	225.00
3 Wurlitzer 1080's	289.50
4 Wurlitzer 1100's	475.00
3 Wurlitzer 750's	150.00
3 Wurlitzer 700's	140.00

Add \$5.00 to above prices for crating.

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WANTED WIRED MUSIC SYSTEM

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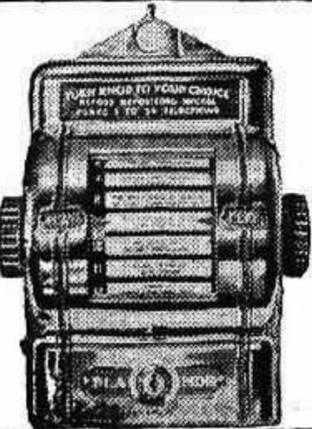
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Yesterday's
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FINEST WALL BOX

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or Send Your Orders Direct to—

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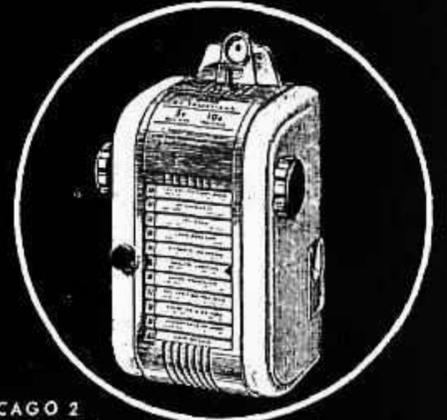
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SELECTIONS!

*An AMI Hideaway and
10 Wall Boxes

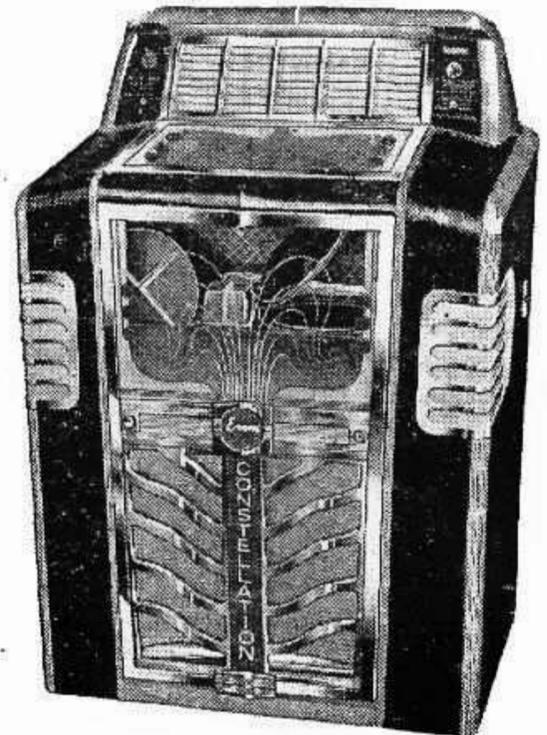
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SOUND IS GOLDEN, TOO!

MUSIC IS AT THE
MOST PROFITABLE
LEVEL WHEN IT'S THE
REALISTIC, HIGH
FIDELITY REPRODUC-
TION WITH THE
VIBRANTLY RICH
TONE QUALITY OF



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Hear it at your Evans distributor or write direct to factory for information.

NOW AVAILABLE—Record Popularity Meter for Original Mills Constellation

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LIMITED TERRITORY AVAILABLE. WRITE OR WIRE IMMEDIATELY.

H. C. EVANS & CO.

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LAST CALL FOR CHI MEETING

Manufacturers Will Decide Future Promotion Plans at Confab; Heavy Turnout Seen

Entire Industry To Be Represented at Sessions

By Norman Weiser

CHICAGO, July 23.—With the industry-wide shuffleboard manufacturers' meeting less than 10 days away, co-chairmen Clayton Nemeroff, Monarch, and William Tucker, Purveyor, this week reported they expect a record turnout at the Morrison Hotel August 1 when the first session is called to order. Basically, the all-important meeting will, at its conclusion, have decided whether or not manufacturers will join the Table Shuffleboard Association of America (TSAA), set up their own organization to handle the promotion of shuffleboard play via tournaments, leagues, etc., or, finally, to go along as is for the time being.

In order to assure complete coverage of the problems to be aired at the two-day meeting, Nemeroff and Tucker have been busy lining up information and a tentative program which could be used to get the meeting off to a fast start. With many manufacturers expected to be in Chicago for this meeting despite the fact they were not present at the St. Louis get-together last month, the chairmen feel a resume of the TSAA meet will be necessary to bring everyone up to date.

Large Turnout

At this time it is certain that all major manufacturers of shuffleboards and shuffleboard accessories will be in attendance at the Chicago meeting. A letter to manufacturers in both categories, signed by Nemeroff and Tucker, was sent out Monday (18) as a last reminder for those who have not as yet sent in their certifications. The letter follows:

"A conference was held in St. Louis, June 27-29, which was attended by shuffleboard manufacturers, distributors, operators and players. The purpose of the conference was to establish a national organization that could promote and popularize the sport, promote and conduct tournaments on a local and national scale, promulgate official rules of play, stabilize the industry, counteract

Shuffle Interest Up in Wash'gton

SPOKANE, July 23.—There has been a steady increase in shuffleboard locations in this area, with operators opening up such spots as ice cream parlors, cafes, billiard rooms and private clubs in recent weeks. A report from the Inland Novelty Company, which recently placed 45 new shuffleboards on location in and around the city, indicated electric scorers, coin-operated as a rule, are also becoming more numerous on location.

Promotion of shuffleboard has been especially heavy in the towns of Moscow and Pullman, where radio advertising has been used to supplement other forms of publicity. Three one-minute spot announcements are being aired daily in these localities, calling attention to boards located throughout the towns. Play here has picked up as much as 50 per cent in some locations since the promotion program was instituted.

harmful or excessive legislation, etc.

"Many of the manufacturers' representatives present at St. Louis were there merely as observers without authority to commit their companies for or against any program. All were agreed that the objectives of the organization were constructive, worthwhile, and in the long run, necessary. There remained, however, many questions concerning details of the program, methods, personnel, administration, structure, projection of budgeted expenses, financing, etc. It was quite obvious that here was a program that merited the serious consideration of each and every manufacturer in the industry, but time was required to permit study and discussion of the project.

"While the other groups in the industry proceeded to establish an organization forthwith, to be known as the Table Shuffleboard Association of America, those manufacturer representatives present, by unanimous agreement, scheduled a conference to be held in Chicago, Monday and Tuesday, August 1 and 2. Attendance at this conference will be limited to shuffleboard manufacturers, shuffleboard supply manufacturers, and shuffleboard accessories manufacturers. Each manufacturer must be registered in advance and someone in the delegation must be vested with authority to commit his company for or against any of the proposals that may come before the conference.

Come Prepared

"Those attending the conference should come prepared to: (1) Discuss, evaluate and consider the program offered by the TSAA. Discuss and consider the conditions under which they may participate in the TSAA. (2) If necessary, consider the establishment of a new medium for attaining the objectives of the manufacturers. (3) Determine methods of financing any program adopted by this conference. (4) Elect officers and executives to administer any program adopted. (5) Introduce any subject matter pertaining to the objectives of this conference or the welfare of this industry.

"Those companies represented in St. Louis were: American, Monarch, National, Purveyor, Rock-Ola Shuffl-Bowl, Specialists, Sportsmaster, Sun-Glo, Supreme, VibraVita, Wax-Ola. These companies as a whole are sponsors of the Chicago Conference and accordingly, the nominal costs of conducting this conference will be shared equally by all companies attending.

"As a manufacturer, you are invited to attend the conference to be held at the Morrison Hotel, Chicago, starting at 1:30 p.m. Monday, August 1. Your registration should be sent at once to Clayton Nemeroff, co-chairman, Monarch Shuffleboard, Inc., 1545 North Fairfield Avenue, Chicago 22, Ill. Telephone: Armitage 6-1434. Please state who will represent your company.

