

# The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

AUGUST 12, 1950



In what looks like the first step toward carrying on the Crosby tradition, Bing's oldest boy, Gary, steps up to a Decca mike to warm up for his duet debut with Papa. First platter, billed on the label as Gary Crosby and Friend, and pairing "Play a Simple Melody" with "Sam's Song," stepped out fast and looks like one of Decca's hottest platters. Already up on the best-selling charts, disk hit 300,000 in its first three weeks and considering its present pace, could make the million-seller class.

# Sons of the Pioneers

## Riding High

with such RCA VICTOR Releases as

"ROLLIN DUST"

"SONG OF THE WAGON MASTER"

"WAGONS WEST"

"CHUCKAWALLA SWING"

RCA Victor No. 21-0315

RCA Victor No. 21-0345

## "ROSES"

RCA Victor No. 21-0306

Composed by Tim and Glen Spencer

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## "OLD MAN ATOM"

Coupled with

## "WHAT THIS COUNTRY NEEDS

is a good old fashioned Talk with the Lord"

78 rpm 21-0368

45 rpm 48-0368

Personal Management TIM SPENCER Crossroads of the World, Hollywood 28, Calif.

# DUZ TELE DO EVERYTHING?

## Luxembourg Radio - Circus On the Road

### A Promotion Dilly

PARIS, Aug. 5. — Radio-Luxembourg, most powerful commercial radio station in Europe, has launched a full-fledged circus, *Radio-Circus 50*, which is making an eight-month tour of France. It will wind up in Paris in December. Tied in with the circus is a talent hunt, a give-away radio program, an audience-participation session and a bevy of Radio-Luxembourg entertainers.

Show is being rounted to play 30 towns in the vicinity of large cities. At each stand local singers compete (*Luxembourg Radio-Circus page 50*)

## Petrillo To Slash AFM Travel Tax

### Break for Trekkers

NEW YORK, Aug. 5.—The 10 per cent traveling tax to which members of the American Guild of Variety Artists (AGVA) objected when they were forced to join the American Federation of Musicians (AFM), will be eased for all AFM people, according to James C. Petrillo, AFM chief.

Petrillo said he was sending instructions to all locals and the new ruling will go into effect right after Labor Day.

The new structure will call for a leveling of the tax between bands (*See Petrillo Slashes on page 42*)

## Anybody Wanna Buy 15G In Stamps? WNYC's Got 'Em

NEW YORK, Aug. 5.—Anybody wanna buy \$15,000 worth of U. S. stamps—mostly 1, 2 and 3-centers—brand new? They're available—provided payment is made at face value—from Seymour Siegel, director of the New York City station, WNYC.

Siegel, the station, the city administration—and especially the comptroller's office—would be happy to peddle the stamps, but it has to be dollar for dollar. Until a buyer comes along, tho, a headache will bother 'em all. The story:

WNYC sends listeners a monthly program guide for 20 cents a year. Mostly these are paid for in stamps. Thruout the years WNYC has been accumulating the stamps—roomsful of 'em. Once a year key execs in the comptroller's office come over and count them out in the annual audit of the station's books. Used to be they counted the stamps, one by one, by hand, but they finally gave in and put hundreds of them in sealed envelopes to simplify matters.

Not too long ago, Siegel, tired of tiptoeing his way into his office be-

tween stacks of stamps and envelopes, tried to get the U. S. Post Office to take them back. U. S. policy calls for payment of around 65 cents on the dollar. Siegel got the ante up to 90 cents, but the corporation counsel said this sort of stuff couldn't go on with city property. Meanwhile, more subscribers subscribed, and more stamps came in.

So, if you know anybody who wants stamps—including a lot of commemoratives, valuable to stamp collectors, Siegel's your man.

## Armed Forces Radio Service Back on Job

HOLLYWOOD, Aug. 5. — Armed Forces Radio Service (AFRS) will resume its wartime programming of custom-made entertainment shows for overseas G. I.'s as part of a stepped-up broadcasting drive created by the Korean war situation. AFRS commanding officer, Col. Mason Wright, who returned from Washington confabs this week, said that government-instituted broadcasts already are reaching the Korean war front on a regular basis but that program fare to date is confined to news and decommercialized network broadcasts.

Among the type of shows to be built (with aid of commercial broadcasters and packagers) will be shows such as *G.I. Jill*, *Personal Album*, *Hot Off the Record Press*, *Solitary Singer* and *Red Harper's Hollywood Round-Up*. These and other hows were aired to overseas outposts during and after World War II, but faded by end of last year when defense department slashed AFRS appropriations. With the war situation looking more like a long-term job, Wash- (*See Armed Forces Radio, page 20*)

## Top Bands Face Draft for Disks

WASHINGTON, Aug. 5.—The military is considering calling upon the nation's top bands to cut transcriptions to stimulate recruiting, it was learned this week. Transcriptions would be similar to those used by the Treasury Department in bond drives and would be offered to radio stations around the country.

Among bands considered for the disks if top brass gives the go-ahead are those led by Vaughn Monroe, Spike Jones, Sammy Kaye, Russ Morgan, Eddy Howard, Guy Lombardo, Blue Barron, Art Mooney, Jan Garber, Tommy Dorsey and Freddy Martin.

# Show Business to Front Lines

## Jolson, Other Names Want To Work in Korea

HOLLYWOOD, Aug. 5.—With intensification of the Korean crisis, showbiz here is girding for battle. Names and various orgs devoted to entertaining the troops during the last war are either resuming their previous operations or are ready to go into action on a call from Washington. Al Jolson, one of the first personalities to hit the fighting front in World War II, has volunteered to entertain armed forces in Korea. His offer, as well as a bid from Frances Langford, also very active in service camp shows during the last war, were relayed to Washington by the Hollywood Co-Ordinating Committee (HCC). Org clears all free appearances of Hollywood talent for patri-

otic, public service and charity purposes, representing Screen Actors' Guild (SAG), Association of Motion Picture Producers, American Federation of Radio Artists (AFRA), American Guild of Variety Artists (AGVA) and the radio nets.

Jolson probably will be the first entertainer to enter Korea, altho so far Washington brass has been unable to set the time and place. Mammy-singer, in volunteering, expressed willingness to devote a full month to the Korean camps. However, Wash- (*See Jolson, Other Names on 45*)

### Robeson Out

WASHINGTON, Aug. 5.—The State Department has voided the passport of Paul Robeson, an agency spokesman said this week, explaining that the department does not consider the singer's travels abroad "in the interest of the United States."

## Weakened Bill Perils Showbiz Social Security

WASHINGTON, Aug. 5. — Enactment of the new Social Security Bill (HR 6000), which extends benefits to all show people in an independent contractor status, is endangered as a result of a controversy which arose this week over a provision relating to unemployment compensation.

President Truman sent a letter to Congress urging that HR 6000 be returned to conference for elimination of the provision which would hinder the labor department from cutting off jobless aid to States not in conformity with the national system. Truman indicated he would veto the bill unless the provision is knocked out.

Since the bill has already passed both Houses, neither can directly (*See Weakened Bill on page 20*)

## Will TV Be Big in Suds Saga Future?

### P&G Aims To Find Out

NEW YORK, Aug. 5.—Procter & Gamble (P&G), for years radio's biggest sponsor, has begun an exhaustive study of the future of TV and of soap operas in video, in a move to determine its own policies for the new medium, it was established this week. The results of this study undoubtedly will of industry-wide significance, affecting not only the TV networks, but the P&G agencies and probably the other giant soap advertisers.

First step had P&G call upon all its agencies for recommendations, this being followed by a series of meetings with the agencies individually, first of which took place this week, with others to take place within the next two weeks. When all the agencies have submitted their recommendations, both in terms of policy and programs, a general meeting of the soap company's execs will be convened to collate the findings and set a final approach. This is expected to be finalized in four to six weeks. This relatively quick decision is deemed mandatory in (*See P&G in TV Soaper on page 10*)

## Boston Spots Nix TV Casts On Anything

### Brown Says It Hurts

BOSTON, Aug. 5.—Business at Boston Garden for the 1949-'50 season was off about 10 per cent, but a stepped-up biz was registered at the Boston Arena, according to Walter Brown, president of Garden Corporation, operator of both spots.

Brown credited the Arena's improvement to the Roller Derby, a new attraction for that building, and increased public interest in wrestling. The Garden, he speculated, may have reached its leveling-off pace after hitting high grosses for the past several years.

Television coverage for events at both houses was ruled out by Brown, an outspoken foe of video for sports (*See Boston Garden Biz on page 50*)

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# U. S. RADIOS FOR RED SERFS

## Capitol Moves To Strengthen Liberty 'Voice'

### Sarnoff Broaches Plan

WASHINGTON, Aug. 5. — The federal government is ready to export hundreds of thousands of U. S.-made radio sets abroad to bulwark the *Voice of America* program, it was disclosed this week (4) in testimony given by the State Department to the House Appropriations Committee. The program, if carried out, could prove to be an important boon to the U. S. industry in the present defense emergency, since it would assure government priorities for the output if cutbacks in supplies become necessary.

David Sarnoff, chairman of the board of the Radio Corporation of America (RCA), said in an interview July 30 on the NBC *Meet the Press* program, that it might be possible to mass-produce tiny radios at \$2 a set and distribute them to Iron Curtain people so that they could individually receive the *Voice* programs.

The government will ship 200,000 small radio sets to "key persons" in the Far East and Europe, according to testimony of Ford Kohler, chief of the State Department's international press and publications division. Kohler added that the State Department hopes for "wide commercial distribution" later on of cheap U. S.-made sets thruout Asia. He declared that the government hopes to make possible the distribution of the sets at prices so cheap that the receivers will be "within reach of the pocket-book of the coolie."

Kohler's testimony was made at closed-door hearings of the House Appropriations Committee several weeks ago, but the testimony was kept secret until late yesterday (4). Under the State Department's estimates, the cheap sets to be distributed immediately would cost the government. (See *Radios for Serfs* on page 10)

## Eigen Will Open Own Spot Sep. 23

NEW YORK, Aug. 5.—Jack Eigen, who started the trend of disk jockey shows from night spots, is opening up his own New York bistro September 23. He ends his run of several years from the Copacabana the preceding night. Eigen, who previously had done a chatter column over WMCA, New York, skyrocketed the Copa Lounge trade and, in addition, teed off a parade of a zillion cabaret deejays thruout the country.

Eigen, making the new venture with the aid of Leonard Ashbach, owner of the Majestic, Garod and Wilcox-Gay Radio-TV manufacturing companies, has taken over the former Beach Club of the Monte Carlo, 54th Street and Madison Avenue, New York. It will be known as Jack Eigen's Room, and Eigen will continue to do his interview stint over WMGM, his present New York outlet. The spot will serve dinner and supper, with a trio probably filling in until Eigen's air time.

The Copa, meanwhile, will continue on the air as now, but will shift from WMGM to WVNJ, Newark. It is believed the WVNJ deejay staff will handle the Copa stint.

## Let's Have Coast-to-Coast Help for Bed-to-Bed Network

By Bob Hope

Gather around Hope's soapbox, brothers and sisters, because I've got a little campaigning to do and you're just the people I want to talk to. I'd like to tell you about the activities of the VHRG—the Veterans' Hospital Radio Guild—a group that is doing a constructive rehabilitation job for thousands of hospitalized veterans, a group that now needs the help of every guy and gal in radio row (or ulcer alley, if your prefer) in order to continue to expand.

Let me build my case for the VHRG by stating, from my own experience, that bringing shows to hospitals isn't the ultimate service the radio industry can render these men. They want to do for themselves, and this applies to entertainment as well as every other phase of daily living. They also have a desperate need for mental stimulation—even if the extent of their outside contact is only to bridge the gap between their ward and the one down the hall.

In the latter part of 1947 Carl Rigrod and Jean Tighe, understanding

this problem, made a definite step toward its solution by setting up the VHRG. In checking with Michael Wardell, of the Veterans' Administration, they learned that each of the 135 veterans hospitals thruout the country had a radio system, with from one to five channels, but they were as practical as pink booties in a Crosby layette—no one to use them!

It was then that a handful of recruits—writers, engineers, sound men, actors, directors—were organized and sent to Halloran Hospital in Staten Island for the first experiment in teaching patients to work with radio. The job of this and other VHRG units is to encourage, train and advise the patients. The guys write their own scripts, direct, act and man the control booth themselves. They interview each other on every subject in the book; in the case of completely bed-ridden individuals, recording apparatus is brought to their bedsides for the interviews. When a polished program is ready for airing it is (See *Hope Asks Help* on page 45)

## Steeper Tax Boosts in Sight; Price Control May Not Hit Biz

WASHINGTON, Aug. 5.—The stop-gap tax bill, slated to be rushed thru both Houses of Congress within the next few weeks, will hit show enterprises and performers only a little harder than at present, but much steeper boosts are in sight next year.

For radio-TV, the contemplated 1951 tax legislation will probably result in increased incomes along with the tax boost. This would develop from the proposed excess profits tax. Imposition of such a tax would be likely to induce larger firms to hike advertising budgets, since most of the money spent would go to Uncle Sam anyway.

Recommendations from the President for the 1951 tax bill are not slated to be sent to Congress until early next session, when he is expected to ask (See *Stop-Gap Tax Bill* on page 45)

## Shuberts in Pitch For Spike Jones to Invade Broadway

HOLLYWOOD, Aug. 5.—The Shuberts are pitching for Spike Jones and his *Music Depreciation* troupe to play one of their New York houses. Deal calls for the Jones company to invade Gotham sometime this fall on the basis of an unlimited run. Ralph Wonders, head of Arena Star, firm managing Jones, is holding up a decision of the offer until he learns what theater is being considered and terms of the projected deal.

Wonders is holding off booking a fall-winter tour for the troupe, as Jones would prefer to devote this season to production of his telecine series. Fact that Jones would be off the road could permit his playing a long run in New York. Jones this week started production of his pilot tele reels at Jerry Fairbanks. Two 30-minute shows will be shown to sponsors and ad agencies. Jones will be ready to plan next season following his closing at Las Vegas's Flamingo in mid-October.

WASHINGTON, Aug. 5.—If and when price controls go into effect, radio-TV and theaters are certain to be exempted, it developed this week, as both Houses of Congress wound up a full week devoted mainly to control legislation.

The House voted on scores of amendments, with only a handful failing to raise controversy. Adopted unanimously was an amendment by Rep. Frank Buchanan (D., Pa.) to exempt from any price controls rates charged by operators of radio and TV stations, motion picture or other theatrical enterprises, common carriers, utilities, outdoor advertising, newspapers and periodicals.

Final form of the control bill is still (See *Price Controls* on page 45)

## Philly Tootlers' \$120 Minimum

PHILADELPHIA, Aug. 5.—Minimum salaries of \$120 per week are provided for in the new two-year contract signed this week between the Philadelphia Orchestra and Local 77, American Federation of Musicians. The salary minimum in the new contract applies to a work season of 31 weeks, with the possibility that a 32d week may be added at the end of the season.

The agreement was announced jointly by Harl McDonald, orchestra manager, and Charles J. McConnell, president of the local union. It also provides for four-weeks' sick leave a season and a maximum of 120 concerts. The new contract also sets rates for additional concerts, broadcasts, recordings and telecasts. It marks the first time that a two-year contract has been consummated, all other binders being of a year's duration. Moreover, it marks one of the few times that a contract was negotiated so far in advance of the opening of the season late in September. Generally, negotiations continue almost to curtain time, with several years finding almost a delayed start because of contract difficulties.

## UNESCO Power Marshalled To Spread Truth

WASHINGTON, Aug. 5. — The United Nations Educational, Scientific and Cultural Organization (UNESCO) is expected to schedule an early emergency meeting of its executive board in response to a U. S. plea this week for United Nation's action to combat the Soviet propaganda drive. Contemplated is a *Voice of the United Nations* to supplement the *Voice of America*. Members of the U. S. commission for UNESCO called upon the parent body to use "all available means for dissemination of the facts" about the Korean situation. It was explained here that this means the use of existing radio and TV facilities, motion pictures and publications.

Any decision reached by the UNESCO board would have to be approved by its members, which include (See *UNESCO* on page 10)

## Censors Heckle Detroit Niteries

DETROIT, Aug. 5. — Despite the slump in general night spot activity, July called for the highest number of visits by local censors so far this year—285, while theaters took a marked drop-off. Ten corrections were made on night club acts, a fairly high figure, altho all were described as "just routine" by Lt. Howard Stewart, in charge of censorship. Eight were in dialog and two in costumes by dancers new to the territory, and considered too abbreviated.

Burlesque shows received only 26 visits, and had three cuts—two in dialog and one in costume. Other theaters jointly had 22 visits by the censors. (See *Censors Heckle* on page 44)

## The Billboard

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# ABC'S NEW DAYTIME PLAN

## Maxon Agency Reported Resigned From Magnavox

NEW YORK, Aug. 5.—The Maxon Agency this week resigned the Magnavox account, according to authoritative reports. Efforts to get confirmation yesterday were unavailing because Lou Maxon, agency's president, was in transit and other agency execs would not comment, according to Searle Hendee, Maxon veepee. Billings range close to \$1,000,000 yearly, but probably would have been more this next year.

Behind the move was Maxon's refusal to accept only a time commission for the newly purchased Magnavox hour dramatic package on CBS-TV alternate Friday nights. The client, reports have it, refused to pay a talent commission to Maxon because talent was being furnished by MCA and production handled by CBS.

## B. G., Martin, Langford Sign For Fall Show

NEW YORK, Aug. 5.—Tony Martin, Frances Langford and Benny Goodman were signed this week to star in the new full-hour variety show to be sponsored on DuMont this fall by Food Store Promotions, Inc., a combine involving four food manufacturers. The show tees off September 7 in the 10 to 11 p.m. Thursday period.

The program will air along the lines of the two shows currently sponsored by the drugstore combine on DuMont. The sponsors all will get plugs on each edition.

## NBC, Durante Ink AM-TV Deal

NEW YORK, Aug. 5.—NBC this week came to an agreement on a talent deal with Jimmy Durante, with the bugle-beezered comic set as one of the comics NBC will use in its Wednesday night 8 to 9 TV series. This program will rotate comedians, with Ed Wynn already set, along with Durante, and Martin and Lewis possibly filling in the third week.

NBC's deal also gives the network call on Durante for radio, if he wants to work in that medium. Camels recently canceled him, but there have been reports their interest in Schnozz has been renewed.

The Durante deal was set by Pat Weaver, NBC-TV veepee.

### Shocker

NEW YORK, Aug. 5.—The Wilbur Stark-Jerry Layton office this week set a deal for a new science-fiction dramatic series with ABC, to be titled *The Morrows of Mars*. The story will deal with an American family living on that planet.

The network assigned a writer to the show, without consultation with Stark, and the first story conference was held this week. When Stark walked in, he was startled to find that ABC's scripter was his own brother, Shelley.

The agency undoubtedly felt that it would be creating a troublesome precedent by allowing such practice to be established. Not only would other house clients be apt to offer the same deal, but its prestige in the advertising field might be strongly affected. With the great number of TV packages being entirely produced by networks and independent packagers, agencies undoubtedly will continually be faced by the same problem unless they manage to make their contribution to TV production larger, according to trade sources.

## Richfield Turns To News in Face Of World Sitch

NEW YORK, Aug. 5.—The critical world situation this week prompted Richfield Oil to switch from mystery to news on CBS-AM. The sponsor will drop *Escape*, now in the Friday night 10-10:30 slot on the CBS Eastern web, and replace it with two 15-minute news stanzas.

Larry Le Seur will be bankrolled in the Saturday evening 6:45-7 slot and Charles Collingwood in the Sunday afternoon 1-1:15 spot. Both time periods were among the most difficult to sell before the Korean situation erupted.

The cancellation of *Escape* leaves CBS open on Friday from 8 to 11 p.m.

## Gloria Swanson Plans TV Show

HOLLYWOOD, Aug. 5.—Gloria Swanson will jump into TV with a mother-daughter show. Yesteryear star, who zoomed back into big time as a result of her lead in Paramount's *Sunset Boulevard*, has turned down offers to do live video series, according to Agent Helen Ainsworth, but strongly favors film.

Miss Swanson and her agent will meet Sunday (6) with ad agency reps to discuss a video show. Scripts will go into preparation sometime next week. Identity of sponsors or nets expressing interest in the show was not made known. Miss Swanson and her daughter, Mochele Farmer, will share in the billing.

Miss Swanson was a pioneer in New York television via her own program on WPIX, *The New York Daily News* video outlet.

## Wanamaker's Philly Store Turns to TV

PHILADELPHIA, Aug. 5.—Wanamaker's will become the latest of the town's department stores to turn to television, giving WCAU-TV its biggest video time sale and becoming the largest daytime advertiser. Moreover, store is the first to go in the morning locally.

Starting September 11, Wanamaker's will sponsor a five-day-a-week spread on WCAU-TV from 10:30 in the morning until noon. Program will feature two women commentators taking the viewers thru the various departments of the store. Present TV programming starts after the noon hour for all local stations.

## 'Information, Plez' Producer To Seek Some for Himself

NEW YORK, Aug. 5.—In an effort to determine any changes in nighttime radio listening habits and audience types due to the growth of television, Dan Golenpaul, producer of *Information, Please*, has arranged for a special series of studies to be made this month when the show returns to the air over WOR, New York; KNBC, San Francisco; WIBA, Madison, Wis., and WGY, Schenectady, N. Y.

WOR will begin an eight-week survey in Manhattan when the show kicks off its first broadcast Wednesday (9) at 9 p.m., and continue it thru September, when the aircer moves to Sunday evenings at 10 p.m. The other three outlets will carry the program on different days and at different hours to make similar studies.

After Golenpaul has tabulated the results of the four reports and determines the most advantageous time periods, *Information, Please*, which has been off the air since June, 1948, will be made available to other stations on a syndicated basis.

WOR carried the show when it was aired by Mutual a couple of years ago. At that time Golenpaul sued the web, claiming breach of contract because some of Mutual's affiliates allegedly were selling it commercially without paying the sponsored fee. The suit was settled in Golenpaul's favor for \$50,000.

## Speidel Cancels Deal for Part of NBC Star Series

NEW YORK, Aug. 5.—Speidel Company, jewelry, which had been slated to sponsor one show a month on the NBC-TV Sunday 8 to 9 p.m. all-star series canceled out on the deal this week. Colgate-Palmolive-Peet has already signed to sponsor the other three programs, thus leaving NBC the chore of peddling the fourth night.

The program calls for a rotating troupe of comics, with Fred Allen, Eddie Cantor and Martin and Lewis already set. Each show will cost \$50,000, plus \$20,000 time.

With sponsors clamoring to get into video, sale of the newly available program isn't regarded as too tough. Speidel which was to have sponsored 10 of the program's 39 originations, canceled when it found out that the dates of its shows would not have coincided with its special holiday merchandising campaigns. The firm has asked NBC for other TV time, which the web may not be able to produce in view of its p.m. S.R.O. status as of this fall.

## Armour Bucks Soap Field Via AM, TV

NEW YORK, Aug. 5.—Armour & Company will get into the highly competitive soap situation this fall via both an AM network show and a TV network show. Both programs are scheduled for NBC.

AM series, which may be headed by Dave Garroway, will air from 11:15 to 11:30 a.m. Central Daylight Time. A tentative rebroadcast at 1:15 p.m., New York time, is scheduled, but this is contingent upon NBC's clearing

## AM Schedule Shuffled for 15-Min. Shows

### Hughes Reported New Angel

NEW YORK, Aug. 5.—A complete reshuffle of the entire ABC daytime radio programing structure was in the works this week. The network may cancel virtually every sustainer now on in preparation for a new daytime approach said to call for considerable expenditure of money for new 15-minute stanzas.

Basis for the reshuffle is ABC's conviction that daytime programs must become the backbone of radio, perhaps even as early as this fall when television webs begin big-scale daytime operations. The network toppers feel that 15-minute shows are AM's hope in the TV era, in terms of pace and salability.

Behind the programing shake-up is the never-denied report that ABC has derived important new money from an investor who will not come to the fore in the ABC picture until September, under terms of his deal. Influx of the big coin is supposed to have enabled ABC President Bob Kintner, who is personally overseeing the deal, to infuse some new program plasma into the network's radio set-up. Identity of the supposed new angel is not officially known, but reports have mentioned both Howard Hughes, RKO film owner, and Paramount Pictures.

ABC's daytime strength began building almost from the time the Blue Network was divorced from NBC, when ABC went heavily for 30-minute audience participation segs.

The new programs to go into the emptied time slots this fall still are to be selected, in the main. First one set by AM program chief Leonard Reeg is a show titled *Talk Back*, featuring Happy Felton. This starts September 18 in the 3:45 to 4 p.m. period, which now houses the last half of the 30-minute *Hannibal Cobb* mystery series.

## Wildroot May Wear 'Cloak and Dagger'

HOLLYWOOD, Aug. 5.—Reports that Wildroot will continue sponsorship of *Sam Spade* are erroneous, it was declared this week, and instead, the account is now gandering a group of NBC packages to determine the show it will bankroll this fall. Originally, the account was to have bowed out of AM completely. Now, however, it has bought NBC Sunday afternoon at 5:30. Favored show, at the moment, is NBC's *Cloak and Dagger*.

Present plans are for NBC to air several mysteries Sunday afternoons, with Shulton already set with *High Adventure* at 4:30. Shulton is buying a limited network, the show to be copied in other markets.

this time with its affiliates, since the slot falls within station, not network time. Armour products will be Chiffon and Dial, heretofore handled via local programming.

Armour TV show, to start on NBC-TV September 6, will be a variety stanza tagged *Stars Over Hollywood*. Agency is Foote, Cone & Belding.

# T-H Causes AFRA To Get Tough

## Reel Says Law Puts Strikes On Upgrade

### Annual Report Airs Views

NEW YORK, Aug. 5.—The Taft-Hartley Law, rather than minimizing strikes and threats of strikes, has increased them and forced the American Federation of Radio Artists (AFRA) into an all-out "get-tough" policy, A. Frank Reel, national executive secretary of the union, will declare next week when the radio actors' union holds its 11th annual convention at the Hotel Sheraton, Chicago (10-13). This criticism, and the consequent change of policy by AFRA, will be revealed by Reel in his annual report to the membership.

Prior to the Taft-Hartley enactment AFRA, according to Reel, avoided strike votes whenever possible. Subsequently, the past year has seen the union take 15 strike votes affecting 27 stations, with two actual strikes involved. Latter were at WMGM, New York, and WLIP, Kenosha, Wis., and AFRA points to victories in both instances.

The union's most effective weapon, according to Reel, has been found in appeals to sponsors of struck stations. It was this procedure which figured prominently in bringing about a quick settlement of the Kenosha strike, Reel will declare.

In the past year AFRA has negotiated 58 station-contract renewals and signed 24 new stations to AFRA deals. It will shortly open negotiations for new network and transcription contracts.

AFRA also gained a major point in a conflict with Mutual over the *Straight Arrow* program. The program was broadcast live to the East but repeated via off-the-line platters for the West, without repeat fee for the casts. Referred to arbitration, the case was settled before a decision was made via payment of \$10,000 to the 102 actors involved. More important, to AFRA's way of thinking, was that Mutual agreed in writing to the principle of paying repeat fees.

## ABC Readying Daily Program for Kaye

NEW YORK, Aug. 5.—A 15-minute daytime strip featuring Sammy Kaye reading popular-type poetry is one of three new radio shows under consideration this week by ABC. Audition platter has not yet been cut, but is likely to be made shortly. Others who are candidates for the ABC show are Pat Barnes and his daughter, Barbara, and guitarist Les Paul and his wife.

The Barnes seg would be a father-daughter dialog on issues facing parents and their offspring these days. This, too, would be a 15-minute daytime strip, with an early date likely for cutting the sample wax. Mr. and Mrs. Paul would do a weekly 15-minute show featuring Paul's technique of recording individually several blending guitar arrangements of a number, then putting them together on one platter to make a virtual guitar band. Paul's version of *Nola*, made this way, is currently a big-selling record. He has over 100 masters of numbers he has recorded on his own equipment, and which could be used on this show. Mrs. Paul, a singer, would do several vocals for each number which, when put together, would make a virtual female chorus.

## TENTATIVE AGENDA OF AFRA CONVENTION

THURSDAY-AUGUST 10, 1950

Morning Session:  
Registration of Delegates  
Field Locals' Caucus  
Meeting of National Board  
Evening Session:  
Call to Order  
Report of Credentials Committee  
Convention Roll Call  
Election Resolutions  
Report of National Executive Secretary  
Report of Treasurer

FRIDAY-AUGUST 11, 1950

Morning Session:  
Reports From the Locals (With Particular Reference to Problems of Organization, 1950 Contract Negotiations, Impact of Television, Local Financing, Education and Membership Interest)  
Afternoon Session:  
Report of Resolutions Committee  
Discussions of Proposals for Renegotiation of National Contracts.  
(Note: If Course of Debate Indicates Advisability, Early Sessions of This Discussion May Be Subdivided Into Groups of Actors, Singers and Announcers for Later Coordination)

SATURDAY-AUGUST 12, 1950

Morning Session:  
Report of Educational Booklet and Field Locals' Committee  
Report on Phonograph Record Negotiations  
Continuation of Discussion of Proposals for Renegotiation of National Contracts  
Afternoon Session:  
Television (George Heller, National Executive Secretary, TVA)  
Report and Discussion of Proposals for Renegotiations of New York, Los Angeles, Chicago and San Francisco Staff Contracts

Evening Session:  
Constitutional Amendments:  
Resolutions Committee

SUNDAY-AUGUST 13, 1950

Morning Session:  
Elections  
Conclusion of Discussion of Proposals for Renegotiation of National Contracts  
Resolutions Committee

## CBS-TV To Lead Daytime Race; DuMont on Heels

NEW YORK, Aug. 5.—CBS, thru its local outlet, WCBS-TV, will lead major video webs to the wire in the race to start daytime programming this fall. On August 21, starting at 2:30 and lasting until 4 p.m., the station will program a personality show starring Jim McKay, formerly known as Jim McManus when he emceed WMAR-TV's *Sports Parade*. The show, to be sold on a participation basis, will include several other regulars, live music, disks, soundies and guests.

Perhaps a week or two later WCBS-TV will program a woman's show, the lead as yet to be selected. WCBS-TV has added two directors to its daytime staff—Rick Leyton and Bill Allyn—and named Bill Patterson assistant director of programming.

### WCBS-TV Mebbe 9:30

As CBS-TV gets additional daytime shows ready, it will back into the time between 1 and 4 p.m., and at the same time, WCBS-TV, New York, will open earlier, probably around 9:30 a.m.

The anchor around which CBS-TV will build its daytime plans is Gary Moore. The comic is committed to either a half-hour or hour strip, unless purchased for nighttime sponsorship. Richard Willis, make-up consultant, will do a half-hour strip stanza called *Look Your Best*, and the web is auditioning giveaway shows to find a replacement for *Beat the Clock*, which is airing at night.

### Noon for DuMont

DuMont's daytime TV operations will go network from noon on this fall, according to Chris Witting, the

web's general manager. In line with the forthcoming expansion of facilities, DuMont this week signed a five-year lease for the Ambassador Theater, New York. The web has taken space on the ninth floor of the New Look Building, 488 Madison Avenue, to accommodate all departments not actually engaged in program production.

A daily *Serial Theater* for children is scheduled for the fall line-up, beginning September 11 at 5:30 p.m. The video cliffhanger will screen a chapter of a different movie each day, each flicker based on a popular comic strip character. Flamingo Films is furnishing 11 serials for the program.

ABC this week was mapping expansion into daytime programming this fall. However, speed of the web's spread into the pre-dark hours will depend upon factors outside its control, mainly brought about by the Korean fighting.

A new studio construction job has started in the basement of ABC's video center on 68th Street. This studio would likely house almost all of the network's projected daytime schedule. Equipment for the studio is on order from Radio Corporation of America (RCA). However, RCA this week notified ABC that in view of the uncertainties of manufacturing due to the Korean fighting, it could make no guarantees about delivery. Final word from RCA is expected in about 10 days, after which ABC execs will know whether and how to proceed in setting daytime plans.

## DuMont, WPIX See 1½ Mil For Madison Sq. Fall Sports

NEW YORK, Aug. 5.—DuMont and WPIX, New York, should gross close to \$1,500,000 from their combined telecasts of Madison Square Garden sports events this fall. DuMont expects to snag \$800,000 from the sale of its Saturday night remotes from the Garden, and according to web execs, four prospective sponsors have offered to buy the whole 26-week series.

WPIX has already sold three-fourths of its 120 Garden dates with

New York's local Chevrolet Distributors picking up 60 shows for \$235,000, and Webster Cigars, buying 30 for \$125,000. Shell Oil had an option on the remaining quarter, but dropped it this week and is reportedly looking around for another TV sports stanza.

WPIX also stands to pick up plenty of moola via the sale of the Robinson-Fusari fight remote Wednesday night (9), which the station is offering agencies at a cost of \$12,000 net or \$13,800 commissionable.

## 8:30 A.M. Start For Crosley TV

CINCINNATI, Aug. 5.—Plans for an augmented television schedule for the three stations of the Crosley Broadcasting Corporation were announced Friday (4) by John T. Murphy, director of television operations. Under the new sked two and a half hours will be added to morning tele operation, Monday thru Friday, effective September 4, with the new time being 8:30 a.m., EST, until midnight. Outlets affected are WLW-T, Cincinnati; WLW-D, Dayton, O., and WLW-C, Columbus, O.

Saturday and Sunday operation on the three stations, which now begins at 12 noon, will remain the same for the time being but Crosley execs are reportedly mulling an extended schedule for those two days too, to be announced in a few weeks.

Highlighting the extended weekday schedule will be the simulcast of the daily one-hour *Morning Matinee*, highly popular fem audience-participation program featuring Ruth Lyons, over the three video outlets in addition to WLW, beginning at 8:30. To better handle the show's studio crowds, WLW-T will originate *Morning Matinee* from the main studio at Crosley Square, previously used for AM broadcasts only. Ruth Lyons's other hour show, *Fifty Club*, also currently simulcast at noon Monday thru Friday from WLW-T's Mount Olympus studio also will switch activity to the downtown Crosley Square studio.

## Steiner Joins Ashley Firm

NEW YORK, Aug. 5.—Ira Steiner left the William Morris Agency (WM) this week to join Ted Ashley as a partner in the latter's business. Ashley handles *The Goldbergs* (Gertrude Berg) and *Tex and Jinx McCrary* among other important AM-TV properties. Steiner's most recent spot with WM was in the radio-TV department, where he served as department head Wally Jordan's right-hand man.

Prior to his work in radio and video Steiner handled record deals for the Morris agency and had his own publicity organization.

## MBS Nixes Panel Show on 'TV Impact'; Reasons Why Vary

NEW YORK, Aug. 5.—The Northwestern University Reviewing Stand discussion on *The Impact of Television*, scheduled to air over Mutual this Sunday (6), has been canceled, but participants differ on the reason the show was marked off the calendar.

According to flacks for TV manufacturer John Meck, who was to speak on the program, the show was withdrawn "because of objections by Mutual to any discussion of television on its sustaining programs." However, Mutual's Prexy Frank White said this week that he merely requested that a radio man be included on the panel, so the discussion would have a balanced representation of opinions. White also noted that Mutual has spotlighted TV talk on several other shows in the past, including a report on video coverage of ball games.

Panel members originally scheduled for the Chicago broadcast were Robert A. Kubicek, editor of *TV Forecast*; Carl J. Meyers, WGN TV director of engineering; Paul Witty, university professor, and Meck, president of John Meck Industries and Scott Radio Laboratories.

# AM'S SCRAMBLE FOR POWER

## CBS Puts 650G In AM Ballyhoo By Air and Press

NEW YORK, Aug. 5.—CBS is spending upward of \$650,000 for radio promotion during 1950-'51, according to unofficial web sources. Before CBS programs return to the air this fall, each sponsor will get all-day plugs for three days prior to their debuts, an ad in over 250 newspapers throught the country and one of eight half-page insertions in *Look* magazine. Three or four weeks after the show comes on, the web will put out for a 70-line insertion in nationwide dailies.

CBS has also developed a new promotion concept to get the most from AM program flacking. Realizing that disk jockeys and female commentators are on during peak listening periods, have the most time to give to promotion and have top local audience followings, CBS is blitzing them with material. Both the platter spinners and fem gabbers can devote three to five minutes to personal selling of programs. The best that the network can give for promotion is 15, 30 or 60-second plugs which, in addition, are very costly. CBS expects to have over 100 disk jockeys and women spielers plugging away for its shows by early fall.

Lou Hausman, CBS promotion head, this week was named a vice-president.

## Hunt Firm Nixes Deal for Parks

NEW YORK, Aug. 5.—The Hunt Foods deal to sponsor three weekly segs of the Bert Parks *Daytime Varieties* show this week collapsed because the sponsor feared the war situation might cause shortages of cans and food. The program had been expected to become an integral part of the NBC-TV daytime line-up in the 3:30-4 p.m. slot across the board.

The cancellation leaves Young & Rubicam, which has paid a substantial option, holding the bag. The agency must now come up with another client from its stable or else lose its investment. The strip, however, is regarded highly by potential sponsors and Y. & R. will probably have little trouble.

## KLAC-TV Pushes

### MCA's Moto-Polo

HOLLYWOOD, Aug. 5.—KLAC-TV will put its resources behind the promotion and exploitation of MCA's Moto-Polo, the new mechanized mayhem sport developed for TV. The station has exclusive telecasting rights on the Coast. Outlet beamed a one-shot test telecast several weeks ago and is skedded for a repeat airing August 15. After that, the sport turns pro with organization of competitive leagues.

On the first try, KLAC-TV promoted the event via plugs on its station, offering lookers free tickets to the contest. Station lured 8,500 fans into Culver City Stadium and garnered favorable mail pull. Extent of the station's cash outlay in promoting the sport is unknown, but it is understood that the outlet is willing to shell out considerable dough and free exploitation on the potential TV sports plum.

## Brief and Important

### DuMont Signs WAAM as Primary Affiliate

DuMont, this week, signed WAAM, Baltimore, as a primary affiliate. The move reportedly came as a surprise to ABC, which has heretofore been No. 1 web at WAAM, with DuMont playing second fiddle program-wise. Under the new two-year contract, DuMont will furnish a major share of the station's programming, and the web will probably originate several shows from Baltimore this fall, teeing off with the Army Air Force Band.

### NBC Selects Hiatus Fillers for Fall

NBC this week began weeding out its summer replacement airers and selecting top hiatus fillers for fall duty. First two hot weather offerings to carry over to fall will be the Joel McCrea "Tales of the Texas Rangers" and "Presenting Charles Boyer." Network hopes to peddle the airers for fall bankrolling, but will carry shows as prime sustainers if necessary. Time slots are still to be set, and will depend on availabilities in September.

### Nedicks Postpones TV for Year; Nixes Moore

Nedicks this week decided against sponsoring Garry Moore this fall. The soft drink peddler had been interested in several 15-minute segs starring the comic, but decided to put off its TV bankrolling until next year. Moore, however, still has several other buyers making eyes in his direction.

### Groucho Debut Set for October 5

Starting date for the Groucho Marx-DeSoto TV program was finally set last week for October 5, at 8 p.m., on NBC. The web has had difficulty in clearing enough stations, but managed to come thru.

### Ann Davis Show To Bow on ABC-TV in Chicago

ABC-TV, Chicago, has contracted with Jack Brown, radio rep for the James A. Roberts Agency, talent booking firm, to take his first show, "Truly Yours—Ann Davis," as a weekly feature, starting September 11. ABC will air the half-hour package August 11 as a trial run, with a 13-week web cycle starting September 11 at 8:30 p.m. (CDST). Show will feature Ann Davis, local actress, who has little showbiz background, along with a cast of others relatively unknown.

### Tyler Replaces Casey in Henry Aldrich Role

Richard Tyler will replace Robert Casey as the lead in the General Foods sponsored "Henry Aldrich" which returns to the Sunday night 7:30-8 slot on NBC-TV in September. Tyler clicked on Broadway several years ago when he starred in the Moss Hart play—"Christopher Blake."

### Blumberg Quits TV Films for Indonesia

Lewis Blumberg, who headed up United World Films, TV subsidiary of Universal-International pix, has left the industry. Together with Matty Fox, another United World exec, Blumberg has gone into industrial investments in Indonesia, and late last week left for that nation to survey the situation. Fox remains with United World. Norman Gluck has taken over Blumberg's post.

### Ludens Buys Last Quarter of "Sing It" Simulcast

Ludens last week signed to sponsor the last quarter hour of the simulcast version of "Sing It Again." The program is slated to start Saturday, October 7, in the 10-11 p.m. time. Carters has bought 10-10:15 and Sterling 10-15-10:45. J. M. Mathes is the Ludens' agency.

### 50 Firms To Testify at FCC Hearings on Theater TV

An even 50 firms are lined up for testimony at Federal Communications Commission's (FCC) designated but still undated theater TV hearing. National Theaters Corporation, a 20th Century-Fox offspring, rounded out the list last week as FCC okayed a tardy bid for an appearance. The number of possible TV stations under the freeze dropped one to 108 last week as FCC erased the permit of WJAX-TV, Jacksonville, Fla., for lack of diligence in construction.

## 3 Whirling Angels To Back Wednesday TV Fun on NBC

NEW YORK, Aug. 5.—NBC-TV will sell its Wednesday night 8 to 9 program, to be built around a group of name comics, to three sponsors. Major sponsorship of the program will fall to each in rotation. However, when Sponsor A is taking the major commercial time, Sponsors B and C will get either an opening or closing plug, the idea being to establish program identity for all the bankrollers.

NBC is budgeting the production charge for each program at \$50,000 weekly, and the time bill will run around \$20,000 additional. It is because of this high rap that NBC is using its rotation system. Talent main-

stays will be Jimmy Durante and Ed Wynn.

NBC now has a split-sponsorship plan in effect on three of its major evening TV shows. The Sunday night 8 to 9 hour, of which Colgate is bankrolling three stanzas per month, is being peddled to a second sponsor for the fourth night. This program has the same talent and time costs as the Wednesday night show, meaning Colgate's rap for the three shows will be \$210,000 monthly.

Similarly, NBC has a participation deal in effect for its Saturday night revue, each sponsor paying around \$8,000 weekly, but with multiple sponsorships on each show.

## FCC Flooded With Bids for Longer Hours

### Making Hay as TV Freezes

WASHINGTON, Aug. 5.—A scramble among AM stations for wider coverage and longer operating hours has quietly developed since the start of Korean hostilities, and Federal Communications Commission (FCC) insiders are wondering whether this portends a stampede by broadcasters figuring to beat a freeze of equipment if full-scale war comes. Another cause for the rush is believed to be a determined bid by smaller radio stations to grab more advertising dollars by increasing their coverage while TV expansion is hung up indefinitely.

Within two months the FCC has granted extra coverage to 25 AM stations and received bids from a dozen others. During the comparable period a year ago, only seven grants for additional coverage were made and a half-dozen bids received. Furthermore, applications for extra hours by some two-score daytime stations were rejected by the Commission recently on the ground that the frequencies are used by Mexican clears having priority.

The scramble has pointed up a trend among 250-watters seeking to double or quadruple their power. While 500-watters want to get into the thousand-watt class, 1,000-watters are asking for 5,000. Along with higher power, most of these stations want night coverage. In most cases, the night operation and the higher power sought force the stations to find new spots on the dial. In view of the near-saturation of the AM band, an elaborate system of directional antennas has been devised in most cases.

Meanwhile, the big-power stations are not sitting by idly. Practically every application by the smaller stations for wider and longer coverage has met with formal objections from neighboring stations or big-timers or both. As a result, each application means gruelling hours of processing and hearing procedure at the FCC, and plenty of legal and engineering expenses for all stations concerned. Even with directional antennas, the FCC is receiving increasing protests of interference from stations considering themselves adversely affected by the shifts.

## Rams Put 200G TV Price on 15 Games

HOLLYWOOD, Aug. 5.—Tele rights to 10 local and five out-of-town games of Los Angeles Rams, pro football team, were dumped on the video market this week—to any local station willing to shell out a minimum of \$200,000. This is the first year Rams' owner, Dan Reeves, has considered live video coverage, heretofore selling only delayed film rights. Reeves has fixed a sliding scale arrangement whereby the club would be insured against a gate receipt drop due to tele. Plan is similar to the set-up under which rights to collegiate football were sold to Hoffman Television and KTTV several weeks ago.

Originally Reeves sought a guarantee via pre-sale of 20,000 tickets (at \$21.60 each) before allowing video lensers to move in. This demand was shelved when he found no takers.

# How



PHILIP MARLOWE



MUCH ABOUT DOOLITTLE

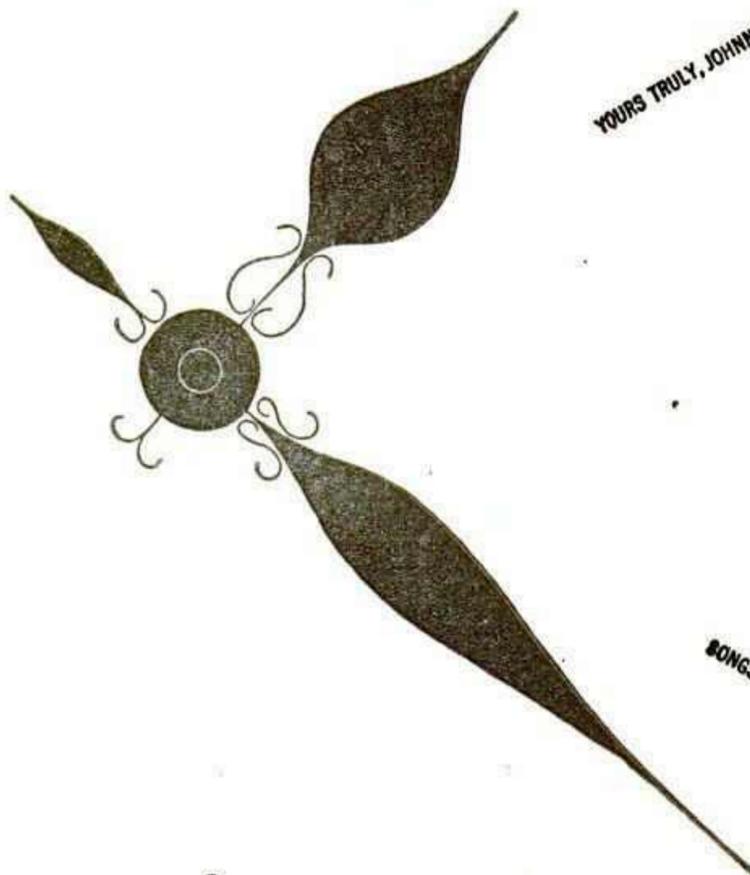


TOO MANY COOKS



SOMEBODY KNOWS

YOURS TRULY, JOHNNY DOLLAR



WE TAKE YOUR WORD

SONGS FOR SALE



RATE YOUR MATE

UP FOR PAROLE

GRANBY'S GREEN ACRES

THE LINEUP



...take

# P&G IN TV SOAP

## Will TV Be Big in Suds

### Brief and Imp...

*Grant To Direct "Big Town" ...*

Marshal Grant, co-prod...  
Time" series of tele...  
Ruthrauff...

# long does it take to make the Top Twenty?



Depends on your show, of course. And advertisers have found the quickest way to get there is with a CBS Package Program.

Like *Arthur Godfrey's Talent Scouts*... remember?... that hit the Top Twenty after only 9 weeks of sponsorship. Or *My Friend Irma*, that made it in 3 weeks. Or *Crime Photographer*... 2 weeks. Or *Life with Luigi*... 1 week.

With a record unmatched by any other network, CBS Programming has amply proved it knows how. Now, it's ready with a brand new bunch of promising packages. Whatever your budget, whatever kind of advertising job you want to do, there's a show that could fit like a glove.

Take a look at the round dozen here. On the record, one of them will appear in the Top Twenty next season... it might as well be yours.

# CBS



T-MAN



This One



N10A-490-L67R Copyrighted material

# P&G IN TV SOAPER LATHER

## Will TV Be Big in Suds Saga Future?

### P&G Aims To Find Out

(Continued from page 3)

view of the speed with which TV time is being sold.

P&G thinking for years has affected program policies on the AM side. It was P&G support which made soap operas a permanent fixture in radio. The skepticism which once existed concerning the practicability of soapers in TV no longer exists, except on a single issue—costs.

It is P&G's hope to air its TV daytime serials live, at a talent-production cost around \$8,500 weekly per 15-minute strip. However, preliminary findings of P&G's agencies and of the networks indicate that a rock-bottom cost for such a strip would be about \$10,000. The \$8,500 figure compares with present radio costs of \$3,000 to \$3,500 and with the \$1,500 to \$2,500 they cost a few years ago.

Execs at CBS, who hold to the \$10,000 minimum figure, say that six new basic sets would be needed every cycle, because the everyday impart of the program would lessen if it were not given fresh dress regularly. This would run about \$3,000 per week on a prorated basis. Props would run another \$700 weekly. Stagehands at \$500, use of a studio at \$4,000, 10 hours studio rehearsal at \$2,500 all would be additional weekly costs. These costs alone go well over the \$10,000 mark, and do not include writing, cast, music and production expenditures.

Actors and writers, it is believed, will have to be used on a rotated basis. Scripting would have to be done by a team, which would cost around \$1,500. Actors would probably be written in and out of scripts almost on an alternate day basis, to permit assimilation of lines.

P&G already has told its agencies that it wants a full 60 minutes of daytime TV every day. The agency toppers currently are pondering how to narrow the cost gap to within hailing distance of the \$8,500 P&G wants to spend on soapers. Should none of the agencies succeed, it would mean that P&G will proceed with some other type of programming for the moment, with their soap opera splurge postponed until the cost factor is solved.

## ONLY 2c EACH FOR PHOTO POST CARDS IN SMALL QUANTITIES

1000 Kier Brillantone Photo Post Cards now only \$20! Real photos. Finest quality. Satisfaction guaranteed. Immediate service. No fan photo ever packed more punch at so low a cost! Order quick before we change our mind!

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## PHOTOS IN MILLIONS

QUALITY PHOTOS IN QUANTITY  
8 x 10—5¢, Postcard—2¢,  
Blowups, 20 x 30—\$2., 30 x 40—\$3.  
NEW NATURAL COLOR PHOTOS  
Postcard—1¢, 8 x 10—12¢ in  
quantity. All other sizes.  
Write for FREE sample & list 88

MOSS PHOTO SERVICE 153 W. 46, N. Y. 19



## Brief and Important

### Grant To Direct "Big Town" Video Series

Marshal Grant, co-producer of the Grant-Realm "Your Show Time" series of tele pix for Lucky Strike several years ago, will join Ruthrauff & Ryan (R&R) as supervising director of the "Big Town" video series. Grant will headquarter in New York and will take over all production duties in connection with the series, which is tentatively skedded to start for Lever Bros. October 2. Network is still unsettled. Show will be based in New York permanently or until such time as the bankroller switches to film production.

### Thurin Taxis To Direct for TV on CBS

Hollywood megger Thurin Taxis checks into CBS-TV this week to work as a director. No assignment has been selected for him yet. CBS-TV is looking for more video directors.

### Hank Hope Challenges Steve Allen Reign

Hank Hope, nephew of the ski-nosed comic, will seek to challenge Steve Allen's uninhibited reign over the midnight-1 a.m. nightly slot via CBS, by opposing him during the same period over Station KFWB. Hope will be sponsored by Natalie Kalmus tele sets, starting Friday (11). Show will originate at Beverly Tropics eatery.

### ILGWU To Appraise FM

An appraisal of its activities in FM will be made August 12 by the executive council of the International Ladies' Garment Workers' Union (ILGWU), which operates three FM stations, one each in New York, Chattanooga and Los Angeles. Each station is losing money, and the ILGWU will determine whether operating expenses are to be sharply curtailed, in the hope of operating within "reasonable" losses or whether one or more of the stations should be abandoned.

### TV Birthday Party for Children

Bill Treadwell and Len Golos are readying a "Birthday Party" TV package for children from 6 to 14. The show will toss a birthday party for one child on every show, with the kid's friends and family present.

## NBC To Quadruple Staff Of TV Set Designers by Fall

NEW YORK, Aug. 5.—NBC will have four times as many TV set designers this fall on its staff as it did last season. Where there were but five designers at the web last fall, there are already 12 now, and this number will be increased to 20 by the time the autumn boom gets under way. Reason for the drastic expansion is a new philosophy, whereby an NBC designer is contracted to work for a single agency exclusively.

This variant from the old school which believed in keeping down to a minimum such miscellaneous production costs as designers' fees has come about mainly because the bankrollers have learned that it is a good bit cheaper, in the long run, to have the designer on tap for every one of his 35 working hours weekly. Result is that where the five NBC designers last year each had three shows to handle every week, they now are tied down to one agency apiece, on an exclusive basis. Others,

added since, also are on a single-show kick, with the remainder splitting the other programs.

The difference in cost to a sponsor is comparatively little, and more are finding that other savings affected thereby more than make up this amount. Full services of a designer cost about \$175 for a 35-hour week; where one had been used for about 20 hours last year, it had cost approximately \$100.

Biggest savings racked up by the designers are in working with the show's producer and director. First off, conception of the show in framing the scenic background can be simplified to save set cost. Secondly, considerable on-camera rehearsal time has been saved by the designer working with the director on camera placement. By having a full-time designer available at all stages of preparing a program, sponsors have found that their ultimate staging costs have been cut considerably.

Another development in this field is the building up of design specialists, according to type of program. According to Merwin Elwell, art director of NBC's TV staging services, it takes nine months to a year for a designer from an allied field, such as legit or films, to make the transition to video. After that time, he has found, they show particular aptitude for designing sets for a specific kind of program.

### RADIOS FOR SERFS

(Continued from page 4)  
ment from \$10 to \$16 apiece.

Getting these receivers abroad as fast as possible and in heavy volume would assure the U. S. and the rest of the United Nations that the Voice program is getting a wider and steadily growing audience, it was pointed out. The House committee was previously urged by Secretary of State Dean Acheson to increase the Voice outlays to \$82,000,000.

## SCBA Launches Police System

HOLLYWOOD, Aug. 5.—Southern California Broadcasters' Association (SCBA) this week launched a voluntary policing system among local radio and tele outlet to curtail "war scare" pressure advertising which has sprung up since the beginning of the Korean hostilities. SCBA Managing Director Bob McAndrews and the board of directors have enlisted 47 member stations in the drive. At the week's end it was evident that there were still plenty of violators, especially in appliance and automotive fields, but the tempo had noticeably slackened. Some stations, especially KFWB, KOWL, KMPC, KVOE, KFMV, KWKW and KNX notified SCBA that they had instituted a voluntary "censorship" plan for clipping scare plugs at the source.

To put teeth into police action, several stations saturated their air with public service spots and programs cautioning listeners against scare buying or hoarding. SCBA campaign was tied in with similar drives by Southern California Association of Advertising Associations (SCAAA) and American Association of Advertising Agencies (AAAA). Ray Gage, SCAAA prexy, notified all members of SCBA action and urged co-operation.

Specifically, SCBA ordered its members to "avoid any copy which appeals to buyers on the basis of fear of future scarcities due to the war situation." By far, auto dealers, both new and used cars, were biggest offenders, hammering away day after day with copy pitched at a "get it while you can" level. Broadcasters hoped to achieve their goal on a voluntary basis without having to institute further policing regulations.

## NLRB and Unions In Prelim Hearings

HOLLYWOOD, Aug. 5.—Informal preliminary hearings to pave the way for the National Labor Relations Board (NLRB) representation elections among movie thespes were held here yesterday (Friday). NLRB nose-counting was called by Screen Actor's Guild (SAG) in its jurisdictional dispute with Television Authority (TVA) over administration of tele film performers. TVA ignored the invite to send a rep.

NLRB Examiner George Yeager presided, with orgs participating and their reps including Association of Motion Picture Producers, William Hinckle and Benjamin Batchelder; Society of Motion Picture Producers, Marvin Faries; Independent Motion Picture Producers' Association, Louis Livingstone; Walt Disney Studio, Bonar Dyer; SAG, John Dales Jr., Kenneth Thomson, William Berger and Buck Harris, and Screen Extras' Guild (SEG), H. O'Neil Shanks and Robert Gilbert.

Glossy Professional 8x10 PHOTOS

Fan mail glossy photos and post cards. Low prices. Satisfied customers coast to coast. Our 14th year of honorable courteous service. Reproductions as good or better than your original. Send today for price list, FREE samples, etc.

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# TV Hit by War As 5 Sponsors Cancel Plans

NEW YORK, Aug. 5.—Television was hit by the Korean war this week when several potential sponsors decided to table plans for video program buying because of uncertainty as to how the conflict might affect them. Pontiac last week was practically set for an hour-long program on ABC-TV, but reversed its decision and canceled its option on a Lou Cowan package which would have saluted a different show business figure weekly.

Hunt Foods also dropped its TV plans by the wayside and canceled its buy of the Bert Parks *Daytime Varieties* on NBC-TV three times a week. Young & Rubicam, the client's agency, has paid Lou Cowan, who also owns this show, upward of 15G for an option and must peddle it to another house account to get off the hook. Hunt fears a shortage of both cans and food.

Indications this week were that Hi-V would bow out of its deal to sponsor the 8-8:15 segment of the Wednesday night *Godfrey* show on CBS-TV. The frozen orange juice canner presumably is wary of the same kind of problems as Hunt, especially since it is only newly established nationally.

Last week both Norge and Swift got out from under TV commitments. The former canceled its option on Sunday night 10:30-11 on NBC-TV, since acquired by Nestle's for Nescafe, and the meat packing company relaxed its hold on the half of the Don McNeill show on ABC-TV.

# FCC Hears Roberts Again; Medic Next

HOLLYWOOD, Aug. 5. — Clete Roberts, one of the chief witnesses in the Federal Communications Commission's (FCC) license renewal hearings of G. A. Richards's stations, returned to the stand this week to repeat his previous testimony. During the earlier hearings before the late Chief Examiner J. Frederick Johnson, Roberts held the stand for approximately two weeks and kicked off the government's side of the case. This marks his first appearance during the current hearings.

Earlier in the week, FCC General Counsel Benedict Cottone disclosed his intentions to bring to the stand Leo Fitzpatrick, former veepee of Richards's WJR, Detroit. Fitzpatrick's now affiliated with a station in Buffalo. Upon request of Hearing Examiner James D. Cunningham, station owner's chief counsel, Hugh Fulton, will bring Dr. H. D. Steinbach to testify at the sessions here. Medic is Richards's personal physician in Detroit. In a letter to the Commission, Dr. Steinbach warned that the station owner's heart condition could bring fatal results if he were allowed to take the stand.

Dr. Steinbach is expected here sometime around August 20.

# Deep Freeze

WASHINGTON, Aug. 5.—The TV freeze obviously isn't disturbing WMAL-TV, ABC's TV outlet here, which this week announced expansion plans for building three studios in 35,000 square feet of space now used by the Chevy Chase Ice Palace on uptown Connecticut Avenue. The move will give WMAL-TV one of the biggest TV facilities in the East and, incidentally, it will put the capital's only ice-skating rink into a deep-freeze.

# Brief and Important

## Murray Looking for New Agency

The Arthur Murray Dance Studios last week were casting about for a new agency. The chain of terping schools has two TV shows currently running—one on CBS-TV and the other on ABC-TV and its yearly billings are said to be around 600G. Ruthrauff & Ryan is the present agency.

## GF Weighs New MBS Show When "Hoppy" Hops

General Foods is considering putting another show into Mutual's Sunday afternoon spot next month to replace "Hopalong Cassidy" which shifts to CBS. General Foods' contract with MBS runs out the latter part of September, but according to Mutual sales execs, the firm is amenable toward keeping the Sunday time.

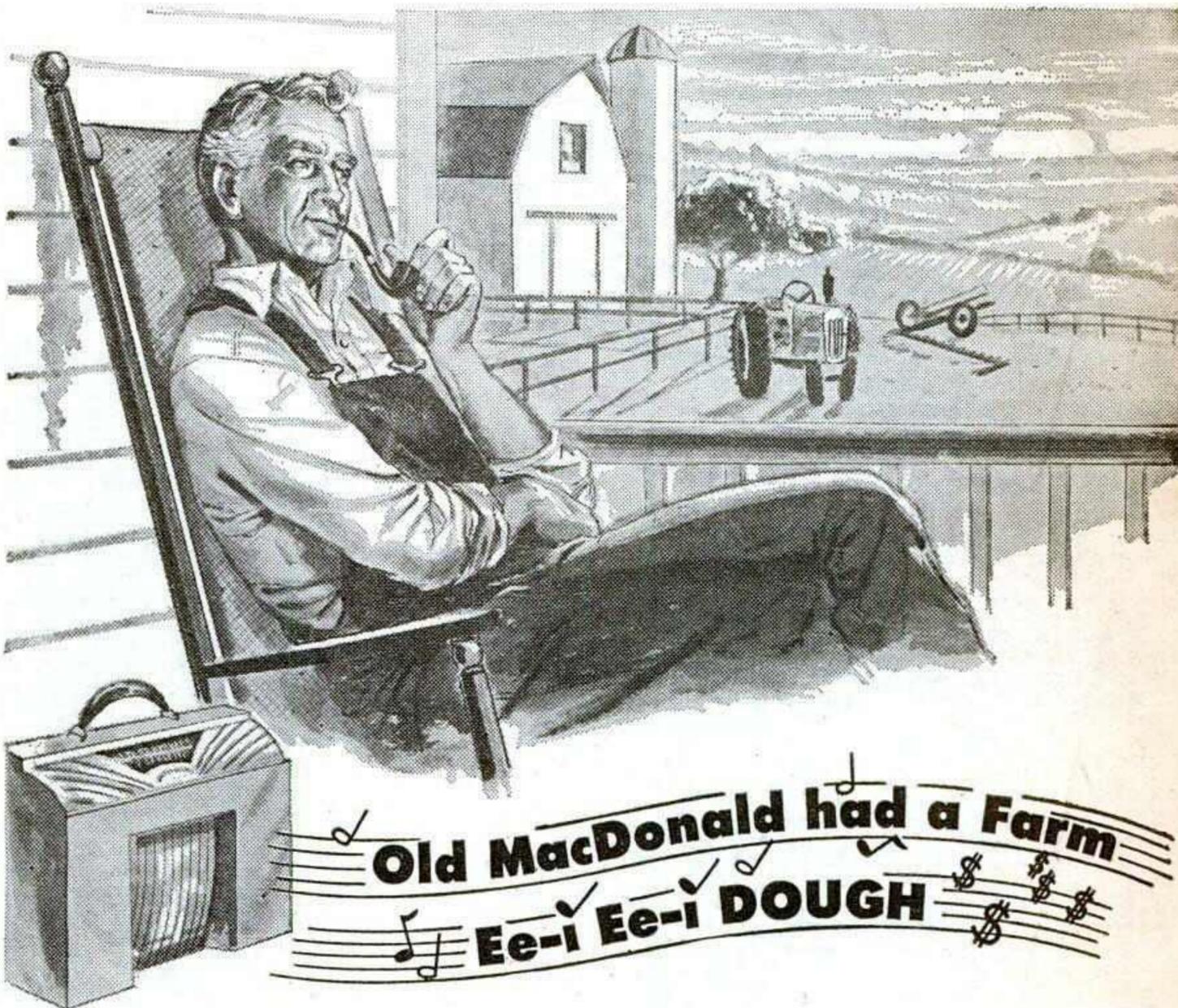
## Packard Signs Ameche for Fall Show

Packard Motors last week signed Don Ameche to replace Edward Everett Horton as the manager of its "Holiday Hotel." The first show of the fall season on ABC-TV is 9:30-10 p.m., Thursday, September 14.

# P&G, Murrow Deal in Peril

NEW YORK, Aug. 5.—The Procter & Gamble deal to sponsor Ed Murrow on 31 CBS stations, this week was in acute danger of collapsing because the web was having difficulty in clearing the outlets. The reason is many stations have gone ahead and sold the time to local sponsors.

The CBS is pressuring its affiliates to take the P. & G. business, it may not be able to come up with enough stations to make the deal worth-while to the sponsor. In that event the bank-roller would bow out. Murrow, however, still has four other sponsors for his 7:45-8 p.m. strip.



And on this farm he has need for new implements, fencing, paint and electrical appliances for his home. Farmer MacDonald also has the money . . . plus the inclination to spend.

Just where can you find this potential customer? Right in the heart of WLW-Land. And there are 689,999 other WLW-Land farmers just like him. All together, they plan to spend \$890,000,000 in 1950.\*

*It's the greatest farm market in history*

And the quickest, surest way to reach this rich market is via WLW, which attracts one-sixth—17.0%—of all rural radio listening throughout WLW's four-state area.\*\*

Of all farm families in the WLW Merchandise-Able Area, 38.7% listen to WLW more often than to any other station (with 219 stations competing). WLW reaches . . .

81.7% of all rural radio homes in four weeks  
66.5% of all rural radio homes during an average week

And, the average rural home reached listens ONE HOUR AND FOUR MINUTES PER DAY to WLW.

For further information, contact any of the WLW Sales Offices in Cincinnati, New York, Chicago or Hollywood.

\* Special farm consumer survey—now available  
\*\* Nielsen Radio Index, Feb-March, 1950

THE GREATEST FARM MARKET IN HISTORY  
THE GREATEST SELLING MEDIUM IN THE MIDWEST



Crosley Broadcasting Corporation

# The Trade Press

## VARIETY

August 2, 1950

### Kahn says:

Phil Spitalny must certainly be the phenomenon of show business because of the manner in which he is able to put his forefinger to his lips, his familiar trademark, and thus exact a pin-dropping silence from his orch. Under ordinary circumstances, perhaps, such silence wouldn't be much of an achievement. But it is very much the achievement in this case. If you don't know it by now, Spitalny's troupe is comprised of all girls. Call it showmanship, the ability to handle personnel, call it the faculty to define what the public wants—whatever you will—it all adds up to a marked saleability of entertainment by public standards. For years Spitalny has been dishing out his all-girl entertainments in the big presentation houses, on radio and in the smart hotels, all of it of a degree that makes for surefire mass appeal. **ONLY TELEVISION NOW REMAINS—FOR SPITALNY—TO BE CONQUERED. THAT SHOULD COME SOON ENOUGH. AND THE SOONER THE BETTER FOR THE VIDEO FANS.**

## RADIO DAILY

July 28, 1950

### Sid White says:

**A Gal-A Event:** Last night at the Starlight Roof of the Waldorf-Astoria, Phil Spitalny's all-girl orchestra, one of the most famed aggregations of its kind, made history. Not the sort of history which will remain on the bookshelves and be forgotten—but a history the showmen of the future better peruse and learn to know like a book. Celebrities galore decked the hall, the town's top personalities turned out and the "Hour of Charm" girls led by the astute Phil put on a show long to be remembered. If we sound like we're going overboard, there's a reason. Rehearsed to perfection, as they always are, the group proved to be A-1 appeal for the ear, and what's more important, as we intend to point out here, to the eye. Phil Spitalny, training his sights on TV (for that's where any ork as good-looking and as talented as this one belongs) planned the entire show as a "dress rehearsal for television," with each number a production number and each performer precisely perfect in both vocal and focal qualities.

Technicians present marvelled at Spitalny's "known how" in staging the numbers, showing the girls off to their best advantage and maintaining the supreme standard of good taste always identified with the unit. **IN SHORT, ALTHOUGH NO TV CAMERAS WERE PRESENT, SPITALNY, IN CREATING THE SHOW, KEPT SAID OBJECTS ALWAYS IN MIND AND EVERY NUMBER BESPOKE A STUDIED KNOWLEDGE OF WHAT WILL TELEVISION BEST WHEN A TOPNOTCH PROGRAM FEATURING MUSICAL FARE AND LOVELY LADIES IS DESIRED.**

And so it was that a wonderful show was staged at the Starlight Roof last evening and folk with TV sense immediately realized the group's video possibilities. There's a moral to the entire event which the higher-ups in TV should study: Nothing can take the place of experience and talent. Phil Spitalny's remarkable career before the public, his hard-earned knowledge of what people want when they're entertainment-hungry, is something purchased by him via work, sweat and study. It cannot be bought cheaply—and there's no short-cut. And so our congratulations, Phil Spitalny, and **AS THE LATE AND GREAT EDITOR OF THE DAILY VARIETY, ARTHUR UNGAR, SAID: "THE ATTRACTION IS A MUST AND REAL MUST FOR THOSE WHO WANT TO ENJOY AN EVENING OF ENTERTAINMENT."**



# Phil Spitalny

and his Hour of Charm . . .  
All-Girl Orchestra and Choir

**Official Statement**

NEW YORK, Aug. 5. — The text of the Columbia statement on 45 is as follows:

"Having developed a better 45 r.p.m. record, CRI will release two of its current popular hits on 45 r.p.m. microgroove records in several test markets, it was announced today by Edward Wallerstein, CRI president. The two records are *Goodnight, Irene*, recorded by Frank Sinatra, and *Sometime*, recorded by the Mariners."

**110 LPs Now in Victor Catalog**

NEW YORK, Aug. 5.—RCA Victor's fourth long-play catalog release will be shipped from the factory next week, raising the diskery's total to 110 available platters. These will embody 143 longhair works. The new list alone contains 33 titles on 25 disks.

Altho several of the recordings are of most recent vintage, the diskery has begun to dig deeper into the catalog, and at least one work, the Landowska recording of the Bach *Goldberg Variations*, is transferred from masters cut in 1945. The release also includes the Rachmaninoff *Rhapsody on a Theme of Paganini*, and three Beethoven sonatas, including the *Pathétique* and *Appassionata*, played by Artur Schnabel, and *Stavinsky* is represented by four works, two of which he conducts himself.

Other items, mainly in the orchestral and chamber music categories, are performed by the Boston Symphony under Koussevitzky, the St. Louis Symphony under Golschmann, the Minneapolis Symphony under Mitropoulos and several orks under Stokowski. Soloists include William Kapell, Mack Harrell and Mischa Elman. Chamber groups are the Paganini and Hungarian string quartets. The Boston "Pops" ork under Arthur Fiedler is represented by two ballet suites.

**Columbia Sets Talks On Regional Sales**

NEW YORK, Aug. 5.—Columbia Records, Inc. (CRI) has scheduled three regional meetings with distributors to be held from August 14 to 22. Purpose of the conclaves, according to Paul E. Southard, CRI veepee in charge of merchandising, is "to discuss sales, merchandising and distribution matters, as well as special fall and Christmas promotion plans."

The meetings will take place in San Francisco on August 14 and 15, in Chicago August 17 and 18, and in Atlantic City on August 21 and 22. The gatherings will be addressed by Edward Wallerstein, CRI president; Southard; Jeff Wilson, general sales manager, and Ken McAllister, director of advertising and promotion.

Asked whether price-cutting would be included on the agenda, Wallerstein told *The Billboard* "there's no doubt this matter will be discussed anywhere you get 10 distributors together. "He emphasized, however, it would be a minor topic on the program.

**CRG SIGNS WITH MUZAK**

NEW YORK, Aug. 5.—Children's Record Guild (CRG) has signed a contract with Muzak whereby the latter will press CRG disks and ship them direct to individual mail order subscribers from the Elizabethtown, Ky., pressing plant. CRG's regular distributors will continue to receive supplies from the Monarch pressing plant in Los Angeles and the Abbey plant in New Jersey. The diskery's main office is in New York.

**Columbia Tests "Better" 45**

**Merc Bows Sales Meetings in Chi**

CHICAGO, Aug. 5.—Mercury Records' brass will be in New York this week-end, staging the first of a series of three and, perhaps, four regional sales meetings to be held across the country. Sales Chief Morry Price, Prexy Irv Green and Art Talmadge, a. and r. and ad chief of the local diskery, will meet with Joe Carlton, Hank Pollack and David Hall, New York Mercury reps, to talk over the forthcoming company policy, after which the entire group will huddle with approximately a dozen Mercury Eastern distributors.

Following the success of the start of the still continuing drive behind the h. b. and Western catalog, Mercury execs are planning similar promotion campaigns, with the kidisk line the next seg destined for a boost. Mercury brass intends to discuss the success of the exchange for retailers and the bonus plans for juke ops, both initiated by Mercury and emulated by other diskeries, with plans for similar deals being contemplated for fall and winter biz.

Price said that other regional meetings will be held soon in either Nashville or Knoxville and Chicago and there possibly will be a Western State regional get-together.

**Decca Marks 16th Anniversary With Luncheon at Club**

NEW YORK, Aug. 5.—Decca Records yesterday (4) celebrated its 16th anniversary with a luncheon party for the diskery's execs at the New York Athletic Club.

Decca's topper, Milton R. Rackmil, at the luncheon related the story of the diskery's growth to its current prominent position in the disk business. He told of the birth of the diskery August 4, 1934, with the late Jack Kapp, the late E. R. Stephens and himself as the founding fathers of the firm. And he related the early struggles of the company, which saw its first black ink in the ledger in December, 1935, over a year following its birth. Included was the saga of the Decca pioneering of the first "cheap" record, the 35-cent Blue label. Rackmil also related that from December, 1935, Decca's books didn't see red ink until July, 1948.

Rackmil expressed his delight with the unity and spirit of the "Decca family." He also pointed to the diskery's currently flourishing business as testimony to the firm's solidity (see story on Decca's first-half statement in this department).

**CRI Move May Close Era of 3-Speed Strife**

**Speculation Rife on Plans**

NEW YORK, Aug. 5.—A formal ending to one of the most quarrelsome eras in the disk industry seemed in the making this week when Columbia Records, Inc. (CRI)—the last of the majors not yet on a three-speed footing, announced its intention of going into the 45 r.p.m. speed class on a test basis (see Columbia Prexy Edward Wallerstein's official statement in adjoining box). The announcement, which follows by about one month the decision of Decca Records to adopt 45, immediately created a whirl of speculation as to what the Columbia move meant with regard to the diskery's plans for its own small platter—the seven-inch 33½ disk. Officially, promotion of the Columbia seven-inch member of the LP family goes forward, as does promotion of the company's automatic changer which handles the 7, 10 and 12-inch LPs.

The decision to test 45 comes on the eve of a series of Columbia distributor meetings, scheduled August 14-22 (see separate story).

The Columbia disks are already processed, Columbia having pressed them, and they are expected to be in the hands of dealers in test areas in several weeks. The price, it was stated, would probably be 79 cents.

Wallerstein, of course, has been keeping close touch on 45 sales throughout the country. He has always maintained that if and when a demand for 45 developed, he would adopt that speed. Meanwhile RCA Victor, Decca, Capitol and many indies have been pressing 45s and most have reported increasing sales—Victor only this week stating that between 50 and 60 per cent of its business could now be attributed to the doughnut-sized disks.

The Columbia position is a delicate one, particularly in view of the diskery's commitment to long-range promotion of its own seven-inch 33½ platter. It had long been felt in the trade that perhaps the weakest link in the over-all Columbia armor was the lack of a low-priced automatic changer to handle the seven, as well as 10 and 12-inch LP's. The changer, made for Columbia by VM Industries (See *Columbia Tests*, page 98)

**Mills Plans Big "Sleigh" Push**

NEW YORK, Aug. 5.—For the pubbery's major Christmas push, Mills is planning a hefty drive for Leroy Anderson's *Sleigh Ride* in the pop field. Mills has had Lyricist Mitchell Parish create a set of words to go with the instrumental effort, which last stirred up some late Christmas action via a Victor Red Seal dinking of the song by the Boston "Pops" orchestra.

Already sliced and in the can for the coming season are words-and-music diskings of the song by the Andrews Sisters on Decca, Freddy Martin on Victor and Johnny Desmond on MGM. Other instrumental diskings will be available by Ethel Smith on Decca, the Three Suns on Victor, the Capitol Symphonic Band on Capitol and a fresh harmonica dinking on London.

**Kaye to Columbia in Sudden Switch; Victor Also Faces Loss of Tommy Dorsey Ork**

NEW YORK, Aug. 5.—RCA Victor lost one of its top-selling bands this week when Sammy Kaye virtually completed a surprise switch to Columbia Records. Altho contracts had not actually been signed at press time, Columbia President Edward Wallerstein and Kaye had shaken hands on the deal, and Kaye's first session was skedded to take place within a week in Columbia's New York studios. At the same time, Victor was faced also with the possibility of losing Tommy Dorsey. Dorsey, whose contract expired several months ago, told *The Billboard* that, while no deal has been set elsewhere as yet, he was "dissatisfied" and preferred not to make any more records for the diskery. Some of his beefs, it is known, date back to pre-ban days. Dorsey has been with the label for 15 years and Kaye for 13 years.

While terms of the Kaye-Columbia deal were not disclosed, the swing and sway maestro had asked Victor for a guarantee of \$50,000 per year for 10 years. Victor's best counter offer was a \$48,000 guarantee for five years. It is assumed that the Columbia terms fell somewhere between these figures.

Kaye's loss to Victor is a severe one. He had been with the diskery since moving over from Columbia's Vocalion subsidiary. In each of the last three years, his royalty earnings have hovered in the vicinity of \$100,000. In a number of recent weeks he has had three records (*Wanderin'*, *Roses* and *It Isn't Fair*) simultaneously on *The Billboard's* best-selling pop charts. His *Sammy Kaye Plays Irving Berlin* album is a long-term incumbent on the best-selling pop album chart.

Columbia and Kaye have agreed on a long-range program patterned somewhat after that of Guy Lombardo at Decca. The plan is to cut frequently, building a vast backlog

of standards, and also to provide dance treatment coverage of many top tunes. This would mean possible duplication on the same label of hits created by vocal artists and other specialized groups. Columbia has heretofore eschewed such a policy.

It is interesting, in the light of Columbia's announced 45-r.p.m. plans (see other story this issue), that a substantial amount of Kaye's recent sales have been on Victor's 45-r.p.m. platters.

Negotiations for Kaye were conducted by Kaye's manager, Dave Krengle and attorney Lee Eastman.

The Kaye situation actually is the latest item in the raid parade, which started some time ago and seems to continue unabated. When Manie Sacks, RCA Victor's artists relations director, moved over to the plattery from Columbia, Frankie Carle and Gene Krupa moved over to Victor from the latter label. Then followed much trade speculation on a possible move-over of Dinah Shore from Columbia to Victor, and equal conjecture as to the ultimate destiny of Jo Stafford, at the time Paul Weston left Capitol's a. and r. staff to eventually go to work for Columbia. Latest rumors still have it that la Shore will probably wind up with Victor and Miss Stafford at Columbia. Recent disk talent developments, however, are creating more and more of an "anything-can-happen" attitude on the part of most tradesters.

**YMA SUMAC IN DEBUT**

HOLLYWOOD, Aug. 5. — Yma Sumac, Capitol's Peruvian songbird, will make her Hollywood Bowl debut Saturday (12), when she shares the "symphonies under the stars" platform with Arthur Fiedler, of the Boston "Pops" Ork, and pianist Jesus Maria San Roma. Miss Sumac will sing three selections from her first Cap album, based on Aztec melodies.

# 33 Price Hatchet Men Cash In

## Makers Sit By; Wean Public To Discounts

### Cutting May Be Permanent

NEW YORK, Aug. 5.—Price cutting on long-playing disks, which a few months ago was confined to a few sharp-shooting dealers in big cities, is spreading increasingly throughout the country, with record manufacturers either unwilling or unable to correct the situation. In effect, the 30 to 50 per cent discounts on records may well be here to stay.

A check of the top manufacturers disclosed the following reactions: (1) The dealers did it themselves, (2) it's too late now, (3) unless price-cutters advertise little can be done, (4) it's impossible to police the industry, (5) the federal government's past stand on price fixing, (6) "nobody's cutting price on my records, and (7) "we have no statement to make."

### "Too Late," Says Exec

A top executive for one label explained his company's attitude by pointing to recent Justice Department actions taken against record dealers, distributors and manufacturers in Pittsburgh and Philadelphia. "We might have stopped the price cutters," he stated, "if we had taken action as soon as the first discounts were being given. Now it's too late, according to our lawyers, because the price-cutting dealer would probably win the case after proving to the court that we had permitted him to operate up to the present." Another exec explained that little could be done unless the price cutters advertised and that nothing could be done when the ads noted "except fair-traded items."

It is generally felt that the price cutting started during the "50 per cent off" sales on shellac albums. Record customers who suddenly found themselves able to buy their favorite disks at half price are still seeking bargains, unwilling to pay the full price on long-playing disks. The record buyer for a major New York department store complained that manufacturers have done nothing to explain to the potential customer why one 12-inch record should cost \$5.

Adding to the customers' price-mindedness were the various gimmicks developed by disk dealers attempting to boost volume during the spring and summer months. Such devices as discount clubs, bonus cards, (See *Hatchet Men Cash In* on page 21)

## Leo Feist Sues Over Copyrights

NEW YORK, Aug. 5.—Leo Feist, Inc., this week filed in U. S. District Court an injunction and accounting of profits action against Terminal Music Supply Company, Musical Instrument Exchange and Kelly Goodman, the last named doing business as Times Square Music Company. Action charges infringement of 17 Feist copyrights in a publication titled *Black's Correct Chords to 100 Standards* and in two other publications.

Copyrights allegedly infringed upon include such standards as *Linger Awhile*, *Darktown Strutter's Ball*, *Alice Blue Gown*, *At Sundown*, *My Blue Heaven* and *China Boy*.

## Pub Crawls

NEW YORK, Aug. 5.—In recent weeks Benny Goodman has been huddling with Columbia a. and r. execs to select standards for his projected diskings dates. When one long-forgotten standard was selected, the diskery called the publisher and asked for a copy post-haste. The publisher, maybe dreaming of the glory that was Greece, informed the caller that she would have to "send somebody over for it."

## Southern Calif. Ops Join NBOA

CHICAGO, Aug. 5.—Formation of another regional chapter of the National Ballroom Operators' Association (NBOA) was announced this week by Otto Weber, managing secretary of the org.

The Southern California operators, who started their fusion drive early this year after a visit by Tom Archer, Midwest chain ballroom owner, elected the following officers: Marty Landau, Riverside Rancho, Los Angeles, prexy; Jack Lantz, Huntington Park (Calif.) Ballroom, v.-p.; Adeline Landau, Riverside Rancho, secretary, and Ben Bernstein, Palladium, Hollywood, treasurer.

The board of directors includes: Roy Hempton, Los Angeles, an attorney; A. V. Monten, Avadon Ballroom, Los Angeles; Harry Bernard, Figueroa Ballroom, Los Angeles; Richard Cohen, Palladium, Los Angeles; Dave Mings, Harmony Park Ballroom, Anaheim; Horace Dunn, Aragon Ballroom, South Gate, and Dear Curtiss, Los Angeles. The new chapter will work with the Northern California Ballroom Operators' Association in setting up a single State association.

## Cap's MacRae, Day Deal Flops

NEW YORK, Aug. 5.—The projected "exchange" deal whereby Capitol was to lend Gordon MacRae to Columbia to cut a *Tea for Two* album with Doris Day in conjunction with the forthcoming Warner Bros. flick, has fallen thru. Gene Nelson, dancer co-featured with Miss Day and MacRae in the film, is doing the album with the Columbia thrush instead.

## Sheet Music Printing Costs Slated To Rise 10% by Fall

NEW YORK, Aug. 5.—Sheet music printing costs are slated to bounce upward early this fall, according to all indications. Printers say the price rise will be between 5 and 10 per cent—the rise being necessary to cover mounting costs of labor, paper and other items. Dave Kuperman, of the music printing firm of Kuperman & Del Guercio, and secretary of the Music Printers and Engravers' Association, stated that for some years the printers had been absorbing rising costs, but would soon have to pass some of the bite on to the publishers. The time will probably be around Labor Day. Leading printers have been meeting on the problem every several weeks lately.

According to Kuperman, the war, even the local, is already affecting paper supplies, deliveries and prices. Some mills are already refusing orders, others take orders but refuse to be pinned down on delivery dates.

## Mrs. DeSylva Gets Husband's Cap Board Post

HOLLYWOOD, Aug. 5.—Mrs. Marie Wallace DeSylva, widow of the composer-film producer, will succeed her husband on Capitol's board of directors, according to an announcement made by the corporation's prexy, Glenn E. Wallich. This confirms the report in last week's *Billboard* that the passing of Buddy DeSylva, co-founder of the West Coast major with Wallich and Johnny Mercer and one of its largest stockholders, would in no way disturb its managerial status quo.

In addition to her late husband's Capitol interests, Mrs. DeSylva inherits the bulk of his \$5,000,000 estate.

## Chi Fair Tries Name Orks Lure

CHICAGO, Aug. 5.—In an effort to lure pop music fans to the Chicago Fair, execs are planning a dance band pavilion for a series of one-night and short location stints until the end of the season. While spring plans called for the fair to shutter Labor Day, it is currently planned to keep the gates open until sometime in October.

Crosby Kelly, when queried by *The Billboard* as to the name band idea as a promotion gimmick, said that execs are trying to determine what bands would be available and what the price structure would be. The band gate stimulation gimmick stems from a State Street merchants, who offered the suggestion to Kelly. They also offered to bankroll the idea, if plans could be worked out.

The free dance area would be laid out on the south end of the grounds, where Dixieland, the event's midway section, is also located. It is figured that the free dance idea would also stimulate patronage in the near-by show section.

Promotion try will be watched closely by various interested segs of showbiz, both indoor and outdoor, for it is believed to be the first time that free name band dancing has been utilized as a gate hypo for a major outdoor event.

Many mills, too, now refuse to quote a price on orders, but stipulate the price which will prevail at the time of delivery. Deliveries, according to Kuperman, are now on a four-month schedule. His firm recently tried to place an order for 40 tons of paper, but the mill cut this figure to 20 tons—an indication of general tightening up.

War always causes great paper consumption by the government. In addition, printers have been faced with a diminishing supply of pulp. Pulp manufacturers, who formerly sold most of their pulp to paper manufacturers, are now disposing of their product to many additional sources. The price of paper itself has gone up, too—the last hike being \$50 a ton July 1 on offset and coated stock. In addition, says Kuperman, costs of ink and sulphite have risen—the last (See *Printing Costs Rise* on page 21)

## Walker Signs; MGM Records Won't Close

### New Deal Covers Years

NEW YORK, Aug. 5.—Frank Walker, topper of MGM Records, subsidiary of Loew's, Inc., has been renewed by the company for "a period of years." Walker's inking a new deal to remain at the helm of the flickery's wax industry effort thus puts an end to strong trade belief that he would be finished with the record company at the end of his first-year contract, which expires at the end of this month, and that the MGM Records division would be closed down.

Walker told *The Billboard* that no personnel changes are expected to occur within the MGM diskery. Artists and repertoire head Harry Meyer-son remains at the helm of the pop recording department.

Walker has been with the Loew's disk set-up for five years. The diskery placed platters on the market a little over three years ago. Walker went with the diskery two years before the first platter was issued, supervising construction of the MGM plant in Bloomfield, N. J.

Walker's new contract also axed trade talk that MGM's wax wing may be clipped in the government ruling involving the divorce of movie production from theater operations. It is believed that when the MGM divorce proceedings take place, the diskery probably will wind up with the MGM flicker studios.

Walker, a veteran disk business man who spent the largest part of his career with Victor and Columbia, said that he expects to remain with the Loew's organization "just as long as I am able to work."

## Red Foley Axes Homefolks Pact

NEW YORK, Aug. 5.—Red Foley, who set up his own pubbing organizations a couple of weeks ago, this week severed his contracted relationships with Homefolks Music, a subsidiary pubbery of the Hill & Range Music group. Foley had a couple of years left of a long-term contract with Homefolks, which gave him a slice of the pubbery and which also provided for an exclusive writing contract with the Hill & Range firm. Foley sold his interest in the Homefolks firm and, as part of his deal, was released from his writing pact with the firm.

Foley's own pub set-up, which includes Music City Music, a BMI affiliated firm, and Old Hickory Music, an ASCAP-licensed pubbery, has not yet built a professional department but is in the process of negotiation. Meanwhile, Henry Spitzer's pubbery has been designed as exclusive selling agent for the Foley firm's first important song, *Cincinnati Dancing Pig*.

*Dancing Pig* this week was acquired by Foley's Old Hickory firm from Avon Music. The ditty, tho no diskings have been made available as yet, has been a leading item among the Lindy's back-seat prognosticators. It has been sliced for Decca by Foley and the diskery also is said to have cut the song with Bing Crosby. Others reportedly on the ditty include Teresa Brewer, London; Bill Darnell and Owen Bradley, on Coral, and Vic Damone, Mercury.

## Tale of Two Cities; Or, Why Not Swim?

NEW YORK, Aug. 5. — An example of the difficulties encountered in international bookings was provided recently by the Delta Rhythm Boys, vocal group managed by Paul Kapp. Unit was skedded to open a month's engagement at the A. B. Nojesfalt Park in Stockholm, starting July 1. The plane was to leave here June 29, skedded to arrive in Stockholm the next day, but at plane time only four of the five men were at the airport. Kapp decided to send the four ahead, and promptly engineered a search for Kelcey Pharr, the missing member. Pharr was finally located and shipped off on a plane bound for Paris.

Meanwhile, the first plane encountered engine trouble between Gander and Goose Bay and was delayed for 24 hours. The lads got to London okay, but missed their plane connection for Sweden. Somewhat bedraggled, they finally arrived at the park at 8:15, half an hour before show time, and found Pharr already there.

At the close of this engagement the group is booked in Finland, followed by Belgium, Holland and England, returning here in mid-October. Bookings abroad total 16 weeks.

## Gray in Record Palladium Date

HOLLYWOOD, Aug. 5. — Jerry Gray's Glenn Miller-styled ork is attracting record biz to Hollywood Palladium. Ork bowed at the swank dancery following an all-out promotional campaign staged by the ballroom, Decca Records and the batoner Grav. Turnout reportedly tops attendance of any band that played location in postwar years. In playing break-in date at Salt Lake City's Rainbow Rendezvous, Gray pulled 2,900 dancers on a Saturday night, surpassing the Saturday night record set at dancery by Stan Kenton in 1948.