"Those desiring room reservations at the Morrison Hotel should address their requests to Delores Klyzak, Morrison Hotel, Chicago, Ill., stating they are attending the shuffleboard manufacturers' conference."

Editorial

Call to Arms

In a few days, August 1-2 to be exact, manufacturers of shuffleboards and shuffleboard accessories, will convene at the Morrison Hotel in Chicago. In those two short days these representatives of the fast-growing industry will be asked to determine a future course of action to assure the continued growth, on a sound business basis, of shuffleboard.

Practically all those who will be present at the meeting are agreed promotion of league and tournament play is the proper course to follow. Twelve of the firms whose representatives will participate were on hand in St. Louis last month at the conference which wound up with the formation of the Table Shuffleboard Association of America (TSAA). During the past few weeks these firms have studied a prospectus submitted by TSAA. This prospectus was prepared by Joe Reynolds, executive secretary, and outlines the purposes of the organization, as well as the financial breakdown. Co-chairmen of the manufacturers' meeting, Clayton Nemeroff and William Tucker, have asked Reynolds and other officers of TSAA to be on hand to answer questions which might arise from those who have received the outline, as well as from those manufacturers who were not in attendance in St. Louis.

Alternate Plans

Two courses of action are open to the manufacturers. The first is to thresh out the TSAA deal, then to either accept or reject it. The second, should the decision go against the TSAA, is to organize a group of their own to promote league and tournament play thruout the country. The nucleus for such an organization already exists, but the road to final organization is a long one.

There is much to be done at the August 1-2 meeting, and it is the general feeling in the industry that if the right step is taken, the business can be helped tremendously. That is why those who are planning to attend, including many firms not represented in St. Louis, are urging every manufacturer in the field to have a certified representative on hand in Chicago.

If unity is achieved, the road to organization will be considerably shortened.

PUCK PATTER

Chicago:

Frank Carroll, secretary of the Mero Industries shuffleboard division, returned Monday (18) from a vacation in Wyoming, Idaho and Nebraska. New Mero scoreboard, which operates on points, frame system or combination of both, lists at \$189.50. L. Lewis, roving ambassador of good will for Mero, is still in the South setting up outdoor installations for the Mero all steel board. . . . Roy Bazelon, Monarch, is supervising final details on the firm's all new line. Scoreboard division at Monarch is set to make first deliveries on a new scoring unit which Bazelon says will be moderately priced. . . . Bill Tucker, Purveyor, and Clayton Nemeroff, Monarch, are setting final plans for the all industry meet at the Morrison Hotel August 1. Thus far more firm execs and representatives have sent wires confirming their attendance than appeared at the St. Louis conference last month.

Julian Crum, Shuffleboard Specialists, says sales are now on the increase after a brief lull following

the July Fourth week-end.

With the invasion of 60,000 Shriners Monday (18) many board operators in the city were reporting noticeable play increases. . . . Frank Pelt, operator of National equipment on the Northwest Side is getting his fall tournament and league schedules lined up. He says that if only half the people who missed out on league play last year sign up for the coming season the Northwest section of the city will be bulging with league activity.

Howie Freer, Empire Coin, claims that there has been a step-up in interest in midget shuffleboards and the Genco scoring unit. . . . Orville Adams, Adams Coin Machines, L'Anse, Mich., says that Upper Peninsula activity has not suffered thus far because summer transients have been steady customers. Adams was making his semi-monthly call on shuffleboard firms and took back a couple of new playfields.

Ted Rubenstein at T & M Sales reports there are still a few choice territories open for the new T & M scoreboard. This double faced unit scores for shuffleboard as well as horse collar and baseball. . . . Charlie Gillard, Nation-Wide Novelty, claims the firm's newest model is going well on the South Side.

Detroit:

Norm La Fleur, who has been operating skee ball and pool table games in this area for several years, has gone into the shuffleboard field, putting the new game into locations around town. . . . Michael Benson, president of the Michigan Miniature Bowling Association, is planning to buy shuffleboards to diversify his games route.

Maurice J. Feldman, of the Central Coin Machine Exchange, has been named distributor for shuffleboards, and is introducing the game to

National Names New Distributor

MOUNT CARMEL, Ill., July 23.—Formation of the National Shuffleboard Sales of Mount Carmel by Ernest I. Barker, and appointment of that firm as distributor of National Shuffleboards in Southeastern Illinois and part of Kentucky was announced here recently.

Barker, who is new to the shuffleboard field, visited the National Shuffleboard headquarters in Orange, N. J., several weeks, then returned here to complete the organization of his firm.

many local operators, as well as placing some units on location in connection with his own route. . . . Arthur P. Sauve, of A. P. Sauve & Son, has taken over a distributorship for the Valley Shuffleboard of Bay City, Mich., and reports a number of new operators entering the business. Sauve is offering a complete financing service for the purchase of boards by operators.

Charles Friedenbergh, veteran amusement game operator, has bought shuffleboards to test out in his locations. . . . Dave Yamshon, who has long operated an independent diversified machine route, is also experimenting with new boards.

Los Angeles:

The Paul A. Laymon Company is now using the new Katz Wax combination cleaner and solvent on its boards. . . . Harold Sharkey, local shuffleboard operator, was looking things over on coin machine row. . . .

New South Carolina Firm

COLUMBIA, S. C., July 28.—The secretary of state's office here has issued a charter to W. H. Richardson & Company, Inc., with headquarters in this city, to deal in coin-operated machines, candies, ice cream and confections. Capital stock is listed at \$10,000. W. H. Richardson is named as president.

Resume Full Stoner Output

AURORA, Ill., July 28.—After a two weeks' vacation, employees of the Stoner Manufacturing Corporation here returned to work Monday (18).

Frank Butterfield, of the E. T. Mape Company, says the new Genco scoring unit is getting a good play from operators. . . . Jimmy Bergstedt is closing his Western Avenue office and moving in with the Ray R. Powers Company to get better distribution for his green-topped Hercules board.



MERO'S DOUBLE-FACED SCOREBOARD

OPERATES ON POINT SYSTEM
OPERATES ON FRAME SYSTEM
OPERATES ON POINT AND FRAME COMBINATION

Here is the last word in Shuffleboard Scoreboards. Working parts are simple efficient and easy to get at. Smartly finished in maple and walnut trim, with mirror face. LARGE APT COIN BOX.

★
MERO'S ALL STEEL SHUFFLEBOARD WITH STAINLESS STEEL TOP

The answer to the operator's need for a Shuffleboard that withstands abuse and beating of heavy play. Nothing can mar the beauty or playing qualities of MERO ALL STEEL SHUFFLEBOARDS.

Retail Price
\$189.50

MERO INDUSTRIES
MERO BUILDING
1882 W. 69TH STREET CHICAGO 36, ILL.
PHONE: HUDSON 3-9400

LAST CALL

MANUFACTURERS OF SHUFFLEBOARDS

A VITALLY IMPORTANT MEETING of all Shuffleboard Manufacturers has been called August 1 and 2 for discussion of plans presented by the Table Shuffleboard Association of America for the formation of a national shuffleboard association whose prime purpose will be to foster, promote and regulate league and tournament play. This meeting will be held at the

MORRISON HOTEL
(TRANSFERRED FROM THE HOTEL BONDMAN)
Chicago

Monday, August 1, 1949

Regardless of whether you were present at the conference in St. Louis, you are urged to attend. Only certified representatives of manufacturing firms will be admitted to these sessions. Please signify by mailing your letter of certification to

CLAYTON NEMEROFF

1548 N. FAIRFIELD AVE. CHICAGO 22, ILL.

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CLAMP-ON-LIGHTS
Deluxe fluorescent fixture for better locations. Chrome uprights. Clamps on side of board. **\$35.00 SET**

SHUFFLEBOARD PUCKS SET \$15.00

BOWLING PIN SETS \$15.00

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Manufacturers
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Ph.: Uniper 8-1814—8-1815 8-1816

IS YOUR BOARD WARPED?
WEIGHTS RUN TO CENTER OR RUN OFF

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HUDSON SALES CO.
9024 ST. CHARLES RD. ST. LOUIS, MO.