Palladium played a Bob Crosby transcription announcing the premiere of the new band over its p.-a. system nightly. Same announcement was aired as spots over local radio stations. This was backed up with space in daily newspapers and outdoor billboards. To assure proper deejay exploitation, the dancery threw a private "preview" cocktail party a week prior to band's opening inviting all spinners as well as disk dealers.

Decca co-operated with special dealer windows heralding the new band, while Berle Adams, Gray's p.m. at the time, hired press agent Red Doff to handle press and deejay plugs. However, Gray's success here cannot be attributed entirely to the drum beating campaign, for Palladium General Manager Earl Vollmer contends dancery is enjoying repeat biz. Following the Palladium stand, Gray returns to his CBS airshow the first week in September.

## Martin Frames Ork From TV Talent Seg

HOLLYWOOD, Aug. 5.—With the temporary fadeout of his *Band of Tomorrow* video show Wednesday (9), Freddy Martin will have finished building a complete band composed of members unearthed via the tele talent quest seg. Still to be picked is a fem vocalist, with final choice to be made on the wind-up show. Ork now numbers 14, including three trumpets, one tram, four saxes, five rhythm (including marimba) and male vocalist. Band goes into the Palladium September 5 as intermission group with Frankie Carle, and will wax for RCA Victor. Tele show is expected to return with a sponsor in the fall.

# Diskeries' Profits on the Rise

## Cap's 5 Million 1st Half Tops '49 by 350G

### Greater Gains Seen

HOLLYWOOD, Aug. 5.—Capitol's sales during the first half of 1950 topped its biz for the same period last year by more than \$350,000. Sales this year totaled \$5,489,990 as compared to the first six months of 1949 which amounted to \$5,138,684. As a result of the boost in biz, company's net loss after taxes during this period was only \$64,823 as compared to \$246,717 in the corresponding months of 1949.

During the full year of 1949, firm showed a profit despite its losses of the first six months. According to Prexy Glenn Wallichs, Capitol is expected to return a greater profit during the full year of 1950 than it did the previous year. The Coast major's prexy said biz has settled as a result of public becoming accustomed to the three speeds. He recalled that Cap was the first major to go to three speeds and pointed to Decca's recent entry into 45 r. p. m. ranks as another step in stabilizing the three-speed disk.

## Artie Valando To Barton Music

HOLLYWOOD, Aug. 5.—Artie Valando, presently with brother Tommy's Laurel Music, will leave the firm to become general professional manager of Barton Music. Ben Barton, pubbery head, will add a man in New York to work with Valando. Firm will concentrate on *Take My Love* and the Lester Leed Dan Shapiro score of the forthcoming Universal-International (U-I) pic, *Wyoming Mail*.

Ben Miller, with Laurel in Chicago,

## U. S. Sees Shellac in Comeback In View of Its Price Decline

WASHINGTON, Aug. 5.—A comeback for shellac in disk-making is seen by Commerce Department officials here as a definite possibility in view of the ingredient's declining price and increasing availability. The situation is seen as vastly enhancing the already good prospects for disk-making supplies (*The Billboard*, August 5) despite shortages elsewhere created by the Korean situation.

Shellac prices, Commerce revealed, have dropped around 15 per cent from last year and are now around prewar levels. The use of shellac in making records has greatly fallen off, officials said, with only about 1,000,000 pounds of shellac used last year as compared with 10 times as much a decade ago.

"In 1949," a Commerce spokesman said, "the price of shellac was too high to compete with synthetics, especially when it is considered that most synthetic materials make unbreakable or at least break-resistant records."

The dropping shellac price combined with the recent inching up of vinyl costs may result in a trend toward greater use of shellac in disks over the next year, it was stated.

## Carle Pops

NEW YORK, Aug. 5. — The Chicago Edgewater Beach Hotel is full of suckers. Most of them, however, are of the candy variety. Orkster Frankie Carle, pushing his RCA recording of *Lollipop Ball*, has been giving away tremendous quantities of for-real lollipops to patrons of the spot, many of whom are apparently becoming addicted. The giveaway stunt also includes a number-drawing, with winners receiving free copies of the disk.

## Snyder to Para For Three Wks.

CHICAGO, Aug. 5.—Bill (*Bewitched*) Snyder, whose Tower dicking of the Rodgers and Hart ditty spurred the revival of that tune, opens at the Paramount Theater, New York, October 11 for three weeks with a one-week option. MCA execs here have promised Snyder a New York hotel to follow.

Snyder, who was rehearsing his new 14-piece hotel-type ork when he played the Chicago Theater for two weeks here in mid-July, really debuts the crew at Lakelawn, Delavan, Wis., August 16-21; followed by Walled Lake, Mich., the outdoor spot, August 23-28, and Peony Park, Omaha, August 29-September 4. In order to make the Paramount date Snyder had to drop a slated seven-week stay at the Edgewater Beach Hotel here, where he was to have opened September 11.

Snyder has also inked with J. J. Robbins to do a series of his piano interpretations for a soon-to-be published folio. Book will be first of a series of Snyder-stylings.

transfers to Hollywood to replace Valando. Artie, who leaves Laurel with brother Tommy's blessings, has acquired 25 per cent of the Barton pubbery stock.

## Boff July Is Decca's Sign For Great Yr.

### Mo. Fattens Weak Till

NEW YORK, Aug. 5.—Following its first profitable July in a number of years, Decca Records at this point is running up a larger net profit for the year than it was this time in 1949, according to the diskery's prexy, Milton R. Rackmil. Rackmil also believes that the diskery can wind up the year ahead of the 1949 figures if the last quarter follows the same patterns it has taken in the previous years and if the government doesn't clamp down record production restrictions.

Rackmil's statements coincided with the diskery's release of its financial statement for the first half of the current year. Decca showed net earnings of \$360,582 for the first half of this year. This equals 46 cents per share of the 776,650 shares of capital stock outstanding on June 30, 1950. As compared to the same period last year, these figures represent a drop of four cents per share for the half. Last year the diskery earned \$390,647 or 50 cents per share.

### Long-Play Business

Tho Rackmil did not disclose the diskery's gross sales for the first half, he revealed that Decca and its subsidiary Coral and Brunswick labels did 13 to 15 per cent of their business in long-playing records. He stated that the LP business had dropped off in June and July but evidence of a revived long-play activity were beginning to show in the first days of this month.

Decca's July was sparked by smash sales accomplished with a pair of diskings, Gordon Jenkins' coupling of *Goodnight, Irene* and *Tzena, Tzena, Tzena* and the Bing and Gary Crosby pairing of *Sam's Song* and *Simple Melody*. Both of these diskings have zoomed into the half-million mark in the middle of the traditionally slow-paced summer business. It was estimated that the diskery's net earnings for July will be about 20 per cent better than they were for the same month last year. Last July, Decca was thickly enmeshed in its 50 per cent discount inventory sale and scored a hefty gross sales figure tho the month ended on the red side of the ledger for the company.

Meanwhile, Decca's first 45 r.p.m. disks reached distributors' hands Thursday (3). The diskery's initial orders, which originally were not skedded for shipment until around August 15, are far beyond the company's expectancies.

## "Elsie" Tees Off London Kidisks

NEW YORK, Aug. 5.—London Records' children's disk program gets under way this week with the first shipment of *Elsie and Elmer Out West*. The set is based on adventures of Borden Milk's Elsie, the Cow character. Within two weeks the diskery will also release five new items cut in England. All of the kidisks are pressed on 45 and unbreakable 78 r.p.m. platters, and all are pressed in the diskery's English plant. Packaging is handled here.

Another set in the Elsie series, *Elsie's Favorite Nursery Rhymes*, is now in production.

# LP's Factor in Disk Output Drop

## Many Tunes On Platter Called Reason

250 Million Less Than '45

WASHINGTON, Aug. 5.—Unit disk production this year will probably slide off from an estimated 250,000,000 last year, chiefly because of the rising sales of LP's, Commerce Department statisticians told *The Billboard* this week. It was explained that the pressing of a number of tunes on a single platter would undoubtedly decrease the total number of disks produced.

The estimate on 1949 production, the first to come out of any federal agency, was a substantial 25 per cent increase over the 1948 estimate of 200,000,000 disks. The increase would probably have been greater had it not been for the introduction of LP's last year.

The gain last year, however, failed to bring production up to the 1947 level of 310,000,000 disks. No estimate for earlier years is available.

It was emphasized that the estimates are not necessarily endorsed by Commerce Department as an official agency calculation since they are a projection of data on value of industry production collected by the Census Bureau during the 1947 census of manufacturers. A spokesman said, however, that the estimates are pretty close to those made by industry leaders.

The drop in production from 1947 to 1948 is in line with the trend of Internal Revenue Bureau collections from the disk tax. The gain from 1948 to 1949, however, is not borne out by Revenue Bureau collections which were slightly less in 1949 than in 1948. There are a couple of possible explanations for the discrepancy. One is that Commerce estimates are based on production, while the Bureau collects on sales only. Also, Commerce estimates as well as actual census counts on various items are frequently higher than would be suspected from tax collections. Congressmen occasionally point to such occurrences in suggesting that the tax agency check a little closer on returns.

## Corwin Returns To Band Policy

HOLLYWOOD, Aug. 5.—Sherrill Corwin's Orpheum Theater, which tried to lure biz with vaude, is returning to a one-a-month band show policy. First show will feature Count Basie on August 24 with Lionel Hampton already set for a mid-September date.

Management feels that the policy will hypo biz. House may possibly boost the number of shows per month if biz warrants.

## "Do I Worry?" Doubles in Wax

NEW YORK, Aug. 5.—Southern Music's revival of *Do I Worry?* has cued a unique disk coupling by Columbia. The release, to hit the market within three weeks, carries two versions of the tune back to back.

Both renditions were cut back in 1939 when the tune first hit.

One side is by Dick Jurgens, with vocal by Eddy Howard, regular warbler with the band then. The flip is by the Claude Thornhill ork.

## Bell Bros. Ring Up Cash by Dub of Customers 78s Onto LP

NEW YORK, Aug. 5.—One day after Columbia Records announced its LP platters, Joe and Max Bell, who operate the Bell Music Box, local disk shop, saw a future in duplicating their customers' shellac collections on long-playing records. Since that day, the Bell brothers have concentrated their efforts on that end of the business and it has paid off.

The shop is equipped with two turntables and recording heads that are kept busy all day long in transferring collectors' disks to the new speed. One customer has duplicated

his collection of over 8,000 disks, another is in the process of switching over 5,000 platters, and many schools and libraries are taking advantage of the Bell service.

Prices charged for the duplicating are at a level with standard LP prices, but the Music Box owners have developed their own techniques and some of their own equipment so that they can get more music per side than most LP's offer. For \$3.85 the Music Box will transfer 12 10-inch or eight 12-inch platters brought into the shop on a single 10-inch LP record. For \$4.85 the customer can have recorded 16 of his 10-inch disks or 12 12-inch disks on a single 12-inch LP. Under the technique developed by the brothers, they get 264 lines per inch.

The basic equipment used by the Music Box is made by Rek-O-Kut, with several design changes developed by the Bell brothers. The amplifier used is a "souped-up amp" originally taken from an Aerion juke box.

The brothers first entered the retail record business in 1941 when they added \$5 worth of used disks to their stock of used magazines and books. Eventually the disks took over all the space of the small store which still does a good business in selling pop, classical, foreign language, jazz and folk records. Spanish disks are heavily featured, since the brothers were raised in Cuba.

### Personal Collection

Since 1941 the Bell brothers also have been building their own personal disk collection to the point where it now totals over 40,000 disks. Among the rare items in the Bell collection are complete diskings of *The Beggar's Opera*, Berlioz' *Damnation of Faust*, *Manon* and Monteverdi's *L'Orfeo*. The Bells claim to own every complete opera that has ever been recorded. Their jazz collection includes ancient diskings by Louis Armstrong, Bix Beiderbecks, Bessie Smith and King Oliver. They also claim to own one of the extremely few recordings of Rudolph Valentino.

The Bells' collection of Spanish records and their familiarity with the language led them into another field of the music business a few years ago. They started placing juke boxes in Spanish-speaking locations. At present, Joe operates the retail end of the business, while Max devotes his time to handling the route of 50 music machines.

## Victor Plugging "Treasure" Via Kidisk Album, TV

NEW YORK, Aug. 5.—The co-operative exploitation program instigated by RCA Victor and Walt Disney in conjunction with *Cinderella* late last year will be followed once again with *Treasure Island*. The flick, based on the Robert Louis Stevenson story, is Disney's first effort featuring all-live actors, and Victor's kidisk picture album follows the film closely. Mopet star Bobby Driscoll is featured in both.

During the past month there have been preview showings in key cities for record dealers, and ready-made mats and window display materials have been shipped. The drive will hit its peak in September with heavy radio coverage and an opportunity for dealers to participate in Disney's national treasure hunt, which offers \$500,000 worth of prizes thru tie-ups between local newspapers and merchants.

Victor's contribution to the push will be channeled mainly thru radio and TV. The album will be plugged on the *Kukla, Fran and Ollie* show; the *Children's Storytime* program, which goes out on 85 stations, plus a new morning RCA Victor-sponsored show starting in September. There will be spot announcements over six NBC-affiliated stations in as many key cities. Victor will also run weekly bulletins in its house organs, and will send out a series of teaser postcards advising dealers of the coming loot.

## Int'l Files Against Hill & Range, Wills

NEW YORK, Aug. 5.—Charging that *Rag Mop* is an infringement of International Music Company's unpublished tune, *Get That Mop*, written in 1946 by Henry (Red) Allen, International this week filed suit in U. S. District Court seeking an injunction against Hill & Range, Inc. and Bob Wills Music Company. *Rag Mop* was published and recorded by the defendants in 1950.

Complaint also charges Decca and its subsidiary label, Coral; Capitol, RCA Victor, London Gramophone Corporation, Mercury Records, Regal Records and Bullet Recording & Transcription Company with alleged infringement.

In addition to the injunction, suit asks for damages sustained, plus an accounting of profits derived from the alleged infringement. It is also requested that copies and molds of the tune be impounded for duration of the suit.

## Lee Gillette Shifting To Capitol Pop Dept.

HOLLYWOOD, Aug. 5.—Lee Gillette, Capitol Records' Western artist and repertory director, transfers to the pop department to work with Lou Busch and Jim Conkling, Cap vice-president, according to an announcement by the latter. Gillette temporarily will retain supervision over some of the artists he retained in the Western-hillbilly field—these artists being specifically those who also have a pop following.

Western-hillbilly department will be supervised by Dee Kilpatrick, who headquarters in Nashville, center of this music category. Ken Nelson, who has supervised Western-hillbilly talent on Capitol transcriptions, becomes publishers and artists' contact on the West Coast. No lessening of Coast Western-hillbilly cutting is envisaged, and Gillette will temporarily assist Nelson in any advisory capacity.

## Playhouse Ups LP's to \$1.49

NEW YORK, Aug. 5.—Donald Gabor has discontinued his 99-cent Playhouse long-play line, but will retain the label for new LP's in three price classes starting at \$1.49. The low-price series, including 23 disks, was first offered to distributors a little over two weeks ago. According to Gabor, the move was necessitated by the new shortage of raw materials, most notably vinyl. He will, however continue with his 99-cent Remington series, which is sold direct to chain and department stores.

Gabor has now organized his three labels along these lines: Continental will specialize in LP classics, mainly unknown works performed by name artists, and retailing at \$3.85 and \$4.85. Playhouse, which like Continental will be sold thru distribs, will have a 10-inch pop series at \$1.49, a 10-inch classical line at \$1.99, and a 12-inch series at \$2.49. Material in the longhair series will be drawn from reasonably well-known works, most of which are now available on regular price labels.

Remington, which sells direct to key stores, will keep its pop disks at 99 cents, and its classics at \$1.49 and \$1.99 for 10 and 12-inch respectively. Repertoire will consist almost entirely of pop-classic "warhorses."

Gabor left for the Coast Friday (4) to line up new department store accounts there and in Texas.

## Smith Bags Foreign Music Sound Tracks

HOLLYWOOD, Aug. 5.—Jack Smith returns to the Coast August 8 from an European trip, toting with him music sound tracks of eight songs recorded in Paris by Bernard Hilda's ork. Material was cut to Smith's specifications with the crooner to dub in voice tracks in Hollywood.

Platters were made as an independent venture, with Columbia Records holding first refusal rights. If tunes entice Columbia, diskery will release in album form.

## JOYCE WEST'N JAMBOREE

PHILADELPHIA, Aug. 5.—With his booking stable rich in Western recording names, Jolly Joyce, local talent agency head, has whipped together an RCA Victor Western Jamboree for park, fair and celebration bookings. For the name-studded unit, Joyce has put together Elton Britt, Rosalie Allen, Texas Jim Robertson and Jesse Rogers and the 49'ers. Attractions are being booked individually and collectively with Elton Britt and Rosalie Allen serving as a boy-belle folk team for selected bookings. Bookings for the entire "Jamboree" unit are being confined to August and September dates.

## Sherman and Howe Form Cleffer Team

HOLLYWOOD, Aug. 5.—Veteran tunesmith Al Sherman, who penned *You Gotta Be a Football Hero*, among others, has teamed up with George Howe, whose cleffing of *Down the Lane* is currently riding the air waves. New team has started off by peddling five tunes to as many different publishers in the last several weeks.

New Sherman-Howe sales include *Aunt Martha's House*, bought by Walt Disney Music; *Acapulca Polka*, Henry Spitzer Music; *Why Pretend*, Jewel; *The Polkarina*, George Simon, and *It's So Easy To Break a Heart*, peddled to Southern Music. A sixth tune, *The Pigskin Polka*, is still unplaced but has been cut by Gordon MacRae and Frank De Vol on Capitol.

Sherman's long list of credits includes such vintage pieces as *Potatoes Are Cheaper*, *Save Your Sorrow* and *Over Somebody Else's Shoulder*.



# DON CHERRY

SINGS

## THINKING OF YOU

and

## HERE IN MY ARMS

DECCA 27128 AND \*9-27128

Other Don Cherry Favorites

The 3rd Man Theme  
Mona Lisa  
with VICTOR YOUNG  
Decca 27048 \*9-27048

Our Very Own  
Mad About You  
with VICTOR YOUNG  
Decca 27067

Just Say I Love Her  
with ARTIE SHAW  
Decca 27085

\*Indicates 45 RPM version

### SPECIAL RELEASES

At Sundown (When Love Is Calling Me Home)  
Snooky Ookums  
FRANKIE FROBA and His Boys  
Decca 27142 \*9-27142

Do I Worry?  
This Is the Last Time (I'll Cry Over You)  
RUSS MORGAN and His Orch.  
Decca 27160 \*9-27160

Can Anyone Explain? (No, No, No!)  
If I Had a Magic Carpet  
DICK HAYMES  
Decca 27161 \*9-27161

Pink Champagne  
Well Oh Well  
LIONEL HAMPTON and His Orch.  
Decca 27164 \*9-27164

Yesterday  
We're Gonna Rock  
GUNTER LEE CARR  
Decca 48170 \*9-48170

\*Indicates 45 RPM version

### BEST SELLERS

Play a Simple Melody  
Sam's Song (The Happy Tune)  
GARY CROSBY and FRIEND  
Decca 27112 \*9-27112

Goodnight Irene  
Tzena Tzena Tzena  
GORDON JENKINS and His Orch.  
Decca 27077 \*9-27077

The 3rd Man Theme  
The Cafe Mozart Waltz  
GUY LOMBARDO and His Royal Canadians  
Decca 24839 \*9-24839

Mona Lisa  
The 3rd Man Theme  
DON CHERRY and VICTOR YOUNG  
Decca 27048 \*9-27048

I Wanna Be Loved  
I've Just Got to Get Out of the Habit  
ANDREWS SISTERS and GORDON JENKINS Orch.  
Decca 27007 \*9-27007

Count Every Star  
If You Were Only Mine  
DICK HAYMES and ARTIE SHAW  
Decca 27042 \*9-27042

Steal Away  
Just a Closer Walk with Thee  
RED FOLEY  
Decca 14505 \*9-14505

Mississippi  
Old Kentucky Fox Chase  
RED FOLEY  
Decca 46241 \*9-46241

Throw Your Love My Way  
Give Me a Little Old Fashioned Love  
RED FOLEY  
Decca 46243 \*9-46243

The Natural Facts  
I Heard My Mother Call My Name  
SISTER ROSETTA THARPE and SAM PRICE TRIO  
Decca 48166 \*9-48166

\*Indicates 45 RPM version

### COMING FAST

La Vie En Rose  
I Cross My Fingers  
BING CROSBY  
Decca 27111 \*9-27111

La Vie En Rose  
It All Begins and Ends with You  
GUY LOMBARDO and His Royal Canadians  
Decca 27127 \*9-27127

Sometime  
I Was Dancing with Someone  
INK SPOTS  
Decca 27102 \*9-27102

Our Little Ranch House  
Here, Pretty Kitty  
GUY LOMBARDO  
Decca 27092 \*9-27092

Blue Light Boogie—Part 1  
Blue Light Boogie—Part 2  
LOUIS JORDAN  
Decca 27114 \*9-27114

\*Indicates 45 RPM version

Just Say I Love Her  
I Love the Guy  
ARTIE SHAW  
Decca 27085

Goodnight Irene  
Hillbilly Fever #2  
RED FOLEY and ERNEST TUBB  
Decca 46255 \*9-46255

I Still Get a Thrill  
Roses  
DICK HAYMES with 4 HITS AND A MISS  
Decca 27008 \*9-27008

La Vie En Rose  
C'est Si Bon  
LOUIS ARMSTRONG  
Decca 27113 \*9-27113

Our Lady of Fatima  
The Rosary  
RED FOLEY  
Decca 14526 \*9-14526

### WATCH THESE

Cherry Stones  
All Dressed Up to Smile  
EVELYN KNIGHT with RAY CHARLES SINGERS  
Decca 27103

You Dreamer You  
Beloved Be Faithful  
RUSS MORGAN  
Decca 27006

I've Got the World on a String  
Peas and Rice  
ELLA FITZGERALD  
Decca 27120

All My Love (French Title "Bolero")  
The Swiss Bellringer  
GUY LOMBARDO  
Decca 27118 \*9-27118

There Will Never Be Another You  
Can't We Talk It Over  
ANDREWS SISTERS  
Decca 27115 \*9-27115

All My Love (French Title "Bolero")  
The Friendly Islands  
BING CROSBY  
Decca 27117

The Tunnel of Love  
Why Fight the Feeling  
MILLS BROTHERS  
Decca 27104 \*9-27104

\*Indicates 45 RPM version

# AMERICA'S FASTEST SELLING RECORDS!



## Rainbow Plugging Buddy Williams Ork

NEW YORK, Aug. 5. — Buddy Williams's ork, the crew which has been accorded a strong promotion campaign by Rainbow Records, this week was inked to a management pact by General Artists Corporation (GAC) following a succession of brisk agency bidding for the new young band's booking papers. Williams, who doubles as musical director for the independent Rainbow label, reportedly signed a short term pact with the agency.

Williams's band is being heralded by the diskery as the "new sound" in dance music. His ork is composed of an unusual combination of instruments, with a double-bell euphonium section accounting for the diskery's claim that Williams's is a "different" sounding band.

GAC, in inking Williams, thus continues its policy of laying heavy concentration on young orks. The agency's last ork property acquisition in this direction was the Ralph Flanagan band, whose crew has been scoring sizable returns in several months on the road.

The Williams ork is sponsored and is being promoted by the Rainbow diskery, owned and operated by Eddie Heller.

## Record Men Going Round and Round; 2 New R.P.M.'s Due

NEW YORK, Aug. 5.—Definite proof was given this week that the record industry is not one to hold back progress as two (count 'em) additional disk speeds became a distinct possibility. And the trend appears to be toward reducing the revolutions per minute so that industry heads can spin at approximately the same rate.

The Wagner-Nichols Company, local custom recording outfit, is planning to introduce a line of 14 r.p.m. platters in the form of "talking books"—readings of best selling novels. While company officials were not available for comment, it was learned that the firm has completed development of the disks and is presently working on a compact record playing unit to handle the platters.

The second possibility of a new record speed has already been pooh-poohed by tradesters, who were mystified last week when Zenith Television prexy, E. F. McDonald Jr., talked about a "new speed" to the company's stockholders. The Zenith speed is said to be 16 r.p.m. Rumors, however, still persist that McDonald "knows a lot more than he's saying."

The typical industry reaction to the two new speeds is best epitomized by the famous line of the late Major Bowes, "Round and round she goes and where she stops, nobody knows."

## Jazz a Smash in Philly

PHILADELPHIA, Aug. 5. — With spot bookings proving profitable, Lee Guber is making a home here for the two-beat Dixieland and old-time jazz at his Rendezvous nitery in the Hotel Senator. While the mid-town room has been featuring the recording singing names for several seasons, bookings in recent weeks of various Dixieland combos revealed a lively market for such musical beats among the town's bon vivants. Big Chief Moore is winding up a successful run tonight and Guber has Jimmy McPartland first-timing it in this town August 7.

For the start of the new season in the fall, Guber already has inked Wingy Manone for an October 7 starting, with Sidney Bechet set to follow upon his return from Europe.

## Oriole Promotes Jukes

CHICAGO, Aug. 5. — The newly formed Oriole Record company here announced last week thru Bud Brandon, owner, and Boyce Smith, a. and r. head, expansion of its talent roster and the inauguration of a special juke box promotion. Label, which retails for 79 cents, has contracted with RCA to do its pressing. Following the signing of Danny O'Neil, Oriole has placed under contract vocalists Elaine Rogers, Jeanine Sheurwood and the Meadowlarks.

Juke box promotion is being accomplished in two ways; special gummed stickers, 1½ inches wide and 3 inches long which carry label, tune and artist names placed on record compartment windows, and white and blue title strips. Both are furnished operator customers without cost, Brandon stated.

## PIONEER LABEL BOWS

DETROIT, Aug. 5.—Another new independent label debuted here Monday (31) when Pioneer Records brought out its first release, *Double-Up*, backed by *No Mama, No Papa*, with the Bobbie Stevenson Trio, idolized by many advanced jazz fans, and Pat Morris, vocalist.

Pioneer is working on a national distribution set-up, with Cadet Distributing Company handling Michigan and Ohio. Company is owned by

## Ellington's Tempo Music Reactivated

NEW YORK, Aug. 5. — Tempo Music, Duke Ellington's own publishing house, is being reactivated following several years of virtual inactivity. The offices are under the management of Mildred Dixon. Duke's sister, Ruth Ellington James, and his son, Mercer, will take an active part in the operation.

The Tempo catalog includes such standards as *Flamingo*, *Take the A Train* and *Perdido*. The last named, with a new set of lyrics by Harry Lenk and Ervin Drake, will be the first plug.

Tempo is affiliated with the American Society of Composers, Authors and Publishers (ASCAP).

## Bart Suit Asks 25G For Pictorial Work

NEW YORK, Aug. 5.—Warbler Jan Bart this week filed suit in Supreme Court against Pictorial Ventures, Inc., and Marty Cohen, asking \$25,000 for services rendered. Bart, who asks for examination of the defendants, states that in the summer of 1949 he was hired to perform in the film, *Catskill Honeymoon*. Bart alleges he attended rehearsals and made recordings, but as yet has not been paid.

Defendants make a general denial, but in defense claim that Cohen had made the agreement with Bart, with the latter agreeing to accept 2 per cent of the net profits for his services.

## WEAKENED BILL

(Continued from page 3)

eliminate the controversial amendment. If it is to come out of HR 6000, one House will have to vote to reject the compromise version and send it back to conference with instructions to its own conferees to insist on striking out the provision. If the conferees of the other body fail to agree, then HR 6000 will die in conference.

The first test will come Thursday (10), when the House is slated to consider the conference report on the bill. It is considered likely that the House will accede to the President's wishes, since the provision was inserted by the Senate in the first place.

Besides extending coverage and raising benefits, HR 6000 affirms the Supreme Court decision outlawing the Form B contracts of the American Federation of Musicians (AFM). The present practice of making the band leader responsible for sidemen's Social Security and withholding tax would be continued under the bill.

## ARMED FORCES RADIO

(Continued from page 3)

ington officials have loosened purse strings to provide morale boosting broadcasters.

Assuming that additional overseas receiving and transmitting stations will be required, AFRS is stockpiling materials and equipment to set up stations on short notice when required. First such portable station already is operating in Pusan, key Korean defense point.

Current AFRS output totals 50 hours weekly, with outfit broadcasting news, sports and features on a 14-hour day. Colonel Wright said no large-scale drafting of reserve officers and personnel from the radio industry is in the immediate offing but that radio-trained officers will be called on a basis of selectivity and skills required. Local reserve AFRS unit, commanded by Lt. Col. Mark Finley (head of public relations for Don Lee network) includes many top radio and video execs employed here, and nucleus of any expansion will come from this contingent.

Bert Kriechman, songwriter, and Irving Ziedman, formerly a salesman for Mercury Records and a former State representative for Varsity Records.

## AFM in "Boost Pitt" Program

CHICAGO, Aug. 5.—Prexy Hal C. Davis and the brass of the Pittsburgh Musical Society, American Federation of Musicians (AFM) Local 60, this week started what is intended as a series of boost-Pittsburgh-musikers' auditions for out-of-town booking agents.

During an eight-hour audition period Monday (31), set up by Davis at the William Penn Hotel, Lloyd Labrie and Cliff Myers, of McConkey Artists Corporation, New York and Cleveland offices, respectively, auditioned 14 different Smoky City units and musical acts and, later that evening, visited a number of local lounges with the AFM prexy.

Davis said that he feels such auditions, sponsored by the Local, will assist in keeping his Pittsburgh members off the unemployment rolls. The entire cost of the auditions was assumed by the Pittsburgh AFM group. Davis said that similar auditions were conducted for reps of MCA during the depression.

Davis said that other agents' groups will be invited to attend similar audition periods during the next three months.



**THE LITTLE GENERAL**  
says ...  
HELP YOURSELF TO  
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WITH  
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SPOONS"  
BY  
BOB HANNON AND JOHNNY RYAN  
Decca 27105

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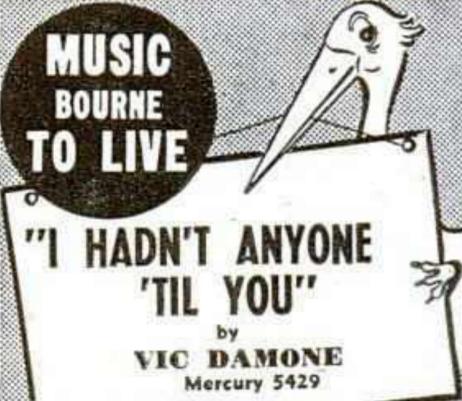
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Kay Brown ..... Mercury  
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"I HADN'T ANYONE 'TIL YOU"  
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"SUMMER STOCK"  
starring Judy Garland and Gene Kelly

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**IF YOU WERE MY GIRL**  
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The Hottest Man on Ice  
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# MUSIC—AS WRITTEN

## Macy's Revamping Music Center

Macy's, New York, is understood to be planning a revamp of the entire music center in its department store. Reason is that the new disk speeds require new merchandising and display techniques. Budget is not yet set for the revamp, but it's understood to be a heavy one.

## Kirsten Signs for Caruso Film

Opera star **Dorothy Kirsten** has been signed for a lead role in the forthcoming MGM flick, "The Great Caruso," starring tenor **Mario Lanza** in the title role. Miss Kirsten has just completed work on the Paramount film, "Mr. Music," which also stars **Bing Crosby** and **Peggy Lee**. Between the termination of her Victor contract and her subsequent signing with Columbia, Miss Kirsten cut an album of tunes from the latter flick with Crosby for Decca. Lanza is an RCA Victor artist.

## IG Offered to Name DeVol's Dance Crew

A \$1,000 listener-deejay contest to name **Frank DeVol's** dance ork will be launched in conjunction with batoner's Capitol couplet, "Dream Awhile" backed by "Powder and Paint." To be known as the "Name the Frank DeVol Band Contest," it will pay listener sending in the best band tag \$500, with ditto amount going to deejay relaying winning letter.

## Vets' "Garden of Stars" Skedded September 20

In an effort to raise \$100,000 for the New York Department of Disabled American Veterans, the "Garden of Stars" night will be held September 20 at Madison Square Garden. Name talent from all fields of entertainment is being asked to participate. **Dick Linke** is handling radio and press publicity.

## Robin Hood Dell Take Down Only 5%

Altho hit hard by bad weather, Philadelphia's Robin Hood Dell, which completed its seven-week alfresco concert series last week, will run only 5 per cent less than the estimated budget for the season. Rain and threats of rain caused postponement of 12 of 18 scheduled concerts. **Frederic R. Mann**, Dell prexy, estimates that the deficit will only be between \$5,000 and \$10,000. Insistence of **Oscar Levant** to continue with a concert in the face of rain resulted in the biggest loss for the Dell for any one night. However, Levant returned \$1,000 of his fee to help cover the loss.

## New York:

**Milton Shrednik** has resigned as music director of KOA, NBC's owned-and-operated station in Denver. **Eddy Rogers**, violinist, composer and conductor, replaces him. . . . **Elliott Lawrence's** ork is booked into **Pleasure Pier**, Galveston, Tex., August 18-September 4; **Circle Theater**, Indianapolis, September 7-13; **Coney Island**, Cincinnati, September 15-16.

**Larry Green** and his ork will head west for the first time to play a date at the **Hotel Ambassador's Coconut Grove**, Los Angeles, beginning September 12 for four weeks. . . . **Mack Wolfson**, former song plugger with **Knickerbocker Music**, has formed his own pubbery, **Cavendish Music**. The new firm's first song is "The Man in the Moon," cleffed by **Jim Moorehead**, who wrote "Sentimental Me." Firm is licensed thru **ASCAP**. . . . **Decca Records' West Coast musical director, Sonny Burke**, arrived here last week for a two-week stay. . . . Next bill at the **Capitol Theater** here, due August 17, packages **Gene Krupa's** band and thrush **Connie Haines**. . . . **Sally and Marvin Clark** switched to **Abbey Records** from the London label. . . . **Columbia Records** and **Nat Shapiro**, the crooner's newly appointed wax exploitation man, threw a cocktail party for spinners and press on behalf of **Frank Sinatra**, at **Toots Shor's** August 2.

**Don Simpson**, bass player with **Gene Krupa's** ork, has left to join the army, reporting in **Des Moines**, his home town. . . . **Sonny Dunham**, currently vacationing on his sailboat off **Long Island** with his manager, **Shedd McWilliams**, resumes his maestro chores at **Sunnybrook ballroom**, Pottstown, Pa., August 19.

**Larry Darnell**, **Regal Records** artist closing at the **Savoy ballroom**, New York, heads for the **Lyric Theater**, Lexington, Ky., opening there August 9, prior to moving on to **Louisville**, where he will do a three-day date at the **National**.

**Herman Lubinsky's** **Savoy** diskery has obtained a number of **Jimmy Scott** masters from private sources. . . . **Trombonist-maestro Bobby Byrne** takes his band into the **Paramount** for two weeks August 16. . . . **Max Goberman** has resigned his post as music director of the **Ballet Theater** and canceled plans to make the **European** tour with the company. . . . **Columbia's** pop artists and repertoire chief, **Mitchell Miller**, is featured oboe soloist in **Columbia's** forthcoming issue of the **Paul Bowles** "Concerto for Two Pianos, Woodwinds and Percussion." The longhair work, conducted by **Daniel Saidenberg**, also features clarinetist **Reginald Dell**.

## Chicago:

**Aragon** and **Trianon** ballrooms, which have aired over **Mutual** for 20 years, and which were probably the oldest band remote accounts on the web, switched to **CBS** last week. . . . **Mary Kaye Trio** and **Columbia** disks have parted company. **Bill Burton**, p.m. of the group, is shopping for a new wax alignment. . . . **Nancy Evans**, chirp with **Wayne King** for the past five and half years, has ankled the **Victor** recorder's ork to set up her own **TV production office**. **Jackie Van** replaces her. . . . **Eddie Gilmartin**, manager of **Rinella's Dutch Mill Ballroom**, **Delavan Lake, Wis.**, reports that all previous biz records at the summer dancery have been shattered during the last three weeks by bringing in **Divena**, the underwater underdressed. The terperky presents three shows per night at intermission periods, with her tank set up at the end of the ballroom opposite the bandstand.

**Rich-R-Tone Records**, of **Johnson City, Tenn.**, is starting to ink rhythm and blues artists. First release will be by the **Happy Gospel Singers**, of **Greenville, S. C.** . . . **Vic Schroeder** and **Carl Fox**, of the **Holiday Ballroom**, **Joplin, Mo.**, are earnestly fostering a square dance night once a week. Duo inked **Ernie Boucher**, writer of square dance books, to teach novices

the steps. . . . **Jimmy Wakely** inked a seven-year deal with **Standard Radio Transcriptions**, calling for 40 songs a year. . . . **Coral** has appointed **Tell Music**, **Madison, Wis.**, to cover that region for the label. . . . **Paul Moorhead**, who recently purchased **Vic Schroeder's** agency, **Omaha**, has changed the name to the **Paul Moorhead Agency**. . . . **Lee Penny**, the **Coast** songwriter, has formed his own diskery, **Trianon**. First release, "Tamburitza Boogie," is by a **Slovenian** group. The label will go into **h. b.** and **Western** disks soon. . . . **Howard Leroy** inked a management pact with **MCA** and is working the **Hilton** chain, currently at the **Dayton (O.) Biltmore**. . . . **Disk jockey Eddie Hubbard**, whose **WIND-ABC Club** is the oldest established show handled by the same jockey locally, is expanding his **ABC** record store survey from 35 to 135 stores a week. Stores will be called three times per week as to their top selling disks, which will be plugged nightly over the air. In addition, stores will be given advance notice of **Hubbard's** weekly plug tune. . . . **Lawrence Duchow** has asked **Victor** for his release. The **Wisconsin** maestro recently did a week's battle of bands with **Harold Loeffelmacher** and the **Six Fat Dutchmen**. . . . **Bill** ("Be-witched") **Snyder's** wife was, until their marriage five years ago, music critic of the **Boston Hearst** papers under the monicker **Ruth Marsters**. . . . **Tower Records** has named **Dunbar**, of **Dallas, San Antonio and Houston** as its **Texas** rep. . . . **Tiny Hill** brings his 11-piecer back to the bandstand, starting **September 1**. Hill spent the summer on his **Colorado** ranch. . . . **Capitol Lounge** back to jazz names, with **Georgie Auld's Quintet** opening **August 21**. Spot was using novelty units and acts. . . . **Norm Stepp**, of **MCA's Dallas** office, visited here last week. . . . First booking casualty of the **Korean** skirmish scare reported was two **GAC** dates booked at **Scott Field, Illinois Army Air Base**. Commanding general notified **Bill Polk**, **GAC** one-night booker, that he would have to cancel **August 4** and **August 11** dates by **Tony Pastor** and **Clyde McCoy**, respectively.

## Philadelphia:

**Johnny Austin** first-timing it at **Wagner's Ballroom**, succeeding **Chuck Gordan** on the stand, with **Leo Zollo** set for a return trip. . . . **Al Francis** takes his trio to **Babette's**, **Atlantic City**, for the remainder of the summer. . . . **Red Ingle** first-times it in the city, opening this week at the **Click** to replace **Joe Frassetto**, and holds until **August 28** when **Louis Armstrong** comes in with his all-stars aggregation. . . . **Art Manas**, who has his unit at the **Embassy Cafe**, placed his "It's a Mystery to Me" ditty with **Mills Music**. . . . The **Four Keys** made a quick jump to **New York** to cut two sides for **London** with **Theresa Brewer** before jumping to the **Emerald Shobar** in **Wildwood, N. J.** . . . **Lee Morgan's** thrushing of "My Heart's Aflame" on the local **Top Tune** label gets special plugging by between-show plays at five center-city movie houses, the **South City Drive-In Theater** and in the lunchtime music at **Whelan's** center-city drugstore. . . . **Marty Kramer**, society bandman, will open a branch booking office in **Palm Beach, Fla.**, next winter. . . . **Frank Capano's** latest song creation in his personality series is "You'll Find a Pal in **Frank Palumbo**," dedicated to the local nitery op. . . . **Romeo Marek**, former 88-er with **Earl Denny** at the **Benjamin Franklin Hotel**, joined the **Art Manas** unit at the **Embassy Cafe**. . . . The **Ink Spots' Herb Kenny** to **New York** last week to cut more solo sides for **Aladdin** with **Eddie Messner** coming in from the **West Coast** to supervise the sessions.

## Hollywood:

Big question is will **Jerry Gray**, currently reaping record biz at the **Palladium**, hit the road as a dance band or stick to his **CBS** air show. His contract with **Campbell Soup's "Club 15"** takes him thru the first of the year. . . . **Benny Strong** at **St. Louis's Forest Park Highlands**. . . . **RCA Victor's Coast** artist-repertoire topper, **Henri Rene**, to wax **Tony Martin**, **Lisa Kirk** and **Spike Jones**. . . . **Spade Cooley** to celebrate his second anniversary on video with a shindig at his **Santa Monica Ballroom** **Saturday (12)**. . . . **Capitol**, which has borne down heavily on the hitherto unavailable classics, kicks off its next **Telefunken** release with four albums containing proven warhorse sellers: **Tchaikovsky's "B Flat Minor Piano Concerto"** (with **Conrad Hansen** and **Willem Mengelberg**). **Mengelberg** conducting **Richard Strauss's "Death and Transfiguration"** backed by "Till **Eulenspiegel**," **Bizet's "L'Arlesienne Suites"** (**Berlin Philharmonic Orchestra**), and an album of **Erna Sack** singing concert faves.

## HATCHET MEN CASH IN

(Continued from page 16)

free needles, player-record packages, grab bags and under-the-counter deals have been extensively used by retailers to counteract the recent slump in sales.

### Bonus Plans Help Cutters

The exchange program bonus plans of various manufacturers have made it far easier for the sharp-shooters to cut retail prices and still make the same profit. The manufacturers and distributors, however, have not felt the effect of the price cutting.

Despite the dealer complaints, a diskery exec insisted that promotional-minded retailers are not feeling the effects of the price cutters. "There's plenty of business at list prices for those dealers who will promote their shops and services thru newspaper advertising, direct-mail, window displays or just by being good businessmen," he said.

Trans-shipping by distributors would still keep the price cutters supplied, according to an indie sales manager who felt that canceling franchises would be ineffectual. Three of the firm's distribs were recently caught selling out of their territories, but several others are still suspected of trans-shipping.

## PRINTING COSTS RISE

(Continued from page 16)

product, used to bleach the paper, having risen three times in the last three months.

Printers, who state they haven't upped their prices since April, 1947, say they realize that a price rise at the present time would be bad for the business from a psychological point of view—what with the publishing industry making a strong effort currently to devise ways and means of hyping the merchandising and sale of sheet music. There are some indications, however, that business in the fall will be greatly improved. Publishers and their field men who have been out on the road report that from **Chicago west**, dealers are getting 40 cents for pops and 50 cents for standards. Too, some jobbers are placing the largest orders in a number of years. One pubber's rep, for instance, is known to have placed a \$15,000 stock order. Tunes which are stepping out, sheet music-wise, are not numerous, but some are doing well. Outstanding, of course, is **Cromwell Music's Goodnight, Irene**, which in 20 days has sold 250,000, including the rack. **Gordon Jenkins** disking of this, incidentally, has sold 600,000, with the **Red Foley** disk at 90,000.

# Wayne King



The  
Waltz  
King ...

plays ...

## "WALTZ OF THE WIND"

RCA VICTOR RECORD 20-3872

**TIPS**

Watch HUGO WINTERHALTER'S  
"FOGGY RIVER"

RCA VICTOR RECORD 20-3822



**RCA VICTOR Records**

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MUSIC POPULARITY CHARTS

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I

Billboard  
TRADE  
SERVICE  
FEATURE

## The Nation's Top Tunes

Based on reports received last three days of Week Ending August 4

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.

### HONOR ROLL OF HITS

(Trade Mark Reg.)