LOWEST PRICE \$275 includes Pucks, etc.

"DeLuxe" QUALITY

MAHOGANY AND WALNUT TABLE, HARD MAPLE TOP



16 TO 22 FT.

The only genuine Mahogany and Walnut hand-rubbed cabinets. Finest air and kiln dried, climatically sealed Maple Wood or Masonite tops at a price lower than ordinary shuffleboards of inferior wood and finishes. 100% top grade hard wood. Braced throughout with over 100 glue blocks. Years of trouble-free service.

SHUFFLEBOARDS

RECONDITIONED AND REFINISHED

American 20 Ft. \$275.00	Chicago Coin Rebound \$105.00
Nation Wide 22 Ft. 195.00	Reliance 9 Ft. 75.00
Ohio 18 Ft. 245.00	

Crating \$15.00 Additional

A. G. SEBRING CORPORATION
2300 ARMITAGE CHICAGO 47, ILL.

BUY DIRECT \$150 24 hr. delivery

Electric Scoreboards . . \$110
Maple or Masonite Tops 125
Used Shuffleboards . . 175
Pucks, \$10; Lights, \$5;
Wax, 30¢.

SHUFFLEBOARD Specialists
1114 S. MICHIGAN AVE. WE 9-3795-6-7 CHICAGO 5, ILL.

COINMEN YOU KNOW

Twin Cities:

Herman Fischer, Aberdeen, S. D., coinman, is flat on his back in Veterans' Hospital, Minneapolis, with a lung ailment contracted during World War II. **Jonas Bessler**, of Lieberman Music Company, suggests all coinmen drop Fischer a post card or a letter at Building 7-72, Room 202, Veterans' Hospital, Minneapolis. . . . **Paul Atlas**, former heavyweight boxer, who is married to **Miriam Harrison** of the widely known family of Harrison coin machine operators, just blossomed out in a new gold Packard. He and a brother-in-law, **Bud Harrison**, are operating in Western Minnesota and Atlas claims the coin machine business is far better than the box-fighting game ever was. . . . **Hy Greenstein**, of Hy-G Music Company, reports used equipment selling well.

Harold Peterson, Bethel, Minn., is reviving his route and was in the Twin Cities to pick up new equipment. . . . **Mike Crakes**, president of the Friendly Sales Company, Minneapolis, is switching from one-ball payouts to one-ball free plays. . . . The Coin machine industry is going all out in its support of the world premier showing of the movie "Dan Patch," with proceeds to be contributed to the Variety Club of the Northwest toward its University of Minnesota Heart Hospital project. **Eddie Schwartz**, who does most of the printing for the coin machine trade in the Twin Cities, is handling ticket distribution to the industry and reports business as "terrific." . . . **Frank Davis**, Spooner, Wis., was in the Twin Cities buying wallboxes and taking orders for his Supreme phono stand.

Harold Lieberman, of Lieberman Music Company, reports business as being very good in the last 10 days, with operators apparently having a new point of view about the trade and buying up music, pins, records and shuffleboards. Lieberman is handling a special Wurlitzer promotion consisting of free speakers with each 1080 unit sold and no down payment required for 1100s. Only a used phono trade-in is necessary to gain possession. He reports the promotion working out extremely well. . . . **Glenn Addington**, Bismarck, N. D., was in town buying records for his music route. . . . **Kelly Diedrich**, Chaska, Minn., picked up arcade guns for his route on a visit to the cities, but reported the arcade business not too exceptional. . . . **Jonas Bessler** and his wife (he's sales manager at Lieberman Music Company), back from a week-end at Breezy Point in Northern Minnesota.

Another Lieberman personality, **Vera Foster**, the record department chief, is all set for her annual vacation, while salesman **Les Rogstad**, holidaying at Arago, Minn., sent back a box of fish to prove that they're biting. . . . **Herman Paster**, of Mayflower Distributing Company, is back at his office, almost fully recovered from his automobile accident of last winter. Mrs. Paster still is recuperating. . . . **Dave Ziskin**, at Silent Sales Company, is a busy man these days drumming up business.

Philadelphia:

Paul Magill, representing the Berlo Vending Company in Wilmington, Del., is back from a Canadian vacation. . . . **Mrs. Halsey Manning** plans to establish a coin-operated self-service laundry with 23 automatic washing machines at 2429 Pine Street in the center-city section. . . . **David Yaffe**, head of Y & Y Popcorn Supply, was vacationing with his wife at Wernersville, Pa. . . . **George A. Kee**, of Ventnor, N. J., established the Tele-Matic Company here, with offices at 343 Bourse Building.

Washington:

Atlas Amusement Company has been buying at least three or four of every new pinball game that comes out, according to **Anthony J. Cicala**. He says United's Oklahoma, and Chicago Coin's Champion are going well.

Juke and pin game op William F. Steele, who has locations in Montgomery and Prince Georges Counties, Maryland, Virginia, and Washington, sees conditions in the industry becoming more stable. He pointed out that most of the worn prewar equipment has now been replaced with new models. The purchasing rush is over and a buyer's market is here, he claims. Steele said he and a number of "friendly competitors" in near-by areas had been trading used equipment. He has just bought a new Chevrolet for his business.

Jerome Oxenburg, of Funland Amusement Company, reports business rather quiet. Altho new games pick up customer interest, receipts drop, when the novelty wears off, he said. . . . Washington Music Company is clearing out some of its older model cigarette machines by selling them in more distant territories, according to **Simon Davis**.

The \$2 registration fee for each cigarette vending machine under the new D. C. tax law has been halved by Washington officials, who decided the license fee was intended primarily as a registration charge rather than a revenue raising scheme. Each pack sold after August 1, however, must bear a 1-cent tax stamp, tax collector **Guy W. Pearson** announced. While many dealers have indicated they will pass the tax on to consumers, **Aaron Goldman**, president of the G. B. Macke Corporation, stated that his outfit would continue to sell cigarettes at 20 cents a pack for the present.

Near-by **Calvert County, Maryland**, plans to build a county hospital with the \$250,000 it anticipates from console machine license fees. After a year of legalized bells, about \$70,000 has already piled up in the county treasury. With the cost of the proposed hospital estimated at \$375,000, the difference is to come from the federal government under the Hill-Burton Act, authorities said. Construction of the building is slated to begin within the next few months (See Washington on page 95)

Indianapolis:

Clarence (Dutch) Hohman, assistant to Mrs. Blanche Janes, of the Janes Music Company, has returned after a two-week vacation, fishing in Northern Minnesota. . . . **Carl Higgins**, a restaurant operator here, has acquired the coin-operated machine route formerly owned by **William Best**. . . . **Irving Schwartz**, head of the Midland Music Distributing Company, visited operators in the State during the week. . . . **Claude A. Thomas** is the added employee at Midland Music Distributing Company. He is a bookkeeper and general office man.

Vital Statistics

Births

Mr. and Mrs. Paul Wittich, Cincinnati, a daughter. Father is with Ohio Specialty Company, Cincinnati.

Deaths

Jesse R. Marquise, music and bell operator and head of Marquise Music Company, Fargo, N. D., at Fargo.

Los Angeles:

Jack Arnold was down from his Barstow headquarters. . . . **Bill Sparrow**, Santa Barbara coinman, was in town to look things over.

Mary Solle, of the Leuenhagen Record Bar, is going to brave the heat and take a vacation in Las Vegas. . . . **I. B. Gayer**, San Bernardino coinman, was in town.

Earl Bryden, who operates Melody Music Company, reports that music spots are up, particularly in bars where TV is losing its appeal with the exception of baseball and fight nights.

William R. Happel Jr., of Badger Sales, reports that he and his wife both hit the jackpot on the \$1 machines at Reno within a few minutes of each other, pocketing \$300 between them. To top it off another member of their party also lined up the bars for a \$150 payoff. Incidentally, **Jack Leonard**, head of Badger's vending department, is in Chicago for his vacation. He planned out recently to meet his family in the Windy City. They'll motor back together.

J. Peskin is in town from his Chicago headquarters to look over his local operation, huddling with **Paul Silverman** and **Walter (Solly) Solomon**. Incidentally, Solly has installed himself a barbecue pit at that new house he purchased in Westwood.

N. C. Ranells, known as Nikoteen Nick, was a visitor at Weymouth Service Company, looking over Electros and Vendalls. **Bill Day**, of Day Cigarette Service, was also a visitor at Weymouth. . . . **Niles Smith**, Oil-dale coinman, was looking over new games on Pico Street.

Zor Gershon came up from Coronado for one of his infrequent visits to coin machine row. He was formerly a business partner of **Carl Hoelzel**, of Kansas City. . . . **Stewart Trimble** was in town for a looksee. . . . **E. E. Simmons** was down from Paso Robles.

Ed Wilkes, of the Paul A. Laymon Company, took himself a week-end at Laguna Beach. **Paul Laymon** is enthusiastic about the reception of the new Bally Champion. . . . **Joe Grater**, Oxnard coinman, made the town last week. . . . Ditto for **Jack Arnold**, of Barstow.

Jack Leonard, of Badger Sales vending department, is back from his one-week visit to Chicago. He got a break in the weather when he hit his old hometown, but fought flu bugs all the time he was gone. **Joe Duarte**, of the Badger Sales exporting department, is also back from his (See Los Angeles on opp. page)

Cincinnati:

The Automatic Phonograph Owners' Association will hold its regular board of directors meeting Tuesday (26) at 2 p.m. in the association offices. Serving on the rotating board this month are **Sam E. Chester** and **Abe Salmon**. . . . **Mrs. Abe Villinsky**, wife of one of the new members is recuperating at the Jewish Hospital following a major operation. . . . Association members sent their condolences to **Elmer Meyer** who lost his father last week.

Newest association member is **W. H. Broerman** who operates the Industrial Processing Company. . . . **Paul Wittich**, Ohio Specialty Company, is celebrating the birth of a girl. **Mike Fulkerson**, same firm, is on vacation. . . . **Charles Kanter** was among those sitting in on the association's policy meeting last week. . . . **Ed George**, Akron, was in for a look at new equipment.

Chicago:

Perry Rose, Robot Sales, is interested in adding non-carbonated drink venders to his present candy-cigarette operation in suburban locations. Fruit drinks seem to be Rose's big objective. . . . Another candy operation adding drink equipment is **Bernard and Joseph Kadan**, Kandy Kit Company. They're using Lion's equipment.

The D. Gottlieb plant was in full swing Monday (18) after being closed, except for emergency crews, since the July 4 week-end for group vacations. Firm's new five-ball, Three Musketeers, features a set-up in which the last ball may score extra heavily if the score on the previous four balls has been low. This gives less skilled players an added chance to up their total, according to **Alvin Gottlieb**, advertising director. **Dave Gottlieb** spent the weeks away from the plant at his Eagle River, Wis., summer home.

John Neise, Jennings sales manager, will end his vacation Monday (25). **Hank Strong**, firm's road man, has been handling Neise's duties for the past two weeks. . . . At Universal Industries, there was heavy activity on Photo-Finish thru Friday (22). But Saturday (23) all plant workers and executives enjoyed a picnic at Wolf's Grove.

Clare Meyer, Exhibit Supply, is winding up his coverage of Pennsylvania arcades and amusement parks. . . . **Gil Kitt**, Empire Coin Machine Exchange, reports the firm is handling Eastern Electric, Rowe National and DuGrenier cigarette machines. It is also doing a steady trade in reconditioned Citations and Dale guns. . . . **Paul Leven**, Grand Rapids, Mich., cigarette and candy operator, was in to look over new equipment.

At Chicago Coin, production on Champion is again in full sway following a two-week vacation. **Sam Wolberg** was in Michigan for the week while partner **Sam Gensburg** held the fort. . . . **Lindy Force**, AML, says music sales continue to climb and all hands are hoping the stock pile, accumulated in recent weeks, will weather the vacation period. . . . **Henry Hildebrand**, Berco, is still in Milwaukee making plans for the Dresco ice cream vender to be produced in that city. . . . **Ted Rubenstein**, T & H Sales, says Elmer, a revamp of Kilroy, is making many operator friends. Game includes flippers, bang bumper, rollover buttons and knockout pockets. . . . The new Pace Jak-Pot bell is designed so that the maximum award is \$1,000 on \$1 play.

The trade is still talking about the throng that attended the **Hayden (Bill) Mills** funeral service. Virtually every local firm was represented and many out-of-towners also were present. **Grant Shay** believes the Mills 21 Bell, which Bell-o-Matic distributes, will be one of the most popular units of its kind once the word gets around on some of its new points. . . . **Buckley Manufacturing** reports it is now able to make immediate deliveries on the Criss Cross bell. . . . **R. L. Budde**, A. B. T. Corporation, had a heavy week. He was handling executive duties for the entire firm with the aid of two capable secretaries while other firm bigwigs were vacationing.

Visiting coinmen from all parts of the country hit Chicago last week as delegates to the Shrine convention. While the convention activities kept them on the go most of the time, some did manage to find time to visit factories and local distributors for a look-see. . . . **Norman Gefke**, Sioux Falls, S. D., operator (See Chicago on page 96)

London:

With coin machines now becoming more popular in France, especially on fairgrounds, Commerce Forain, the French showman's journal, has decided to start covering the coin machine field domestically. Last French publication to devote space to the coin machine field was Revue de l'Automatique, which was discontinued by publisher Rene Godin with the start of the war in 1939.

The Temperance Festival Fair on Newcastle Town Moor again featured many coin-operated amusement machines this year. Portable arcades and the round hoop-la frames housed many units, including wall machines, larger prize venders, punchballs, etc. Bryan units, such as Hidden Treasure and Waterfall were shown, as were machines handled by Tom Boland and Oliver Whales. The latter kept his service van on the grounds continuously to assure prompt service for all units, and, as the demand grew, was able to add more machines.

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NEW AND USED

5¢ Blue or Brown Fronts	75.00
10¢ Blue or Brown Fronts	80.00
25¢ Blue or Brown Fronts	85.00
5¢ Black Cherrys	125.00
10¢ Black Cherrys	130.00
25¢ Black Cherrys	135.00
5¢ Jewel Bells—Like New	165.00
25¢ Jewel Bells—Like New	175.00
50¢ Jewel Bell—Rebuilt	245.00
50¢ Pace	195.00
25¢ Bonus Bells	95.00
5-10-25¢ Melon Bells	95.00
5¢ New Vest Pockets	69.50
5¢ Mills Q. T.	65.00
10¢ Mills Q. T.	69.50

New Mills and Jennings Slots—New Safes—Single, Double and Triple Revolverounds.

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New York:

Walter S. Mack Jr., president, Pepsi-Cola Company, last week announced the promotion of Edmond B. Loughlin to vice-president in charge of the fountain and cup vending department. Loughlin, who joined Pepsi-Cola in 1947 as assistant vice-president, will be in charge of all the company's vending machine activities. Before joining the drink firm he was a United Drug Company executive.

Sam Sachs, Uneeda Shine Machine Company prexy, has his new brush-up (no polish) model on location in several mid-town arcades and in a number of other spots including the garage where he parks daily. Observers say it positively is not true that he collects the machine daily to pay his parking fee. . . . The Oak Manufacturing Company, Inc., of Culver City, Calif., has announced the appointment of Alfred Sales, Buffalo, as distributor of the company's Acorn bulk merchandiser. . . . Joe Ash, of Active Amusement, Philadelphia, is on a two-week mountain vacation.

Lenzie Schneller, of Nate Schneller, Inc., Philadelphia, reports that the conversion firm is readying Film Cavalcade, converted from Manhattan. . . . Charlie Rubenstein, Harlem arcade owner, has been looking over potential shore locations with the thought of expansion. . . . Long active in many charitable causes, Bill Rabin, International Mutoscope president, has been named to the National Council of the Joint Defense Appeal, the fund-raising arm of the American Jewish Committee and the Anti-Defamation League of B'Nai B'rith.