- | This Week   | Last Week |
|---|-----------|
| <b>1. MONA LISA</b>   | <b>1</b>  |
| By Jay Livingston and Ray Evans<br>Published by Famous (ASCAP)<br>From the Paramount film, "Captain Carey, U. S. A."<br>Records available: Dennis Day-H. Rene Ork, V 20-3753; H. James Ork, Col(78)38768, (33)1-588; N. "King" Cole-L. Baxter Chorus & Ork, Cap 1010; A. Lund-L. Holmes Ork, MGM 10689; C. Spivak Ork, London 619; V. Young Ork, Dec 27048; B. Cole, Capitol 1104; L. Noble, Coral 60250; Alexander Brothers, Mercury 54457; M. Mullican, King 886; J. Wakely, Cap 1151.<br>Electrical transcription libraries: Norman Cloutier's Ork, Thesaurus; Dean Hudson, Lang-Worth; Dick Jurgens, Associated.  |           |
| <b>2. GOODNIGHT, IRENE</b>  | <b>5</b>  |
| By Huddie Ledbetter and John Lomax<br>Published by Spencer (BMI)<br>Records available: J. Allison, Cap 1122; Alexander Brothers, Mer 5448; R. Foley-E. Tubb, Dec 46255; Gunter Lee Carr, Dec 48167; J. Shook-D. Dillard-O. Bradley Quintet, Coral 60261; G. Jenkins-The Weavers, Dec 27077; F. Sinatra, Col(78)38892, (33)10718; D. Day-C. Dant, V(78)20-3870, (45)47-3870; L. Dee, Dec 46258; J. Stafford, Cap 7142; C. Steward, Coral 60266; Leadbelly, Atlantic 917; M. Mullican, King 886.<br>Electrical transcriptions: Ray Anthony, Lang-Worth.   |           |
| <b>3. I WANNA BE LOVED</b>  | <b>2</b>  |
| By John W. Green, Billy Rose and Edward Heyman<br>Published by Supreme (ASCAP)<br>Records available: I. Bennett-M. Manning, Col(78)38825, (33)1-646; Andrews Sisters-G. Jenkins Ork, Dec 27007; B. Clark, Col 38491; B. Eckstine, MGM 10716; Fontane Sisters-H. Winterhalter Ork, V(78)20-3772, (45)47-3772; D. O'Brien, J. Garber Ork, Cap (78)1044, (45)F-1044; B. Cox-C. Hobbs, Col 20279; R. McKinley Ork, V(78)20-3436, (45)47-4902; D. Washington, Mer 8181; O. Bradley, Coral 60241; C. Williams Ork, Varsity 268; G. Ammons, Prestige 717.<br>Electrical transcription libraries: Fran Warren, Thesaurus; Eugenie Baird, Lang-Worth; Skinny Ennis, Standard.  |           |
| <b>4. SAM'S SONG</b>  | <b>7</b>  |
| By Jack Elliot and Lew Quadling<br>Published by Sam Weiss (ASCAP)<br>Records available: J. "Fingers" Carr, Cap 962; G. & B. Crosby-M. Matlock's All Stars, Dec 27112; H. Geller Ork-The Tune-Timers, Mer 5450; I. Harper-M Klein's Dixieland Band-Four Hits and a Miss, Col(78)38876, (33)1-695; C. "Shanty" Hogan-B. Wayne-J. Pleis Ork, London 693; F. Martin Ork, V(45)47-3798; Melodeons, MGM 19743; L. Noble, Coral 60250; V. Young Ork, Dec 27033.<br>Electrical transcription libraries: Bob Crosby, Standard; Dick Jurgens, Associated; Chuck Foster, Lang-Worth.   |           |
| <b>5. TZENA, TZENA, TZENA</b>   | <b>3</b>  |
| (*Copyright in dispute)<br>Records available: A. Blank-Harmonica Trio, Riviera 116; G. Jenkins-The Weavers, Dec 27077; Cantor S. Malavsky-Family Choir, Star of David 1505; M. Miller Ork & Chorus, Col 3885; The Weavers, Dec 27053; V. Damone, Mercury 5454; W. Solek Ork, Columbia 12473; G. Cates Ork, Coral 60261; R. Flanagan Ork, V(78)20-3847, (45)47-3847; Frank Wojnarowski, Dana 702.<br>Electrical transcription: Dean Hudson, Lang-Worth; Allen Roth Ork, Thesaurus.   |           |
| <b>6. PLAY A SIMPLE MELODY</b>  | <b>8</b>  |
| By Irving Berlin<br>Published by Irving Berlin (ASCAP)<br>Records available: G. & B. Crosby-M. Matlock's All Stars, Dec 27112; G. Gibbs-B. Crosby Ork, Coral 60227; P. Harris-W. Scharf Ork, V(45)47-3781; D. Shore-H. Zimmerman Ork, Col(78)38837, (33)1-656; J. Stafford-The Starlighters-P. Weston's Dixie Eight, Cap 1039.<br>Electrical transcription libraries: Dean Hudson, Lang-Worth; Chuck Foster, Lang-Worth.  |           |
| <b>7. BEWITCHED</b>   | <b>4</b>  |
| By Richard Rodgers and Lorenz Hart<br>Published by Chappell (ASCAP)<br>Records available: J. August-J. Murad's Harmonicats, Mer 5399; Chuck Cabot, Atomic 1002; D. Day, Col 38698; Benny Goodman-Helen Forrest, Harmony 1012; L. Green Ork-Honey-dreamers, V(78)20 3726, (45)47-3726; G. Jenkins Ork, Dec 24983; Andre Previn, V 20-3617; Dave Rose, MGM 30120; R. Ross Ork, Coral 60182; B. Snyder, Tower 1473; M. Torme-P. Rugolo Ork, Cap 1000; C. Walter, Liberty 231; B. Goodman, Col(33)1-642; J. McKee, Varsity 266.<br>Electrical transcription libraries: Dave Rose Ork, Standard; Kay Arman, Associated; Claude Gordon Ork, Capitol; June Christy-Johnny Guarneri Quintet, Thesaurus; Russ Morgan, Lang-Worth.  |           |
| <b>8. THIRD MAN THEME, THE</b>  | <b>6</b>  |
| By Anton Karas<br>Published by Chappell (ASCAP)<br>From the Carol Reed film, "The Third Man"<br>Records available: D. Apollon, National 9104; Cate Vienna Quartet, Col(33)1-444; T. Fields Trio, V(78)20-3698, (45)47-3222; H. "Sugarfoot" Garland, Dec 46218; A. Karas, London 536; G. Lombardo, Dec 24839; R. McKinley Ork, V(78)20-3709, (45)47-3242; A. Rey, Cap(78)810, (45)F-820; A. Ryerson Quintet, Coral 60168, E. Smith, Dec 24908; H. Stachow, Mer 5373; Z. Turner Ork, Regent 173; H. Winterhalter, Col 38706; B. Pollack Ork, Moderr. 203; F. Martin Ork, V 20-3797; V. Young Ork, Dec 27048; N. Stuart Ork, Int. 6001; Franz Gottschalk, Tempo 470.<br>Electrical transcription libraries: Music of Manhattan, Thesaurus; Dick Jurgens, Associated; Jerry Gray Ork, Standard; Ben Pollack, World. |           |
| <b>9. COUNT EVERY STAR</b>  | <b>9</b>  |
| By Bruno Coquatrix and Sammy Gallop<br>Published by Paxton (ASCAP)<br>Records available: R. Anthony, Cap 859 and 979; H. Babbitt, Coral 60214; Blenders, Dec 48158; D. Haymes-A. Shaw, Dec 27042; H. Jeffries, Col(78)38732, (33)1-555; H. Winterhalter Ork, V(78)20-3697, (45)3221; Ravens, National 9111; S. Stitt, Prestige 718.<br>Electrical transcription libraries: Bob Crosby, Standard; Mindy Carson, Associated.  |           |
| <b>10. HOOP-DEE-DOO</b>   | <b>10</b> |
| By Frank Loesser and Milton DeLugg<br>Published by E. H. Morris (ASCAP)<br>Records available: Ames Brothers, Coral 60209; P. Como-The Fontane Sisters-M. Ayres Ork, V 2-3747; D. Day-Mellomen-G. Wyle Ork, Col(78)38771, (33)1-591; R. Morgan Ork Dec 24986; K. Starr-F. DeVol Ork, Cap 980; M. DeLugg, King 15037; F. Yankovic, Col 38799; Paulette Sisters-Harmony Bells Ork, Dana 2077; L. Duddy Singers, MGM 10702; L. Welk Ork, Mer 5419; G. Wisniewski-Harmony Bells Ork, Dana 698; H. Ashley, Varsity 267.<br>Electrical transcription libraries: Bob Eberly, World; George Wright, Thesaurus; Claude Gordon Ork, Capitol; Bob Crosby, Standard; Blue Barron, Lang-Worth.  |           |

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

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This week's

# New Releases

... on **RCA Victor**

Release 50-32

**Ships Coast to Coast, Week of August 13**

## POPULAR

- TONY MARTIN**  
Music, Maestro, Please  
The Big Dipper 20-3883—(47-3883)\*
- DON CORNELL with HUGO WINTERHALTER'S ORCHESTRA and CHORUS**  
I Need You So  
It Couldn't Happen to a Sweeter Girl  
20-3884—(47-3884)\*

Here come the **DANCE BANDS** again!

- CHARLIE VENTURA with THE HONEYDREAMERS**  
Lonesome Darlin'  
It's Me Again 20-3885—(47-3885)\*
- FRAN ALLISON**  
Punky Punkin  
Rickety Rockety 20-3887—(47-3887)\*
- POLLY BERGEN with THE MELLOMEN**  
Oh, Them Dudes  
I Got Tookin 20-3886—(47-3886)\*

## NATIONAL SPECIAL

- RALPH FLANAGAN**  
Mona Lisa  
Toreador 20-3838—(47-3838)\*
- RALPH FLANAGAN**  
La Vie En Rose 20-3889—(47-3889)\*  
Dancing Tambourine
- PERRY COMO with CHORUS and CHOIR CONDUCTED by MITCHELL AYRES, and ORGAN ACCOMPANIMENT**  
Bless This House  
The Rosary 20-3850—(47-3850)\*

## CHILDREN'S

- FRAN ALLISON**  
Punky Punkin  
Rickety Rockety 47-0253\*

## POP-SPECIALTY

- LAWRENCE DUCHOW**  
Quack, Quack Polka  
The First Kiss Waltz  
25-1169—51-1169)\*

## COUNTRY

- DOLPH HEWITT**  
I Hurt Inside  
For Ev-ry Kiss 21-0369—(48-0369)\*
- THE BLUE SKY BOYS**  
Sunny Side of Life  
Drop Your Net 21-0370—(48-0370)\*

## RHYTHM-BLUES

- BIG JOHN GREER and THE RHYTHM ROCKERS**  
Cheatin' 22-0096—(50-0096)\*  
It's Better To Be Taken for Granted

## SACRED

- JACK HOLDEN and FRANCES KAY**  
When That Hell Bomb Falls  
No Wars in Heaven  
21-0371 (48-0371)\*

## NEW ALBUM

Here come the **DANCE BANDS** again!

- FREDDY MARTIN**  
Tchaikovsky's Nutcracker Suite  
Played in Dance Tempo WP 124\*  
\*45 r.p.m. catalog numbers

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



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

**7** . . . designates that record is one of RCA Victor's "Certain Seven" — among the leading numbers on the trade paper best selling retail sale charts (week of August 5). Obviously, sure things!

- \$ Bewitched**  
Larry Green and the Honeydreamers . . . . . 20-3726—(47-3726)\* **7**
- \$ Count Every Star**  
Hugo Winterhalter . . . . . 20-3697—(47-3221)\* **7**
- \$ Cuddle Buggin' Baby**
- \$ Enclosed One Broken Heart**  
Eddy Arnold . . . . . 21-0342—(48-0342)\* **7**
- \$ Hoop-Dee-Do**  
Perry Como . . . . . 20-3747—(47-3747)\* **7**
- \$ I Cross My Fingers**  
Perry Como . . . . . 20-3846—(47-3846)\* **7**
- \$ I'm Movin' On**  
Hank Snow . . . . . 21-0328—(48-0328)\* **7**
- \$ I Thought She Was a Local**  
Sammy Kaye . . . . . 20-3828—(47-3828)\*
- \$ I Wanna Be Loved**  
Fontane Sisters . . . . . 20-3772—(47-3772)\*
- \$ La Vie En Rose**  
Tony Martin . . . . . 20-3819—(47-3819)\* **7**  
Ralph Flanagan . . . . . 20-3889—(47-3889)\*  
Melachrino Strings . . . . . 20-3739—(47-3739)\*
- \$ Sam's Song**  
Freddy Martin . . . . . 20-3798—(47-3798)\*
- \$ Tzena, Tzena, Tzena**  
Ralph Flanagan . . . . . 20-3847—(47-3847)\*



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

- ★ Phantom Stage Coach**  
Vaughn Monroe 20-3818 (47-3818)\*  
No. 4 Retailers Pick, Billboard, August 5—  
No. 9 Disc Jockeys Pick, Billboard, July 22.
- ★ Finders Keepers, Losers Weepers**  
Jesse Rogers 21-0359 (48-0359)\*  
No. 4 Country & Western Disc Jockeys  
Pick, Billboard, August 5.
- ★ Pink Champagne**  
Ralph Flanagan 20-3847 (47-3847)\*  
No. 4 Disc Jockeys Pick, Billboard, August  
5.
- ★ I Love the Guy**  
Fran Warren 20-3848 (47-3848)\*  
No. 6 Disc Jockeys Pick, Billboard, Au-  
gust 5.
- ★ The Object of My Affections**  
Sammy Kaye 20-3828 (47-3828)\*  
No. 3 Retailers Pick, Billboard, August 5.

## TIPS

**TONY MARTIN MUSIC, MAESTRO, PLEASE**

The stars who make the hits  
are on

# RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

JAN. FEB. MAR

*The* APRIL MAY JUNE *Swing's*

JULY AUG. SEPT

to

OCT. NOV. DEC.

"45"

# AL MORGAN

Dynamo of Piano and Song!



"CAN ANYONE EXPLAIN?"

(NO! NO! NO!)

NO. 766    NO. 30187  
78 RPM    45 RPM

75c plus tax

backed by  
"THERE'S  
NO  
SEASON  
ON  
LOVE"

# LONDON

RECORDS

The Billboard

MUSIC POPULARITY CHARTS

PART II

## Sheet Music

Based on reports received last three days of Week Ending August 4



### BEST-SELLING SHEET MUSIC

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

POSITION			Publishers
Weeks to date	Last Week	This Week	
9	1	1. MONA LISA (F) (R)	Famous
6	7	2. PLAY A SIMPLE MELODY (R)	Berlin
20	2	2. THIRD MAN THEME (F) (R)	Chappell
5	3	4. SAM'S SONG (R)	Sam Weiss
12	4	5. I WANNA BE LOVED (R)	Supreme
16	6	6. BEWITCHED (R)	Chappell
17	4	7. OLD PIANO ROLL BLUES, THE (R)	Leeds
4	10	8. GOODNIGHT, IRENE (R)	Spence Music Corp.
11	8	9. COUNT EVERY STAR (R)	Paxton
2	14	10. TZENA, TZENA, TZENA (R)	Copyright in dispute
9	11	11. I DON'T CARE IF THE SUN DON'T SHINE (R)	Famous
15	9	12. HOOP-DEE-DOO (R)	E. H. Morris
23	13	13. MY FOOLISH HEART (F) (M)	Santly-Joy
3	11	14. I DIDN'T SLIP, I WASN'T PUSHED, I FELL (R)	Remick
4	—	15. SOMETIME (R)	Witmark

### ENGLAND'S TOP TWENTY

POSITION			English		American
Weeks to date	Last Week	This Week	English	American	
8	1	1. BEWITCHED	Chappell	Chappell	Chappell
17	2	2. MY FOOLISH HEART	Sun	Santly-Joy	Santly-Joy
12	3	3. DEARIE	Campbell-Connelly	Laurel	Laurel
14	4	4. THAT OLD PIANO ROLL BLUES	Leeds	Leeds	Leeds
13	6	5. LET'S DO IT AGAIN	Lennox	Robbins Music	Robbins Music
13	7	6. OH, YOU SWEET ONE	Southern	General Music	General Music
9	5	7. DADDY'S LITTLE GIRL	Yale	Beacon	Beacon
2	11	8. SILVER DOLLAR	Merrin	*	*
9	8	9. I REMEMBER THE CORN FIELDS	Arcadia	Leeds	Leeds
4	13	10. IF I LOVED YOU	Williamson	*	*
13	12	11. QUICKSILVER	E. H. Morris	E. H. Morris	E. H. Morris
4	19	12. YOUR HEART AND MY HEART	Lawrence Wright	*	*
29	9	13. JEALOUS HEART	New World	Acuff-Rose	Acuff-Rose
17	10	14. C'EST SI BON	Peter Maurice	Leeds	Leeds
12	15	15. ME AND MY SHADOW	Francis Day	Bourne	Bourne
8	14	16. TWO ON A TANDEM	Pic, Ltd.	*	*
2	20	17. CANDY AND CAKE	Irwin Dash	Oxford Music	Oxford Music
6	17	18. LOAD OF HAY, A	John Fields	*	*
1	—	19. HEY, NEIGHBOR	Lawrence Wright	*	*
1	—	20. IF I WERE A BLACKBIRD	Box and Cox	*	*
21	16	20. CHATTANOOGIE SHOE SHINE BOY	Pic, Ltd.	Acuff-Rose	Acuff-Rose

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

### INTERESTING FIGURES



52 COPIES AT 25¢ = \$13.00  
52 COPIES FOR ONLY 10.00  
YOU SAVE \$3.00

25 x 52 = 1300  
1000  
1300 - 1000 = 300

Simple Arithmetic Proves that You Save \$3.00 on Subscription

The Billboard  
2160 Patterson Street,  
Cincinnati 22, Ohio  
Please enter my subscription to The Billboard for one year (52 issues), \$10.  
Dept. 8-12-PC

Name .....  \$10 enclosed  
Address .....  Bill me  
City ..... Zone ..... State .....  
Occupation or business .....

# THE TOP TUNES OF THE DAY

are on



## TOP POPS!

78 RPM  
45 RPM

- "MONA LISA" Nat "King" Cole.....1010 F1010
- "NOLA" and "JEALOUS" Les Paul.....1014 F1014
- "BONAPARTE'S RETREAT" Kay Starr.... 936 F936
- "SOMETIME" and "NO OTHER LOVE"  
Jo Stafford.....1053 F1053
- "AIN'T NOBODY'S BUSINESS BUT MY OWN"  
and "I'LL NEVER BE FREE"  
Kay Starr-Tennessee Ernie.....1124 F1124
- "SAM'S SONG" and "IVORY RAG"  
Joe "Fingers" Carr.....962 F962
- "CLOSE YOUR PRETTY EYES" and  
"FOOL'S PARADISE"  
Margaret Whiting-Jimmy Wakely....1035 F1065
- "PLAY A SIMPLE MELODY" Jo Stafford..1039 F1039
- "I LOVE YOU BECAUSE" Jan Garber.....983 F983
- "MISSISSIPPI" Kay Starr.....1072 F1072
- "SNOOKY OOKUMS" and  
"ROOTEE TOOTEE" Joe "Fingers" Carr.1074 F1074
- "HOOP-DEE-DOO" Kay Starr.....980 F980
- "BLIND DATE" and "HOME COOKIN'"  
Margaret Whiting-Bob Hope.....1042 F1042

## TOP WESTERNS!

- MERLE TRAVIS**  
"Too Much Sugar For A Dime"  
and "Spoonin' Moon".....1146 F1146
- JOE ALLISON**  
"Goodnight Irene".....1122 F1122
- JIMMY WAKELY**  
"Sugar Plum Kisses".....1036 F1036
- JESS WILLARD**  
"New Panhandle Rag".....1101 F1101
- RAMBLIN' JIMMIE DOLAN**  
"I'll Sail My Ship Alone".....952 F952
- BOB ATCHER**  
"Guilty Conscience" and  
"Walk Chicken Walk".....1147 F1147
- LEON PAYNE**  
"I Couldn't Do A Thing Without You".1093 F1093
- RAMBLIN' JIMMIE DOLAN**  
"Wham! Bam! Thank You Mam!" and  
"I'll Hate Myself Tomorrow".....1150 F1150
- TEX WILLIAMS**  
"Happy Feet".....1087 F1087
- EDDIE KIRK**  
"Sugar Baby".....1048 F1048

COMING! CAPITOL'S  
GREATEST CHILDREN'S  
& POP ALBUM PROGRAM

### Margaret Whiting



Singing her way into the hearts  
of America with the hit ballad

## "YOU'RE MINE YOU"

coupled with

## "I'VE FORGOTTEN YOU"

78 rpm No. 1123 45 rpm No. F1123

### Kay Starr & Tennessee Ernie



America's Newest  
Singing Duo...  
Setting A Fast Sales Pace!

## "AIN'T NOBODY'S BUSINESS BUT MY OWN"

coupled with

## "I'LL NEVER BE FREE"

78 rpm No. 1124 45 rpm No. F1124

What a disc... A King, A Queen and A Pair of Aces

### Nat "King" Cole



## UP! UP! UP!

In Popular Demand  
and Sales!

## "MONA LISA"

coupled with "THE GREATEST INVENTOR (OF THEM ALL)"  
78 rpm No. 1010 45 rpm No. F1010

## "HOME WHEN SHADOWS FALL"

coupled with "TUNNEL OF LOVE"  
78 rpm No. 1133 45 rpm No. F1133

DEALERS, OPS, JOCKS  
AGREE NAT HAS  
DONE IT AGAIN!

America's  
Top Seller  
is  
Really Rolling!

# The Billboard

## MUSIC POPULARITY CHARTS

### Radio Popularity

Based on reports received last three days of  
Week Ending August 4

**PART III**

Billboard  
TRADE SERVICE FEATURE

### RECORDS MOST PLAYED BY DISK JOCKEYS

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

POSITION	Weeks to date	Last Week	This Week	Record	Artist	Label
10	1	1	1	MONA LISA	Nat "King" Cole and The Trio	Cap(78)1010, (45)F-1010—ASCAP
5	2	2	2	GOODNIGHT, IRENE	G. Jenkins Ork and The Weavers	Dec(78)27077, (45)9-27077—BMI
3	8	3	3	SIMPLE MELODY	Gary and Bing Crosby-M. Matlock's All Stars	Dec(78)27112, (45)9-27112—ASCAP
6	5	4	4	TZENA, TZENA, TZENA	G. Jenkins Ork and Weavers	Dec(78)27077, (45)9-27077—ASCAP
14	3	5	5	I WANNA BE LOVED	Andrews Sisters-G. Jenkins Ork	Dec(78)27007, (45)9-27007—ASCAP
3	9	5	5	SAM'S SONG	Gary and Bing Crosby-M. Matlock's All Stars	Dec(78)27112, (45)9-27112—ASCAP
12	6	7	7	COUNT EVERY STAR	R. Anthony	Cap(78)979, (45)F-979; Cap(78)859, (45)F-859—ASCAP
8	10	8	8	BONAPARTE'S RETREAT	K. Starr	Cap(78)936, (45)F-936—BMI
4	7	9	9	TZENA, TZENA, TZENA	V. Damone	Mercury(78)5454, (45)5454X45—ASCAP
5	4	10	10	TZENA, TZENA, TZENA	M. Miller Ork	Col(78)38885, (33)1-706—ASCAP
7	—	11	11	I WANNA BE LOVED	B. Eckstine	MGM 10716—ASCAP
14	11	12	12	BEWITCHED	G. Jenkins Ork	Dec(78)24983, (45)9-24983—ASCAP
8	18	13	13	I WANNA BE LOVED	Fon'tane Sisters-H. Winterhalter Ork and Chorus	V(78)20-3772, (45)47-3772—ASCAP
5	18	14	14	SAM'S SONG	J. "Fingers" Carr	Cap(78)962, (45)F-962—ASCAP
2	27	15	15	GOODNIGHT, IRENE	F. Sinatra	Col(78)38892, (33)1-718—BMI
4	—	16	16	BONAPARTE'S RETREAT	G. Krupa Ork	V(78)20-3766, (45)47-3766—BMI
25	14	17	17	SENTIMENTAL ME	Ames Brothers	Coral (78)60140; (45)9-60140; Coral (78)60173—ASCAP
11	17	17	17	COUNT EVERY STAR	H. Winterhalter	V(78)20-3697, (45)47-3221—ASCAP
2	—	19	19	MONA LISA	C. Spivak Ork	London(78)619, (45)30073—ASCAP
15	11	20	20	SENTIMENTAL ME	R. Anthony Ork-R. Deauville	Cap(78)923, (45)F-923—ASCAP
15	20	21	21	HOOP-DEE-DOO	K. Starr-F. DeVol Ork	Cap(78)980, (45)F-980—ASCAP
2	25	21	21	OUR VERY OWN	S. Vaughn	Col(78)38860, (33)1-679—ASCAP
18	—	23	23	THIRD MAN THEME, THE	G. Lombardo Ork	Dec(78)24839, (45)9-24839—ASCAP
8	15	24	24	LA VIE EN ROSE	P. Weston Ork	Cap(78)890, (45)F-890—ASCAP
16	16	24	24	HOOP-DEE-DOO	P. Como-The Fontane Sisters	V(78)20-3747, (45)47-3747—ASCAP
12	13	26	26	BEWITCHED	D. Day	Col(78)38698, (33)1-480—ASCAP
2	—	27	27	ROSES	R. Anthony Ork	Cap(78)1001, (45)F-1001—BMI
1	—	28	28	I WANNA BE LOVED	D. O'Brien and J. Garber Ork	Cap(78)1044, (45)F-1044—ASCAP
2	26	29	29	TZENA, TZENA, TZENA	F. Flanagan Ork	V(78)20-3847, (45)47-3847—ASCAP

### Vox Jox

**PREEMS . . .** Bill Cook, WAAT, Newark, N. J., has launched a TV show, "Stairway to Stardom" on WATV. . . . **Red Munro**, WCOG, Greensboro, N. C., to WGTM, Wilson, N. C. . . . **Charlie Cash** from WTKR, Durham, N. C., to WCOG, Greensboro, N. C. . . . **Fred Smith**, WKJG, Fort Wayne, Ind., moves to WFBM, Indianapolis. . . . **Bob Beasley**, formerly with WFKY, Frankfort, Ky., has joined WLEX, Lexington, Ky. . . . **Bob Webb**, ex-WJAY, Marion, S. C., is new staffer at WUSM, Charleston, S. C. . . . **Maury McGill**, WLIO, East Liverpool, O., named to staff at WKBN, Youngstown, O. . . . **Bob Lay** has left WMGA, Moultrie, Ga., for WJAX, Jacksonville, Fla. . . . **Bob Krahling**, formerly with WFAH, Alliance, O., has joined WHBC, Canton, O. . . . **Fred Paul**, ex-student at Cincinnati's College of Music, is new addition to WNOP, Newport, Ky. . . . **Bob Bertrand**, ex-KGEM, Boise, Idaho, has replaced **Bob Kraft** on "Disk Derby" at KXXX, Colby, Kan. Latter d. j. treks to the West Coast. . . . **Earl Sharland**, WWSC, Glen Falls, N. Y., is piloting a nightly remote from Aust's Open Air Theater, and **Penny Hitchcock** has landed a similar outdoor deal at the Beach Drive-In for the same station. . . . **Eddy Parry**, new staffer at WFLO, Farmville, Va., limits his programing to platters five years old or over, unless disk is re-release of old number. . . . **Allan Jefferys**, WFPG, Atlantic City, has moved over from the late night trick to an early a.m. "wake-up" show. **June Hoopes** falls heir to the evening spot. . . . **Ray Sherman**, formerly with KOKX, Keokuk, Ia., has replaced **Ralph Hoffhines** at WLEC, Sandusky, O. Hoffhines has retired from radio to go into the retail farm equipment business with his father-in-law. . . . **Don Cordray**, formerly with WJR, Detroit, appointed "morning man" at WERE, Cleveland. Mrs. Cordray, the former **Patricia Field**, was a BBC d. j. in London during the war.

**GAB BAG . . .** D. M. Swelley, KSUE, Susanville, Calif., writes, "Thanks to RCA Victor for their new d. j. service. Those voice tracks of name artists surely add a lot to any show. We're keeping an eye on that Flanagan band. They're sure comin' on!" . . . **David Woods**, who has replaced **Ken Albrecht**, as d. j. and music librarian for KVOB, Alexandria, Va., opines "There's a feeling in the industry these days that 'fair-hair jox' who play two records and chat 20 minutes are 'not long for this world.' This station endeavors to present a good musical production with the emcee as a definite personality, but minus the 'ala sharp kid' stuff. Our increases in listener ratings and new clients seems to affirm the trend." . . . **Ted Conner**, WFMJ, Youngstown, O., says, "We have just completed a Charleston contest between three d. j.s." Write and tell us who won, Ted. . . . **Stan Vainrib**, WKAX, Birmingham, pens, "Looks like this d. j. is going back into the air force as tech. sgt. Look for him in Armed Forces Radio, Hollywood."

**GIMMIX . . .** Alan Boal, WBVP, Beaver Falls, Pa., writes, produces and announces a disk in Spanish for Latin-American listeners in his area. The airtel is also required dialing for local high school and college Spanish language students. . . . **Ted Booth**, WJAZ, Jacksonville, Fla., has been airing the fem solo part of **George Kleinsinger's** "Brooklyn Baseball Cantata" on his daily show as a running gimmick, and would "honestly like to learn from RCA and/or **Russ Case** who the lady is that solves the passage toward the end of Part Three." . . . **Jerry Cunnning**, KAYL, Storm Lake, Ia., gave away free lollipops to any listener requesting **Frankie Carle's** recording of "Lollipop Ball" during the band leader's local dance date. Cunnning received requests on the backs of tin can wrappers, wall paper, and paper napkins. For a topper, one came in written on an egg. . . . In tune with the times, **Rex Dale**, WCKY, Cincinnati, interviewed **Maj. Gen. Lewis Hershey**, head of Selective Service, on his platter program last week. Hershey summed up what could be expected draft-wise and told Dale "You look burnt out, son." Dale snagged a Purple Heart for taking part in the Battle of the Bulge. . . . **Jolly Joe Martin**, KMMJ,

### SONGS WITH GREATEST RADIO AUDIENCES (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Patman's Audience Coverage Index. The index is projected upon radio logs made available to Patman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. This music checked is preponderantly (over 60 per cent) alive.

(F) Indicates tune from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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(Beginning Friday, July 28, 8 a.m., and ending Friday, Aug. 4, 8 a.m.)

A-Razz-a-Ma-Tazz (R)	J. J. Robbins—ASCAP
All My Love (R)	Mills—ASCAP
Bewitched (R)	Chappell—ASCAP
C'est Si Bon (R)	Leeds—ASCAP
Count Every Star (R)	Paxton—ASCAP
Darn It Baby, That's Love (R)	Chappell—ASCAP
Down the Lane (R)	BMI—BMI
Gone Fishin' (R)	Feist—ASCAP
Home Cookin' (R)	Famous—ASCAP
Hoop-Dee-Do (R)	E. H. Morris—ASCAP
I Cross My Fingers (R)	United—ASCAP
I Didn't Know What Time It Was (R)	Chappell—ASCAP
I Didn't Slip, I Wasn't Pushed, I Fell (R)	Remick—ASCAP
I Don't Care If the Sun Don't Shine (R)	Famous—ASCAP
I Love the Guy (I Love the Girl) (R)	Shapiro-Bernstein—ASCAP
I Still Get a Thrill (R)	Words & Music—ASCAP
I Wanna Be Loved (R)	Supreme—ASCAP
If I Had a Magic Carpet (R)	Shapiro-Bernstein—ASCAP
If You Were Only Mine (R)	Robbins—ASCAP
I'll Always Love You (R)	Famous—ASCAP
La Vie En Rose (R)	Harms—ASCAP
Let's Choo, Choo, Choo to Idaho (R)	Robbins—ASCAP
Mambo Jambo (R)	Peer—BMI
Mona Lisa (F) (R)	Paramount—ASCAP
My Foolish Heart (F) (R)	Santly-Joy—ASCAP
No Other Love (R)	Walt Disney—ASCAP
Play a Simple Melody (R)	Berlin—ASCAP
Sam's Song (R)	Sam Weiss—ASCAP
Sometime (R)	Witmark—ASCAP
Third Man Theme (F) (R)	Chappell—ASCAP
Tzema, Tzema, Tzema (R)	Copyright in dispute

### SONGS WITH MOST TV PERFORMANCES (RH TELE-LOG)

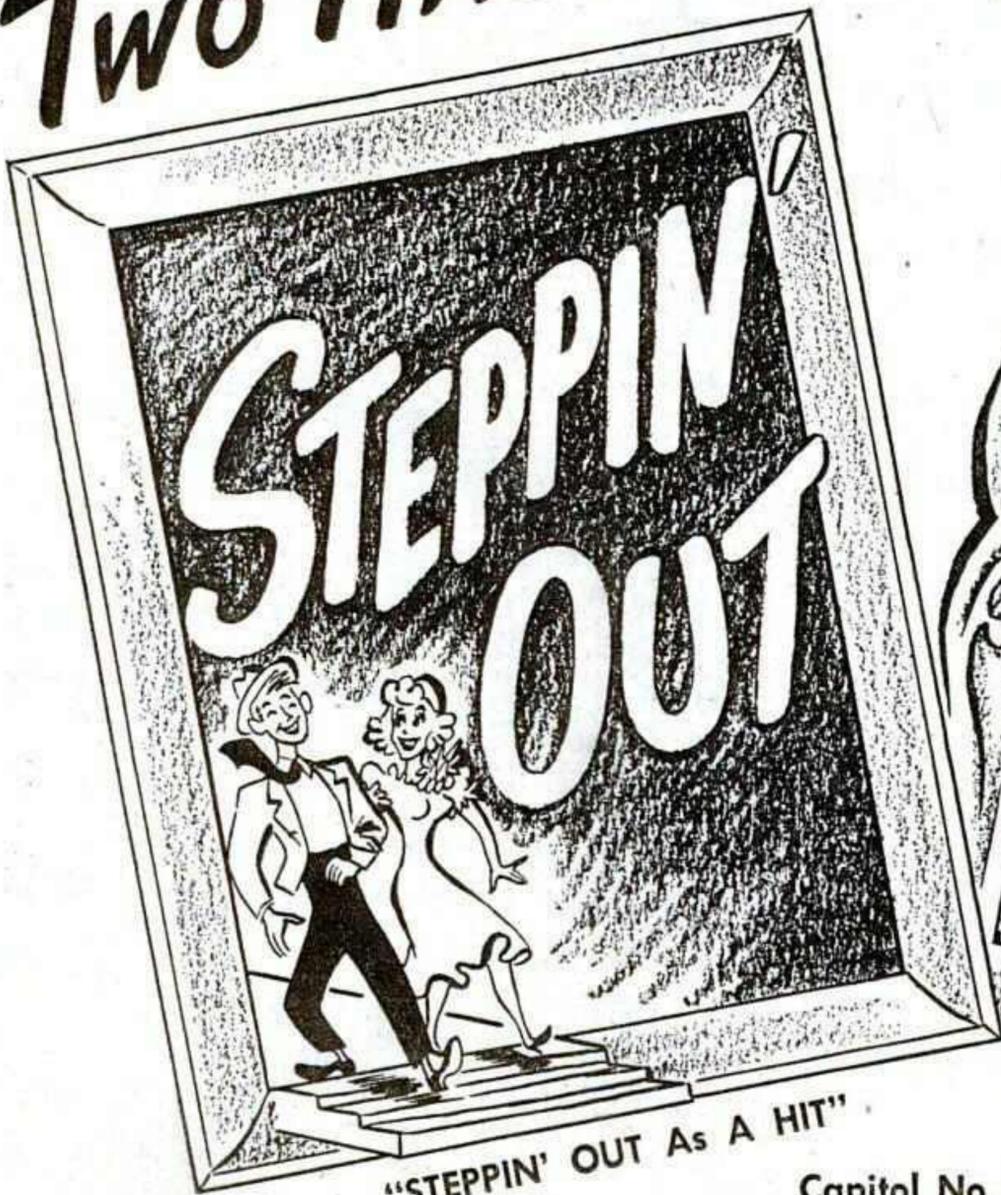
The Richard Himber (RH) Tele-Log is based on the monitoring of all programs telecast by the American Broadcasting Company, Columbia Broadcasting System, DuMont and National Broadcasting Company network stations in New York and Chicago. Point totals are derived in the following manner: Every time a song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

Week of July 27 to August 2

	Tot. Pts.
1. La Vie En Rose—Harms	110
2. Tzema, Tzema, Tzema—Cromwell	85
3. I Don't Care If the Sun Don't Shine—Famous	55
4. An Ordinary Broom—Leeds	49
5. Gone Fishin'—Feist	40
6. Lil' Ol' You—Smith-Foley	40
7. Bewitched—Chappell	37
8. Hoop-Dee-Do—Morris	35
9. C'est Si Bon—Leeds	30
10. I Didn't Slip, I Wasn't Pushed, I Fell—Remick	30
11. I Love the Guy—Shapiro	30
12. Sam's Song—Sam Weiss	30
13. My Foolish Heart—Santly	25
14. Old Piano Roll Blues—Leeds	25
15. Mississippi—Acuff-Rose	20
16. Mona Lisa—Paramount	20
17. Play a Simple Melody—Berlin	20
18. While I'm Smoking My Last Cigarette—Marks	20
19. You Dreamer, You—B.V.C.	20
20. Mambo Jambo—Peer	15
21. Stars and Stripes Forever—Hill & Range-John Church	15
22. Cloudy Morning—Fisher	10
23. Count Every Star—Paxton	10
24. Frantic—Morris	10
25. If I Had a Magic Carpet—Shapiro	10
26. I Still Get a Thrill—Words & Music	10
27. I Wanna Be Loved—Supreme	10
28. My Destiny—Walt Disney	10
29. Sentimental Me—Knickerbocker	10
30. Stay With the Happy People—Morris	10
31. Rain—Miller	5

Grand Island, Neb., is reviving his "original musical therapy" programing idea which is based on his theory that music can help strengthen morale and rid listeners of that "lonesome, worried feeling as they sit at home alone." The show will be fed to the local vet hospital soon. . . . **Stu Wayne**, WPEN, Philadelphia, has a neat gimmick for his "Tiny Tot Time" platter period. He invites youngsters to appear on his program and say "hello" to brothers and sisters who are patients in the local Children's Heart Hospital. The broadcasts are beamed into the wards. . . . **Margaret Blake**, WWGP program director, Sanford, N. C., has created a new program gimmick tagged "Stageline." The show spotlights local bachelors with songs and dedications, plus a "Little Black Book" section and special "regrets" celebrations when one of them "gets hitched."

# Two Hits Making a *new* Record!



"STEPPIN' OUT As A HIT"



"The First Lady of the Year"

Capitol No. 1051  
and No. F1051

JIMMY: HEARD YOUR RECORD MONA LISA. PREDICT BIG HIT FOR YOU. FARMER JON FARMER, STATION WAGA, ATLANTA.

JIMMY: CONGRATS YOUR VERSION OF MONA LISA. HAS STEPPED OUT TO THE TOP SPOT ON MY SHOW. GEORGE JAY, LOS ANGELES.

JIMMY: A GREAT RENDITION OF A TRULY GREAT TUNE. TENNESSEE ERNIE, KXLA, PASADENA.



# Jimmy Wakely



ON BOTH  
78 RPM  
and  
45 RPM



# The Billboard MUSIC POPULARITY CHARTS

## Retail Record Sales

Based on reports received last three days of Week Ending August 4

PART IV



### BEST-SELLING POP SINGLES

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
10	1	1	1	MONA LISA	Nat "King" Cole & The Trio	Cap(78)1010, (45)F-1010—ASCAP
6	2	2	2	GOODNIGHT, IRENE	G. Jenkins Ork-The Weavers	Dec(78)27077, (45)9-27077—BMI
3	4	3	3	SAM'S SONG	Gary & Bing Crosby-M. Matlock's All Stars	Dec(78)27112, (45)9-27112—ASCAP
7	3	4	4	TZENA, TZENA, TZENA	G. Jenkins Ork & The Weavers	Dec(78)27077, (45)9-27077—ASCAP
3	5	5	5	SIMPLE MELODY	Gary & Bing Crosby-M. Matlock's All Stars	Dec(78)27112, (45)9-27112—ASCAP
14	6	6	6	I WANNA BE LOVED	Andrews Sisters-G. Jenkins Ork	Dec(78)27007, (45)9-27007—ASCAP
23	7	7	7	THIRD MAN THEME, THE	A. Karas	London(78)536, (45)30005—ASCAP
16	9	8	8	BEWITCHED	G. Jenkins Ork	Dec(78)24983, (45)9-24983—ASCAP
9	10	9	9	BONAPARTE'S RETREAT	K. Starr	Cap(78)936, (45)F-936—BMI
14	13	10	10	COUNT EVERY STAR	H. Winterhalter	V(78)20-3697, (45)47-3221—ASCAP
7	17	11	11	NOLA	L. Paul	Cap(78)1014, (45)F-1014—ASCAP
3	11	12	12	TZENA, TZENA, TZENA	V. Damone-G. Osner	Ork.Mercury(78)5454, (45)5454X45—ASCAP
5	21	13	13	TZENA, TZENA, TZENA	M. Miller Ork	Col(78)38855, (33)1-706—ASCAP
22	8	14	14	THIRD MAN THEME, THE	G. Lombardo	Dec(78)24839, (45)9-24839—ASCAP
14	22	15	15	BEWITCHED	D. Day	Col(78)38698, (33)1-480—ASCAP
9	12	16	16	I WANNA BE LOVED	B. Eckstine	MGM 10716—ASCAP
16	14	17	17	HOOP-DEE-DOO	P. Como-The Fontane Sisters	V(78)20-3747, (45)47-3747—ASCAP
26	16	18	18	SENTIMENTAL ME	Ames Brothers	Coral(78)60140, (45)9-60140, Coral(78)60173, (45)60173—ASCAP
6	24	19	19	MONA LISA	V. Young Ork	Dec(78)27048, (45)9-27048—ASCAP
9	17	20	20	SAM'S SONG	J. "Fingers" Carr	Cap(78)962, (45)F-962—ASCAP
2	—	20	20	SOMETIME	The Mariners-A. Bleyer	Ork.Col(78)38781, (33)1-600—ASCAP
1	—	20	20	CAN ANYONE EXPLAIN?	Ames Brothers	Coral(78)60253, (45)60253
17	15	23	23	BEWITCHED	B. Snyder Ork	Tower 1473—ASCAP
2	29	23	23	COUNT EVERY STAR	R. Anthony Ork	Cap(78)859, (45)F-859, Cap(78)979, (45)F-979—ASCAP
23	20	25	25	MY FOOLISH HEART	G. Jenkins Ork	Dec(78)24830, (45)9-24830—ASCAP
7	24	26	26	VAGABOND SHOES	V. Damone-G. Osner	Ork.Mercury(78)5429, (45)5429X45—ASCAP
1	—	26	26	I CROSS MY FINGERS	P. Como-Fontane Sisters-Mitchell Ayres Ork	V(78)20-3846, (45)47-3846—ASCAP
4	27	28	28	LA VIE EN ROSE	T. Martin	V(78)20-3819, (45)47-3819—ASCAP
9	26	29	29	BEWITCHED	Honeydreamers-L. Green Ork	V(78)20-3726, (45)47-3726—ASCAP
2	29	30	30	GOODNIGHT, IRENE	F. Sinatra	Col(78)38892, (33)1-718—BMI
19	—	30	30	MY FOOLISH HEART	B. Eckstine	MGM10623—ASCAP

### Dealer Doings

#### 5 PER CENT RETURN OKAY . . .

"Manufacturers giving more than a 5 per cent return would be the worst thing that could ever happen to the record business. Every stupe and his brother would be in the record business and no one would make any money. A dealer that can't get along on a 5 per cent return has no business in the record industry. Do the meat markets that don't know how to buy meat get a return privilege for spoiled meat? Talking about more than a 5 per cent return is absurd."—George P. Deibel, St. Louis.

#### BREAKAGE PROBLEMS . . .

"One of our biggest headaches with albums is replacement of broken records. We praise those companies who put out unbreakable records at the same price as the others get for regular shellac."—Cosden & Evans, Dover, Del. . . "Wouldn't it be wonderful if all records were unbreakable? Think of all the added expense that could be saved by dealers—and distributors, too. Furthermore, customers prefer them."—Gloria Rybakowicz, F. & W. Grand, Milwaukee. . . "When is Victor going to have a fair system for taking care of broken or cracked records? They are the only company not treating the retail dealer the way they should. Why should we have to stand all the breakage? What can we do about it?"—Willsey's Gift Center, Fredonia, N. Y. . . "Decca records are made so fragile. Breakage is tremendous. Any suggestions for plastic coating would help."—Frink Company, Fort Pierce, Fla.

#### NEWS AND CHATTER . . .

**Norma Dorfman**, manager of the record bar, Brentano's, New York, has been named personnel manager of the shop in addition to her other duties. . . **David Rose**, formerly with Capitol Records in Philadelphia, turned retailer in opening a combination record and book shop in the midtown area of that city. . . **Central Radio Stores**, New England record-selling chain, used MGM film ad mats to imprint record carrying bags with plugs for the "Annie Get Your Gun" disks. . . **Serv-U-Rite Music Company**, Wildwood, N. J., took full advantage of the crowds at the summer resort by staging a personal appearance with **Art Lund**. . . **Thelma Dirty Moore**, head of the record department at Rich's, Atlanta, is rearranging her department, dividing it according to speeds. In addition, she is creating a special kidisk corner to be called Rich's Fairyland with sales people to be garbed as storybook characters. . . **Melody Mart**, Paducah, Ky., is expanding its 45 r.p.m. section from 13 feet of space to 25 feet. The shop will utilize open-faced self service racks for both albums and singles. . . The "Skip's Beach Club" disk show in Myrtle Beach, S. C., handled by Otis Humphrey for **Skipper's Studio**, has attracted additional merchant sponsors in the immediate area of the disk shop. The show is aired from the shop window.