Dave Lowy is vacationing with his family at Red Swan Inn, Warwick, N. Y. . . . Irv Morris, Active Amusement of Newark, was a New York visitor last week. . . . Veteran coinman George Ponser says his new distributing enterprise, the George Ponser Company, Newark, is off to a good start. . . . Phil Mason, another old-timer in the business, also has transferred his activities to New Jersey. His Mason Distributing Company is located in Irvington.

Marshall C. Corninne Jr., of the E. B. Metal Products Company, announced last week that the Mitchell-White Corporation was no longer acting as national distributors for the company's Kleenex Pocket-Pack vendor. Present plans are for continued full rate national distribution of the E. B. Vendor to be handled by the manufacturer itself. . . . Altho Dave Robbins, active until recent years in the coin machine business, has built a highly successful mail order magic and novelty supply business (D. Robbins & Company), he retains a keen interest in the coin machine field.

Lew Jaffa, vice-president of C-8 Laboratories, manufacturers of the Electro cigarette vending machine, has returned from vacation. . . . Harry Selat, Chicago operator, visited on 10th Avenue last week. . . . Sam Malkin, Malkin-Illion Company, of Irvington, N. J., manufacturers of Nixs Biscuit Machines, reports business brisk despite the weather.

Los Angeles:

(Continued from opp. page)
vacation. William R. Happel Jr. is giving the staff a break by closing Badger Sales Saturdays for the balance of the summer. . . . Norman King, Long Beach coinman, was in town. . . . Another recent visitor was Carson Dee from Atascadero.

Fred Gaunt, of System Amuse-

Hartford, Conn.:

Police Chief Thomas J. Sullivan, of suburban Wethersfield, Conn., has reminded owners of pinball machines that the new town ordinance requiring licenses has gone into effect. Licenses are issued by Chief Sullivan. An annual \$24 fee, divided between the operator and the location owner, is charged for each machine. The ordinance also bars youths under 18 from play and holds parents jointly responsible with operators for any violations.

Two new trade names have been filed in Connecticut. They are D and M Vending Company, Main Street, Norwalk, Conn., filed by P. J. Davey, of South Norwalk, and Joseph L. McGovern, of Norwalk, and Music, Unlimited, Greenwich, filed by R. J. Hill, of Glenville, and E. L. Bragdon Jr., of Old Greenwich.

Mrs. Ralph Colucci, wife of the owner of State Music Distributing Corporation of Hartford, coin machine distributors, and their twin sons, Ralph Jr., and Robert, eight years old, are spending the summer at Cornfield Point, on the Connecticut shoreline. Ralph spends his week-ends with them. He says the boys are two of the most enthusiastic baseball fans in Connecticut. . . . Robbins Distributing & Confectionery Company has moved from High Street to Albany Avenue, Hartford.

New trade name, Waterbury Coin Radio Company, 28 Jewelry Street, Waterbury, Conn., has been filed with the Waterbury Town Clerk's office. Henry Trepanier, of Waterbury, filed the new name. . . . Cigarette Vending Service Company, 252 Franklin Avenue, Hartford, has filed a certificate of incorporation with the secretary of state in Hartford, listing Amount In Property, \$31,920; president, Nathan Weil; secretary, Gershon Weil, both of Hartford; treasurer, Raymond Harrison, New York; directors, same as the officers.

Detroit:

Arthur P. Sauve, distributor for Chicago Coin, has secured the approval of the Michigan Liquor Control Commission for the firm's new Bango game for installation in all licensed premises. . . . William Kimbrough is forming the Peoples Vending Machine Company, with offices on Dyer Avenue in the "island suburb" of Hamtramck. . . . William Edwards, Cleveland Hardware and Forging Company, is resuming active contacts in the coin machine manufacturing and parts fields in this area.

Martin P. Freese, who headed the Continental Vending Machine Company here, has closed the headquarters and is now located in California. . . . Frank Petras is establishing the Goodyear Cigarette Vending Machine Company in the down-river suburb of Wyandotte. . . . Abe Greenberg is planning to dispose of his present Photomatic route in order to devote more time to the operation of the Triangle Bar, which he also owns.

J. E. Fouser, C. F. Warrick Company, is away on a month's vacation. Woodward Warrick, of the company, reports plans for development of a new type relay to serve the beverage vender field. Unit is expected to be on the market in a few months. It will be offered at a lower price than similar units now on the market, firm said.

ment Exchange, is showing United's new Shuffle Skill and Chicago Coin's Bango. . . . Ken Ferrier was down from Oxnard. . . . Alex Koleopulos was in town from his Bakersfield headquarters. . . . George Lacali was also in town.

Sally Winikoff, of Badger Sales, is vacationing in Seattle where she will attend the wedding of her brother. . . . Stewart Metz was in town from San Bernardino. . . . Other visitors included William Black from Bakersfield and Henry Van Stelton, Whittier coinman.

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TORCHY, W-F	\$ 39.50
TRINIDAD	50.50
MONTERREY	69.50
MERRY WIDOW	84.50
THRILL	89.50
ALICE	104.50
RAMONA	114.50
BUCCANEER	119.50
FLOATING POWER	124.50
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1/3 Deposit Cash or Certified Check With Order

NOW DELIVERING: UNITED'S TAMPICO, EXHIBIT'S GONDOLA

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HEADQUARTERS for SLOT MACHINES

We Offer Only the Best, Unconditionally Guaranteed! MILLS—All Models • CRISS CROSS • TIC-TAC-TOE OVER AND UNDER

Complete Machines and Conversion Kits Used Machines Taken in Trade

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SLOT MACHINE BUYS!

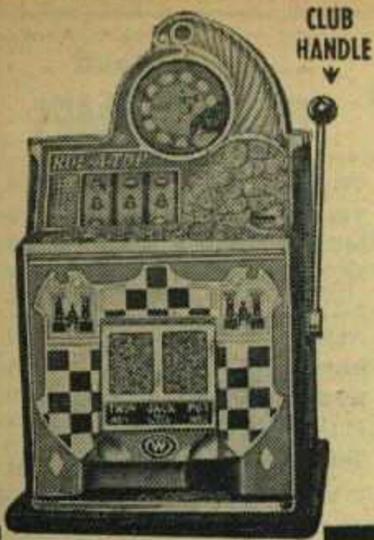
1 25¢ MILLS BLUE FRONT	549.50
3 5¢ MILLS BLUE FRONTS	39.50
1 5¢ MILLS WAR EAGLE	34.50
1 5¢ MILLS CHROME FRONT	59.50
1 25¢ MILLS CHROME FRONT	59.50
1 25¢ MILLS BROWN FRONT	59.50
1 5¢ JENNINGS STANDARD CHIEF	64.50
2 5¢ MILLS GLITTER FRONTS	49.50

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BRAND NEW
ROL-A-TOPS
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 Cable Address "WATLINGITE," Chicago

State Tax Calendar

<p>Alabama August 10—Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' report due. August 20—Sales tax report and payment due.</p> <p>Arizona August 15—Phoenix business privilege tax report and payment due.</p> <p>Arkansas August 20—Gross receipts tax report and payment due.</p> <p>Colorado August 14—Sales tax report and payment due. August 15—Denver sales tax report and payment due.</p> <p>District of Columbia August 20—Sales and use tax report and payment due.</p> <p>Florida August 10—Agents' and wholesalers' cigarette tax report due.</p> <p>Georgia August 10—Cigar and cigarette wholesale dealers' report due.</p> <p>Idaho August 15—Cigarette wholesalers' drop shipment report due.</p> <p>Illinois August 15—Cigarette tax return due. Sales tax report and payment due.</p> <p>Indiana August 10—Cigarette distributors' interstate business report due. August 15—Cigarette distributors' drop shipment report due.</p> <p>Kansas August 20—Sales tax report and payment due.</p> <p>Kentucky August 20—Cigarette wholesalers' report due. August 31—Amusement and entertainment report and tax due.</p> <p>Louisiana August 1—Soft drinks tax report due. Tobacco tax report due. August 15—Soft drinks tax report due. Tobacco tax report due. August 20—New Orleans sales and use tax report and payment due. Sales and use tax report and payment due.</p> <p>Maine August 1—Cigarette distributors' license fee due.</p>	<p>Maryland August 15—Sales and use tax report and payment due.</p> <p>Massachusetts August 20—Cigarette tax report and payment due.</p> <p>Michigan August 15—Sales tax report and payment due. August 20—Cigarette tax report and payment due.</p> <p>Minnesota August 20—Cigarette tax and report due.</p> <p>Mississippi August 15—Sales tax report and payment due. Use tax report and payment due.</p> <p>Missouri August 31—Soft drinks manufacturers' report and payment due.</p> <p>Nebraska August 10—Cigarette distributors' report due.</p> <p>New Jersey August 20—Cigarette distributors' tax report and payment due.</p> <p>North Carolina August 15—Sales tax report and payment due.</p> <p>North Dakota August 10—Cigarette distributors' report due.</p> <p>Ohio August 10—Cigarette wholesalers' report due. August 15—Cigarette use tax and report due.</p> <p>Oklahoma August 10—Cigarette wholesalers', retailers' and vending machine owners' report due. August 15—Sales tax report and payment due. Tobacco wholesalers', jobbers' and warehousemen's report due. August 20—Use tax report and payment due.</p> <p>Pennsylvania August 10—Soft drinks tax report due.</p> <p>Rhode Island August 20—Sales and use tax return and payment due.</p> <p>Tennessee August 1—Soft drink bottlers' report and tax due.</p>	<p>Washington August 15—Wholesalers' cigarette drop shipment report due.</p> <p>West Virginia August 15—Cigarette use tax report and payment due. Sales tax report and payment due.</p> <p>Wisconsin August 1—Income tax second installment due. August 10—Cigarette wholesalers' and manufacturers' report due.</p> <p>Wyoming August 15—Sales tax report and payment due.</p>
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THE MIGHTY SENSATIONAL NEW COUNTER GAME . . .

ATOM 10c Play



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SMALL AS A MITE . . . PROFITS BIG AS A GIANT!
 Cigarette Sales Booster. Line up 3 of a kind, win a carton of cigarettes. The best money-maker you've ever had. Don't take our word for it—try it yourself.
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 5 Bally Deluxe Draw Bells, excellent condition . . . Write for Price
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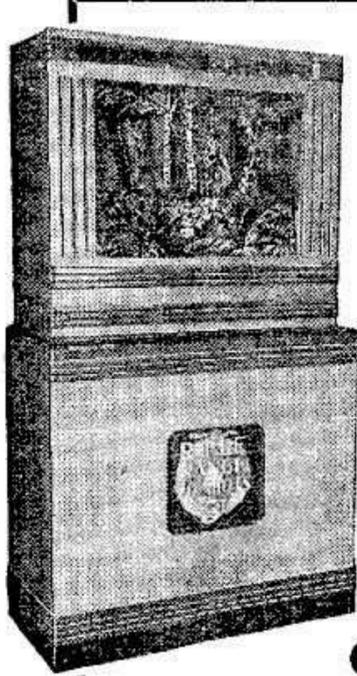
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All in working order. Send 1/3 Deposit.
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Greatest "action idea" ever devised for a target machine. Continuous, pendulum swinging motion tantalizes players... keeps coins pouring in. Not just another conversion where the target goes 'round in a circle. No track and carriage, assures trouble-free service!
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Everywhere**

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All equipment in A-1 condition ready for location and sold with a 10-day unconditional guarantee. 1/3 with order, balance C.O.D.

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ONE BALLS	3 Bally Citations, like new \$399.50	3 Bally Gold Cups \$209.50	1 Jockey Special 149.50
FIVE BALL FLIPPER GAMES	2 Big Tops, like new \$169.50	1 Ballerina \$ 79.50	1 Cinderella \$109.50
NON-FLIPPER GAMES	1 Summertime 119.50	1 Catalina 69.50	1 Pinch Hitter 175.00
	1 Big Hit \$17.50	2 Spellbounds \$17.50	2 Smarly \$17.50
	3 Tornadoes 17.50	1 Playboy 17.50	1 Flying Trapeze 17.50
	1 Torchy 17.50	1 Ranger 17.50	1 Show Girl 17.50
	2 Ballyhoos 17.50	1 Mystery 17.50	1 Gold Ball 17.50
	Any three of non-flipper games \$50.00.		
PHONOGRAPHS	2 Model 850 Wurlitzer \$129.50	2 Rock-Ola Com. \$ 69.50	1 Mills Throne 59.50
	4 Model 800 Wurlitzer 17.50	1 Playboy 17.50	1 Rock-Ola Std. 59.50
	3 Model 8800 Seeburg 129.50	1 Rock-Ola Std. 59.50	1 Packard Manh. 350.00
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We have 25 latest model Chicago Coin SUPER HOCKEYS, 15 United AQUACADES, 10 Exhibit GONDOLAS and 5 United PINCH HITTERS. All machines are like NEW—\$149.50 each—IMMEDIATE SHIPMENT.

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Complete stock of factory parts for all Wurlitzer Phonographs

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5¢ Bally F.O., High Boy \$165.00	10 POP CORN SEZ
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Mills 1947 Three Bells 275.00	20 Wurlitzer Skee Balls as is \$100, refinished 150.00
Jennings 5¢-10¢ Challenger 205.00	2 Chicago Metal Revolv-a-Round, Double Safes, like new 135.00
Keeney 5¢ Super Bonus 215.00	3 Seven Hi 10¢ Pool Tables 135.00
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Duck Hunters 45.00	Bowl-a-Score 95.00
Target Kings 45.00	Keeney Submarine Gun 95.00
Whirl-a-Balls 19.50	Boomerang 50.00
Special prices for 10 or more.	Exhibit Vitalizer 95.00
	Photomat 495.00
ROLL DOWNS	Panorems 195.00
Wood Ball	Quizzers 225.00
Total Rolls \$ 50.00	Heavy Hitters 45.00
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We will allow a special price for the above in lots of 10 or more.	Chicago Coin Goriee 100.00
	Evans Ten Strikes 69.50
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SPECIAL	USED VENDORS
2 Exhibit Rotaries, Pusher Type \$275.00	250 5¢ Silver King Nut Vendors \$ 6.50
2 Exhibit Rotaries, Claw Type 225.00	50 Northwestern 1¢ 33¢ Nut Vendors 4.50
50 late Packard Wall Boxes 18.50	125 1¢ Silver King Ball Gum Vendors 6.50
15 Kentucky Derby 1 Ball, P.O. converted from Victor Derby 125.00	50 Advance 1¢ Gum Ball Vendors 6.50
50 Genco's Punch-a-Ball Counter games either 1¢ or 5¢. A counter game similar to a perpetual punch board. Brand new \$15.00 each. 8 for \$100.00.	25 Victor 1¢ Vendors 7.50
	25 National 5¢ 9 Col. Candy Vendors 95.00
	1 National 5¢ 7 Col. Candy Vendors 75.00
	Factory distributors for Victor—Silver King—Advance. All above nut and gum vendors are postwar models.

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Uneda-Pak 500, 15 Col. \$ 85.00
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Uneda-Pak Monarch 8 Col. 100.00
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Factory distributors of Keeney Electric Cigarette Vendors, the finest.

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**SHUFFLEBOARD MEN!
COIN OPERATED
ALL ELECTRIC
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AVAILABLE FOR 5¢ OR 10¢ PLAY.
DOUBLE FACED. SCORES 1 TO 50 POINTS.
BEAUTIFUL CABINET. BUILT FOR HEAVY PLAY. TROUBLE FREE.

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Cord and Wire Co.
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CHICAGO 41, ILL.

COINMEN YOU KNOW

Chicago:

(Continued from page 92)
and secretary of the South Dakota Phonograph Association, skipped the quarterly meeting, held in Watertown the early part of the week, in order to attend the Shrine meet. He reported biz holding up in the territory.

Mike Michel, who has a route of penny bulk venders on the Far North Side, reports the ball gum units doing very well these days. One stop, where Michel has a ball gum unit on a twin mount with a peanut machine, has jumped to more than \$12 a week, as compared with a \$4 to \$5 average during the past six months.