#### MOST POPULAR BABY . . .

Instituting a one-month "most popular baby" contest was a unique promotion which helped **Dowd's Radio & Electric Company**, Washington, sell a terrific volume in radios, disks and TV sets. Developed by **Bill Berger**, promotion manager for the firm, the stunt called for local mothers to have their kids photographed by a co-operating photog who entered the deal in order to sell reprints. First prize was a washing machine donated by a local distributor. Over 200 women entered their babies' photos in the first week of the contest. The success convinced Dowd's to make it an annual event.

#### LITERATURE NEEDED . . .

According to the **Crawford Priest Music Store**, Shreveport, La., there is a definite need for literature on the care of records and needles. Manufacturers should supply this info to customers by distribution thru retail record shops, says the shop. Info should include such items as: Finger prints on record surfaces, use of storage albums, keeping disks out of sunny or warm places, prompt changing of worn needles, never remove a needle and then put it back in cartridge, handling of tone arms, and general record and record player care. Customers will often read and believe what they won't listen to.

### CHILDREN'S RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
26	1	1	1	CINDERELLA (Two Records)	I. Woods and Others	(78)Y-399; (45)WY-399
22	2	2	2	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	B. Boyd-A. Clyde-R. Brooks	Cap(78)CBX-3058; (45)CBXF-3058; (33)HX-3059
112	3	3	3	LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Cap(78)DAS-80; (45)CASF-3001
113	4	4	4	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance "Pinto" Colvig	Cap(78)DBX-3033; (45)CBXF-3033
37	9	5	5	BOZO AND THE BIRDS (Two Records)	P. Colvig-B. May Ork	Cap(78)DBX-3033; (45)CBXF-3033
48	7	6	6	BUGS BUNNY IN STORYLAND (Two Records)	Mel Blanc-A. Livingston	Cap(78)DBX-3022
42	5	7	7	WOODY WOODPECKER AND HIS TALENT SHOW (Two Records)	M. Blanc-B. May Ork	Cap(78)DBX-3032; (45)CBXF-3032
100	6	8	8	BUGS BUNNY (Three Records)	Mel Blanc	Cap(78)CC-64; (45)CCF-3004
32	7	9	9	HOWDY DOODY AND THE AIR-O-DOODLE (Two Records)	Bob Smith-H. Rene Ork	(78)Y-397; (45)WY-397
55	—	10	10	LITTLE ORLEY-UNCLE LUMPY (Two Records)	Fred Waring and Pennsylvanians	Dec(78)CUS-7
6	11	11	11	BUFFALO BILLY (One Record)	R. Rogers	V(78)21-0331; (45)47-0227
12	10	12	12	TOM AND JERRY AT THE CIRCUS (Two Records)	F. DeSales and C. Biever	MGM 51
10	13	12	12	STORY OF THE GOLDEN PALOMINO, THE (One Record)	B. Benson	Dec(78)K-2
72	12	14	14	BOZO UNDER THE SEA (Two Records)	Vance "Pinto" Colvig-Alan Livingston	Cap(78)DBX-3022
38	13	14	14	PECOS BILL (Three Records)	Roy Rogers-Sons of the Pioneers	V(78)Y-375
10	15	14	14	FRANCIS THE TALKING MULE (One Record)	Chill Wills, Narrator	Cap(78)CAS-3071; (45)CASF-3071

### POP ALBUMS

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

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

2	1	SOUTH PACIFIC	Mary Martin-Ezio Pinza	Col(78)MM-350; (33)ML-4180
1	2	YOUNG MAN WITH A HORN, A	Doris Day-H. James Ork	Col(78)C-193; (33)CL-6106
3	3	ANNIE GET YOUR GUN	B. Hutton-H. Keel	MGM(78)50; (33)E-509
4	4	HARMONY TIME	The Chordettes	Col(78)C-201; (33)CL-6111
5	5	DANCE DATE WITH LES BROWN	Les Brown Ork	Col(33)CL-6123
6	6	GUY LOMBARDO AND HIS ROYAL CANADIANS SILVER JUBILEE	Guy Lombardo	Dec(78)A-762; (33)DL-5235
6	7	DIXIE BY DORSEY	J. Dorsey Ork	Col(78)C-196; (33)CL-6095
8	7	GUY LOMBARDO TWIN PIANO, VOL. II	G. Lombardo	Dec(78)A-753; (33)DL-5193
9	9	LOMBARDOLAND	G. Lombardo and His Royal Canadians	Dec(78)A-570; (33)DL-5041
—	10	DANCE DATE WITH TONY PASTOR	T. Pastor Ork	Col(33)CL-6122

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

2	1	ANNIE GET YOUR GUN (Four Records)	B. Hutton-H. Keel	MGM(78)50; (45)G-1001
1	2	RALPH FLANAGAN PLAYS RODGERS AND HAMMERSTEIN (Three Records)	R. Flanagan	V(78)P-268; (45)WP-268
3	3	TOMMY DORSEY PLAYS COLE PORTER (Three Records)	T. Dorsey Ork	V(78)P-263; (45)WP-263
4	4	FRANKIE CARLE SWEETHEARTS (Three Records)	F. Carle	V(78)P-283; (45)WP-283
5	5	SAMMY KAYE PLAYS IRVING BERLIN (Three Records)	S. Kaye Ork	V(78)P-266; (45)WP-266
7	6	THEME SONGS (Four Records)	S. Kaye-T. Dorsey-T. Beneke-L. Green-V. Monroe-F. Martin-Three Suns-W. King	V(78)P-217; (45)WP-217
—	6	GLENN MILLER (Four Records)	Glenn Miller	V(78)P-148; (45)WP-148
7	8	DIXIELAND FOR DANCING (Three Records)	T. Dorsey Ork	V(78)P-279; (45)WP-279
6	9	SPIKE JONES PLAYS THE CHARLESTON (Three Records)	S. Jones Ork	V(78)P-277; (45)WP-277
9	10	DAILY'S DIXIELAND BAND (Three Records)	Pete Daily	Cap(78)CC-183; (45)CCF-183



# HELEN TRAUBEL NOW RECORDS EXCLUSIVELY FOR RCA VICTOR

The tradition of the great American sopranos is a long and honorable one—Nordica from Maine, Sanderson from California, Farrar from Massachusetts—and now, Traubel from Missouri. But never has there been a diva so thoroughly American in taste and training as the Great Helen. She learned everything here . . . everything from her love for baseball and hot dogs to her matchless artistry.

Reams of superlatives have been written about her. Critics have called her voice the world's finest. The result is there is never an unsold ticket when Helen Traubel sings. Her records are among the top sellers in the classical field. We are proud and happy to welcome Helen Traubel back to the RCA Victor Red Seal label.



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## The Billboard MUSIC POPULARITY CHARTS

### Juke Box Record Plays

Based on reports received last three days of Week Ending August 4

PART V

### MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part 1.

POSITION		Weeks   Last   This to date   Week   Week		Record	Artist	Label
9	1	1		MONA LISA	Nat "King" Cole and The Trio	Cap(78)1010, (45)F-1010—ASCAP
5	3	2		GOODNIGHT, IRENE	G. Jenkins Ork and the Weavers	Dec(78)27077, (45)9-27077
14	2	3		I WANNA BE LOVED	Andrews Sisters-G. Jenkins Ork	Dec(78)27007, (45)9-27007—ASCAP
23	4	4		THIRD MAN THEME, THE	G. Lombardo Ork	Dec(78)24839, (45)9-24839—ASCAP
3	11	5		SIMPLE MELODY	Gary & Bing Crosby-M. Matlock's All Stars	Dec(78)27112, (45)9-27112—ASCAP
3	16	6		SAM'S SONG	Gary and Bing Crosby-M. Matlock's All Stars	Dec(78)27112, (45)9-27112—ASCAP
15	5	7		BEWITCHED	G. Jenkins Ork	Dec(78)24983, (45)9-24983—ASCAP
7	7	8		TZENA, TZENA, TZENA	G. Jenkins-Weavers	Dec(78)27077, (45)9-27077—ASCAP
25	6	9		SENTIMENTAL ME	Ames Brothers	Coral(78)60140, (45)9-60140, Coral(78)9-60173—ASCAP
					(R. Vallee, V(78)20-3793, (45)47-3793; B. Mayo Quintet, Dana 2074; S. Gibson, Mer 8174; R. Anthony Ork-R. Deauville, Cap 923; R. Morgan, Dec 24904; Ray-O-Vacs, Dec 48141; K. Griffin, Rondo R-213)	
11	8	10		BONAPARTE'S RETREAT	K. Starr	Cap(78)936, (45)F-936—BMI
					(P. Napoleon, Col 38891; L. McAuliffe, Col(78)20706, (33)2-664; G. Krupa, V(78)20 3766, (45)47-3766)	
4	10	11		COUNT EVERY STAR	D. Haymes and A. Shaw Ork	Dec(78)27042, (45)9-27042—ASCAP
16	11	11		HOOP-DEE-DOO	P. Como-The Fontane Sisters	V(78)20-3747, (45)47-3747—ASCAP
3	19	13		MONA LISA	V. Young Ork	Dec(78)27048, (45)9-27048—ASCAP
17	14	14		SENTIMENTAL ME	R. Morgan Ork	Dec(78)24904, (45)9-24904—ASCAP
2	19	14		MONA LISA	H. James Ork	Col(78)38768, (33)1-588—ASCAP
13	—	14		BEWITCHED	B. Snyder Ork	Tower 1473—ASCAP
5	9	17		NOLA	L. Paul	Cap(78)1014, (45)F-1014—ASCAP
2	—	17		VAGABOND SHOES	V. Damone-G. Osser Ork	Mercury(78)5429, (45)5429X45—ASCAP
7	24	19		COUNT EVERY STAR	H. Winterhalter	V(78)20-3697, (45)47-3221—ASCAP
10	18	20		BEWITCHED	D. Day	Col(78)38698, (33)1-480—ASCAP
1	—	20		GOODNIGHT, IRENE	F. Sinatra	Col(78)38892, (33)1-718—BMI
7	14	22		SAM'S SONG	J. "Fingers" Carr	Cap(78)962, (45)F-962—ASCAP
3	24	22		MONA LISA	C. Spivak Ork	London(78)619, (45)30073—ASCAP
13	24	24		HOOP-DEE-DOO	K. Starr-F. DeVol Ork	Cap(78)980, (45)F-980—ASCAP
4	24	24		I WANNA BE LOVED	B. Eckstine	MGM 10716—ASCAP
4	28	24		LA VIE EN ROSE	T. Martin	V(78)20-3819, (45)47-3819—ASCAP
					(B. Crosby, Dec 27111; C. Haines, Coral 60260; G. Lombardo, Dec 27127; Melachro' Strings, V 20-3739; N. Morales, Dec 21313; M. Marrow, MGM 30227; E. Piaf, Col(78)38912, (33)1-743; P. Weston Ork, Cap(78)890, (45)F-890; O. Bradley, Coral 60241; L. Armstrong, Dec 27113; H. James Ork, Col(78)38768, (33)1-588)	
7	—	24		BEWITCHED	L. Green-Honeydreamers	V(78)20-3726, (45)47-3726—ASCAP
3	—	24		COUNT EVERY STAR	R. Anthony	Cap(78)979, (45)F-979; Cap(78)859, (45)F-859—ASCAP
1	—	24		GOODNIGHT, IRENE	R. Foley and E. Tubb	Dec(78)46255, (45)9-46255—BMI
2	28	30		I CROSS MY FINGERS	Bing Crosby	Dec(78)27111, (45)9-27111—ASCAP
					(P. Faith Ork, Col(78)38786, (33)1-607; V. Schoen Ork, Dec 27053; P. Como-Fontane Sisters-Mitchell Ayres Ork, V(78)20-3846, (45)47-3846; H. Babbitt-The Heartbeats, Coral 60188; S. Foster-R. Gunders Ork, Eastly P-101)	
1	—	30		CAN ANYONE EXPLAIN?	Ames Brothers	Coral (78)60253, (45)9-60253
					(R. Anthony Ork, Cap 1131)	

### WARNING!

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

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
 PART VI  
 TRADE SERVICE FEATURE

**Classical Records**

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

**Best Selling LP Classical Titles**

Last Week	This Week	Title	Label
1	1	Tchaikovsky: Swan Lake Ballet Music, A. Kostelanetz Ork.	Col(33)ML-4308
4	2	Beethoven: Symphony No. 3 in E Flat Major, NBC Symphony Ork, A. Toscanini, conductor	V(33)LM-1042
2	3	Rachmaninoff Concerto for Piano and Ork, No. 2 in C Minor, A. Rubinstein, NBC Symphony Ork, V. Golschmann	V(33)LM-1006
—	3	Mozart: Idomeneo, Vienna State Opera Ork and Chorus, Von Zallinger, conductor	Haydn Society (33)HSLP-2020
3	5	Bach: Well-Tempered Clavicorn, W. Landowska	V(33)LM-1017

**Best Selling 45 RPM Classical Titles**

Last Week	This Week	Title	Label
1	1	Rachmaninoff: Concerto No. 2 in C Minor, Opus 18, A. Rubinstein, NBC Symphony Ork; V. Golschmann, conductor	V(45)WDM-1075
4	1	Puccini: Highlights From Madame Butterfly, L. Alcanese, L. Browning, J. Melton, RCA Victor Ork, Weissmann, conductor	V(45)WDM-1058
2	3	Strauss: Music of Johann Strauss, Minneapolis Symphony Ork, E. Ormandy, conductor	V(45)WDM-262
—	4	Kurt Weill: Down in the Valley, M. Bell, K. Smith, W. McGraw, R. Jacquemont, R. Barrows, RCA Victor Ork, P. Herman Alder, director	V(45)WDM-1367
5	5	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork, Pierre Monteaux, conductor	V(45)WDM-920

**Advance Classical Record Releases**

(Includes Semi-Classics)

Bizet-Hammerstein: Carmen Jones Album—M. Smith-L. Saxon-C. Franzell-G. Bryant-J. Hawkins-C. Cole-D. Montgomery-J. Russell-R. Steplight-Carmen Jones Ork & Chorus-J. Littau & R. Shaw, Cond. (1-12") Dec (33) DL 8014	(3-7") V(45)22—Ah! Sweet Mystery of Life; I'm Falling in Love With Someone; Italian Street Song; Naughty Marietta; 'Neath the Southern Moon; Tramp, Tramp, Tramp
Herbert: Naughty Marietta Album—A. Goodman Ork-E. Wrightson-E. Malbin-J. Carroll-Guild Choristers	Paganini: Quartet in E Major Album—New York String Quartet (1-10") Regent (33) 1

**Classical Record Reviews**

The rating, shown by the large boldface number, is an indication of sales potential. Popularity of the composition; strength and availability of competitive versions; name value of the talent; interpretation and recording technique, and disk quality are carefully considered in determining the rating. Other factors are distribution and manufacturer's exploitation power. A score of 90-100 is given to an outstanding performance whose commercial potential is supported by the aforementioned values; 80-89 indicates an excellent disk, using the same values as a yardstick; 70-90, good; 60-69, satisfactory; 0-59, poor.

**SMETANA: FROM MY LIFE (QUARTET IN E MINOR)**—The Cleveland Ork-George Szell, Dir. (1-10") Columbia (33) ML 2095 **75**

The extremely popular Smetana quartet has been effectively, in fact, excitingly orchestrated by Szell, who is quite a profound musician in his own right. Szell did not tamper with melody or harmony as they originally were written for the quartet, but he did underline the highlights in the arrangement for a large orchestra and in fact has broadened the richness and spirit of the folk-like material which makes up the greater portion of this vibrant and personal expression of nationalistic feeling. Certainly, Szell, a Czech with an inclination to favor his native folk themes in his own work, was the logical modern to have undertaken the task of orchestra-

ing so well known a work. He has made a commendable job of it, and it should pave the way for widespread concert hall use of this zestful and yet tragically expressive music. The performance is fiery; recording is full and clear.

**PAGANINI: QUARTET IN E MAJOR** —The York String Quartet (1-10") Regent (33) LP 1 **67**

Here's one that should create some ripples of interest. The work is virtually unknown, and undeservedly so. More than a mere curio, it's a charming, liquid piece characterized by powerful melodies that are sometimes Schubertian and most often Italianate. The first violin is heavily featured, as may be expected, players are highly competent, and the recording is clear, with a realistic string sound. Altogether, it's a thoroughly pleasing bit of romantic chamber music wax.

**INTERESTING FIGURES**



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**"MARIANNE"**  
 Columbia Record 38884  
 or 7-inch LP Record 1-705

**OTHER YANKOVIC "BEST SELLERS"**

"When You're Away" and "I'm Going to Get a Dummy" Columbia Record 38824 or 7-inch LP Record 1-645	"Hoop-Des-Doo" and "Night After Night" Columbia Record 38799 or 7-inch LP Record 1-618	"Tic-Tock Polka" and "When Banana Skins Are Falling" (I'll Come Sliding Back To You) Columbia Record 12447-F
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**Columbia Records**

Originator of 33 1/3 LP Records—One Speed Is All You Need



Grab Your Nickels

# ARCHIBALD

AND HIS ORCHESTRA

IMPERIAL RECORD NO. 5068

## STACK-A-LEE I AND II

IMPERIAL RECORD CO., INC.

6425 HOLLYWOOD BLVD., HOLLYWOOD 28, CALIF.

Here's THE Moneymaking Version!



# SAD FEELING

by

## ROY MILTON

SPECIALTY 372

Specialty records

CAN'T BE DONE?  
SEZ WHO?

It's coming your way AUGUST 15!  
THE NEW  
Little Esther--Johnny Otis--Mel Walker

**HIT #4**

Watch for This SMASH MYSTERY Record!

Mr. Dealer! Savoy's nation-wide disc jockey contest allowing listeners to give the title of the new Mystery Record... has delayed shipments to distributors until Aug. 15th. Order NOW!

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2 GREAT HITS!

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AMERICA'S TOP BLUES SINGER

**DANNY COBB**

On Savoy #754

"ROCKAWAY BLUES"

Backed by

"DANNY BOY"

Savoy outsells all competitive labels  
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Savoy RECORD CO., INC.  
58 Market St., Newark 1, N. J.

PEARL

PEARL

Feelin' Low, Feelin' Blue, Tell  
You What You Ought To Do

ORDER THESE LEGITIMATE PEARL RECORDS:

Freckle Song .....#50	Buster Aster .....#72
Beaches & Bassetts .....#52	Get Off the Table Mabel ...#74
Automobile Song .....#56	Bell Bottom Trousers .....#73

and many, many others

Terrific Entertainment for Parties

Mr. Dealer, do you have these legitimate records in stock? If your distributor can't supply you, we will ship you direct. These legitimate Pearl Records are real money makers.

PEARL RECORDS

PEARL

Box 229

Covington, Ky.

PEARL

# The Billboard MUSIC POPULARITY CHARTS

PART VII

## Rhythm & Blues Records

Based on reports received last three days of Week Ending August 4

### BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record	Artist	Label
15	1	1	1	PINK CHAMPAGNE	Joe Liggins	Specialty 355—BMI
				Sentimental Lover		
10	3	2	2	CUPID'S BOOGIE	Little Esther	Savoy 750
				Just Can't Get Free		
8	2	3	3	HARD LUCK BLUES	Roy Brown and His Mighty, Mighty Men	De Luxe 3304—BMI
				New Rebecca		
2	9	4	4	I LOVE MY BABY	L. Darnell	Regal 3274—BMI
				My Kind of Baby		
11	4	5	5	WELL, OH WELL	Tiny Bradshaw	King 4357—BMI
				I Hate You		
6	7	6	6	MONA LISA	"King" Cole Trio	
				Greatest Inventor of Them All, The	Cap(78)1010; (45)F-1010—ASCAP	
16	5	7	7	I NEED YOU SO	Ivory Joe Hunter	MGM 10663
				Leave Her Alone		
10	3	8	8	EVERYDAY I HAVE THE BLUES	L. Fulson	Swingtime 196
				Rockin' After Midnight		
1	—	9	9	TENDERLY	Lynn Hope Quintet	Premium 851
				Song of the Wanderer		
9	6	10	10	I WANNA BE LOVED	D. Washington	Mercury 8181—ASCAP
				Love With Mirrors		
2	—	10	10	MY FOOL'SH HEART	G. Ammons	Chess 1425—ASCAP
				Bless You		
1	—	10	10	BALD HEAD	T. Byrd	Mercury 8175
				Hey Now, Baby		

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

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

POSITION	Weeks to date	Last Week	This Week	Record	Artist	Label
14	1	1	1	PINK CHAMPAGNE	Joe Liggins	Specialty 355—BMI
6	2	2	2	MONA LISA	"King" Cole Trio	
				Cap(78)1010; (45)F-1010—ASCAP		
11	4	3	3	WELL, OH WELL	Tiny Bradshaw	King 4357—BMI
7	3	4	4	CUPID'S BOOGIE	Little Esther	Savoy 750
11	3	5	5	EVERYDAY I HAVE THE BLUES	L. Fulson	Swingtime 196
2	10	6	6	BLUE SHADOWS	L. Fulson	Swingtime 226
11	—	6	6	I NEED YOU SO	Ivory Joe Hunter	MGM 10663
2	10	6	6	I LOVE YOU, MY DARLIN'	Joe Fritz	Sittin In 559
1	—	9	9	DANNY BOY	A. Hibbler	Atlantic 911
1	—	10	10	TENDERLY	Lynn Hope Quintet	Premium 851
1	—	10	10	I LOVE MY BABY	L. Darnell	Regal 3274

### ADVANCE RHYTHM & BLUES RECORD RELEASES

After You've Gone—T. Bradshaw (Boodie Green) King 4376  
 Ain't Gonna Cry—L. Greenwood (Come Back) Modern 20-757  
 Answer to Blues After Hours—Pee Wee Crayton (Louella Brown) Modern 20-763  
 Anytime Is the Right Time—Fat Man Humphries (Doby at) Abbey 3016  
 Blues in My Heart—Five Blue Flames (Dance Til) Col 30216  
 Boodie Green—T. Bradshaw (After You've) King 4376  
 Brand New Baby—F. Domino (Hey! La) Imperial 5085  
 Can Anyone Explain?—S. Churchill (Devil Sat) Arco 1259  
 Come Back, Baby—L. Greenwood (Ain't Gonna) Modern 20-757  
 Dance Til the Break of Dawn—Five Blue Flames (Blues in) Col 30216  
 Danny Boy—D. Cobbs (Rockaway Blues) Savoy 754  
 Day Break—Brother Blues (Feather Weight) Abbey 3015  
 Devil Sat Down and Cried, The—S. Churchill (Can Anyone) Arco 1259  
 Doby at the Bat—Fat Man Humphries (Anytime Is) Abbey 3016  
 Doctor Blues—J. Witherspoon (Don't Ever) Modern 20-764  
 Don't Ever Move a Woman Into Your House—J. Witherspoon (Doctor Blues) Modern 20-764  
 Drunk Again—L. Johnson (Good Time) King 4388  
 Evil Hearted Woman—T-Bone Walker (Traveling Blues) Imperial 5094  
 Feather Weight Mama—Brother Blues (Day Break) Abbey 3015  
 Feed the Baby—The X-Rays (You Got) Savoy 760  
 Fine, Fine Baby—M. Scott (Have You) King 4386  
 Freight Train Boogie—J. Otis Ork (Good Time) Regent 1021  
 Get To Gettin'—V. Greene (Honey, Honey) Dec 48168  
 Good Time Blues—J. Otis Ork (Freight Train) Regent 1021  
 Good Morning Blues—Leadbelly (Goodnight, Irene) Atlantic 917  
 Goodnight, Irene—Leadbelly (Good Morning) Atlantic 917  
 Have You Ever Watched Love Die?—M. Scott (Fine, Fine) King 4386  
 Hey! La Bas Boogie—F. Domino (Brand New) Imperial 5085  
 Honey, Honey, Honey—V. Greene (Get To) Dec 48168  
 I Love a Fellow—J. King (Low Down) Imperial 5087  
 I'll Be Lonely—F. Dixon (It's Getting) Modern 20-761  
 It's Getting Foggy—F. Dixon (I'll Be) Modern 20-761  
 It's Good Like That—Tampa Red (New Deal) V(78) 22-0094; (45)50-0094  
 Jelly Roll Baker—L. Johnson (Drunk Again) King 4388  
 Jumpin' Tonight—J. Turner (Story to) Imperial 5085  
 Jumping Jack—J. Moore's Three Blazers-B. Valentine (Someday You'll) V(78)22-0095; (45)50-0095  
 Lord Is Coming Bye and Bye—Rhythmettes (Television) Cap 1130  
 Louella Brown—Pee Wee Crayton (Answer to) Modern 20-763

### RHYTHM & BLUES RECORD REVIEWS

**PICCADILLY PIPERS Toy Piano Boogie** 57--60--55--60  
 Columbia 30215  
 Novelty boogie instrumental of no particular originality is well-recorded. Spots a toy piano as key solo instrument. May draw a shekel here and there.

**Toy Piano Man** 40--40--40--40  
 Pleasant performance of as trivial a rhythm ditty as has been heard recently.

**ROY MILTON Playboy Blues** 82--83--81--83  
 Specialty 366  
 Milton's jumping crew propels a giant beat on this rocking medium blues effort. Spots alto, tenor and trumpet solos effectively.

**Cryin' and Singin' the Blues** 73--75--70--74  
 This fine little group serves up excellent full-sounding backing for the leader's blues warbling of a slight ditty.

(Continued on page 100)

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

Based on reports received last three days of Week Ending August 4

**MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS**

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

POSITION		Weeks   Last   This		to date   Week   Week			
11	1	1	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696	BMI	
19	2	2	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830	BMI	
5	4	3	CUDDLE BUGGIN' BABY	E. Arnold	V(78)21-0342; (45)48-0342	BMI	
7	5	4	THROW YOUR LOVE MY WAY	E. Tubb	Dec(78)46243; (45)9-46243	BMI	
10	3	5	M-I-S-S-I-S-S-I-P-P-I	R. Foley	Dec(78)46241; (45)9-46241	BMI	
4	7	6	I'M MOVIN' ON	Hank Snow	V(78)21-0328; (45)48-0328	BMI	
4	8	7	ENCLOSED, ONE BROKEN HEART	E. Arnold	V(78)21-0342; (45)48-0342	BMI	
14	6	8	BIRMINGHAM BOUNCE	R. Foley	Dec(78)46234; (45)9-46234	BMI	
2	10	9	GIVE ME A LITTLE OLD-FASHIONED LOVE	E. Tubb	Dec(78)46243; (45)9-46243	BMI	
1	—	10	GOODNIGHT, IRENE	Red Foley and E. Tubb	Dec(78)46255; (45)9-46255	BMI	

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

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

POSITION		Weeks   Last   This		to date   Week   Week			
11	1	1	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696	BMI	
6	5	2	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328	BMI	
22	3	3	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830	BMI	
7	2	4	CUDDLE BUGGIN' BABY	E. Arnold	V(78)21-0342; (45)48-0342	BMI	
11	4	4	M-I-S-S-I-S-S-I-P-P-I	R. Foley	Dec(78)46241; (45)9-46241	BMI	
8	6	6	THROW YOUR LOVE MY WAY	E. Tubb	Dec(78)46243; (45)9-46243	BMI	
3	9	7	ENCLOSED, ONE BROKEN HEART	E. Arnold	V(78)21-0342; (45)48-0342	BMI	
1	—	8	GOODNIGHT, IRENE	E. Tubb and Red Foley	Dec(78)46255; (45)9-46255	BMI	
4	10	9	JUST A CLOSER WALK WITH THEE	Red Foley and The Jordanaires	Dec(78)14505; (45)9-14505	BMI	
14	8	10	BIRMINGHAM BOUNCE	R. Foley	Dec(78)46234; (45)9-46234	BMI	

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

- Are You Treating Your Neighbor as Yourself?—H. Locklin (Fifty Miles) 4 Star 1405
- Believe Me—D. Price (I'll Send) King 879
- Blue Canadian Rockies—G. Autry (Onteora) Col 38906
- Boogie Man Boogie—C. Atkins (I Was Bitten) V(78) 21-0367; (45)48-0367
- Dallas Limited—H. Zeke Clemons (Oklahoma Bound) Imperial 8091
- Do You Still Love Me?—H. Choates (Korea, Here) Macy's 141
- Down at the General Store—Don Lou Robertson (My Mary) London 16037
- End of Desire—J. Powers (Gittar-Totin') Lotus 1
- Ethyl in My Gas Tank, No Gal in My Arms—J. Heap (My Heart) Imperial 8089
- Fifty Miles of Elbow Room—H. Locklin (Are You) 4 Star 1405
- Fire Ball Mail—J. "Tex" Carman (Kahila March) 4 Star 1379
- Following You Around—H. Zeke Clemons (From Start) Imperial 8092
- For Every Kiss—D. Hewitt (I Hurt) V(78)21-0369; (45)48-0369
- From Start to End—H. Zeke Clemons (Following You) Imperial 8092
- Gittar-Totin' Cowboy—J. Powers (End of) Lotus 1
- Good Mornin' Yall—S. Hamblen (I Whisper) Col 20733
- Goodnight, Irene—M. Mullican (Mona Lisa) King 886
- Goodnight, Irene—L. Dee (Steppin' Out) Dec 46258
- Goodnight Irene—R. Foley-E. Tubb (Hillbilly Fever No. 2) Decca 46255
- Guitar Shuffle—H. Garland (I'm Moving) Dec 46256
- Heaven's Radio—M. O'Day (Don't Sell) Col(78)20732; (33)2-740
- (I Lost My Blues in) Happy Valley—Hiawatha Ramblers (Lyn' Lips) Disc Jockey 1012
- Hard-Hearted You and Chicken Hearted Me—Z. Turner (I'm Tying) King 883
- It Hurts Me To See You With Somebody Else—Texas J. Robertson (Jaw, Jaw) V(78)21-0365; (45)48-0365
- Jack O' Hearts—R. River Dave (Change Partners) MGM 10755
- Jaw, Jaw, Yap, Yap!—Texas J. Robertson (It Hurts) V(78)21-0365; (45)48-0365
- Jealous Lies—W. Tuttle (When the) Coral 64056
- I Hurt Inside—D. Hewitt (For Every) V(78)21-0369; (45)48-0369
- I Was Bitten By the Same Bug Twice—C. Atkins (Boogie Man) V(78)21-0367; (45)48-0367
- I Whisper Your Name—S. Hamblen (Good Mornin') Col 20733
- I'll Send You Kisses and Love—D. Price (Believe Me) King 879
- I'm Movin' On—"Cousin" F. Lewis-J. Bean (Last Night) 4 Star 1510
- I've Got a Cause To Be Lonesome—J. Heap (Woods Are) Imperial 8090
- Kahila March—J. "Tex" Carman (Fire Ball) 4 Star 1379
- Korea, Here We Come—H. Choates (Do You) Macy's 141
- Last Night You Said Goodbye—"Cousin" F. Lewis-J. Bean (I'm Moving) 4 Star 1510
- Letter You Promised To Write, The—T. Preston (Flowers Speak Louder) 4 Star 1385
- Lula Lee—J. Skinner (You Don't) Disc Jockey RA 256
- Lyn' Lips—Hiawatha Ramblers (Happy Valley) Disc Jockey 1011
- Mona Lisa—M. Mullican (Goodnight, Irene) King 886
- Mona Lisa—J. Wakely (Steppin' Out) Cap 1151
- My Heart's Turned to Stone—J. Heap (Ethyl in) Imperial 8089
- My Mary Jane—Don Lou Robertson (Down at) London 16037
- My True Confession—Cowboy Copas (Steppin' Out) King 885



The Fastest  
 Rising  
 Cowboy  
 Band  
 in the Land

**THE 101 RANCH BOYS**

"I'M TRYING TO KEEP MOTHER WARM"

"YOU TURNED MY LOVE TO HATE"

COLUMBIA 20728

**COLUMBIA'S TUNE TIPSTER**

Columbia  
 20687

101 RANCH BOYS  
 "PICKIN' COTTON DOWN SOUTH"  
 — II —  
 "CANDY AND WOMEN"

Columbia  
 20663

"I'M BUILDING MY FUTURE  
 IN HEAVEN"  
 — II —  
 "THANK YOU, LORD"

Columbia  
 20652

"THE WEEPING WILLOW"  
 — II —  
 "YOU STOLE MY HEART"



THE  
 101 RANCH BOYS  
 WORLD NETWORK  
 SHOW

HEARD EVERY SATURDAY OVER  
**ABC**

HEAR THE GREAT ARTISTS AT THEIR BEST ON

**Columbia Records**

Trade-marks "Columbia," and Reg. U. S. Pat. Off.



**TOWER DOES IT AGAIN!!!!**

with  
**BILL SNYDER'S**  
TOWER-IFIC VERSION OF  
**"MY SILENT LOVE"**

Tower Record No. 1482

**THE BILLBOARD PICKS:**

AUG. 5, 1950

MY SILENT LOVE.....Bill Snyder Ork .....Tower 1482  
Snyder may succeed in getting lightning to strike twice with this bewitching mood pop piano concerto treatment of the lovely.

**THE BILLBOARD REVIEWS:**

AUG 5, 1950

**BILL SNYDER ORK** My Silent Love 88--88--87--88  
Tower 1482  
Snyder gives the "Bewitched" keyboard-ork treatment to this lovely oldie. Should make a likely follow-up to initial hit and may have enough on the ball to register heavy action.

**& PICKED AS A COMING HIT IN TIPS ON COMING TOPS**

● TIP With treatment almost identical with his big "Bewitched" dinking, Bill Snyder's piano-punctuated "My Silent Love," could do it all over again.

**STILL RIDIN' HIGH . . . . . BILL SNYDER'S**  
**"BEWITCHED"**  
TOWER NO. 1473  
AS WELL AS  
**"MY DREAM CONCERTO"**  
TOWER NO. 1474

AND . . . get those orders in for the newest novelty craze . . .  
**"YEA—BOO"**

The only Record Available Now on this song—Tower No. 1489  
Featuring **GLORIA HART** with **ART KASSEL** and his ork.

**THESE RECORDS AVAILABLE ON 45 RPM**

Order From Your Nearest Distributor or Direct From:

**TOWER RECORDS** 100 EAST OHIO STREET  
CHICAGO, ILLINOIS

**on INTRO and moving ahead!!**

INTRO 6001 **THIRD MAN THEME**  
(Played BOOGIE-WOOGIE by NICK STUART & ORCH.)

INTRO 6002 **WON'T YOU COME OVER TO MY HOUSE**  
(Played by LEO & HIS TRIO)

INTRO 50 **SQUARE DANCE ALBUM**  
(Caller JOE LEWIS of DALLAS, TEXAS)



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AT COMPETITIVE PRICES  
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RCA VICTOR DIVISION

120 East 23rd Street, New York 10, N. Y., Chicago, Hollywood

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

Based on reports received last three days of Week Ending August 4

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

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

POSITION	Weeks   Last   This to date   Week   Week	Record	Artist	Label
12	1	1. WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696—BMI
7	2	2. I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328—BMI
7	4	3. THROW YOUR LOVE MY WAY	E. Tubb	Dec(78)46243; (45)9-46243—BMI
22	3	4. I'LL SAIL MY SHIP ALONE	Moon Mullican	King 830—BMI
5	6	5. CUDDLE BUGGIN' BABY	E. Arnold	V(78)21-0342; (45)48-0342—BMI
10	5	6. M-I-S-S-I-S-S-I-P-P-I	R. Foley	Dec(78)46241; (45)9-46241—BMI
6	7	7. ENCLOSED, ONE BROKEN HEART	E. Arnold	V(78)21-0342; (45)48-0342—BMI
3	9	8. LOSE YOUR BLUES	Red Kirk	Mercury 6257—BMI
20	10	9. LONG GONE LONESOME BLUES	H. Williams	MGM 10645
2	8	10. REMEMBER ME (I'm the One Who Loves You)	S. Hamblen	Col(78)20714; (33)2-692

**FOLK TALENT AND TUNES**

By Johnny Sippel

**ARTISTS' ACTIVITIES**

Redd Harper is starting a series of TV films, produced by Hollywood-Imperial Pictures. Wally Dempsey, the Broome Brothers and Frankie Messina, once with WLS, will work with Harper on the series. . . . Guy Campbell and the Downhomers, WTIC, Hartford, Conn., are working Sundays at Lake Compounce, Conn., with a free show. Hank Gunder of the band became father of a son recently. . . . Larry Vincent and Mickey Barner, writers of that tricky ditty, "2 Cents, Three Eggs and a Postcard," have placed their new folk tune, "Trespasser," with Shenandoah Music, Hill & Range ASCAP firm.

Alberta Slim, who went with Canadian Victor recently, is working with the Wallace Bros.' Shows thru Canada. He is using his horse, Kitten, and a group of Western entertainers. . . . Cousin Ford Lewis, who inked with 4 Star recently, is working with Joe Bean and His San Antonians at Dave Ming's Harmony Park Corral, Anaheim, Calif. Bean works with Lewis on the 4 Star sides. . . . The Armstrong Twins (4 Star) with their 15-year old sister, Patsy, are now with WLAC, Nashville. . . . Charley Lamb has left Mercury records, for which he operated as a fieldman in the h. b. department, to manage Carl Story and the Rambling Mountaineers. Story's group includes: Carl Boone, Red Rector, Cotton Gaylon and Kentucky Slim.

Cousin Ford Lewis recently signed a contract with 4-Star. . . . The Skyline Boys are appearing mornings on WJEJ, Hagerstown, Md. . . . Johnnie Lee Wills and His Boys are touring Oklahoma this month. . . . Cousin Herald Goodman's Hillbilly Circus appeared recently at the North Side Coliseum in Fort Worth. . . . Little Jimmie Dickens and His Country Boys played at Roy Acuff's Dunbar Cave last month and drew a record crowd. . . . Annie Young, of WARC, Rochester, N. Y., recently opened a record shop dealing exclusively in hillbilly and Western music. . . . Shadow Mathews and the Smokey Valley Boys, KSAL, Salina, Kan., are on a theater and dance tour of Missouri, Kansas and Oklahoma. . . . Gene O'Quinn (Capitol) is now appearing with Cliff Stone's Home Town Jamboree over KLAC-TV, Hollywood. O'Quinn is a youngster in the h. b. field. . . . Danny Brown, of WSM, "Grand Ole Opry," guested on the East Texas Barn Dance, Gladewater, recently.

Uncle Alex Campbell, leader of the New River Boys, heard daily over WASA, Havre De Grace, Md., is operating his Rainbow Park 12 miles north of Conowingo, Md., on route 72. He is using top names on week-ends. . . . Homer and Jethro booked into the Orpheum Theater, Omaha, for a week August 25. . . . Smokey Wallace has joined Dale Stoner's Western Chuck Wagon Gang at Estes Park, Colo. Band consists of Hank and Dick Becker, Toby Steele, Don Lutz, Jimmy Lewis and four specialty acts, Vee Ellison, Death Valley Smiley, Doc Drag Harlin and a Sioux Indian dance group. They are working in the Rocky Mountain region, moving to the Palm Springs Polo Ground in the winter. . . . Eddie Naack (Gold Star) is now at KLEE and KLEE-TV, Houston. . . . Buddy Starcher (Columbia) left Philadelphia August 1 for a two-week tour of the Midwest and Southwest, returning to WCAU and WBIG in October.

Tex Williams (Capitol) is reportedly severing his vocal work with the Western Caravan to do a single. Terry Preston (4 Star) is joining the Caravan troupe. Deuce Spriggins and Smokey Rogers will remain with the Caravan. . . . Ray Parker, of Valley Hill Music, Hollywood, has put Don Boots of KFH, Wichita, Kan., with Les Bihari's new Question Mark label. . . . Daisy Mae and Old Brother Charley, the Florida h. b. duo, formerly with Mercury, have cut their first sides for the Cozy label. The Gospel Ambassadors, of Kansas City, also have cut for Cozy. . . . Kenny Roberts spent several days in New York recently conferring with radio brass about some network TV appearances. Roberts did 6,000 people recently at the G-Bar-C Ranch, Columbus, O., to break the previous year high of 4,000 done by Ernest Tubb. Roberts and his wife are vacationing in Florida.

(Continued on page 110)

Mercury



# TOP TEN



## FRANKIE LAINE

"Music Maestro Please"  
"Dream A Little Dream Of Me"  
MERCURY 5458 45 RPM•5458X45



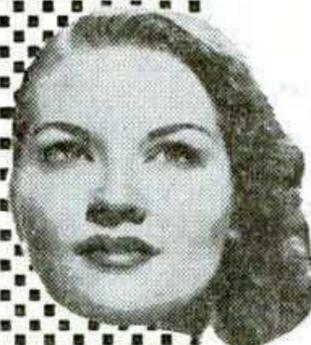
## VIC DAMONE

"Tzena, Tzena, Tzena"  
MERCURY 5454 45 RPM•5454X45  
"Vagabond Shoes"  
MERCURY 5429 45 RPM•5429X45



## EDDY HOWARD

AND HIS ORCHESTRA  
"Daddy's Little Boy"  
"They Put The Lights Out"  
MERCURY 5475



## PATTI PAGE

"All My Love"  
"Roses Remind Me Of You"  
MERCURY 5455 45 RPM•5455X45



JERRY MURAD'S  
**HARMONICATS**

WITH **JERRY BYRD**  
WORLD'S GREATEST STEEL GUITARIST  
"Harbor Lights"  
"At Sundown"  
MERCURY 5461 45 RPM•5461X45



## RICHARD HAYES KITTY KALLEN

"Our Lady Of Fatima"  
"Honestly I Love You"  
MERCURY 5466 45 RPM•5466X45



## DICK BAKER

"Let's Do It Again"  
"Kansas City Kitty"  
MERCURY 5445



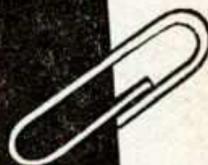
## RALPH MARTIERE

AND HIS ORCHESTRA  
"My Silent Love"  
"Say It Isn't So"  
MERCURY 5473 45 RPM•5473X45

## RED KIRK

"Lose Your Blues"  
"Over An Ocean Of Golden Dreams"  
MERCURY 6257

*Special! Just Out!*  
**VIC DAMONE**  
 "Just Say I Love Her"  
 (NO. 1 BILLBOARD PICK—AUG. 5TH)  
 "Can Anyone Explain"  
 MERCURY 5474 45 RPM•5474X45



ONLY **Mercury** HAS THE HITS ON NON-BREAKABLE RECORDS

Swing Toward 45 rpm with RCA Victor's Dance Bands...



Lawrence  
**DUCHOW**

AND HIS  
R. C. A.  
VICTOR  
RED  
RAVEN  
ORCHESTRA

AVAILABLE ON 45 AND 78 RPM

- Victor 25-1164—Laughing Trombone Polka Blackbird Waltz (Orchestration Available)
- Victor 25-1155—HM HM AHA Hayride Waltz
- Victor 25-1159—Believe Me, Beloved One Jolly Peter
- Victor 20-3356—Blue Skirt Polka I Betcha Polka
- Victor 25-1148—Sinker Polka True Love Will Never Die

- Victor 25-1132—Vagabond Waltz Old Fashioned Polka
- Victor 25-1142—Up in Heaven Oh, Clara
- Victor 20-3474—Land O' Lakes Sweetheart Milwaukee Polka
- Victor 25-1113—Blondie Charlie Red Raven Schottische
- Victor 25-1094—Yes Yes Polka Two Gossipers
- Victor 25-1079—Swiss Boy Pepper Pot Polka

AVAILABLE ONLY ON 78 RPM

- Victor 20-3438—7 Beers With the Wrong Woman Artistry in Polka
- Victor 20-3227—More Beer Polka
- Victor 20-3219—Windy City Polka Red Raven Waltz
- Victor 25-1121—Cinderella Polka In Paradise Waltz
- Victor 25-1127—When I Come Lovers Lane Laendler

- Victor 25-1105—Humdinger Polka Horseshoe Laendler
- Victor 25-1084—Peanuts Laendler Elephants Waltz
- Victor 20-3305—Pilgrim Polka Zephyr Waltz
- Victor 25-1072—Red Raven Polka Ravino Waltz
- Victor 25-1099—Swiss Girl Potter Polka

MINIMUM RETAIL ORDERS ON 78's—5 RECORDS

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

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The Billboard MUSIC POPULARITY CHARTS

PART IX



Record Reviews

RATINGS  
(100 Point Maximum)

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

How Ratings Are Determined

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

The Categories

Point listings are maximums. Song caliber, 15; interpretations, 15; arrangement, 15; 'name' value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitations (record adv't's-promotion film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.



ARTIST LABEL AND NO.