Jerry Bremner, Empire Coin, is back from a road tour of Illinois and Iowa. He says coinmen in those States were most interested in Photo-Finish by Universal Industries and used five-balls brought up to date with flipper and other newer type scoring gimmicks. Ralph Sheffield has just purchased a new home in Skokie, Ill. A Shriner, Sheffield had a good time during the convention last week and had several fellow Shriners out for a visit to the Empire showrooms which now include a modern air-conditioning system.

World Wide Distributors has added Michael Sher to its growing road staff. Wally Finke just completed an out-of-town buying tour in which he picked up several hard to find coin units. From the field Monte West reports steady action on Williams Star Series. West is covering Illinois and Indiana. In addition to keeping up with a rush in normal business Al Stern played host to many Shriner friends during the first part of last week. . . . R. L. Budde, A.B.T. Corporation, says demand for A.B.T.'s large capacity coin box continues. It holds \$200 in dimes the occupying little space.

Washington:

(Continued from page 92)
on a 70-acre tract about a mile north of Prince Frederick.

John Phillips, president of the Washington Coin Machine Association (WCMA) and head of Phillips Novelty Company, is recuperating from a minor operation performed July 15. He expects to be away from his business about six weeks. In the meantime Everett Davis is running the outfit. According to Davis, business is still off. People are buying new cars or sitting at home watching television instead of frequenting juke box spots, he says.

Harry H. Hoke has opened new headquarters at 408 57th Avenue in Capitol Heights, Md., under the name of Hoke Coin Machine. He has given up his radio and television store at 4020 Minnesota Avenue N.E. With the change he has also discontinued the sale of records for both home and juke box use to concentrate on his music machine route and television sales.

Decca Distributing Corporation here is plugging Irving Berlin's "Miss Liberty" album, according to sales representative Herbert Nussbaum. Composed in musical comedy style, the series is by Fred Waring and his Pennsylvanians. Individual records will be available for juke boxes, Nussbaum said. Decca sees a hit in the Ink Spot tunes "You're Breaking My Heart" and "Who Did You Know in Heaven?" Instead of the usual guitar, an orchestra accompanies the songsters, Nussbaum said. A revival of "That's My Weakness Now" backed by "Laughing Polka" with Russ Morgan is headed for heavy local sales, Decca believes. So is Dorothy Carless and Gordon Jenkins in "Be True" and "All Year Round," they predict. Carmen Cavallaro's "There's Yes! Yes! in Your Eyes" with "Twenty-Four Hours of Sunshine" on the flip is doing well. "Some Day" paired with "On a Chinese Honeymoon" by the Mills Brothers is also high in the sales columns, Nussbaum reported.

Samuel Morris, owner of the Morris Pharmacy, is missing one stamp vender. Morris reported to police someone recently walked off with the machine. It contained \$40 worth of stamps.

Irving Berlin's perennial favorite, "Just the Way You Look Tonight," sung by Perry Como was featured in juke boxes all over town as the Eddie Gallaher record of the week for July 10-17.

Animals in the Washington Zoo simply refuse to co-operate with the vending machine trade, according to zoo concessionaire Harry Leach. Altho the zoo ops had imported a special dog biscuit formula made for a Unicolumn vender from Frederick, Md., the animals prefer their natural favorite — peanuts. Consequently, the Leach brothers are doing better with their cigarette machines and penny and nickel arcade pieces.

C. Raynor Riggs, of Automatic Fountains, Inc., reports sales in the theaters are somewhat off. With the company's busiest season coming during the hot months, Automatic's employees are forgetting about summer vacations, he said.

C. Walter Hendrix, of the General Amusement Company, has been out of town looking after his machines at near-by beaches. The resort games aren't doing as well as expected, tho, according to a spokesman for the company.

The Dr. Pepper and True-Ade Bottling Company is working night and day to keep up with the heavy customer demand, according to Manager Marvin Blakeney Jr. Their volume has been growing steadily in the last two or three years, he said.

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SUMMERTIME	109.50
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Bally Gold Cups	225.00
Bally Victory Specials	59.50
Bally Victory Derby	69.50
Bally Triple Bells	335.00
Bally Multi Bells	475.00
Bally Reserve Bells	299.50
Bally DeLuxe Draw Bells	210.00
Bally Draw Bells (Red Button)	165.00
Keeney Three (3) Way Bonus Bells, 5c, 10c, 25c	485.00
Keeney Two (2) Way Bonus Bells	350.00
Keeney Single Bonus Bells	210.00
Bally Carnival	89.50
Evans Racer	295.00

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Brand New In Original Packing
Original Price \$179.50
While They Last, \$110.00
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SPECIAL SALE!

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CONSOLES

- KEENEY BONUS SUPER BELL, 5c \$189.50
- KEENEY BONUS SUPER BELL, 5-25c 329.50
- KEENEY BONUS SUPER BELL, 5-10-25c, Beautifully Finished Like New 449.50
- BALLY RED BUTTON DRAW BELL 179.50
- BALLY DELUXE DRAW BELL 219.50
- BALLY TRIPLE BELL 329.50
- EVANS RACES, LATE MODEL 279.50

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- CITATION \$350.00
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- JOCKEY SPECIAL 165.00
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- SPEEDWAY 109.50
- CREW BALL 119.50
- HOLIDAY 119.50
- CARNIVAL, new (while they last) 189.00
- HOLLYCRANE Write
- TELE QUIZ, 5c Write
- WURLITZER #850 115.00
- AIREON '46 SUPER DELUXE 149.50
- SEEBURG CLASSIC, RC Hideaway, With 2 Wall Boxes 99.50
- SEEBURG ENVOY, RC Hideaway, With 2 Wall Boxes 99.50

1/2 Deposit With Order.

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Phone: independence 3-2210

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- BUCKLEYS-CRISS CROSS SLOTS**
Less Than One Year Old
- Five 5c Slots \$139.50
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- These machines are in A-1 condition. Good reason for selling.
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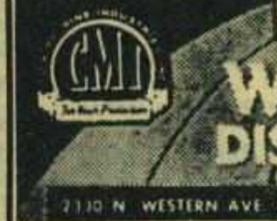
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Kentucky, P.O. ... Write
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Citation, P.P. \$375
Gold Cup, P.P. 335
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Original FLIPPER GAMES
Perfect—Guaranteed

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- TRIPLE ACTION 90
- TENNESSEE 95
- CINDERELLA 95
- SPEEDWAY 95
- GIZMO 100
- MOROCCO 115
- PHOENIX 115
- SCREWBALL 115
- 1-2-3 125
- FLOATING POWER 135
- BIG TOP 145



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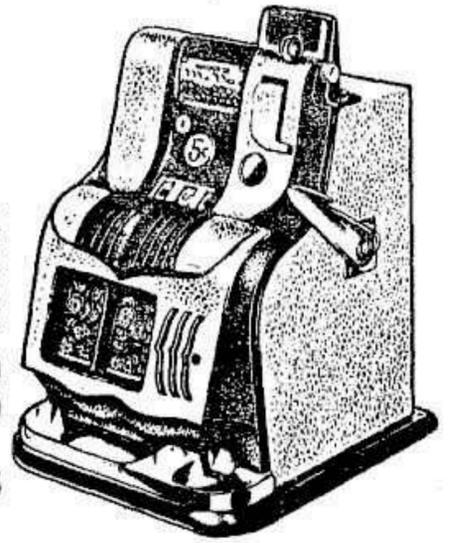
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NEW OVER AND UNDER
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Steel, Chrome-Plated Jackpot
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		5c, 10c, 25c START \$99.50 WITH \$5.00 RIBB	
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5 DAILY RACES

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TOTAL ROLLS 39.50	
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\$29.50 EA.—4 FOR \$100.00

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ANNOUNCEMENT

TO OUR OPERATOR FRIENDS

Southern Automatic Music Company is relinquishing its franchise with the J. P. Seeburg Corp. This means that we are discontinuing the distribution of all new and used music equipment.