TUNES COMMENT

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS
<b>TOMMY DORSEY ORK</b> Victor 20-3869	<b>I've Forgotten You</b> Very pretty new ballad is handled neatly in traditional T. D. dance style with Johnny Amoroso turning in a rough-edged vocal with group aid. If tune goes, so will this disk.	80--82--80--78
	<b>No Other Love</b> T. D. serves up a large chunk of tram and Johnny Amoroso delivers an unpolished Sinatra-ish chorus on this growing Chopin adaptation. A fine dance disking in the old sure-fire T. D. fashion. Good commercial band coupling.	80--82--80--78
<b>TONY MARTIN-FRAN WARREN</b> Victor 20-3874	<b>Till We Meet Again</b> This super twosome deliver an enchanting rendition of this old favorite. Solid home folk fare with juke attraction for its nostalgic qualities.	84--85--84--84
	<b>Take a Letter, Miss Smith</b> Delightful performance of exceptionally cute material ditty. Could be the follow-up to "I Said My Pajamas" with proper exploitation. Figures for heavy jockey play.	87--88--87--86
<b>HERB JEFFRIES</b> Columbia 38915	<b>Love Me Long—Hold Me Close—Kiss Me Warm and Tender</b> Bobby Hackett's trumpet sets the mood for a fine Jeffries warble of a lovely new class ballad.	74--80--73--69
	<b>If I Should Lose You</b> Jeffries turns in one of his most effective of recent efforts in his strong piping of this lovely oldie.	73--77--72--70
<b>TONI ARDEN</b> Columbia 38905	<b>Don't Ever Leave Me</b> Toni pipes it strong and with conviction on this new Italian-derived ballad. Percy Faith backs tastefully.	79--82--78--78
	<b>It's Love</b> The thrush delivers a frothy, bubbling job on an airy, class ballad adaptation from a French import. A delightful disking which will win plenty of spinner action and which could do Miss Arden a world of good, prestige-wise, if not over the counter.	77--85--75--70
<b>LILY ANN CAROL-RAY BLOCH ORK</b> Signature 15281	<b>Let George Play It</b> It's Bernie Leighton's pianola solo that stands out. Carol's chirping fits nicely, but George just ain't playin' this stuff much any more.	70--68--68--73
	<b>Lazy River</b> Gal's highly stylized vocalizing gets a good backing from Ray Bloch on this Carmichael-Arogin oldie.	75--77--75--74
<b>DENNIS DAY</b> Victor 20-3870	<b>All My Love</b> Lush Charles Dant ork-choral backing lends rich support for a neat Day chant of this lovely melody. Should do well with family crowd if song scores.	77--77--80--73
	<b>Good Night, Irene</b> Tasty coverage of the smash hit folk waltz falls short of competitor versions but should grab some business where the distributor is aggressive.	67--70--70--62
<b>ROSEMARY CLOONEY</b> Columbia 38900	<b>Why Fight the Feeling</b> This refreshing Frank Loesser pic ballad is done with conviction by Rosemary. Percy Faith orking is delicate and lively. Could score if the song scores.	79--81--79--77
	<b>Crying Myself to Sleep</b> Light, attractive, airy rhythm ballad is done most pleasantly and gracefully by the thrush with tasty Faith backing.	74--80--72--70
<b>VICENTE GOMEZ</b> MGM 10756	<b>Theme Music From "Crisis" (I and II)</b> The combination of Miklos Rosza's music and Vicente Gomez's guitar make an intriguing, unusual and scholarly package, but it all may be just a bit too esoteric for public consumption. "Village Square" and "Revolution March" are the titles of the two selections recorded, but neither boasts the tuneful melody of a "Third Man Theme."	70--80--75--55
<b>MARGARET WHITING-JIMMY WAKELY</b> Capitol 1065	<b>Fool's Paradise</b> First, they slipped around. Then they stopped it and went to church on Sunday mornings. Now they're telling little white lies and breaking commandments. Sturdy stuff for country and pop followers of this twosome.	86--86--86--86
	<b>Close Your Pretty Eyes</b> Pretty adaptation from a French ditty is done in a warm, intimate fashion by this winning couple.	82--84--80--82
<b>BILL FARRELL</b> MGM 10757	<b>'Deed I Do</b> Taken at a slightly faster tempo than previous Farrell diskings, this one should do well in the boxes. For Farrell's fans.	80--80--78--82
	<b>You're Not in My Arms Tonight</b> Better than ordinary ballad gets a treatment that's not as highly styled as the singer's usual efforts.	76--76--76--77

(Continued on page 100)

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

**THE BILLBOARD PICKS:**

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

- ALL MY LOVE.....Bing Crosby.....Decca 27117  
 Patti Page.....Mercury 5455  
 Percy Faith Ork and Chorus.....Columbia 38918

A rich, sweeping melody imported from France has the earmarks of becoming one of the leading ballads of the new season as the result of the powerhouse strength of this trio of waxings. Crosby's is a full-bodied production piece with Victor Young's orking serving up a major assist, while Faith's is a lovely bit of melodic salesmanship. Patti's is a strong solo performance which had a couple of weeks' jump on the competitors.

- JUST SAY I LOVE HER.....Johnny Desmond.....MGM 10758  
 Desmond's effort here climaxes a series of disks, each of which has shown a decided progressive development.

- HOME .....Nat "King" Cole.....Capitol 1143  
 Cole may have the follow-up to his "Mona Lisa" in this equally mood-setting, warm and glowing revival of a lovely standard.

- THE BEER THAT I LEFT ON THE BAR.....  
 WHY FIGHT THE FEELING.....Vaughn Monroe Ork.....Victor 20-3880  
 Either or both of these sides could step out for the maestro. "Beer" has a "Whiffenpoof Song" flavor and is treated to the hilt for similar atmospheric effect, while "Feeling" is a clever and catchy Frank Loesser ballad from the coming Fred Astaire-Betty Hutton flicker, "Let's Dance."

**THE DISK JOCKEYS PICK:**

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

1. AIN'T NOBODY'S BUSINESS.....Kay Starr-Tennessee Ernie.....Capitol 1124
2. CAN ANYONE EXPLAIN?.....Ray Anthony.....Capitol 1131
3. CAN ANYONE EXPLAIN?.....Ames Brothers.....Coral 60253
4. DADDY'S LITTLE BOY.....Dick Todd.....Rainbow 40055
5. I LOVE THE GUY.....Fran Warren.....Victor 20-3848
6. SHOW ME THE WAY TO GET OUT OF TH'S WORLD.....Peggy Lee.....Capitol 1105
7. TAKE A LETTER, MISS SMITH.....Fran Warren-Tony Martin.....Victor 20-3874
8. MY SILENT LOVE.....Bill Snyder.....Tower 1402
9. ALL DRESSED UP TO SMILE.....Evelyn Knight.....Decca 27103

**THE RETAILERS PICK:**

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

1. SOMETIME.....Ink Spots.....Decca 27102
2. DADDY'S LITTLE BOY.....Dick Todd.....Rainbow 40055
3. HAPPY FEET.....Dean Martin-Paul Weston.....Capitol 5920
4. PHANTOM STAGE COACH.....Vaughn Monroe.....Victor 20-3818
5. AIN'T NOBODY'S BUSINESS.....Kay Starr-Tennessee Ernie.....Capitol 1124
6. AT SUNDOWN.....Frank Petty Trio.....MGM 10735
7. GOODNIGHT, IRENE.....Ernest Tubb-Red Foley.....Decca 46255
8. NO OTHER LOVE.....Jo Stafford.....Capitol 1053

**THE OPERATORS PICK:**

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

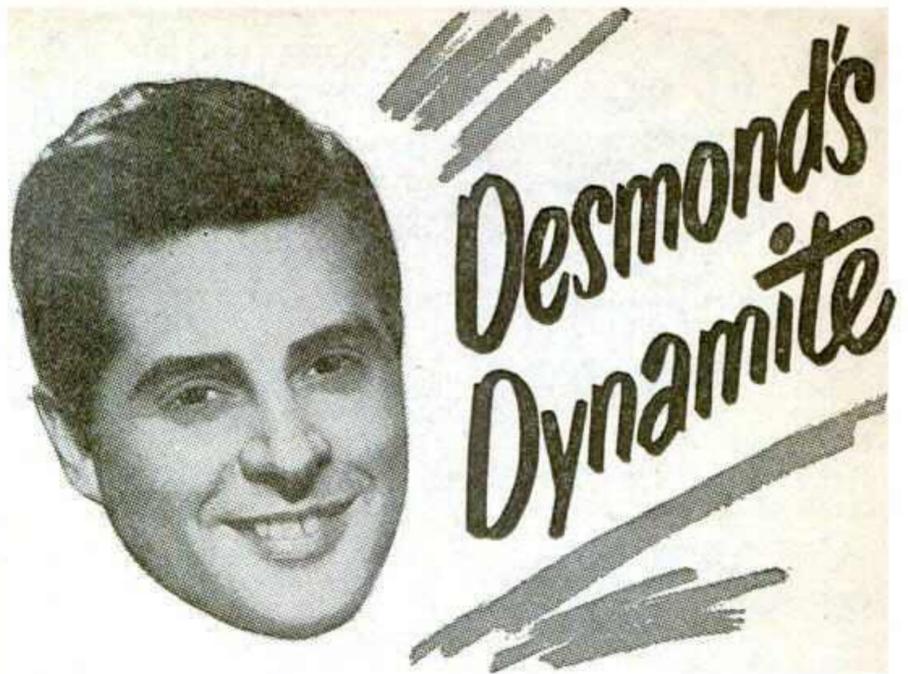
1. DADDY'S LITTLE BOY.....Dick Todd.....Rainbow 40055
2. DREAM A LITTLE DREAM OF ME.....Jack Owens.....Decca 27095
3. I CROSS MY FINGERS.....Perry Como.....Victor 20-3846
4. I'M BASHFUL.....Mindy Carson.....Victor 20-3801
5. SOMETIME.....Ink Spots.....Decca 27102
6. SIMPLE MELODY.....Jo Stafford.....Capitol 1039
7. HOME.....Nat "King" Cole.....Capitol 1133
8. TAKE A LETTER, MISS SMITH.....Tony Martin-Fran Warren.....Victor 20-3874

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

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

1. HILLBILLY FEVER NO. 2.....Red Foley and Ernest Tubb.....Decca 46255
2. AIN'T NOBODY'S BUSINESS.....Kay Starr and Tennessee Ernie.....Capitol 1124
3. PAPER FACE.....Frank Locklin.....Four Star 1466
4. STEPPIN' OUT.....B. Starr.....
5. I'LL FIND YOU.....Stuart Hamblin.....Columbia 20714
6. MY TRUE CONFESSIO.....Cowboy Copas.....King 885

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



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best sellers

POPULAR

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

FOLK - WESTERN

- MOON MULLICAN 830 I'LL SAIL MY SHIP ALONE MOON'S TUNE
HANK PENNY 869 WHAMI BAMI THANK YOU MA'AM JERSEY BOUNCE
HAWKSHAW HAWKINS 876 YESTERDAY'S KISSES THAT'S ALL SHE WROTE

SOPIA - BLUES

- TINY BRADSHAW 4357 WELL, OH WELL I HATE YOU
WYNONIE HARRIS 4378 GOOD MORNING, JUDGE STORMY NIGHT BLUES
IVORY JOE HUNTER 4382 CHANGING BLUES I HAVE NO REASON TO COMPLAIN

ROY BROWN

at his best
HARD LUCK BLUES
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KING Records

The Billboard MUSIC POPULARITY CHARTS

PART XI

Advance Information

ADVANCE RECORD RELEASES

Records listed are generally approximately two weeks in advance of actual release date List is based on information supplied in advance by record companies.

POPULAR

- Angry—M. Sutttee Swing Quartet (Avalon) Bullet 1088
At Sundown—F. Froeba (Snooky Ookums) Dec 27142
Avalon—M. Sutttee Swing Quartet (Angry) Bullet 1038
Bag Rag—N. Lamare's Strawhat Seven (Listen To) Cap 1128

- Punky Punkin—F. Allison (Ricky Rocket) V 20-3887
Red Hot Mama—L. Cook (Let Me) Abbey 15013
Red Sails in the Sunset—R. Smeck (On a) Coral 60285

RELIGIOUS

- Even Me—F. Evans-Gospel Trio (When the) Savoy 4018
Great Speckled Bird, The—M. Shiner (I'm Going) Dec 14527

(Continued on page 108)

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3. PEOPLE SAY I'M CRAZY AU REVOIR
4. THIS LOVE (RHUMBA) LOVE, LOVE GO AWAY
5. EVERY BEAT OF MY HEART (SAMBA) THE RHYTHM OF MY HEART

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**Billboard**  
MUSIC POPULARITY CHARTS  
PART XII  
TRADE SERVICE FEATURE

**Record Reviews  
Album and LP**

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

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

**THE RATES**  
(100 points—the maximum)

90-100	.....	tops
80-89	.....	excellent
70-79	.....	good
40-69	.....	satisfactory
0-39	.....	poor

**THE CATEGORIES**

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

**POPULAR**

**RICHARD RODGERS AND OSCAR HAMMERSTEIN II SONGS—Carmen Cavallaro (1-10")** **80**  
Decca (33) DL 5032

Some Enchanted Evening; A Wonderful Guy; People Will Say We're in Love; Oh! What a Beautiful Mornin'; If I Loved You; June Is Bustin' Out All Over; It Might As Well Be Spring; So Far. Cavallaro's flashy keyboard technique has rarely produced a falling commercial package. The one at hand appears to have the earmarks of being one of his biggest money items. Rodgers and Hammerstein are the hottest and most publicized writers of the day and this collection of some of the finest of their songs, including a pair from "South Pacific," would represent a hefty commercial entity. Add Cavallaro and it should end up a solid, steady selling item. At any rate, the set makes for relaxed, light, melodic listening patterned in the swooping 88 style of Cavallaro.

**JUKES** **JOCKS**  
Not suitable. Relaxed stuff for late hour spinners and 88-er disk segs.

**CARMEN JONES—Muriel Smith-Luther Saxon-Carlotta Franzell-Glenn Bryant-June Hawkins-Carmen Jones Ork-Joseph Littau, Dir.-Carmen Jones Chorus-Robert Shaw, Dir.** **78**  
Decca (33) DL 8014

Prelude; Dat's Love; Dere's a Cafe on De Corner; Beat Out Dat Rhythm on a Drum; Stan' Up and Fight; Whizzin' Away Along De Track; Dis Flower; My Joe; Dat's Out Man; Finale. The Billy Rose produced modern version of Bizet's "Carmen" with English lyrics by Oscar Hammerstein II made for one of the most exciting Broadway presentations in recent years and also made for one of the leading of the original cast show album recordings in that time. This eminently successful album now has been transferred from the 78 r.p.m. shellac originals to this single 12 inch LP and should find a brisk new market, if only in replacement sales. Incidentally, the sound and reproduction is considerably heightened in the LP plattering.

**JUKES** **JOCKS**  
Not suitable. Excellent off. - the beaten path material for any and all spinners.

**PETER PAN—Jean Arthur-Boris Karloff-Marcia Henderson-Peg Hillias-Joe E. Marks (1-12")** **90**  
Columbia (33) ML 4312

This one should hit immediately and stay up in the money for a long time. Adaptation of the roadway stage smash for disks has been accomplished perfectly thru use of a narrator. The story is, and always has been delightful without being precious. Its fancy, humor, gentle satire, full-bodied plot, and heart-warming philosophy offer something for every age from six up. In short, it should rival "Peter and the Wolf" in its broad acceptance. Karloff is superb as the humorously ominous Captain Hook, and Jean Arthur is completely winning in the title role. Leonard Bernstein's songs are the only let-down, tho the Alex Wilder incidental music is brilliantly conceived and suits the mood and action to perfection. The cast and direction leave nothing to be desired.

**JUKES** **JOCKS**  
Not suitable. Could be run in serial form on mop-pet segs.

**HAWAIIAN FESTIVAL ALBUM—Lani McIntire Ork (1-10")** **75**  
Columbia (33) CL-6117

Song of the Islands; To You Sweetheart, Aloha; The One Rose; Sweet Lailani; Sing Me A Song of the Islands; O-Ko-Le Ma-Lu-Na; Little Brown Gal; Hawaiian War Chant. McIntire has succeeded in blending the pop idiom with the liquid, lazy mood of the exotic Islands. The Selection here is drawn from the most popular standards in the idiom, and the recording is excellent. Good dance or dinner music.

**JUKES** **JOCKS**  
LP not suitable. A fine, ready-made disk show here.

**WESTERN SONGS AND DANCES—Yodeling Slim Clark (1-10")** **77**  
Remington (33) RLP-1017

Rye Whiskey; Big Rock Candy Mountain; Yodelin' Mad; Yodel Train; Chime Bells; The Swiss Yodelers; Just One More Yodel; The Cat Came Back. Western-minded moppets are a likely market for this fine 99-cent LP value. Most of the tunes are familiar folk songs, and all are done by Clark in great authentic old West style, with an abundance of yodelin'. He accompanies himself on guitar. Quality is good, too. Ideally suited for chain and department store consumption.

**JUKES** **JOCKS**  
Not suitable. For folk, kidisk, or Western shows.

**DORSEY BROTHERS' ORCHESTRA, VOL. I —Dorsey Brothers' Ork (1-10")** **71**  
Decca (33) DL 6016

St. Louis Blues; Milenberg Joys; Honeysuckle Rose; Dipper Mouth Blues; By Heck; Weary Blues; Dese Dem Dose. This is the first volume of a new LP "Collectors' Classics" on the Decca label. It contains a group of some of the historic wax sliced by the Dorsey Brothers' band of the 1934-'35 period, just prior to its break-up. The band leaned heavily toward the Dixieland side but evidences of the early big band swing style show in this band's arrangements, many of which were turned out by the late Glenn Miller. As a curio, a collector's item and for those of the younger set who have only recently discovered, either individually or together, the freres Dorsey, this LP should do a moderate business.

**JUKES** **JOCKS**  
Not suitable. Great historic stuff for pop whirlers as well as jazz segs.

**BRAHMS' HUNGARIAN DANCES—Decca Concert Ork-Harry Horlick, Dir. (1-10")** **65**  
Decca (33) DL 5210

Hungarian Dances No. 5, No. 3, No. 1, No. 17, No. 6, No. 2, No. 7, No. 4. Salon concert approach to these noted and popular fiery, gypsy-flavored pieces does not make for the most enticing translations of the works. But there should be a moderate number of folk who will go for this dinking if only for the emphasis on the rich melodic content and a totally down-to-earth approach. Will have to find a market among non-sophisticated, non-discriminating buyers.

**JUKES** **JOCKS**  
Not suitable. Better versions available.

**HITS OF THE GOLDEN TWENTIES —Morton Gould Ork (1-10")** **80**  
Columbia (33) ML 2132

Avalon; I Love You; Stumbling; Nobody's Sweetheart; Moonlight on the Ganges; I'll See You in My Dreams; Charleston; Diane. Lush, gushy string-heavy Gould arrangements of a collection of some of the finest songs which came out of the Roaring Twenties. An easily listenable, cleverly turned and entertaining collection which should find a sturdy welcome on the sizeable Gould-Kostelanetz market. Beautifully recorded and superbly played by the large studio ork.

**JUKES** **JOCKS**  
Not suitable. Late hour, "pops," and change-of-pace shows make this a useful library item.

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D101 "Ballin' the Jack" "I Still Get a Thrill"

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Popular Songwriters

By Jack Burton

## PERTINENT DATA ON SONGS AND SONGWRITERS

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

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

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1894 or before) have no publisher credit.

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

## No. 72—NACIO HERB BROWN

(Continued from last week)

Dismayed and disillusioned by this kaleidoscopic turn of events, Herb Brown got as far away from Hollywood as he could without boarding an ocean liner, and spent the next year and a half in New York, where he wrote *You're an Old Smoothie*, an interpolated number in the Broadway revue, *Free for All*, and *Temptation*, the theme song of Pola Negri's starring picture, *The Woman Commands*, before returning to the den of Leo, the MGM lion, in 1933, at the insistence of Irving Thalberg and Herb's lyricist, Arthur Freed.

As far as show business is concerned, Arthur Freed who was born in Charleston, S. C., September 9, 1894, was the antithesis of Brown. He not only loved it but had been a part of it since he graduated from Phillips Exeter Academy. He started his career as a song plugger in Chicago, where Ma Marx discovered him and made him a part of the Marx Brothers act, and continued his apprenticeship in the two-a-day under the guidance of Gus Edwards.

After serving as a top sergeant in the 13th Division of the A. E. F. during the first World War, Arthur Freed celebrated his return to mufli by writing special material for Broadway cafe revues with his former vaude partner, Louis Silvers, and making the Hit Parade in 1923 with *I Cried for You*, with music by Gus Arnheim and Abe Lyman.

Arthur Freed made his Hollywood entrance as managing director of the Orange Grove Theater, where he staged such outstanding Broadway successes as *Rain*, *White Cargo* and *Desire Under the Elms* and a revue called *The Picklings*, in which two unknowns who had driven down from Seattle in a broken-down flivver, stopped the show nightly. One was a pianist, Al Rinker, and his partner was a singer, Bing Crosby.

Following two meteoric decades

with Herb Brown as a collaborator, Arthur Freed, in 1939, became a multiple-telephone executive on the MGM lot, where he has produced during the past 10 years such top-grossing films as *Babes in Arms*, *Strike Up the Band*, *Little Nellie Kelly*, *Babes on Broadway*, *For Me and My Gal*, *Cabin in the Sky*, *Du Barry Was a Lady*, *Best Foot Forward*, *Girl Crazy*, *Meet Me in St. Louis*, *The Clock*, *Ziegfeld Follies*, *Yolanda and the Thief*, *The Harvey Girls*, *Till the Clouds Roll By*, *Summer Holiday*, *Good News*, *The Pirate*, *Easter Parade*, *Words and Music*, *Take Me Out to the Ball Game*, *The Barkleys of Broadway* and *Tahiti*.

In addition, he has repaid his debt to Ma Marx by discovering and bringing along to stardom such talented film novices of the past as Eleanor Powell, Gloria De Haven, June Allyson, Esther Williams, Gene Kelly and Howard Keel.

Herb Brown, however, was content to concentrate at the keyboard of his piano until 1943, when he decided he had earned a long vacation and found a haven from the cares of Hollywood in Mexico. But in 1948 he tired of his five-year siesta and returned to the MGM lot to write the music for *On an Island With You* and *The Kissing Bandit*. This decision may have been prompted by the flattering reception accorded *Who Put That Dream in Your Eye*, composed by his son and namesake, and a desire to develop in Nacio Herb Brown Jr. an heir qualified to uphold the family reputation in the musical field.

Despite his many hits, Herb Brown doesn't believe he's an outstanding popular songwriter. He is still partial to the classics he played as a boy with his mother, father and sister, and regards his *American Bolero* more worthy of his talents than the film songs he wrote and on which his fame is largely and deservedly based.

NACIO HERB BROWN'S BEST KNOWN  
SONGS AND RECORDINGS AVAILABLE

## Popular Songs

- 1920—CORAL SEA  
With King Zany. Miller Music Corporation.
- 1921—WHEN BUDDHA SMILES  
With King Zany. Lyrics by Arthur Freed. Harms, Inc. (Available on Brunswick 80122, Jan Savitt.)
- 1928—AVALON TOWN  
Lyrics by Grant Clarke. Miller Music Corporation.
- 1932—YOU'RE AN OLD SMOOTHIE  
With Richard A. Whiting. Lyrics by Buddy DeSylva. Harms, Inc. This was an interpolated number in the Broadway revue, "Free for All." (Available on Decca 24063, Carmen Cavallaro, piano solo.)

## Instrumental Numbers

- 1927—DOLL DANCE  
Miller Music Corporation. (Available on the following records: Harmony 1038, Claude Thornhill orchestra; Capitol 57-90031, O. Hostetter orchestra; Decca 23768, Guy Lombardo; Decca 25146, Frankie Carle; Decca DA-23519, Radio City Music Hall orchestra.)
- 1935—AMERICAN BOLERO  
Robbins Music Corporation. In this number, which the composer dedicated to his mother and teacher, Cora Alice Brown, Nacio Herb Brown utilizes the extremely difficult four-five tempo and reviews the musical culture of America, influenced as it was by the music of many

SONGWRITERS  
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NACIO HERB BROWN III

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HARRY WARREN  
HARRY M. WOODS  
ALLIE WRUBEL

nations—the barbaric beat of African drums, the broad melodic strains of the Latins, the dissonant chords of the Orient, the lilting sweep of Viennese strings and the clicking rhythm of Spanish castanets.

## Film Songs and Scores

(Unless otherwise noted, the songs that Nacio Herb Brown wrote for the films are published by Robbins Music Corporation.)

## 1929—BROADWAY MELODY

An MGM picture with Bessie Love, Anita Page and Charles King. Lyrics by Arthur Freed. Sherman Clay & Co.

## WEDDING OF THE PAINTED DOLL

(Available on the following Decca records: 25146, Frankie Carle; 24048 in A-1929, Fingerie and Schutt, dual pianos.)

## BROADWAY MELODY

## HOLLYWOOD REVUE

An MGM picture with an all-star cast that included Marlon Davies, Norma Shearer, Joan Crawford, Bessie Love, Conrad Nagel, Jack Benny, Lionel Barrymore, Cliff Edwards, Laurel and Hardy, John Gilbert, Anita Paige, William Haines, Buster Keaton, Marie Dressler, Polly Moran and Charles King. Lyrics by Arthur Freed.

## SINGING IN THE RAIN

(Available on the following records: Columbia 38464, Duke Ellington; Regent 151, M. Kellner orchestra; Decca 24048, Fingerie and Schutt, dual pianos.)

## TOMMY ATKINS ON PARADE

YOU WERE MEANT FOR ME  
(Available on Decca 25313, Connee Boswell.)

## UNTAMED

An MGM picture starring Joan Crawford in a cast that included Robert Montgomery and Ernest Torrence. Lyrics by Arthur Freed.

## CHANT OF THE JUNGLE

(Available on Decca 24050 in A-1929, Fingerie and Schutt, dual pianos.)

## THE PAGAN

An MGM picture starring Ramon Navarro in a cast that included Renee Adoree, Dorothy Janis and Doald Crisp. Lyrics by Arthur Freed.

## PAGAN LOVE SONG

(Available on the following records: London 329, T. Heath orchestra; Capitol 10206, Alvino Rey orchestra; Columbia 38538, H. Jeffries; Rainbow 90055, Eddie Miller orchestra; Decca 24050 in A-1929, Fingerie and Schutt, dual pianos; Decca 25028 in A-462, Ray Kinney's Hawaiians.)

(Continued next week)

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## Affiliated To Push 3-Speed Plug-In Player

### Artone TV Jack Equipped

NEW YORK, Aug. 5.—Taking advantage of the thousands of jack-equipped TV sets sold under the Artone brand private label, the Affiliated Retailers' department store chain will shortly embark upon a large-scale promotion of a new three-speed record-playing attachment. Affiliated acts as the private label buying office for the Macy's, Lit Bros., May Company and City Stores groups. The plug-in attachment, which will play all three speeds manually, will retail in the \$14.95 to \$17.95 range. The actual price will be determined by the individual stores according to local market conditions. On a simulated leather base, the unit uses a single needle cartridge.

Affiliated reasons that selling the phono plug-in attachments will increase the average sales check, give TV salesmen an added talking point and broaden the market for phonograph records. All Artone sets are equipped with phono jacks.

It is reported that the Dynavox Corporation, New York, will produce the attachment for Affiliated.

## Congress To OK Extension of Tax on TV Sets

WASHINGTON, Aug. 5.—Extension of the 10 per cent radio set tax to cover TV sets is slated for congressional approval in the next few weeks in the wake of a Senate Finance Committee amendment to what used to be the excise reduction bill. The group acted to slap on the TV tax after hearing Treasury Secretary John Snyder's estimate that the tax would bring in \$40,000,000 annually.

In a statement delivered to the committee, Snyder commented that TV is now a "strong competitor" with other forms of entertainment which are subject to excise taxes.

Because of the parliamentary situation, the House, which rejected a TV tax before the Korean situation developed, will have no chance to vote again on the levy. Once the tax bill clears the Senate, it will go to conference, after which the House can only accept or reject the entire tax program.

Radio-Television Manufacturers' Association (RTMA) protested against the tax in a letter to the Senate committee. RTMA pointed out the industry is already at a competitive disadvantage because of the freeze and emphasized the importance of the medium for public information.

## Scott TV Line Has Phono Jacks

CHICAGO, Aug. 5.—All TV-only consoles in the new line of receivers produced by Scott Radio Laboratories will be equipped with phono jacks, according to John S. Meck, president of the company. The Scott line included five TV-only consoles.

In making the announcement Meck said that his company decided on the use of phono jacks because it gives dealers a point for additional sales. "They can more easily sell a plug-in record changer and all types of records," he said, "when the TV set is equipped for them." With TV sets likely to become scarcer, the dealer must have these additional

# TV Set Prices Continue To Rise

## People, Products and Prices

### Radio Manufacturers Still Hiring

Employment in the radio manufacturing industry was on a steady increase in April and May, the Bureau of Labor Statistics (BLS) reported last week. The net gain in production workers in the industry between March and May was 8,300. The number of workers totaled 138,200 in March, 144,200 in April and 146,500 in May, BLS said.

### Galvin Assures TV Set Production Status Quo Until January

While the international situation and the present Korean conflict will undoubtedly affect the radio-TV industry, Paul V. Galvin, president of Motorola, last week told the New York Society of Security Analysts that the present production rate of TV sets can continue "thru the holiday season." He added that "possibly this rate of output will be sustained for many months to come." He pointed out that even if the electronics industry were to shift over to war production, it would take a considerable period before the effect were seriously felt in consumer production. Galvin told the group that in the last war such a switch required seven months.

### Zenith Intros Two AM-FM Table Models

Two AM-FM table model radios were introduced last week by Zenith. The Super Medallion model will retail at \$49.95 and the Super Triumph model at \$59.95. Both sets are available in maroon plastic cabinets. The addition of the new table model receivers fills out the Zenith FM radio line which ranges in price from \$39.95 for an FM only set to the \$79.95 Super Symphony model.

### Steelman Names Seven New Distribs, Two Sales Reps

Seven new distributors and two new sales representatives were named last week by the Steelman Radio & Phonograph Company, New York. Distributors appointed were Lappin Electric Company, Milwaukee; Mutual Distributors, Boston; East Coast Radio & Television, North Miami, Fla.; Distributors, Inc., Jacksonville, Fla.; Mangold Distributing, Baltimore; Banks Upshaw & Company, Dallas (for educational institutions), and Mountain Electronics, Charleston, W. Va. Named as sales reps were Symphonette Corporation, Chicago, and Lacey Associates, Atlanta.

### RTMA Lists Reappointments

Radio-Television Manufacturers' Association (RTMA) reappointments went last week to R. E. Carlson, Tung-Sol Lamp Works, Inc., as chairman of the Cathode Ray Safety Committee and to Richard C. Colton, RCA Victor, and W. L. Fogelson, P. R. Mallory & Company, as chairman and vice-president, respectively, of the traffic committee.

### Koepf Gets Asst. Secy. Post With RTMA

John K. Koepf, who headed the public relations department of the Green Line transit company operating between Northern Kentucky and Cincinnati, left August 2 for Washington to become assistant secretary and general manager of the Radio-Television Manufacturers' Association. Prior to his Green Line connection, Koepf had been Washington representative and television manager of the Fort Industry Company.

### News Notes on Manufacturers and Distributors

Jack L. Hobby has been named advertising and sales promotion manager of Andrea Radio Corporation. . . . DuMont appointed the Smith-Morley Company as distributor in the Salt Lake City area. . . . Capehart-Farnsworth will increase production facilities by constructing an additional building of 50,000 square feet at the company's Fort Wayne, Ind., plant. . . . T. R. Mathews has been named distributor manager of the Stromberg-Carlson Company. . . . Steelman Phonograph & Radio, New York, is reported to have acquired an additional plant in Mount Vernon, N. Y.

### TV Service Firm Suspension Hits N. Y. Set Owners

The suspension of operations last week by the Capital Television Corporation, New York, left thousands of TV set owners without service on their receivers. Hy Goldberg, firm president, resigned after the federal court approved a petition for reorganization under the bankruptcy laws. Capital, an independent service contracting firm, had been handling installation and service work for several chain stores in the area. The firm had branches in three New York City boroughs, Westchester and Nassau counties and Newark, N. J.

### RTMA Chief Talks At Emergency Parley

WASHINGTON, Aug. 5.—Robert C. Sprague, president of Radio-Television Manufacturers' Association (RTMA), is slated to give additional

sales opportunities in order to make a satisfactory profit." Meck also pointed out that the public will always want the music of its choice, and television alone will not satisfy them.

details of military demands upon the industry at an emergency meeting of the RTMA board Tuesday (8) at the Roosevelt Hotel, New York.

Sprague, who announced earlier that military production might require up to 20 per cent of the industry's output, placed the value of electronic equipment needed by the armed forces in the next 12-15 months at between \$1,000,000,000 and \$1,500,000,000.

The RTMA prexy said that "recent developments" make it advisable to call a special board meeting rather than wait for the regular session schedule for September 20.

## Stromberg, Philco Go Up; Is RCA Next?

### Receiver Deliveries Slow

NEW YORK, Aug. 5.—A wave of manufacturer price rises on TV sets started to engulf the video industry this week as Philco announced price hikes of about \$20 per set at dealer costs. Stromberg-Carlson list prices went up approximately \$10 a set, Tele-King jacked up the tags on private label receivers and many other manufacturers were ready to take the same action momentarily.

As *The Billboard* went to press, Raytheon, Air King, Majestic, Westinghouse, Trav-Ler and Tele-Tone were expected to announce similar price hikes. Rumors were rife throughout the industry that RCA Victor would also increase prices on its entire TV line. It is understood that RCA execs have been in conferences during the week on the subject of when and how much to raise lists.

Only last week DuMont dealers were told to expect increases on September 1, and Emerson officially announced higher list prices. While several manufacturers are still insisting they will hold the line, none are willing to predict how long they will continue to do so. Several lines are already on allocation, with many more delivering at an exceptionally slow pace.

Most dealers do not expect the higher prices will meet with consumer resistance. It's the impending shortage of merchandise that's getting most of the dealer attention. Adding to the fact that diminishing availability of TV sets will cut dealer volume is the inability of retailers to take advantage of the higher discounts usually offered on volume purchases.

## Disk Equipment May Rise 15%

NEW YORK, Aug. 5. — Despite attempts by phono manufacturers to hold the price line firm, cost and list prices on record playing equipment undoubtedly will rise as much as 15 per cent, according to present trade estimates. Some phono producers already have raised prices (*The Billboard*, August 5), with the rest expected to follow suit before the middle of September.

Manufacturers point to the following increases in component parts costs as reason for the trend: tubes up 6 cents, pick-up 13 cents, speakers up 10 per cent, a 25 per cent increase in lumber prices that will be reflected in a 10 per cent increase on cabinets. Prices of phono motors appear to be rising daily. The only optimistic note is in the tremendous quantities of simulated leather said to be available. Prices on that item remain firm.

One phono manufacturer this week raised the cost price on a promotional three-speed manual unit from \$13.50 to \$14.50. Other players in the line will show similar rises within the next few weeks.

Business at the manufacturer level, however, is still booming, as many buyers place heavy orders in an attempt to avoid the higher prices yet to come.

# Petrillo Slashes Traveling Tax

## 10% Levy To Be Eased for All AFM Men

Effective After Labor Day

(Continued from page 3)

and musical acts playing different spots in the same territory. At present, if a traveling band or an act goes into a theater the tax may be 1 or 2 per cent. If the same outfit moves to a cafe, hotel or location job in the same territory, the national tax of 10 per cent is called for.

Under the forthcoming ruling all musical acts and bands that pay 1 or 2 per cent in a theater will be taxed the same amount if they move into a location job.

The only exception will be for a musical act that goes into a spot that doesn't have a band. In that event it will be taxed the full 10 now in effect.

There seemed to be considerable difference of opinion between AGVA's interpretation of the ruling and AFM's version. According to Henry Dunn, head of AGVA, the 10 per cent was to be lifted from all acts who hold dual cards, in AFM and AGVA.

Petrillo flatly said he's not interested in AGVA, its members or its interpretations. "I'm doing this for my own men. I don't care what other cards they carry. I'm doing this to meet a situation and it's all my own idea. Whatever AGVA does is its own headache, but they'd better not start monkeying with my members."

Under the deal made between AGVA's president, Gus Van, and Petrillo last June, all musical acts were to become members of AFM. Prior to this pact Petrillo had ordered all AFM members who held AGVA cards to give them up on pains of fine or suspension. This situation subsequently led to court action by AGVA, which was later withdrawn.

When Van reported that he'd made a deal with Petrillo, he also included in his report that there was an understanding that all former AGVA people who went into AFM, and who carried cards of both unions, would not be subject to the 10 per cent (See Petrillo Slashes on opp. page)

### Next Case, Henry!

NEW YORK, Aug. 5.—A year or so ago the singing team of Cross and Dunn were booked for two shows in the Catskill by Beckman and Pransky. When they arrived to do the shows they were told one of them fell out and they did a burn—particularly Henry Dunn, then an unpaid official in the American Guild of Variety Artists (AGVA).

Subsequently Dunn brought charges against Beckman and Pransky and the New York AGVA board found for him and ordered Beckman and Pransky to pay Dunn for both dates.

B and P appealed to the newly formed AGVA Appeal Board. In the meantime the act of Cross and Dunn broke up because the latter became AGVA's national administrator.

Last week the Appeals Board met and after listening to both sides, and recognizing that B and P hadn't issued contracts, ruled against Dunn.

## IN SHORT

### New York:

The team of **Tommy Dix** and **Edith Fellows** turned down dates amounting to \$19,900 when it broke up. The kids had offers from the Shamrock Hotel, Houston; Flamingo, Las Vegas; Coconut Grove, L. A., the Palmer House, Chicago, The Mapes, Reno and the Roxy, New York.

**Carol Bruce** will be on the Copa's **Joe E. Lewis** bill. . . . With **Billy De Wolfe** out of the opening show at the Wedgewood Room of the Waldorf-Astoria (picture commitment), hotel's open for a comic. De Wolfe signed for the Copley Plaza, Boston, November 1, and **Hoagy Carmichael** opens in the same room November 15.

### Chicago:

**Marvin Moss**, act booker with MCA here, joined the navy August 4. Moss, who served in World War II, was offered a commission. **Marcus Glaser**, of the **Charley Hogan** office, confined to Franklin Boulevard Hospital with a glandular ailment, while **Sid Harris**, of Mutual Entertainment, underwent a kidney stone removal last week at Michael Reese Hospital.

## Heat, Long Runs Pull Stem Grosses Down to 344G

NEW YORK, Aug. 5.—Hot, sticky weather plus the normal fading of long-runners (under current conditions any show over two weeks is a long run) combined to pull grosses for the combo houses down to \$344,000 from the previous week's \$400,000.

Radio City Music Hall (6,200 seats; average \$123,000) retreated to \$125,000 for its second week with *The Men*, Nip Nelson and Sing Lee Sings. The show's first frame saw \$135,000.

Roxy (6,000 seats; average \$68,000) wound up its two-weeker with the Andrews Sisters and *Broken Arrow* for \$70,000, as against an opener of \$90,000. The new bill has *Panic in the Streets*, Frances Langford and Peg Leg Bates.

Capitol (4,627 seats; average \$43,000) exited with \$37,000 for its second frame of a two-weeker against an opener of \$47,000. The bill consisted of Wheeler and Slate, Sonny Dunham's ork and *Duchess of Idaho*. The new bill has Pearl Bailey, Jay Marshall, the Kirby Stone outfit, Jack Fina's ork and *Lady Without Passport*.

Paramount (3,654 seats; average \$78,000) wound up its deucer of the Louis Jordan group, the Fontane Sisters, Bob Chester's ork and *711 Ocean Drive* with a \$63,000 take. The opening stanza showed \$78,000. The new bill has the Louis Prima band, the Modernaires, Garry Morton and *Friend Irma Goes West*.

### Strand 30G in 4th

Strand (2,700 seats average \$41,000) ended its four-weeker (the longest recent run on the street with exception of the Music Hall) with \$30,000 for the show of Jane Pickens, Buddy Lester and *Flame and the Arrow*. The bill teed off with \$60,000, followed by \$55,000 and \$31,000. The new show has Billy Vine, the Lind Brothers, Toni Harper and *Kiss Tomorrow Goodbye*.

Palace (1,700 seats; average \$18,000) took in \$19,000 for a bill of Tommy Hanlon, the Arnauts, six other acts and *Mystery Street* against the same figure (\$19,000) the previous week. The new bill has Steve Evans, Lee Sullivan, six other acts and *The Great Jewel Robbery*.

### Abby Greshler Inks New Gagster Team

HOLLYWOOD, Aug. 5. — Abby Greshler, having recoiled from the loss of Martin and Lewis to Music Corporation of America (MCA), is grooming a new comedy team. Greshler this week-end inked gagsters Tom Noonan and Pete Marshall to a personal management pact for representation in all fields.

The youthful comics have created considerable local interest in film and bistro circles, but have not yet worked Eastern spots. Style of team's comedy, coincidentally, is not unlike that of Martin and Lewis.

### Hackett Gets Break At Miller's Riviera

NEW YORK, Aug. 5.—Buddy Hackett, a comic more familiar to resorts than class cafes, will get his first break when he opens for Bill Miller at his Fort Lee, N. J., Riviera August 15.

The booking was made when Jean Carroll, who was due to follow Zero Mostel, currently in the room, fell out to do other commitments.

In addition to Hackett, show will have Billy Daniels and the Jack Cole dancers. The latter will be a hold-over.

### Barry Gray To Get Copa City D.J. Spot

NEW YORK, Aug. 5.—Barry Gray, currently disk jockeying at Chandler's Restaurant, over WMCA—12-3 a.m. nightly, will probably do a five and a half-weeker at Miami Beach's Copa City around Christmas time if he can get a release for that period from Chandler. Copa's bid to Gray is \$2,500 a week.

Gray, who's a combo commentator-entertainer, rather than a platter-spinner, created a furor in Miami Beach where he broadcast from the Copa lounge for a long period. During his gabfests on the mike he deliberately provoked situations on the political and economic fronts, in addition to running interviews with names in all walks of life.

His Chandler job stemmed from the rep he acquired while in the South. His deal called for \$1,000 weekly plus 40 per cent of all sponsor dough. In September the dough is due to rise to \$1,250, plus 50 per cent of the sponsor take.

In the event he takes the Miami bid, his job will be taken over by various names in showbiz, a different gabber each week. Each one will get the dough, \$1,250, that Gray would ordinarily receive. Talkers so far lined up for week stands are Jan Murray and Ray Bolger.

### Rainbow Ahead For RCA Roof

NEW YORK, Aug. 5.—The long shuttered Rainbow Room, atop the RCA Building, will reopen on or about October 4 under the Union News direction.

The policy of the room will be no tax-no minimum, operating from 4 to 9 p.m. daily with a trio, but no dancing or shows. It is understood that the reopening is in the nature of an experiment. If the spot does business, it may put in shows and dancing, but so far its commitment extends to running it a straight cocktailery and dinery.

The Rainbow Room used to run with top names as a chi-chi spot. When the war came along, blackout regulations hampered activities and finally in 1942 the room closed for the duration. Subsequently it reopened as a luncheon spot and later was taken over as a private dining room.

Union News which operates practically all the restaurants in the Radio City buildings (including the newsstands) is planning on a big promotion to sell the Rainbow Room. Advertising and promotion will be handled by Batton, Barton, Durstine & Osborn.

### N. J. Chanticleer Has Name Policy

NEW YORK, Aug. 5.—The Chanticleer, Montclair, N. J., will go into a name policy for a full season starting the end of September and running thru to June.

At present the room operates with its star system only for the summer months. It has used names during the winter, but only as spot bookings. It's first attraction under the new policy will be Kitty Kallen, possibly to be followed by Peter Lind Hayes.

The room does a class business, drawing patronage from upper bracket crowds living in Montclair and neighboring areas. Most of its big business is on week-ends, but Bill Nauie, Chanticleer op, feels that future biz will be strong enough to maintain it all week on a regular basis.

### Philly Nitery Pays Fine to Liquor Board

PHILADELPHIA, Aug. 5.—Instead of taking a 45-day closing, which was the length of the suspension of liquor license by the State Liquor Control Board, Harry Steinman, operator of the Latin Casino, will pay the compromise \$10-per-day fine as provided by law to keep the room open for the remainder of the summer. License suspension was to be effective August 10.

Altho Steinman has shuttered the main room of the club and is devoting his efforts to the operation of the 500 Cafe in Atlantic City over the summer weeks, the club's downstairs lounge is open. Main room relights early in September with Rose Marie and the Vagabonds signed as starters.

### Atlantic City Hotel Bar Shut for 10 Days

ATLANTIC CITY, Aug. 5. — Hotel Traymore will have to shutter its bar for 10 days on a charge sustained by the State Superior Court last week upholding an order suspending the liquor license of the spot for 10 days. The original order was issued by the State Alcoholic Beverage Commission on a charge of serving a drink to a minor—a 19-year-old soldier from Fort Dix, N. J.

Altho not running any shows, Traymore Hotel has Lenny Herman's band in its Submarine Room.

**Palace, New York**  
(Thursday, August 3)

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

This is a pleasant show, tho indistinguished with a couple of acts doing bang-up jobs. It opened with the Roulettes, a roller skating act (two boys and a girl). Group of young, good-looking people were nicely costumed, tho they need better selling styles. A match light on the floor and mouth pick-up of a hanky were their best tricks, earning them a fair mitt. Billy Romano, a short, slim, balding guy, came on next with a balloon act. Romano handles the balloons with skill and speed, tho he needs better chatter to keep interest alive. His audience participation stunt pulled better and made for potential comedy, particularly when a customer goes back to his seat carrying a giant-sized reindeer or elephant balloon.

Lyllette, a pretty, dark-skinned gal, plays a lot of piano with either hand. She essayed one vocal, *St. Louis Blues*, in good style. Basically, however, the gal's a keyboarder and too much piano can be quite dull. Mack Russ and Owen, on a return date, continued to register with their standard knockabout acros and hand-to-hand routines, finishing strong. Lee Sullivan, also playing a return, opened so-so with *It's a Great Feeling*, picking up as he went into a lullaby medley. But he really hit hard with his excerpts from *Brigadoon* (in which he worked for the run) giving capsule explanations of the book and following them with songs. When he wound up he had the crowd eating out of his hand.

Evelyn Farney and the Morrison Dancers were probably the most exciting act on the bill. The main trouble will be in the size of the group for future dates. Three boys and three girls, fronted by Miss Farney, went thru excellent precision terps that held them spellbound. All young, good-looking people, well costumed, they went thru novelty, ballet and taps with equal verve. Their finisher won them tremendous hands.

Steve Evans's standard act got the usual solid yocks. His drunk and laughing routines had the house howling. Evans also used a new bit, a switch on the tight collar gag, which also hit the laugh bell.

Kim Yen Soo and Company (two girls, a boy and Soo) mystified completely with standard now-you-see-it-now-you-don't stuff.

Pic, *The Great Jewel Robbery*.  
Bill Smith.

**VAUDEVILLE REVIEWS**

**Capitol, New York**  
(Thursday, August 3)

Capacity, 4,627. Prices, 55 cents-\$1.50. Four shows week days; five week-ends. Loew's chain booker, Sidney Piermont. Show played by Jack Fina's ork.

Pearl Bailey, Columbia recording artist and musical comedy star, is by all odds the standout performer on this show. Miss Bailey has it; that is, class, presence, vocal equipment and a sharp comedy sense. Seen on the stage, she is much more than a singer. Her satiric and comic effects are achieved with easy assurance; her throwaway lines are faultlessly timed, and her expressive hands and mobile face all conspire to capture the audience. She did such standards as *Row, Row, Row; Ma, He's Making Eyes at Me; Million-Dollar Baby, Tired* and had to beg off. Strictly tops.

Miss Bailey, in the next-to-closing spot, is tough to follow. However, the Kirby Stone Quintet, zany vocal-instrumental combo, scored plenty of laughs with its hoke delivery. Kirby and his colleague, "Cow-Eyes," plus the lad who handles the brushes, can be really weird in their antics. As an ensemble, the lads favor a brand of comedy that could be called musical knockabout. Did well in a hard spot.

Jay Marshall, standard comedian-ventriloquist-magic turn, a suave type. Many of his lines are of the self-deprecatory type, and as he delivers them he performs deft feats of prestidigitation. The cleverest bit, both as to lines and dexterity, is the vent routine, the dummy being a rabbit fashioned out of a glove, puppet-fashion.

Perry Franks and Janyce, mixed team, are youthful-appearing hoofers. Initial routines are ballet tap rather than unison type material. Franks is fast and skillful, and while he does his turn the girl does a lesser and different type routine which blends, giving the effect of a tableau. For flash effect, however, the duo's best bet is a modern version of the *Cake Walk*, which closed their act.

Jack Fina, skilled pianist and recording artist, played the show well. He has 16 men, and the ork has a full, satisfying sound. Fina played some of his better known recorded tunes, such as *Warsaw Concerto*, and did considerable keyboard work. His emcee style is pleasant.

Pic, *A Lady Without Passport*.  
Paul Ackerman.

**Oriental, Chicago**  
(Thursday, August 3)

Capacity, 3,200. Price policy, 59 to 98 cents. Five shows daily. House booker, Charley Hogan. Show played by Carl Sands's house band.

Current show is below average mainly because of headliner Chico Marx, who continually drops to gutter level for ad lib material. Marx lacks the eclat of his brother, Groucho, who is able to take the sting out of such material and keep it fit for a family house. At one point Marx tried to get off a series of such ad libs, with each remark making it more embarrassing for pewsitters. His comedy keyboard hammering is still good. He walked off to an okay hand.

The Sherwoods (two males and a curvaceous fem), hand acrobatic team, have a fine set of tricks, but they need something to vary their monotonous delivery and highlight the fine features of their act.

Yvette, sexy blond ehrip, started out singing too loud. Her robust voice was tempered for the second number, *La Vie En Rose*, which socked because of excellent interpretation of the French lyrics. Her encore was a fine rendition of *Dearie*, replete with some fine impreshes of old-time vaudevillians.

Paul Gray worked without his new frau and partner, Elissa Jane, who was cut from the show to make up time. Gray continues to show more polish. The bald comic can dress up the simplest gag with flowery verbiage. He would profit by dropping his Ink Spot-Nelson Eddy-Janet McDonald closer to substitute a strong routine of original material. These impreshes are overdone by comics.

Pic, *Three Little Words*.  
Johnny Sippel.

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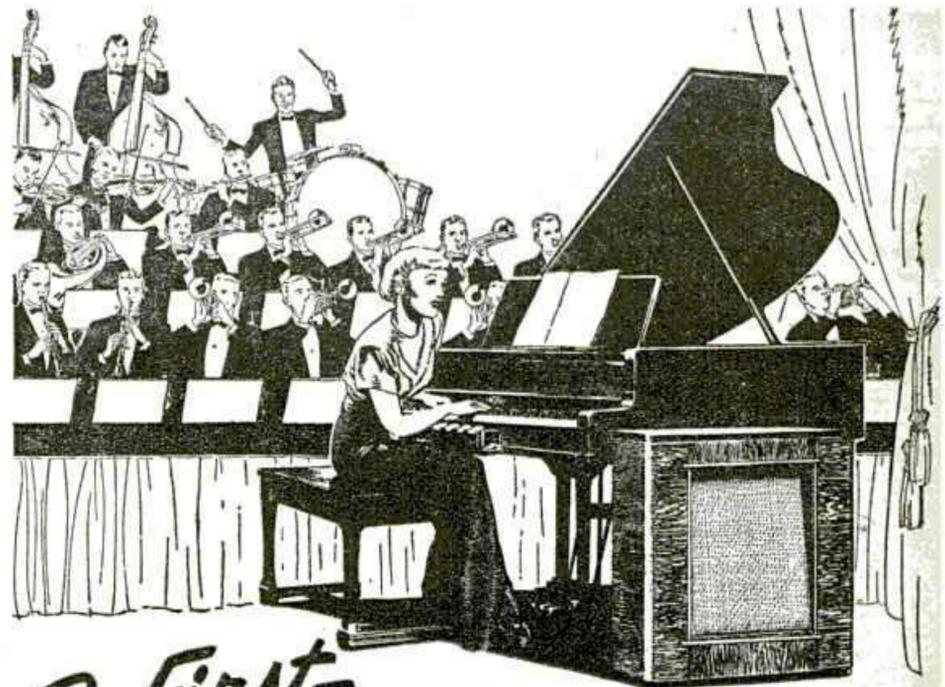
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**PETRILLO SLASHES**

(Continued from opp. page)

travel tax. The question of what union's rules would apply and what contract would be used (AFM or AGVA) on future jobs was never satisfactorily answered. AGVA maintained that all its members had to work on AGVA form contracts. AFM's stand was that its members would have to use AFM papers. To get around that difficulty many musical acts signed both contracts. The trouble was however, that in signing the AFM paper the act became liable to the tax. There've been many hassles about it but, inasmuch as AFM seemed to be the stronger union of the two, the tax was paid tho beefs mounted and charges of sellout against Gus Van were freely and openly made.

The chief objection to the whole set-up is that there is no clear-cut definition of what makes an act and what makes a musician. AGVA says that anybody who takes the place of an act on stage comes into its jurisdiction. AFM contends that anybody who plays an instrument, whether on stage, on a floor or in a band, belongs to it. Under the June arrangement reached between Van and Petrillo, any further disagreements as which union has jurisdiction will be handled by the top brass of both unions on a national level. Prior to this agreement Locals and branches made their own rulings.



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# NIGHT CLUB REVIEWS

### Riviera, Fort Lee, N. J.

(Tuesday, August 1)

Capacity, 1,025. Price policy, \$3.50-\$5 minimum. Shows at 8:30 and 12:30. Operator, Bill Miller. Booking, non-exclusive. Publicity, Dreyfus-Delynn-Moore. Estimated budget this show, \$8,000. Estimated budget last show, \$14,000.

This is by far one of the best shows Bill Miller's had since he reopened for the summer. Tho not strong in name draw, it packs solid entertainment. The show is exceptionally well balanced, has superb dancing, wonderful singing and some of craziest clowning caught by this reviewer in a long time.

Dick Brown, who's built himself a rep on ABC's AM-er, *Stop the Music*, in his first big time date in a key Stem spot showed himself a fine singer. He phrased beautifully, sang skillfully and looked plenty good doing it all. He started off with *Almost Like Being in Love*, did a spell-binding, *Bewitched*, and followed it with an equally effective *Foolish Heart*. Then came a male version (with special lyrics) of *It's So Nice To Have a Man Around the House*, ending with *Music, Maestro, Please*. Brown hewed to the melodic line thruout, threatening to stop the show once or twice. His manner was humble and gracious and the audience responded accordingly.

Zero Mostel, who hasn't been caught in a New York cafe for the past five years or so, has grown tremendously in ability, not to mention physical appearance, tho he still looks like an elephant on the loose. Mostel used his bits, mug and routines to build for hilarious yocks. A hygiene lecture by an astigmatic schoolteacher started him off. Then came a series of situation yarns tied into a side-splitting panto of a plane lost in the clouds. He followed this with his one-tooth-half-a-tooth jingles, throwing in a series of take-offs that included Ezio Pinza doing *Some Enchanted Evening*. He ended it with a *Mother* routine with the band glee-clubbing behind him, for some of the heaviest yocks received by a comic in a long time. There was little doubt how the crowd felt about Mostel—it loved him.

Jack Cole's group (two boys-three gals) was more magnificent than ever. Unit opened the show with electrifying precision, with up and down tempi that hushed the room. It got added impetus from the throaty and highly effective warbling of Liza Morrow's *I've Got the World on a String*, while the group slithered around barefooted in a story dance. The act came back again for a finale in a bare-midriffed ritual-type number that had about everything including two bongo beaters.

For additional sight and flash effects the line did an impressive job. Walter Nye's band cut a precise show. Pupi Campo's torrid Latin beats kept the dance floor jammed.

Bill Smith.

### Philly Celeb Room Brings Back Flesh

PHILADELPHIA, Aug. 5.—Celebrity Room decided not to wait until after Labor Day but returned floor-shows to the room last week. The plush room located near the Latin Casino originally planned to keep only the bar open all summer. But with the Latin Casino out of action, the Celebrity Room decided to come back to life—even bringing in Kay Carlton's Latin Casino line of girls.

Only other room in the downtown sector with full-scale floorshow is the Little Rathskeller, with a "girl-esc" type show with Ozzie Wells as the emcee. Latin Casino, meanwhile, is running upstairs Circus Bar with Tiny Kaye, piano; Anita Anderson with Ginger Leeds for the song lyrics, and disk jockey Kal Ross's nightly WPEN airings from the bar. Harry

### Copacabana, New York

(Thursday, August 3)

Capacity, 610. Price policy, \$3-\$4 minimum. Shows at 8:30, 12:30 and 2:30. Operators, Julie Podell-Jack Enteratter. Booking, non-exclusive. Publicity, George Evans Associates. Estimated budget this show, \$6,000. Estimated budget previous show, \$6,000.

Even tho the new show seems to have conflicting acts (Gilbert and Miller, and Betty Reilly) it is a pleasant one, highlighted by a couple of kids, Gilbert and Miller, who've had only three other pro jobs before getting this date. Ray Gilbert is a songwriter of note, with a number of solid smash hits to his credit. Sid Miller, also a songwriter, has been in many flickers. The former carries the straight and singing roles; the latter is the comic. Gilbert, a stocky, dark, good-looking guy, is a good singer. Using his bary voice with a tenor range, he sold every number, novelty-rhythm-ballad, with a skill that would be expected of one with considerably more experience than he's supposed to have. His style is a strange combo of repression tensity and allure that held the audience spellbound. As a straight singer with a commercial appeal, there's no fault to find with Gilbert's work. It is in his straight work and delivery of lines that he needs coaching. Sid Miller, on the other hand, is an actor with a flair for comedy, tho in his case some of his comedy is too punchy. Team's apparent formula is singing, one or two-part, both excellent, with comedy bits thrown in for pace changers. The formula, tho not new, is good, and the boys showed enough to indicate they can carry it off. Without a Betty Reilly ahead of them on the bill, both doing Latin songs, they'd be standouts. But even with this handicap they showed sufficient promise of becoming more than just another singing team. They now need better finishes for their comedy bits, underplaying of lines and more comedy and less singing. Without more experience, the team of Gilbert and Miller can work any spot in the country, or on anybody's TV or radio show.

Betty Reilly came in with a completely new routine. Her Latin shouters were effective as ever—no sleeping while she's on—but to her tonsil-tossing she's also added a lot of comedy. Most of it is pretty dull, tho its delivered in such unabashed fashion that it can't help but get laughs. Miss Reilly's chief handicap is her inability to trust her new material. For example, she did *Diamonds Are a Girl's Best Friend* and *Girl From Little Rock*. Lyrics of both are funny and literate. Yet, Miss Reilly oversold, overmugged and overpunched so hard that interest was divided. Her perpetual frowning, giving her an appearance of wearing a fright wig, was another distracting feature. But as a whole the gal has a solid commercial act which, added to her chanting ability, should set her off on a new climb.

The dance team of Rita and Allan Farrell (he's Adam DiGatano's kid brother) lived up to the indications given before when caught on break-ins and other dates. They have charm, youthful exuberance and lithe routines that set them off beautifully. They have good lifts, novelty touches and ingratiating styles that complement each other.

Peter Hanley, new boy production singer, is a good-looking youngster with a hefty pair of bary pipes. He filled his spots in good fashion.

The rest of the show remains basically the same, with Harrison and Kay still in there doing sock dance team work in the production numbers.

Mike Durso cuts the show and Fernando Alvares does the Latin stuff.

Bill Smith.

Steinman, Latin Casino operator, is filling in the summer by operating the club room at the 500 Cafe, Atlantic City.

### Chez Paree, Chicago

(Wednesday, August 2)

Capacity, 450. Price policy: 90 cent cover with a \$3.50 minimum. Shows at 8:30, 11:30 and 2. Operator, Dave Halper. Publicity, Bob Curley. Production, Dorothy Dorben. Booking policy: non-exclusive. Estimated budget this show, \$7,200. Estimated budget last show, \$9,000.

After a shaky start 10 days ago, the original line-up has been pulled with Vic Damone and Jimmy Nelson added to original starters, Les Charlivels.

Les Charlivels are a strong opening act. The three Gallic imports open with straight music, the clarinetist sounding like Artie Shaw. Following in machine gun order were a series of terrific solo numbers by each, with their amazing whirling ballet, tumbling and acrobatics nabbing a headliner mitt. The boys were called back twice.

Jimmy Nelson, a 21-year-old ventro, had them in his pocket after a couple of minutes. Nelson is a nonchalant voice-heaver, with the sarcastic butts of dummy Danny O'Day showing excellent material. Technically, Nelson is perfection. His closing five minutes, in which he trots out an English woodie to work with O'Day, brought heavy applause. He broke it up at the closing with the three voices doing *Rag Mop*.

Vic Damone has changed completely since caught at a theater here a year ago. He's close to Tony Martin when it comes to holding an audience. The Mercury bary has tempered aloofness in his talk and song that rivets attention. He's developed a style, varying the volume to accent the lyrics and dramatizing the song. Highspot was an impromptu entrance by Betty Hutton, with Damone dedicating a torcher to her, after which the ex-Lyman chirp did some of her zany shrieks.

The line, featuring Nancy Doran and Dick France, contributed a race track routine. Lou Diamond's relief ork played an excellent show.

Johnny Sippel.

### CENSORS HECKLE

(Continued from page 4)

sors, with four theater fronts requiring changes—all being motion picture advertising rather than live shows.

The censors took the unusual step eliminating one specific juke box record at the request of patrons of a location, with the co-operation of the owner. As the number was a borderline case of double-entendre, title was withheld.

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## Magic

By Bill Sachs

**DON AND THELMA GREENWOOD** have just concluded a three-weeker at Luigi's Club Flamingo, Syracuse, N. Y., with their magic and "Par-Optic Vision." During their stand there, the Greenwoods used as a successful bally stunt the prediction chest nifty which is reported to have paid off at the Flamingo's cash register and netted considerable free space in the skeptical press. Besides the newspaper stories, **Perry Brown** interviewed Don on the prediction stunt during his half-hour show on WNDR, Syracuse. As a special feature at the Flamingo, August 3, the Greenwoods presented their *Mirace Night*, which they describe as an ideal business stimulator for night clubs. It is presented for one performance only wherein Don does a mental feat with a committee of night club patrons selected at random. The Greenwoods also did a television shot on **Max Raney's** show on WHAM-TV, Rochester, N. Y., during their fortnight's engagement at **Mike Conroy's** Pine Tree Inn there. . . . **Lucille and Eddie Roberts** are on another return engagement at the Brook Club, Bradford, Pa. They return to the Dunes Club, Virginia Beach, Va., August 16 for three weeks and are booked solid until December. . . . **Jack Kaplan**, former manager for **John Calvert**, now on tour in Australia with his glamorized magic unit, has joined **Aut Swenson** on **Joie Chitwood's** auto thrill show unit to work the advance. . . . **C. Thomas Magrum** was the subject of an interesting yarn by **V. V. Headland** in his hometown paper, *The Rock Island (Ill.) Argus*, of July 26, with the column-long feature illustrated by a photo of Magrum and **Harry Blackstone** taken at the recent Chi magical convention. Headland, of the *Argus* staff, is an ardent magic enthusiast and a member of the Quad City Society of Magicians, Ring No. 12, International Brotherhood of Magicians. He is also well known as a collector of magic paper, books, photos, programs and the like.

**AL MADDOX** typewrites from his Evansville, Ind., headquarters: "I recently had the pleasure of working my 'Tappician' act on a show with **Harry Whitefield (Kreko the Magician)**, who broke me into the business seven years ago. Tho he has recently recovered from a serious illness, Kreko has lost none of the grace and showmanship that always make his show a standout. Have been keeping busy at clubs and outdoor events in this territory and am at present working a holdover at the Green Lantern here. Also have made a number of conventions here recently." . . . **Dr. Maurice** is currently showing his magical wares at the Diamond Horseshoe, Ybor City, Fla., on his first hop northward toward Chicago. . . . We've had inquiries recently asking what's become of **Otis Manning, Hathaway, Plato and Jewel, Mrs. S. S. Henry, Frank Gallagher, Tung Pin Soo, John S. Van Gilder, Earl Morgan, John Nichols Booth, Monk Watson, Keith Clark, Lester Lake, Lou Gerber, Frakson, Jane Thurston and Mysterious Smith.** . . . **J. C. Admire**, veteran agent, begins his seventh school assembly season with **Gordon the Wizard** in Indiana September 11. Admire will also have under his wing this season **Edward and Leota Selwyn**, hypnotists, who crack the season in the Hoosier State September 5, and **F. F. (Buzz) Lee**, hoop roller and juggler, who opens in Ohio September 5.

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## O, Say Can You TV

MILWAUKEE, Aug. 5. — Chester G. Roberts, president, and Fred Voight, general manager, of a local sales and service firm, TV, Inc., have each announced their candidacy for offices in the Wisconsin State Legislature from opposing sides of the political fence. Roberts was formerly Republican county chairman and Voight held the same job for the Democrats.

## STOP-GAP TAX BILL

(Continued from page 4)

that rates be lifted to at least the levels in effect during World War II. The quickie tax legislation now being whipped into shape carries increased rates to go into effect October 1. For incorporated show enterprises, the tax increase will amount to 2 per cent for all netting less than \$25,000 per year. According to Commerce Department, about 95 per cent of all showbiz falls into that bracket. Corporations making over that amount will find their tax bill increased from 2 per cent to 7 per cent, with the latter figure being the maximum.

Commerce's estimate for the average showbiz salary is \$2,367, so the stop-gap bill will nick the average unmarried performer about 20 bucks more on his 1950 income than under existing rates, and some \$7 per month more in 1951 until revised tax legislation is enacted.

The pending tax bill keeps showbiz excises at present rates, except those on TV sets and gaming devices. TV receivers are now subject to a manufacturers' tax of 10 per cent only on those parts which are identical with radio parts. The bill would apply the rate to the whole TV set. Bell machines and pay-off pinballs would be taxed \$150 a year instead of the present \$100.

## HOPE ASKS HELP

(Continued from page 4)

heard via earphones in the wards and thru loudspeakers in the rec halls and gamerooms. But the men aren't just listening or watching, they're doing!

During the past two years the VHRG has expanded to include six of the country's largest hospitals, but that still leaves 129 hospitals in which men need this "do-it-yourself" sort of therapy. A board of governors has been organized including Ted Cott, of WNBC; Thomas Luckenbill, of William Esty; Sid Eiges, of NBC; Read Wight, of J. M. Mathies; Allan Brandt, of WNEW; Charles Baltin, WHOM; Richard Swift, WCBS; Carl Havelin, of BMI; Frank Burke, of *Radio Daily*; Betty Forsling, of *Newsweek*; George Crandall, of CBS; Edward P. Eagan, of the boxing commission, and Leonard V. Harrison, of the Community Service Society.

If you feel, as I do, that the VHRG is worth supporting, get in touch with a member of the board of governors and volunteer your time, your talents or your financial assistance. It doesn't matter how many rehearsals, appointments or deadlines you have in one day—no one should be too busy to help the guys who live in our veterans' hospitals. Let's give the "bed-to-bed network" coast-to-coast support!

## PRICE CONTROLS

(Continued from page 4)

up in the air, and the terms will be decided in a joint conference of Senate and House Banking Committee members after the Senate has acted on the measure. However, it is certain that the Buchanan amendment will be in the final bill. A similar exemption provision was contained in the old OPA Bill, altho that measure made no reference to TV.

Both Democrats and Republicans joined in urging the House to accept the amendment, pointing out that it protects from interference all sources of information. Utilities and common carrier rates are already subject to control, it was added.

## Jolson, Other Names Want To Work in Korea

(Continued from page 3)

ington said that at this time it was unable to guarantee transportation to and from Korea, inasmuch as top priority is being given to servicemen and material. Danger that the not-so-young entertainer may get stranded at the fighting front has temporarily tabled his offer.

In the meantime, HCC wrote to Secretary of Defense Louis A. Johnson, National Securities Resources Board Chairman Stuart Symington and Secretary of Treasury John W. Snyder informing them of performers' "willingness and desire to volunteer their services toward helping in any way they can in the present national emergency" and that they are "prepared and ready to perform whatever project" is needed. Letter was signed by George Murphy on behalf of the committee. HCC has been furnishing screen celebs to visit embarkation centers in the area. Last week, Joan Crawford visited a shipload of marines en route to Korea.

### WAC Ready

War Activities Committee, film industry org which during the last war provided 16mm. prints of feature pic, is again gearing itself for similar action in Korea. Troops at the front saw the top studio product via the narrow gauge film long before those features were released to the general public. Cost of prints, projectors, etc., was shouldered by the committee. Hollywood Canteen, organized in 1942, and which entertained and provided meals for hundreds of thousands of GI's during the war, is stading by awaiting call. Its 12,000 registered volunteers and administrative staff has remained intact and is ready to go into action. Canteen's \$600,000 fund, most of which was earned from Warner Brothers' *Hollywood Canteen* film and Sol Lesser's *Stage Door Canteen*, was invested in government bonds and can be converted into resuming activities when the need arises. So far, there haven't been sufficient men stationed in the area to warrant an operation on so broad a scale. Canteen serviced an average of 3,000 men per night. Similarly, resumption of USO also is awaiting word if and when need arises.

### AFRS Show

Armed Forces Radio Services last week waxed its first show especially for men on the Korean fronts when it cut an hour-long platter of Lionel Hampton and his ork, with disk jockey, Joe Adams, acting as emcee. Prepared as a salute to the Korean troops, show also will be aired thruout AFRS's world-wide facilities. AFRS, operating on 35 per cent of its early postwar budget, soon will get a boost in funds to expand its operations. Despite the slim purse, org has been shortwaving 14 hours of regular airshows daily and furnishing 50 hours per week on wax.

## Burlesque

By UNO

ATTENDING the meeting of circuit execs to discuss casting for coming season's shows in the office of the Hirst Wheel in New York, August 2, were **Frances Abrams**, long associated with **Milt Schuster**, head of the Midwest Circuit and general booker; **Murray Little**, of the Casino, Toronto; **George Jaffe**, of the Casino, Pittsburgh; **Manny Davis**, of the Lyric, Allentown, Pa.; **Arthur Clamage**, of the Grand, St. Louis and other houses; **Jack Kane**, head of the Ohio Circuit; **Jay J. Hornick**, **Joe Hirst**, **Phil Rosenberg** and **Lou Miller**, of the Hirst Circuit, and **Jess Mack**, former straight man newly appointed to handle all show details at all houses. **Deena Moss**, Hirst office secretary, was the receptionist and greeter to all the out-of-towners. . . . **Sammy Price**, **Betty Jo Morgan** and **Lotus DuBois** opened last week at the Geneva Theater, Geneva-on-the-Lake, O., for **Jack Kane**. . . . **Patsy Johnstone**, ex-burly ace, is a private registered nurse in St. Louis. . . . **Margie Hart** is co-featured with **Sam Levene** in "Light Up the Sky" due at the Bucks County Playhouse, New Hope, Pa., August 14-19. . . . **Tom Patricola Jr.** and **Dottie Nancene** opened at the RKO Jefferson, New York, July 30, thru **Harry Ames** in preparation for a Palace date.

**CHARLES FINBERG**, former burly show exec, was in New York last week vacationing from **Bud Abbott's** Back Stage nitery in San Fernando Valley, Calif., of which he is manager. . . . Friends of **Hank Henry** and **Jo Ann Malone** tendered them a reception at Hotel Bryant, New York, July 18 to celebrate their marriage that day. . . . Another wedding reception recently at the Strand Hotel, Atlantic City, had **Sparky Kaye**, comic, and **Helen Colby**, as principals. . . . **Jimmy and Jeanne Cavanaugh**, last season house singer and parade girl respectively at the Hudson, Union City, N. J., open with their own Gay '90s Quartet at **Harry Farnou's** Last Frontier Club, Las Vegas, Nev., September 1. Jimmy will also do straights to comic **Hank Henry**. . . . **Charley Allen**, booker, is lining up talent with the idea that camp shows are due for a return. . . . **Candy Barr**, of the Palace, Buffalo, escorted **Burt Lancaster**, **Nick Cravat** and their party around town July 24 after their personal appearance there in connection with Lancaster's newest pic, "The Flame and the Arrow." . . . **Sally (Zenana) Majestic** is in her seventh week at the Show Club, Calumet City, Ill., thru **Roy Dower**, whose other recent placements include **Naomi** for the Village Tavern, Brooklyn, N. Y.; **Nanette Hall**, Haven Inn, North Haven, Conn., and **Salome**, L-Bar, Bridgeport, Conn.

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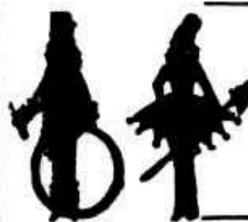
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SCHENECTADY, N. Y.

# Arena Promotes Hotel Legit Tour

NEW YORK, Aug. 5.—Sparked by continued interest on the part of hotel operators in their theater-in-the-round project at the Hotel Edison, (*The Billboard*, June 17), Producers David Heilwell and Derrick Lynn-Thomas have teamed up with Irwin Kramer, vice-president of the Edison, in a partnership called Arena Productions. The idea is to line up a circuit of hotels in major cities, and in rotation supply each with a different Arena-type show each week. An eight-week swing is the first objective. Music Corporation of America (MCA) will handle the booking and already is investigating possible locations in 20 cities.

The producers stressed this week that they don't wish to start local stock companies. The project is strictly a circuit deal, similar in format to the rotating stock of the subway circuit. Some of the shows to go out would emanate from the Arena, others would start out cold and perhaps wind up at the Edison. Each hotel would set up its own Arena Theater with one or the other of the producers advising on platform, lights, etc. The cost of such set-ups naturally would vary locally, depending on the size and types of rooms involved. The conversion of the Edison ballroom was made for less than 5G.

Operating nuts for such troupes will obviously be much higher than in New York. The road minimum will jump to \$100 as against a \$50 tab at the Edison, and stars will want more money outside of the Stem area. Heilwell and Lynn-Thomas estimate that they can deliver a show like *The Show Off* or *The Medium* for \$5,000 a week. The package would include cast salaries, transportation, costumes and properties, a director, manager, press agent and one stagehand. A production like *Julius Caesar* might run as high as 6G. The hotel takes over local expense—advertising, etc.—and the salaries of two extra stagehands, who would be hired locally. At a \$3 top, the producers figure that a good-sized room could gross from 8 to 10G a week, which leaves a sizable profit potential for the hotel.

The Heilwell-Lynn-Thomas combo teed off at the Edison May 31 with a \$15,000 investment. *The Show Off* was first on their agenda for a two-week stand, followed by *Caesar* for a similar period. Their current production of *The Medium* originally skedded a four-week span to have ended Saturday (12), but has proved so popular that the run has been extended an additional month to September 4. The Arena has not yet paid off its original investment, but the producers expect *The Medium* to put them in the black during the next few weeks.

# 7-Night Record Set By St. Louis Opera

ST. LOUIS, Aug. 5.—A new seven-night attendance record for a production of the Municipal Opera in Forest Park was set by *The Desert Song*, which closed July 30 with a total attendance figure for the week of 83,547, according to Manager Paul Beisman. The show also drew the largest one-night audience on Saturday night with attendance of 12,027. Previous attendance record for a week's run was 80,110, set the last week in the 1948 season with *Up in Central Park*.

*Song* has been performed here eight times in the last 12 years, more than any other production. The management estimated at least 5,000 persons were turned away during the week and the new record was established by shoe-horning extra chairs into boxes and on the grass.

The previous single-night attendance record was 12,016, which was set August 14, 1949, at a performance of *Roberta*.

# Sides and Asides

## Circle Theater-in-Round To Do "The Son"

The Circle Theater, newest local theater-in-the-round projects, will give local pewsitters a first view of William Saroyan's "The Son," starting Tuesday (15). The Circle Players in Hollywood put on "Son" for a seven-week run under similar arena technique. Clark Gordon, who created the lead on the Coast, will do a follow-up chore in the New York production. Franchon Miller is likewise featured in a cast of 25. Norman Hall is directing. Saroyan was last represented hereabouts in 1942 with two one-acters, "Across-the-Board on Tomorrow Morning" and "Talking to You." The double bill opened at the Belasco Theater, with Canada Lee playing the lead in both plays and managed to survive eight performances.

## Thomas Puts Blight on "Blossom Time"

It appears that "Blossom Time" will not enjoy a Stem rejuvenation after all (*The Billboard*, July 29). John Charles Thomas, who was wanted by the Shuberts as star for the revival, turned thumbs down on the proposition last week-end in Washington. Thomas has returned to the West Coast and is currently considering a concert tour. The Shuberts have no further plans for bringing the operetta to life locally at the moment.

## "Call Me Madam" Loaded With V.I.P.'s

Practically everybody connected with "Call Me Madam," which goes into rehearsal Monday (14), is a theater-wise v.i.p. Consider the roster: Star, Ethel Merman; featured, Paul Lukas; producer, Leland Hayward; book, Howard Lindsay and Russell Crouse; tunes and lyrics, Irving Berlin; direction, George Abbott; dances, Jerome Robbins; musical direction, Jay Blackton; sets and costumes, Raoul Pene Dubois. The musical is slated for a Stem bow-in during the week of October 9, after a road test starting September 11.

# OFF BROADWAY REVIEWS

## THE MIRACLE AND THE BOAR AND THE ANGEL CLUB

YMHA BUTTENWEISER HALL  
Two one-act plays. Staged by J. J. Robbins. Press representative, J. B. Horn. Stage manager, William Corio. Presented by Theater Laboratory.

**THE MIRACLE AND THE BOAR**  
By William Weber

Champion ..... Jack Horn  
Dichu ..... Charles Welch  
Jocko ..... Elizabeth Holt  
Bettina ..... Richard Posner  
Mr. O'Connell ..... Lois McCarthy  
Mrs. O'Connell ..... Rafael Arguelles  
Patrick ..... William Corio, James Larkin  
Mourners ..... James Larkin

**THE ANGEL CLUB**  
By Margaret Black

Marty ..... Roger Johnson  
Mr. Mann ..... Jack Horn  
Alec ..... Charles Welch  
Baby ..... Maxine Jayson  
First Pilot ..... Rafael Arguelles  
Second Pilot ..... Lou Givens  
Sailor ..... Alan Masters  
M. P. Sergeant ..... Scott Landers  
Tilly ..... Constance Kelly  
Anna ..... Barbara Marsh  
Rev. ..... James Larkin

Like many another off-Broadway company, Theater Laboratory's prime purpose is showcasing actors and playwrights. Playing in a double bill of *Miracle and the Boar* by William Weber and *The Angel Club* by Margaret Black, a few of the cast are given a chance to show what they can do with diversified roles. But on the whole, the Laboratory needs much more test tubes and breaker work. They haven't carried thru their experiments.

Weber's comedy and Miss Black's drama provide a varied evening, but the pair have one thing in common—lack of development as dramatists. Weber is concerned with the conversion of Ireland to christianity, specifically with a farmer's turn toward the faith via the resurrection of his pig. Family strife is brought in when his wife quits the household because she is not married in the christian sense. But St. Patrick puts matters to rights by miraculously reviving the pig, converting the farmer and marrying the pair off in proper form.

Miss Black's *Angel Club* deals with a dead bartender who beckons war-weary and frustrated people to his bar. There each finds himself to more or less degree and goes out facing the world with renewed spirit. The exception is a Mr. Mann who resists the soul-bearing atmosphere of the club. With him the bartender deals severely, tells him he has been (See *The Miracle* on opposite page)

## ETCHED IN GRANITE

(Opened Tuesday, July 18)

### ORIGINALS ONLY PLAYHOUSE

A drama by Ivan Becker. Staged by Sala Staw. Lighting, Frederick Remy. Properties, Ross Hogue. Stage manager, John Blanshard. Press representative, Tom Hill. Produced by Tom Hill and Donald Stuart for Origin Only.

Mrs. Ruby Paxton, Mother ..... Norma Winslow  
Mr. Luther Paxton, Father ..... Donald Keyes  
Doris Poldnack, Friend ..... Joyce Curry  
Isabelle Paxton, Daughter ..... Lynn Rogers  
Mrs. Norma Paxton, Daughter-in-law .....  
..... Audrey Blackburn  
Edgar (Eddie) Paxton, Son ..... Morton Owen

By now the "silver cord" has become very frayed indeed, and should be about ready to snap. Doubtless there is much that can be written about our American mama complex, but this reporter could hope for a fresh approach. There is nothing original in *Originals Only's* production of *Etched in Granite*. Quite to the contrary, it seems the author, Ivan Becker, has served up his concoction from the standard recipe and garnished it generously with cliches. The script could be helped considerably in the playing, but to make matters worse, faulty casting and direction only point up the author's erratic writing.

Mainly at fault is the entire presentation is the unreality of character and situation. At one end of his "cord" is a mother so overdrawn and so cruel that no son in his right mind could love her and opposite her is the son whose blind belief in this Irish harridan is positively ludicrous. He brings home an English wife and baby whom the mother detests because the English—Winston Churchill in particular—were responsible for her other son's death in the last war. Doris, a well-off neighbor gal, is the one whom mama wants for her boy, and bad becomes worse until the son, of course, gets hold of himself and, true to form, tells mama off and leaves with his British lass and wee one.

The only suspense in viewing the play is an audience's hope that the author will have some new twist to his story, but it becomes obvious long before the end that the well-worn pattern is just getting another coat of varnish.

By searching diligently a few rays of saving grace may be found. Joyce Curry and Lynn Rogers give glimpses of acting ability, and technically the production is sound. But overshadowing the players—in addition to their inept script—is the heavy, foggy direction of Sala Staw, if the term (See *ETCHED* on opposite page)

# Equity Winning Major Demands

NEW YORK, Aug. 5.—Negotiations between Actors' and Chorus Equity and the League of New York Theaters (LNYT) on a new basic agreement, effective August 15, were resumed Monday (31) and continued each day thru Friday (4) at the Hotel Astor. Considerable progress was made, according to the union's executive secretary, Louis Simon.

The League has agreed to the \$100 road minimum, a boost of \$20 over the old rate. It has also agreed to a Blue Cross hospitalization plan to be financed by the management. While it will not actively join with the unions in the study of a pension plan, it will contribute \$1,500 toward the financing of an over-all survey of ways and means to put such a plan into effect and will co-operate in supplying information to that end. In addition, it will immediately put into effect a formula for benefit performances, the proceeds of which will go toward a general pension fund.

The demand for a country-wide six-day week on the road still to be settled, with LNYT asking time to present figures to back up its contentions. There is also to be ironed out the matter of two days off for chorus people during the five-week rehearsal period for musicals. It is expected that these and remaining minor items will be adjusted at Monday's (7) meeting.

### News Review

## Ogunquit Tries Not So 'Live Wire'

One of the few summer theaters making any real effort as a tryout house is Maine's Ogunquit Playhouse, operated by Mrs. Walter Hartwig. Currently she is hostess to Garson Kanin's new comedy, *The Live Wire* which Mike Todd is sponsoring on a trial spin. To come on the summer agenda are a new musical play, *Just Around the Corner*, and Rosemary Casey's new play, *Once An Actor*, by Leo G. Carroll.

Both because of local demand and the need for further repairs the Kanin play has been held over a second week. Business has been exceptional—three to four sellouts a week—alho the play is neither a finished product nor a satisfactory theater piece.

Kanin's locale is a quonset hut, somewhere in New York City. His characters are a group of ex-GI's and would-be actors living together in communal style, sharing the breaks, good and bad. They get along smoothly until a ruthless, wildly ambitious heel joins them. By black double dealing, lying, cheating and stealing he ruins their community, spoils their girls and climbs over their backs to a soft job, earning their hate on the way.

### Competent Treatment

Kanin's idea is a good one, alho a trifle stale. His treatment is competent, but as standardized as Ford's off an assembly line. Some of his humor is more cheap than clever. Structurally, his curtains are all weak. Here and there Kanin has padded his script with little lectures in everyday philosophy. But they prove nothing and retard the action. Kanin's characters might be interesting, were they more boldly etched. But they are merely shadowy stereotypes, all good or bad, all black or white, performing like puppets on a string.

Kanin has been well served in production. The settings are realistic. The acting is good, with Scott McKay as the heel, Peter Turgeon, Jack Gilford, Pat Harrington stand-outs among the quonset dwellers. Sheila Bond as a two-timing girl and (See *Ogunquit Tries* on opp. page)

# Broadway Reviews

## PARISIENNE

(Opened Monday, July 24)

### FULTON THEATER

A comedy by Ashley Dukes, from the French of Henri Becque. Setting by Howard Bay. Costumes by Paul du Pont. Staged by Sam Wanamaker. General manager, Samuel Schwartz. Stage manager, George Habib. Press representative, Willard Keefe. Presented by the Festival Theater in association with Harriett Ames.

Lafont .....Francis Lederer  
Clotilde .....Faye Emerson  
Acolphe .....Romney Brent

The Festival Theater (Sam Wanamaker-Terese Hayden, in association with Harriett Ames) opens its eight-week stock season at the Fulton Theater with the best of intentions and a would-be naughty French charade which is not much fun. The Festival's intentions are worthy—to bring seldom-produced plays to Broadway, but the selections must be equally worthy and just what possessed Wanamaker et al. to settle on Ashley Dukes' adaptation of Henri Becque's *Parisienne* is something to wonder about.

*Parisienne* may be the daddy of all Gallic triangle comedies, and back in the 1890s in its original French it was likely considered a scandalously amusing document, but the Dukes version for Broadway (circa 1950) comes down to a hackneyed joke, sliced and resliced to ultimate thinness in order to make it last out three acts. To anyone particularly interested, the Becque imbroglio concerns the amours of a handsome wench who bedevils one lover while toying about with another. At the same time, she rejoices in extreme loyalty to her permanent meal ticket, even engineering Lover No. 2 into getting her husband a better job. The cream of the jest, of course, is that Lover No. 1 and friend husband are the closest of friends. Anyway, when No. 2 shows a desire to duck out of the affair and return to the country and his gun collection, the lady recalls No. 1 and everybody is happy.

#### Impeccable Acting

All of this is impeccably acted out by a fine company, before a simple but elegant background by Howard Bay and in equally elegant costumes by Paul du Pont. Faye Emerson is even handsomer than the heroine needs to be in a variety of handsome, elegant 1890s gowns. Francis Lederer is effusively tortured as her No. 1 paramour, and Romney Brent gives a slyly effective portrait of the cuckold. Helmut Dantine is as wooden as the part of Lover No. 2 demands. Sam Wanamaker has directed a neat and mannered production, but you can tell a dull joke just so many times. *Parisienne* will be told for two weeks at the Fulton. *Bob Francis.*

## ETCHED IN GRANITE

(Continued from opposite page)  
"direction" may be used loosely. She has stepped out with this one on two left feet.

This is the second production this reporter has seen by Originals Only, the first of which gave promise of a well-organized group. This one they should forget and run in another as soon as possible. They might very well take the name of their group as a key to selecting their shows and remember that a premiere of a play does not necessarily make it original. Becker might also make another try with the same thought in mind.

*Dennis McDonald.*

## ROUTES

### Dramatic and Musical

Death of a Salesman (Geary) San Francisco.  
Devil's Disciple, with Maurice Evans; Central City, Colo.  
Kiss Me, Kate (Shubert) Boston.  
Lend an Ear (Great Northern) Chicago.  
Mr. Roberts (Erlanger) Chicago.  
South Pacific (War Memorial Auditorium) San Francisco.  
Two Blind Mice (Harris) Chicago.

# D. C. Sesqui Drama Has Glamor Opening

WASHINGTON, Aug. 5.—The capital's sesquicentennial drama, *Faith of Our Fathers*, penned by Paul Green, had its world premiere Friday night (4) in a newly built amphitheater in Rock Creek Park attended by a glamorous "invitation-only" audience headed by President Truman and his family. The premiere was given plenty of showmanship trimmings, including a special ceremony in which the President pressed a button to dim the house lights and send the opening cue to the cast.

Paul Massmann, general manager of the Sesquicentennial Commission, and Chester T. Barron, executive vice-chairman of the Commission, participated in the opening ceremony. The first public presentation is slated for tonight, which will be known as Veterans' Night. The show is scheduled to run nightly except Monday, thru September 30 at the amphitheater which seats 4,000.

In the major role of George Washington is Charles F. McClelland, who has had stage roles since 1927. Other professionals in the cast are Mary Miller, John Tate, Lawrence Rye and Roxie Roker.

The production has been in the making for several weeks, emerging as the key project of the Commission, which long ago abandoned original plans for a gigantic sesqui exposition. Lighting effects thruout last night's performance were masterfully executed. James Waring, lighting director, showed amazing and subtle showmanship in bringing the pageantry to full and sweeping color, more than compensating for serious inadequacies in the public address system and in some of the acting. With the exception of descriptive narrations where the narrators stood directly in front of "mikes," most of the spoken parts were lost to the audience.

John Tate, playing the roll of Washington's servant, walked off with top acting honors. McClelland did a sympathetic job in the role of Washington to the point of under-acting to maintain simplicity and dignity. Barbara Cole doubled as dance director and in some major dancing parts costuming by Susanne Sherman was excellent.

On the basis of last night's performance, the show is likely to prove a fair success. The Amphitheater, incidentally, is sure to become a favorite spot for legitimate shows and concerts in the nation's capital under a non-Jim Crow policy.

If this season's run proves a success, the show will be resumed next year and, according to one official, each year thereafter "as long as the show draws heavily." *Ben Atlas.*

# 'Pacific' Nearly Sold Out for Dallas Fair

DALLAS, Aug. 5.—*South Pacific* is already almost a sell-out for its 24 performances at the State Fair of Texas, October 7-22. Auditorium seating 4,300 can accommodate 103,000 for the run of the musical during the fair. Seats are still available for eight matinees and a few lower-priced seats are unsold for other performances.

Entire sale has been by mail order, beginning June 25. Seats—if there are any left—will go on sale across the counter September 15. Price range is \$1.30 to \$4.90. Jane Loring will sing about four performances as alternate for star Janet Blair during the engagement. Miss Loring will take over the role probably in late November or early December, according to word from the Coast.