Because this announcement will come as a surprise to our many friends in the industry, we feel that we should make clear why we are taking this step.

Be assured that this decision was not made easily. Our 14½ years of association with the J. P. Seeburg Corp. has been pleasant and satisfactory in every way.

We were one of the pioneers in the music business. We always felt that we sold a good product and gave good service, and we were always concerned about the operator's welfare.

In this world of ever-increasing specialization and changing trends, we found it more and more difficult to do justice to our customers and friends by continuing to handle both music and games. Our chief aim has always been to maintain the high level of service for which we are known and upon which our reputation and business has been built.

For these reasons, and after a very thorough analysis of conditions in the music field generally and its trend, we decided to step out of the music picture entirely and center all of our efforts, knowledge and resources on the sales and service of games and other amusement equipment.

What does this change in policy mean to you? It is our earnest belief that, as exclusive distributors of games and other amusement equipment, we can now serve you better than ever. Now we can concentrate our efforts in this field, without other interests, and so be even more alert to new ideas and values upon which you depend to keep your business a live and growing thing.

Now we can give you even more personal attention, proving our products before we offer them for sale, and advising you whenever you feel the need of our long and varied experience. Now we can do an even better service job. We will continue to work with manufacturers on new things to come, not only ideas, but also promotion work which will interest the public in playing your machines.

We are not youngsters in the coin machine field, having to date spent over 25 years in it. During this quarter of a century we have enjoyed a measure of success, but more than that is the joy and satisfaction we have received from having started many hundreds of operators on the road to success. We have also lent a helping hand to many others who seemed at times to falter.

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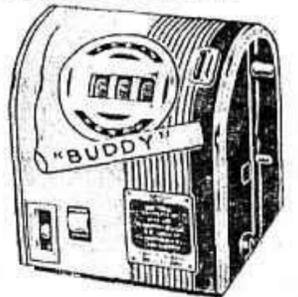
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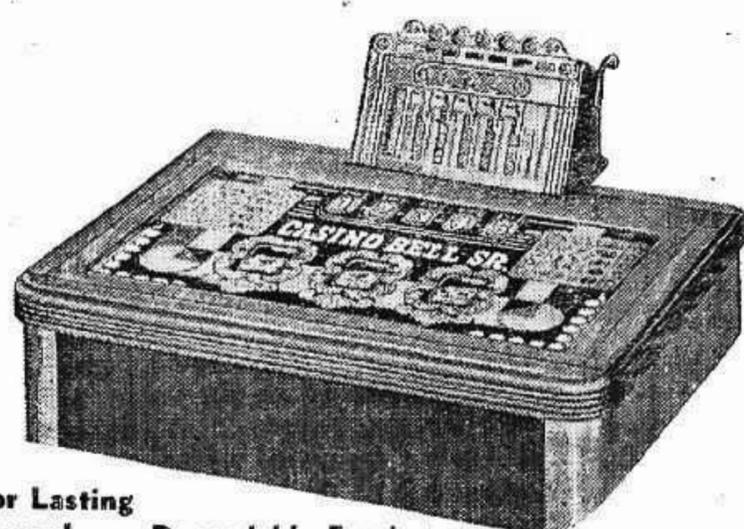
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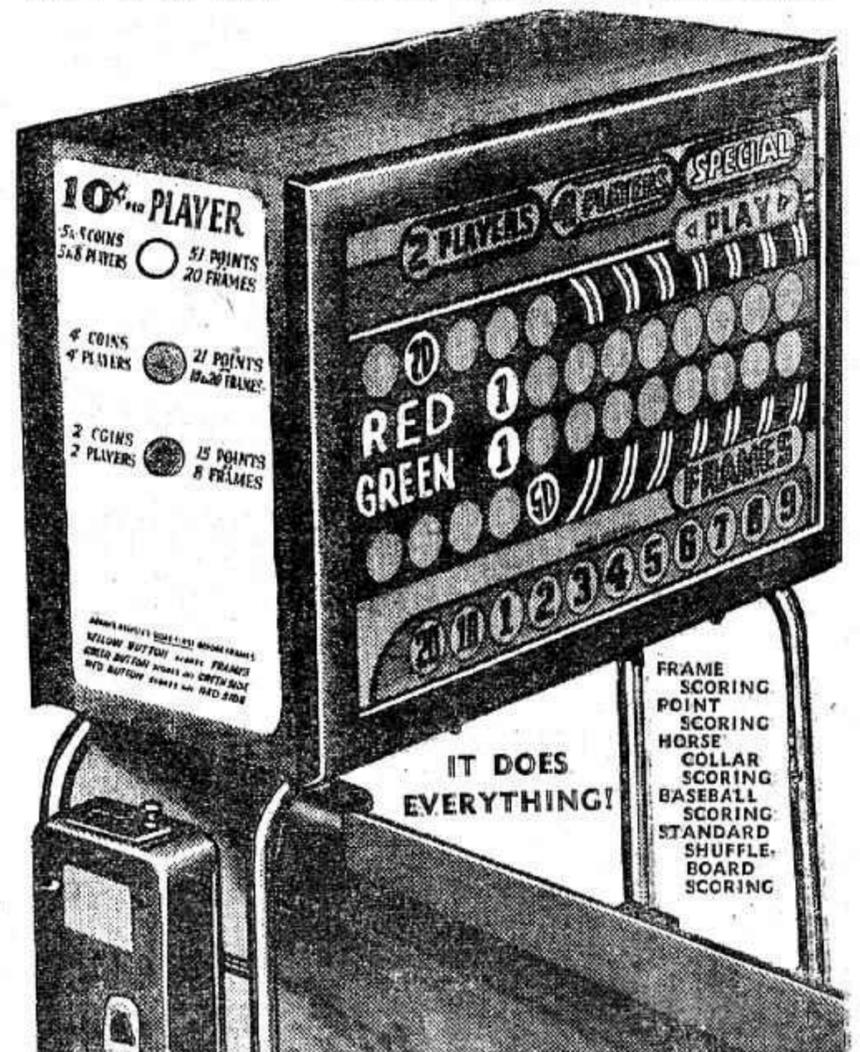
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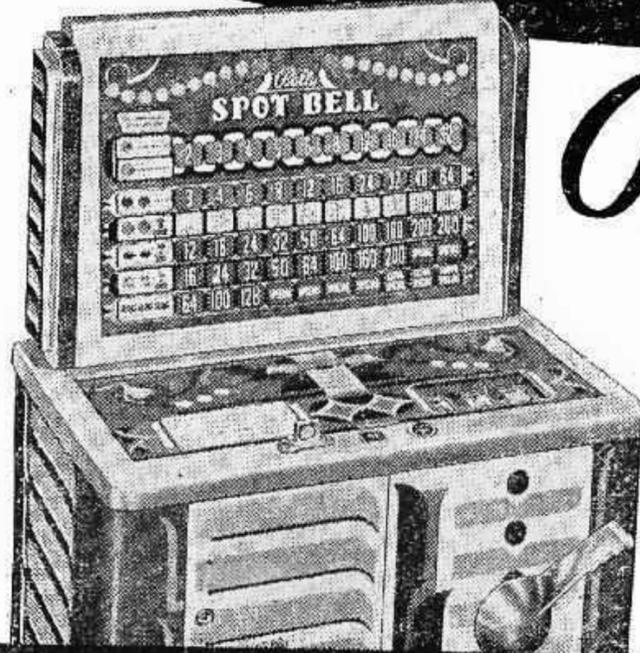
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ASK YOUR SEEBURG DISTRIBUTOR ABOUT THE SOUND MERCHANDISING PLAN THAT SUPPORTS SELECT-O-MATIC "100" MUSIC SYSTEMS

A Greater Music Service



operator

100 selections of music assure maximum potential earning power for operators—bring new and greater opportunities to progressive music men.



location

Wherever they have been installed, Select-O-Matic "100" Music Systems have stimulated business, earned valuable good will for locations.



the public

There's "music for everyone" when it's a Select-O-Matic "100" Music System—at the phonograph—or anywhere in the location with the Wall-O-Matic "100".