## OGUNQUIT TRIES

(Continued from opposite page)  
Mervyn Vye as an actor's agent are okay.

*Wire* seems to have plenty of savvy for the summer circuit. But it will have to be a great deal stronger to make the Broadway grade.

*Bill Riley.*

# OUT-OF-TOWN OPENINGS

## RIO RITA

(Opened Monday, July 31)

### GREEK THEATER, LOS ANGELES

A musical presented by Gene Mann. Book by Guy Holton and Fred Thompson. Music by Harry Tierney. Words by Joe McCarthy. Directed by Joseph Santley. Settings by Richard Jackson. Musical direction by Jaye Rubanoff. Dances and musical numbers staged by Don Eckley. Costumes designed by Kate Drain Lawson. Choral direction by Toni Hoelofsma.

Tourist .....Dick Humphreys  
Reporter .....Robert Stephens  
Padrone .....Lindsay Workman  
Robert Ferguson .....Jon Sheppard  
Carmen .....Jenina Carroll  
Lovett .....Marty Maye  
Davalos .....Thayer Roberts  
Esteban .....George Givot  
Rita .....Marina Koshetz  
Dolly .....Betty Bruce  
Chick .....Pinky Lee  
Jim .....John Raitt  
Sgt. McGinn .....Ray Page  
Corp. Wilkins .....Bob Hughes  
Gonzales .....Henri Davidson  
Katie Bean .....Mary Treen  
Specialty .....Dolores and Don Graham

*Rio Rita*, darling of the flapper era, can't hide the marks of time, despite Gene Mann's efforts to dress her up as a modern chick. References to TV, current air show characters and the war are as out-of-place as bobbysox on a grandmother, and by contrast serve only to accentuate the musical's age. All that's left to hold the audience are two songs (the title tune and *Ranger Song*), Betty Bruce's fine dancing as Dolly; Marty Maye's superior performance as Lovett, the wise-cracking lawyer, and Pinky Lee's uproariously funny portrayal of Chick.

As the show's laugh spark plug, the puckish comic saved *Rita's* day. His uninhibited zaniness, keyed in the slapstick register, hypood the otherwise dragging pace and left patrons laughing over the dull spots. From start to finish, Lee played for laughs to the hilt, milking each situation or piece of business for all its worth. Betty Bruce was well cast opposite the comic displaying her own comedy and song talents to good advantage. She brought down the house with her top-drawer tap routines.

Neither Marina Koshetz (*Rita*) or John Raitt (*Jim*) were well cast in their lead roles. The songstress's voice, bell-like in quality, lacked strength, while Raitt's pipes were strong but sans quality. Miss Koshetz further detracted from the spiffire part by failing to act or interpret her lines. Raitt, by contrast, held his own in the thesping department. Don Eckley's production numbers were too bland to suit *Rita's* tobasco tastes, missing the opportunity of tossing in some of the Latin flash and fire that could have hypood the show.

Direction needed faster pacing. Settings and costumes were colorful. Rubanoff's pit ork batoning kept tempi alive. *Rita's* two-week run should prove to be one of Gene Mann's poorer b.-o. lures.

*Lee Zhito.*

## THE MIRACLE

(Continued from opposite page)  
given every opportunity to accept life and threatens death for Mr. Mann as the play closes.

Weber's *Boar* is rather a "BORE." The material about bringing christianity to Ireland could be very exciting, but he has treated it very flippantly and repeats himself too, too frequently.

Miss Black has quite a way to go as a dramatist, but she gives promise of taking the trip in stride. The form of her play is too loosely joined and takes on aspects of a dramatized treatise instead of drama. Her characters are well drawn, but her failing is definitely plot.

J. J. Robbins has done his playwrights and actors much disservice. He has not aligned the best group of actors to begin with, and his directorial efforts have placed even the few good ones to poor advantage. He has staged his shows in arena style on the audience level in front of a regular stage for no apparent reason, and has evidently approved poor

# JUST AROUND THE CORNER

(Opened Monday, July 31)

### OGUNQUIT (ME.) PLAYHOUSE

A musical play with music by Joe Sherman, lyrics by Langston Hughes. Additional lyrics by George Jaffe. Book by Abby Mann and Bernard Drew. Dances and musical numbers staged by Fred Kelly. Directed by John Kirkpatrick. Settings by Tom Jewett. Costumes by Lygia Bernard. General manager, Renee Franklyn. Publicity director, Robert Evans. Stage manager, Tony Albert. Presented by Mrs. Walter Hartwig and John Lane.

CAST: Avon Long, Bob Kennedy, Beverly Janis, Francis Compton, Dotty Sautler, Fred Kelly, Mary Ann Niles, Daisy Atherton, Belle Flower and others.

There may have been something in the script of *Just Around the Corner*, new musical play premiered here, which made it look interesting to its present silo circuit producers. Whatever it was is not evident in performance.

*Corner* is a sort of nostalgic look backward at the almost forgotten depression '30s, a kind of rose-tinted view of love on the dole, the bank holiday, Hoover's last days as president and Roosevelt's first and the falling stock market. Infantile social comment, drab music and awkward staging make this a thoroly undistinguished effort, even for a summer theater.

Even the valiant work of such familiar Broadway players as Avon Long, Beverly Janis, Bob Kennedy, Francis Compton and Dotty Sautler fail to give the show spirit. It comes to life briefly with a corny jive tune sung by Miss Sautler. Otherwise *Corner* makes a long evening.

*Bill Riley.*

lighting and extremely inadequate prop and set pieces.

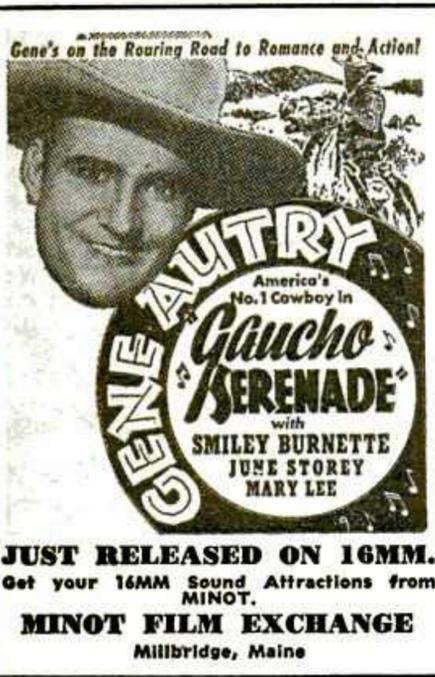
However, it is surprising that a few of the actors, at such script and staging disadvantages, can come thru with creditable performances. James Larkin and Barbara Marsh managed to rise above it all. In Miss Marsh's case, she shows excellent ability and definitely has the makings of a fine, sensitive actress. Alan Masters, Charles Welch and Scott Landers are also fine.

This proves that there can be found something good in anything, as the old adage has it, but Theater Laboratory's biggest mistake is making a showing when completely unprepared. The present showcasing does practically no one any good.

*Dennis McDonald.*

BROADWAY SHOWLOG		Performances Thru August 3, 1950	
DRAMA		Opened	Perfs.
Death of a Salesman.....	(Morosco)	2- 1, '49	620
Detective Story.....	(Hudson)	3-23, '49	573
The Cocktail Party.....	(Henry Miller)	1-21, '50	228
The Happy Time.....	(Plymouth)	1-24, '50	223
The Member of the Wedding..	(Empire)	1- 5, '50	244
The Medium and the Telephone.....	(The Arena)	7-19, '50	21
The Parisienne.....	(Fulton)	7-24, '50	16
MUSICAL			
Gentlemen Prefer Blondes..	(Ziegfeld)	12- 8, '49	276
Kiss Me, Kate.....	(Sams Shubert)	12-30, '48	666
Michael Todd's Peep Show..	(Winter Garden)	6-28, '50	45
Peter Pan.....	(Imperial)	4-24, '50	120
South Pacific.....	(Majestic)	4- 7, '49	548
The Consul.....	(Barrymore)	3-15, '50	165
Tickets, Please.....	(Coronet)	4-27, '50	116
Where's Charley?.....	(St. James)	10-11, '48	760

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# School Shows Urged To Prep Orgs To Meet Varied Demands

CHATTANOOGA, Aug. 5.—Most school shows suffer during the summer because they are inadequately equipped to meet the quality standards of acts by the theater, club and general run of outdoor patrons and managers. That's the considered opinion of Everett Lawson, who points out that "this is especially true of those who cannot or will not change their acts and styles of presentation to meet the different types of demands. Laxity and easy money in the school field, with practically no set standard to meet, spoils the operator for other more exacting competitive phases of show business.

"An 'ar' hing goer,' and it 'doesn't make any difference' attitude on the part of the school performer is responsible for many potentially good acts getting themselves into ruts out of which they later find it next to impossible to extricate themselves. Altho to indulge, for example, in the luxurious outrage of leaving the stage bare to strike dead props and load for coming numbers may not make any difference in the amount of money you will check at the end of the show or whether you can return next year, it will be tough on you when you attempt to play a date where it does make some difference.

"Walking on lines that are not action lines and which should be read while the performer remains in one spot; the untimely entrances and exits of assistants, which only succeed in garnering more attention for the assistant than the performer himself, will not occasion any reprimands from anyone in a school assembly, but will immediately classify you as a rank ham in a better theater or club.

### Conflict in Attire

"A poorly trained assistant, whose sense of timing is off, can spoil the climax of a number, punch or piece of business by the slightest movement at the wrong time. Outfitting your assistant in a brilliant red coat and white slacks or vice-versa, while you yourself wear the conservative black and white, will only put you in the background against a moving streak of red and white which the audience will watch instead of you. The most perfect school of the theater in existence is burlesque. Here's where the novice is trained to adapt himself at once to 'change' and to do in a couple of reading rehearsals what it would take even the most seasoned of actors in other phases of show business weeks in which to get up.

### Hold Pace

A good parallel to the perfect magician's assistant is the burlesque straight man, whose job it is to deliver that material to the comic which

will help make him funny. He never moves while the comic speaks. If the comic speaks while the straight is talking, the straight immediately ceases to speak. It is the comic's privilege to ad-lib. The straight will cater to him at all times. The straight will pitch the tone of his voice to the same level with that of the comic and will hold the pace and speech tempo the comic sets. Likewise the magician's assistant must deliver the magic props in much the same way the straight man delivers the verbal ones.

Magicians and school-show ops should and could take valuable lesson in st... from those performers in a branch of the business which has been wrongly named the most imitative in the world. By so doing they could improve their presentation immensely. While their gags are risqué, their scenes suggestive and, it is said, their audiences are from across the tracks, their showmanship is unsurpassed, their sense of timing superb and their diction artistry in the finest sense.

"Yes, magicians could profitably shelve their boxes of tricks for a year or two and take lessons from the front rows of burly houses in speech, presence, timing, walking, standing, entrances and exits."

## Rep Ripples

**LEO FRANCIS**, clown and black-face comedian, now playing fairs, caught the Majestic Showboat at Huntington, W. Va., and reports a good show. Francis's last rep trouping was with Ketrow's Cowboy Swede Company under his right name, **Frank L. Long**. . . **Alfred Pinkham** opens his 16mm. film season the middle of August in Essex County, Massachusetts. . . **Leo Freel**, of Freel's Family Show, writes from Gifford, Idaho: "We have been working from platform and doing some merchandising but as cooler weather comes we will go back to halls. We'll play week stands and feature some new bills. We also will continue our long-established policy of playing religious concerts at times on Sunday." . . . **Harold Clevlin**, who has worked a hypnotic specialty act for a number of years in clubs for sponsors in Pennsylvania, is mulling a solo show that will take in his hypnotism and give him a chance to build up his feature finish. He's currently in Pittsburgh.

. . . **Dolpher Players** are a new three-act flesh group for New England. Unit will open its season in North Adams, Mass. . . **Guy Hibbard's** show is working to good returns in Garfield County, Montana. Hibbard says that the Montana folks like flesh. . . **G. M. Tempest** has a tent flesh and pix show in the Denison, Tex., area. . . **James D. Grant** writes from Rome, Ore.: "Have been doing okay in this State with flesh and a museum, but the small towns are getting notices to draw selectees for the draft and this condition will tend to slow biz. Have been making three-day and week stands in small towns and I like the people and country. Met the Turgeon Show and **Bob Filer**, who (See REP RIPPLES on page 86)

### First Runs for Montville

HARTFORD, Conn., Aug. 5.—George E. Landers, Hartford division manager for E. M. Loew's Theaters, has announced launching of a new first-run motion picture policy at the Norwich-New London Drive-In Theater, Montville, Conn. Landers said that if patrons like the policy it will be continued.

## Retribution

HANOVER, Pa., Aug. 5.—Altho the community prohibits Sunday showings of movies under State law, Richard McCool, manager, Cross Keys Drive-In, is operating on Sundays. McCool is agreeable to the payment of a fine of \$50 and costs on charges filed by State police for each Sunday's operations. McCool explains that his operating on Sundays is not intended as disrespect for law and order, but rather to show the injustice of keeping an antiquated Blue Law on the statute books. By operation on Sundays, McCool aims to win public support for an election-day movement legalizing the showing of movies on Sundays.

## Weather Knocks Out St. John's Drive-In Plans

ST. JOHN, N. B., Aug. 5.—What is claimed to be the most unfavorable summer weather in the history of the Maritime Province has frozen practically all plans to establish and operate drive-in theaters in this territory. Never before has there been such a consistent mixture of chilly winds, rain, fog and cloudy skies as has prevailed this summer, which is on the wane.

Along and near the Bay of Fundy shore of both New Brunswick and Nova Scotia there has been an overdose of fog, to add to the chilly winds and rain. Promoters of baseball and horse racing have been hard hit.

Last spring plans were announced for a half dozen drive-ins, but the consistently unseasonable weather chilled all these arrangements.

## Clare, Mich., Gets Two New Drive-Ins

DETROIT, Aug. 5.—Reports of new drive-in theaters continue to flow, with the construction of two more outdoor houses announced this week.

Clare, Mich., with a population of 2,000, will have two drive-ins when Emery and Charles Bonham complete construction on the Northland. W. James Olson and Lee Ward opened the Sundown August 1.

Alex Slendak, St. Clair, Mich., exhibitor, is building a new drive-in at Marysville, Mich. It will be called the Marysville.

## Air-Line Drive-In Makes Bike Awards

CHICOPEE FALLS, Conn., Aug. 5.—The Air-Line Drive-In Theater here awards 10 door prizes to youngsters each Friday night.

The main prize is a boy's or a girl's bicycle. Only children under 12 who are admitted free (in cars) may win prizes.

PHILADELPHIA, Aug. 5.—The drive-in theater idea which has been sweeping the country will soon have its influence reach way below the border with plans being made here for an open-airer for Puerto Rico. Henry Friedman, owner of Lawndale Theater, is heading a local syndicate which will build the drive-in.

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FREDONIA, N. Y.

**FOR SALE**  
Dramatic Tent, 45x90; poles, stakes, chairs, lighting, stage, etc. Fair condition—cheap. Can be seen in air now.  
**SID KINGDEN**  
Rockford, Ill.

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# THE FINAL CURTAIN

**BASEHART** — Mrs. Stephanie, 34, costume designer and wife of Richard Basehart, stage actor, July 28 in Cedars of Lebanon Hospital, Hollywood, following brain surgery. Burial in Hollywood Memorial Cemetery July 30.

**IN LOVING MEMORY**  
Of My Dear Husband  
**JACK ALLOWAY**  
Who passed away Aug. 9, 1948.  
"Oh, how I miss you, Darling"  
Your wife  
Ruby Lee Alloway

**BORZA**—Giuseppe, 70, long-time acrobatic performer, July 28 in Sarasota, Fla. A native of Italy, he was an acrobat from the time he was five until 1928 when he retired. He toured Europe during that time, and he and his family came to the U. S. in 1940. His son and daughter, under the names of Charlie and Adriana, now carry on the trampoline act, and his four grandchildren, Nita, Peppi, Americo and Charlie, have a tumbling act. His widow also survives.

**IN MEMORY**  
Of Our Beloved Husband  
and Father  
**GIUSEPPE BORZA**  
Who Passed Away  
July 28, 1950  
We will always remember  
you.  
**MRS. ADELA BORZA**  
**ADRIANA & CHARLY**  
**& FAMILY**

**BRADNER** — William H. G., 81, musician and composer active in Philadelphia musical circles, July 26 in Winter Park, Fla. At the turn of the century, he was assistant business manager and first violinist with the old Philadelphia Symphony Society, which formed the nucleus of the present Philadelphia Orchestra. When the Philadelphia Orchestra was organized, he served as assistant manager. Surviving are his widow, Blanche E.; a son, and two daughters.

**BURES** — Adolph, 42, violinist, suddenly July 30 at the home of Paul Neuse, director of the Doylestown (Pa.) High School Music Department, in that city. He played first violin at the Robin Hood Dell concerts in Philadelphia and with the Minneapolis and Indianapolis symphony orchestras. His widow, Regina, survives. Services August 1, in Philadelphia, with burial in Montefiore Cemetery there.

**CHITWOOD** — Frank, 46, rodeo clown, July 28 near Seattle of self-inflicted gunshot wounds. Chitwood shot and killed his baby daughter and his father-in-law, wounded his wife, their four-year-old son and his mother-in-law before taking his own life.

**COOK**—Helen R., 45, member of Warner Bros.' Studio make-up department, Hollywood, July 30 of cancer. Survived by a sister and six brothers. Burial August 2 in Glendale, Calif.

**DAVIS**—Clyde C., engineer and announcer at WAYX, Waycross, Ga., suddenly July 29. Survived by his widow, Mrs. Gladys Crawford Davis; a son, Ray; a daughter, Betty; four sisters and two brothers.

**ELVERS**—Bertha, 51, wife of William Elvers, Newark, N. J., novelty distributor, suddenly in that city July 30. Burial in Hollywood Memorial Park, Union, N. J.

**FRIEDMAN**—Isadore, 56, Yiddish actor and playwright, July 28 in the Bronx, N. Y. His widow and a son survive.

**GILBERT** — Ole J. (Whitey), 65, well-known carnival cookhouse and concession operator, in Bossier City, La., July 29 following a lengthy illness. (Details in Carnival Department.)

*In Fondest Memory of My  
Dear Husband*  
**Samuel James Golden**  
*Passed Beyond August 11, 1947*  
**HELEN GOLDEN and Niece  
PENNY**

**GRILL** — Mrs. Elizabeth White Wylde, former actress known as Lucille Flaven, July 30 in New York. She appeared with Richard Mansfield and E. M. Holland, and played the lead in *The Girl With the Green Eyes*. With the death of her first husband, Edward Wylde, she left the stage to manage the elevator supply company headed by him. Her second husband, Maurice Grill, survives.

**GUNZENDORFER** — Mrs. Bertha, 78, mother of Wilt Gunzendorfer, widely known San Francisco radio executive and musician, August 1 near Klamath Falls, Ore.

**HENDERSON**—Charles R., 71, veteran film studio employee, July 30 in Los Angeles. Survived by his widow, Mabel; a daughter, Mrs. Betty Borman, and two sons, Mil'rd and Robert. Burial in Inglewood, Calif., August 2.

**HOEBERG**—George, 77, conductor of the Danish Royal Orchestra, August 3 in Vedbaek, Denmark.

**JACKSON**—Edward Grant, 35, for 15 years tenor with the Charioteers, vocal group, July 30 in New York. His widow, son, father and two sisters survive.

**KAHN**—Felix E., 75, member of the board of directors of Paramount Pictures until 1929, amateur violinist and a collector of rare musical instruments, July 25 at his summer home in Blue Hill, Me.

**KARRER**—William C., 58, for many years salesman for Republic Pictures in the Philadelphia area, July 20 in a Berlin, Md., hospital after a short illness. He was also one of the founders of the Motion Picture Associates, organization of film exchange employees. His widow survives. Services and burial July 23 in Berlin, Md.

**LATHROP**—Austin Eugene, 84, industrialist and owner of radio stations in Anchorage and Fairbanks, Alaska, July 26 in Sumtrana, Alaska. He also opened five theaters there.

**LLOYD**—Wilkes, 79, former bareback rider, August 1 in Jamaica, L. I., N. Y. The Lloyd Indian act trouped with the Ringling, Sells-Floto, Sparks and Hagenbeck-Wallace circuses, before he retired to Flushing, L. I., N. Y. His widow, Polly; a son, Billy; two daughters, Violet Rubio and Nellie Kitchie, and two sisters survive. The immediate family all trouped in the riding act. Burial July 24 in Flushing Cemetery.

**MARKS**—Mrs. David J., 51, former vaude performer known as Carlie Loew, July 28 in New York. She began her career as a child performer and later appeared in the comedy act of Bert and John Swor. Her husband and sister survive.

**PESSIS**—Sophie, mother of Erman Pessis, Hollywood publicist, recently

in Hollywood. Services in Hollywood July 31.

**PHILIPS** — Harry, former circus musician, recently in Oswego, N. Y. He had been with the Al F. Wheeler and John Robinson circuses and Guy Bros.' Minstrels.

**POWELL**—Albert Sr., 77, performer, founder and manager of the former Powell Troupe of tight-wire walkers, at SS. Mary and Elizabeth Hospital, Louisville, July 23. (Details in Circus Section.)

**REYNOLDS**—Trixie (Mrs. L. Rosenbuck), pianist and orchestra leader for many years in vaude and tab theaters in Fairmont, W. Va., recently in Hartford, Conn. Burial in Woodlawn Cemetery, Fairmont.

**RODMAN**—Mrs. Ethel, sister of E. Ray Goetz, Hollywood movie producer and sister-in-law of Irving Berlin, July 28 in an Atlantic City hospital. Survived by a son, with whom she made her home in Wildwood, N. J. Services in Buffalo August 1, with burial in the Irving Berlin family plot in Forest Lawn Cemetery, Forest Lawn, N. Y.

**RUPPERT** — Edward, father of Hazell Chamberlain (Canton), former tabloid and vaude performer, recently in Franklin, O.

**SCHAFFER**—Severns, 85, reputedly one of the world's greatest jugglers, recently in Folkestone, England.

**SUGGIA**—Mme. Guilhermina, 62, well-known cello player, July 31 at her home in Oporto, Portugal.

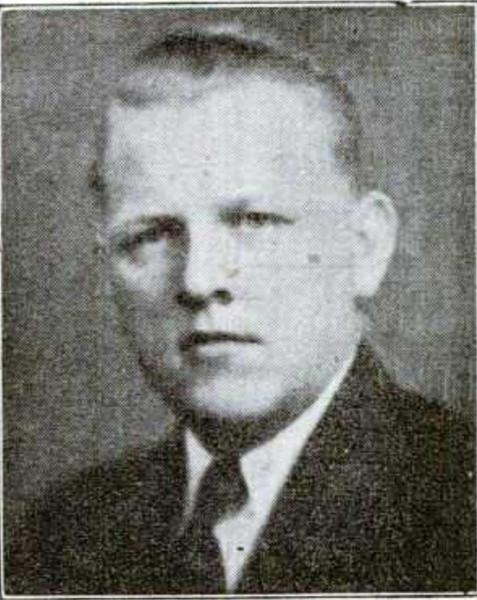
**TILBURY** — Zeffie, 87, legit and film character actress, July 24 in Los Angeles. After a long legit career she entered films in 1925, playing supporting roles. She retired in 1941.

**TYLER**—Helen, 78, one of the first women play brokers and producers, July 30 in Enosburg Falls, Vt. During her brief career she was hailed as the "wonder girl" of Broadway, producing such outstanding successes as *Under Cover*, *The Dummy*, *Polygamy* and *Within the Law*. The latter ran over four years and was produced after many rejections. Her business career began in the offices of Dodd Mead & Company during the period of novelized plays and dramatized novels. From there she joined the play-broking firm of Alice Kauser and in 1908 joined Edgar and Archie Selwyn as general manager of their new American Play Company. She acquired interests in such plays as *Paid in Full* and *The House Next Door* and was responsible for giving Jane Cowl her first lead in *Within the Law*, and Eva Le Gallienne hers in *Mister Lazarus*.

**Memorium To  
HONEY VAUGHN**  
Passed away July 31, 1950  
A blessed friend has left us  
A voice we loved is stilled  
A place made vacant in our  
Hearts and our club  
Which never can be filled.  
ALYNE & PERCY MORENCY

**VAUGHAN**—Mrs. Eddie (Honey), widely known in outdoor show circles, July 31 in a Dallas hospital following a brief illness. (Details in Carnival Department.)

**VERVALIN**—The Great, 76, former ventriloquist, recently in Sandusky, O.



*In Loving Memory of Our  
Dear Son and Brother*  
**ORVILLE W. HENNIES**  
Who Passed Away August 8, 1939  
**MRS. DAISY HENNIES** **HARRY**

*In Loving Memory  
Of My Dear Husband*  
**Ralph L. Wade**  
Who Passed Away July 31, 1946  
God gave me strength to carry  
on  
And courage to bear the blow,  
But what it meant to lose you  
No one will ever know.  
**MRS. MYRTLE WADE**

**WALLEND** — Philipp (Kreis), member of the Great Wallenda high-wire troupe, July 27 in a Lexington, Neb., hospital of injuries sustained when struck by a car the day before. Survived by his widow, two children, his parents and two sisters. (Details in General Outdoor Section.)

# COLE BROS. GOES TO BARN

## Tavlin Hopes For 1951 Org

**Weak biz sends show to quarters at Wirtz's St. Louis Arena for season**

BLOOMSBURG, Pa., Aug. 5.—Cole Bros.' Circus called it a season here today and headed its 30 cars for new quarters at St. Louis. The closing came after a 15-week season of generally weak to mediocre business.

Decision to close the show was announced to personnel last week-end and was not unexpected. Arthur M. Wirtz, co-owner, had arrived on the show to set the date, and notice already had been posted.

The show is expected to arrive Monday or Tuesday in St. Louis and will go into quarters at the Arena, a Wirtz-controlled stadium, where trackage and other facilities are available.

Jack Tavlin, general manager of the show, said Barnes-Carruthers Theatrical Enterprises, Chicago, might book elephants or other portions of the Cole show for fair dates.

He said Wirtz had gotten almost all of his investment out of the circus (See Cole Bros. Goes to Barn page 57)

## Boston Garden Biz Levels Off But Arena's Climbs; Video Out

(Continued from page 3)

events. He contends that TV has ruined minor league baseball, undermined major league gate receipts and threatened to become a Frankenstein to any promoter who tangles with it.

### Arena Aided by TV

The Arena's Roller Derby, however, was built up by TV-castings from other cities, he conceded. Promoted by Paul Bowser, who concurred in the Hub TV decision, the derby was switched to the Arena from Mechanics Hall for March 22-April 9 and grossed a strong \$100,000.

While the 7,200-seat Arena can be booked for anything outstanding which comes along, the 13,909-pew Garden runs a fairly standard set of attractions each year.

Top grossers at the Garden during the past season were *Ice Capades*, *Ice Follies*, Ringling-Barnum circus and Gene Autry, good for a combined score of \$1,500,000.

Brown said he believed the 10 per cent drop in the Garden's gross was caused by upped operating costs versus a decrease in concessions and a slight drop in standard attractions.

### Grosses Reported

*Ice Capades*, a Brown promotion,

gave 22 performances during the Christmas-New Year's Day week and grossed \$450,000. Shipstad and Johnson's *Ice Follies* grossed \$465,000 in mid-February. The Knights of Columbus track meet in January and the Boston Athletic Association track meet in February netted capacity houses. Willie Pep versus Roy Andrews drew 8,000 customers, and the (See Boston Garden Biz on page 55)

## Fire Destroys Lizza Powder Plant; Loss Is Placed at \$200,000

SAUGUS, Calif., Aug. 5.—Fire of undetermined origin destroyed three buildings worth \$200,000 at the Bermite Powder Company here Wednesday (2). Plant is owned by Pat and Hugo Lizza, who also own the Golden State Fireworks Manufacturing Company in Redondo Beach.

Neal Giannini, one of the owners with the Lizzas, said the buildings destroyed were used in the manufacture of railroad fuses and highway flares.

## Luxembourg Radio-Circus On the Road

### Promotion a Dilly

(Continued from page 3)

for a cash prize and each week a laureate is chosen by the radio audiences of the Luxembourg station—all contests being transcribed and being aired on a regular Monday broadcast. Winners of the laureate titles, in turn, compete in an elimination contest put on during the show's stand at the principal city on each month's itinerary. These winners will take part in the grand finale in Paris, at which the winners get a cash award, a two-week stage engagement at a Paris theater, an engagement with Radio-Luxembourg, contract for making records and various other prizes. There will be two winners, as the contest is open to vocalists in both the opera and the music-hall categories.

Combined circus-radio show runs four hours, with night performances starting at 9 o'clock. Matinees are put on at some of the bigger cities. Radio part of the program has the radio comic, Zappy-Max, Camille Martens's orchestra and other entertainers. Give-away session is a *Double or Quits* gimmick, with plenty of prizes.

Circus half of the show is handled by a group of veteran circus executives of France, including Jean Coupon (a former press agent of the two indoor circuses of Paris, Cirque Medrano and Cirque D'Hiver), who in recent years has been promoting indoor circuses in association with R. Audifred, well-known Paris booking agent, who also is with the *Radio-Circus*. P. Legards is general manager and George Loyal, formerly at the Cirque Medrano, is ringmaster. Big top has a capacity of 3,000 and show travels on 58 trailers hauled by Diesel tractors. Show carries a well-stocked menagerie and a Side Show.

Line-up of acts on the circus program includes Captain Yvanof, lion group; Alex Gruss, Liberty horses; Lucien Jeannet, novel dog act; the Riglings, bareback riders; Golden Stars, plastic poses; Manetti and Dede, clowns; the Brunettis, flying trapeze; Lothar, high pole; Arlette and Bill, trapeze; Tay and Tys, comedians, and Maximilian's singing sea lions.

## Velare's Sky Ride Set for Four Fairs

LONG BEACH, Aug. 5.—Curtis and Elmer Velare left here Wednesday (2) with their Sky Ride for the Illinois State Fair, Springfield. Loaded on two 36-foot semis, the double-Ferris Wheel ride will make its first appearance at the Illinois date. The Velares are carrying a crew of six.

Following the Springfield date, the Sky Ride will play the Canadian National Exhibition, Toronto; Tennessee State Fair, Nashville, and the Texas State Fair, Dallas. It will be the first time the Velare wheel has played any of these spots.

# \$325,000 Kiddieland for L. I.

## Nunley Obtains Prize Location

**Some rides to be indoors — neighborhood has unusual number of young children**

NEW YORK, Aug. 5.—Construction was begun this week on an elaborate kiddie park at Bethpage, Long Island, within a half-mile of Levittown, out-sized commuters' community with a high ratio of moppets to adults. William Nunley and Norman Russell will be the owner-operators of the spot.

Location has been regarded as a plum since postwar building of Levittown and subsequent growth has resulted in a community of about 45,000, with the majority of children in the pre-teen age group. Nunley said he secured the permit to build after three months of negotiations.

New kid park will differ from others in the Long Island area in that about half the moppet rides will be enclosed and half outdoors. Tentative plans call for a total of eight or 10 devices, Nunley said, plus an enclosed Merry-Go-Round and a Scooter.

### Restaurant Included

Also enclosed will be an elaborate restaurant, 60 by 180 feet, which will be operated by the proprietors of Adventure's Inn, Yonkers, N. Y. Restaurant will feature 40 outdoor tables (See 325G Kidland on page 54)

## Philipp Wallenda Dies in Nebraska After Auto Crash

LEXINGTON, Neb., Aug. 5.—Philipp Kreis, known professionally as Philipp Wallenda, a member of the Great Wallenda high-wire troupe, died here July 28 of injuries sustained when struck by an automobile the day before while he was repairing a tire on his house trailer beside the road. His widow, Mrs. Madeleine Kreis, was with him at the time.

The Kreises were en route with the Wallenda troupe from Philadelphia, where they closed with Cole Bros.' Circus, to Great Falls, Mont., to start fair dates.

Philipp came from Germany to join the Wallenda act in 1938 and also appeared in the family's Grotenfent unit. He was hospitalized for a year after a fall from the rigging in January, 1949, in which he lost the use of one eye, but he returned to the act in Cuba last January.

Surviving are his widow; a daughter, Ellen, 3; a son, Philipp Jr., 18 months; two sisters, Mrs. Carl Wallenda and Mrs. Arthur Grotenfent; his mother, Mrs. Sabina Kreis, all with the troupe, and his father in Munich, Germany.

Services were conducted at Lexington, where the body will be held pending burial in Sarasota, Fla.

Carl Wallenda, head of the act, stated that all commitments of the troupe will be filled and that a new member will be added. The family will appear at Billings, Mont., August 7-12.

## Ready Hypos For Chi Fair

**Ease policy, close for Snake Show — name orks, free dancing loom**

CHICAGO, Aug. 5.—Management of the Chicago Fair, backed by business interests, this week reached for the needle to send the gate upward to satisfactory levels by bolstering the attraction program.

The management first eased its rigid midway policy by closing with a carnival-type Snake Show to set up in the Dixieland Village. Louis Paster, until recently Side Show operator on the Endy Bros.' Shows, will have the unit, a cobra show, setting up in about a week, probably on the site now used by an old-time movie house, which has been dropping money steadily.

### Village Free Dancing

The Village soon may also have free dancing, with name orks supplying the music. The State Street merchants came up with the suggestion for adding this feature and, what's more, backed up the suggestion with the offer to underwrite the cost. The fair management this week took the ball from there and was out getting prices and availabilities from orks, plus the cost and time-element which would be involved in erecting a suitable structure.

The Chicago Tribune, which has (See Ready Hypos on page 54)

# Canada Houses Continue Okay For Dailey Org

BRANTFORD, Ont., Aug. 5. — Dailey Bros.' Circus continued to average three-quarters of capacity business in this area as its Canadian tour drew to a close.

Rain here Monday (31) didn't keep from 4,000 to 5,000 persons away and the circus played to a half and a three-quarter house.

At Chatham, Ont., Saturday (28), the show attracted another half and three-quarter showing. Despite a late arrival in St. Thomas, Ont., the matinee was three-quarters filled and the night show was a full house. At Valleyfield, Que. (19), the show had two half houses.

The show returns to the United States via Sault Ste. Marie Saturday (5) and will make stands in Wisconsin and Minnesota.

Patrons at some recent Canadian stands missed Joe Louis, who left the show some time ago, but in most places apparently he wasn't missed. The strongly advertised polar bear act was not worked in Brantford and the 16-horse Roman standing hitch was out there.

# Honey Vaughn Dies In Texas Hospital

DALLAS, Aug. 5.—Funeral services for Mrs. Eddie (Honey) Vaughn widely known in outdoor show circles, were held here Thursday (3) with burial in Lone Star Showmen's Rest, Grove Hill Memorial Park. Mrs. Vaughn, one of the founders of the Lone Star Showmen's Club, died in a local hospital, Monday (31) following a brief illness. She also helped set up Showmen's Rest and is the first woman to be buried in the plot.

She was prominent thruout Texas for her charitable work among show-folk and thru the Ladies' Auxiliary of the Elks she did wide work among veterans at Lisbon and McKinney hospitals.

Mrs. Vaughn also carried out her charitable work thru the Lone Star Showmen's Club, the Pythian Sisters, Victory 128, and the Fitzhugh-Lee Post of the Spanish-American War Veterans Auxiliary.

Surviving are her husband, Eddie, also well known to outdoor show-folks; a brother, F. E. Hughes; two sisters, Mrs. P. L. Bible and Mrs. John A. Williams; a daughter, Mrs. Tom Cannon, and a granddaughter, Mrs. Betty Pruitt.

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298 Junius St. Brooklyn, N. Y.

**Close-Ups:**

# Thrill Show Op Earl Newberry Once One of Top Band Leaders

By Herb Dotten

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

**N**EARING his 57th birthday, September 30, Chicago-born Earl Fraser Newberry can look back on more than 40 years in showbiz in such assorted roles as a big-time band leader, thrill show operator, promoter of outdoor specs and booker of attractions, in the indoor as well as alfresco fields.

His forte is handling promotional details, whether it be advance ticket sales, advertising-publicity campaigns or routing shows. This flair and its basic, long-range planning is reflected by his yearly practice of having all his Christmas cards addressed, stamped and ready for the mail man as early as October. Earl's musical interest, first manifested in his teens when he took to playing drums in nickelodeons and then to organize a 50-piece concert band known as Newberry's Exposition Band, continues undimmed. His wife, the former Irene Tendzi, a pen-and-brush artist and sculptress, shares this interest. Together they maintain a voluminous library of recordings at their Jacksonville, Fla., home and when on the road they take in every possible musical or concert program their schedule will permit.

**Organizes Band**

As a youth in Detroit, where his family had moved when he was five years old, Earl played the drums while going to school. At 17, he left school and the drums, became a piano player and toured with several road shows for three years, then returned to Detroit to play in theaters. It was during the latter period that he began to organize a band which eventually grew to 50 pieces and during its day was rated among the country's six top concert bands.

That was during World War I, before p.-a. systems, when fairs leaned heavily on concert bands. He continued in the field for about five years playing major fairs of the Midwest and South.

In 1924 he joined the late Ralph A. Hankinson, one of the nation's top auto race promoters, who that year was breaking into the East. He left for Detroit to direct the *Awakening*, a giant sized spec and the forerunner of present-day fair revues.

**Spec Success**

The mammoth spec held forth for three years, enjoying huge success the first year, lukewarm the second and not-so-hot results the third. Earl bridged the following two years, 1928 and 1929, with various promotions, some in association with Nat D. Rodgers, Side Show op now with Royal American Shows, and Frank D. Duffield, fireworks biggie.

In 1930 he rejoined Hankinson, who that year had taken over the half-mile board Woodbridge Speedway for auto racing. The track had been a financial failure, but Earl and a two-for-one ticket he pushed, turned the venture into a big success, remarkably so, considering business conditions at the outset of the depression. Hankinson at the time also had the mile-long Langhorne (Pa.) Speedway and in 1931 Earl was shifted to lend assistance in promoting that track. The operation proved an outstanding success.

In 1932 Earl entered the booking business, joining Frank Wirth and the late Larry Boyd as general manager of their office in New York. That association lasted a year, with Earl rejoining Hankinson in 1933 and also working that season for George A. Hamid, New York booker, who was closely associated with Hankinson.

Earl ventured out on his own as an auto race promoter in 1934, operating the Maywood, Ill., track, but at the (See Thrill Show Op on page 55)



EARL NEWBERRY

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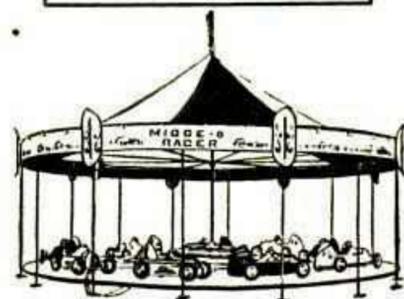
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38th Annual BIG ELI Fourth of July Contests

Contest No.	Entrant	State	Wheel Receipts
1.	F. G. Mattingly Jr.	Kentucky	#16 \$839.64
2.	Otto Stephen	Iowa	#5 779.25
3.	Emil J. Zirbes	N. Dakota	#5 603.00
4.	Murphy & Schrader	Missouri	#5 536.00
5.	Ed Browning	Oregon	#5 534.00
6.	M. Larkee	Wisconsin	#12 479.25

Total \$3,771.14  
 Average per wheel for the day \$628.52.  
 A BIG ELI Wheel continues to be a sure profit earner.

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**Talent Topics**

**Kayletta**, free attraction on Western Shows, renewed acquaintances with the Cristiani Family when King Bros.' Circus played Mount Vernon, Wash., recently. . . . **Al Trabell** and **Allan Corry**, who played the State Theater, Baltimore, last week, have a number of theater dates booked before going into their contracted fair engagements. They will remain on the road until the middle of September when Corey resumes his high school education.

**Mrs. Monk Stahathi** and her two children, Eskimos, are now living in one of the exhibits on the Atlantic City Steel Pier. Exhibit is sponsored by the U. S. Department of Interior.

Line-up of acts playing Woodsfield (O.) Fair, July 25-28, included the **Sparklettes**, eight-girl line; the **Armstrongs**, acros; **Irma and Walter**, skaters and unicycle; **Leo Francis**, musical clown; **Demaraisie Sisters**, contortionists; **Art and Margie Basset**, jugglers; **Console**, traps and rings; **Daffy Dan**, blackface comic; **Earl Armstrong Family**, comedy Ford, and the **Three Milos**, high act, all booked by the **Rotroff Attractions**.

**Smiley Burnette**, film-radio cowboy comedian, and his troupe will

be the closing night grandstand feature at Upper Peninsula State Fair, Escapaba, Mich. . . . **Jerry D. Martin's 3 Fearless Stars**, high act, were televised July 28, over WPIX-TV, New York. The trio closed at Rockaway Park, Rockaway Beach, N. Y., and were skedded to perform at Clementon Lake Park, Clementon, N. J., the week of August 1-6. . . . **Earl Armstrong, Dane Cox** and **Bob Boswell**, with **Roscoe Armstrong's** **Bucking Ford**, after closing at the Woodfield (O.) Fair, caught the July 29 performance of the **Ringling-Barnum** show at Columbus, O.

**Art Hoard**, announcer for **Jack Kochman's Hell Drivers**, reports from Indianapolis that the unit played to a record 8,400 house Saturday night (29) at the 16th Street Midget Speedway. Personnel includes **Neil Hamilton, George Patton, Bobby Ward, Chuck Briet, Len Wilson, Bill Bonner** and **Jake Plumstedt**. . . . **Alter Brothers' Congress of Living Wonders** has joined **B. Ward Beam's Attractions** to play a string of fair dates. Line-up includes **Col. Sykes McRoy**, Box No. 1; **Mrs. Helen Alter**, Box No. 2; **Fred Mauers**, Box No. 3; **K. C. McGery**, Box No. 4; **C. Henes** and **Ed Boyd**, second openings; **Delores**, gorilla girl; **Skeats Galliger**, magician and inside lecturer; **Doris Galliger**, big snakes; **Cannon**, electric act; **Peggy Syine**, mentalist; **Ann Shafer**, iron tongue; **Texas Joe**, whip cracking and fire eater; **Susy Cole**; **Leroy**, fire pitcher, and **Mervena**, blade box.

**Albert Powell Sr. Dies in Louisville**

LOUISVILLE, Aug. 5. — **Albert Powell Sr.**, 77, for 50 years a well-known personality in the circus and vaudeville fields, died at Sts. Mary and Elizabeth Hospital here July 23.

Powell organized and managed the noted **Powell Troupe**, tight-wire act, which was featured with practically all of the major circuses of America and was a standard act on the vaude circuits.

In later years he acted as manager of his own acts and opened this season with **King Bros.' Circus**, but illness forced him to quit the show in April to return to his home in Louisville.

He is survived by his widow, **Mattie**; two sons, **Marvin** and **Albert Jr.**, and two daughters, **Mrs. Ora Piku-vitz** and **Mrs. Hattie Well**. **Marvin Powell** has been with **Hunt Bros.' Circus** for several seasons, and **Albert Powell Jr.**, well-known aerialist, was with **Ringling-Barnum** circus for many years. He's also well known in Europe, where he played the leading circuses and music halls.

**Harry C. Miller Succumbs on Lot**

BRADFORD, Pa., Aug. 5.—**Harry C. Miller**, who for the last six years had the **French fry** concession with the **James E. Strates Shows**, died suddenly on the lot at Rochester, N. Y., July 18.

Miller was well known in carnival and park circles and had trouped with numerous carnivals. He started his outdoor career 18 years ago as chief electrician and a concessionaire at **Conneaut Park, Pa.** His first mid-way trouping was with the **Fred Allen Shows** following his resignation at the park.

Altho troubled with a heart ailment for the past year, he was believed to be on the road to recovery when stricken and was building more concession trailers to augment his fleet for fair and carnival dates.

**CNE Execs See Possible 400G For Kaye Show**

TORONTO, Aug. 5.—Advance sale for the **Danny Kaye**-headed **Leon Leonidoff**-produced grandstand show at the **Canadian National Exhibition (CNE)** already has topped \$200,000, altho the CNE isn't to open until August 25. Show, execs maintain, may gross 400G.

Two of three name orks to be presented at the exhibition already are signed, with negotiations under way for **Tommy Dorsey's** band to round out the presentations. **Guy Lombardo**, perennial CNE favorite, will be in for three days and **Tommy Dorsey** for three. Orks will be presented in a new tent, 120 by 375 feet, purchased from the **U. S. Tent & Awning Company, Chicago**.

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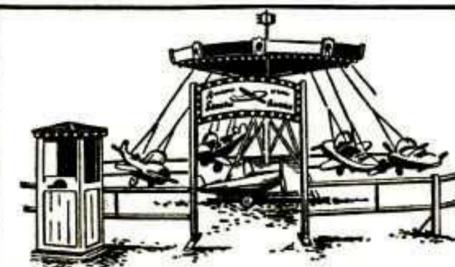
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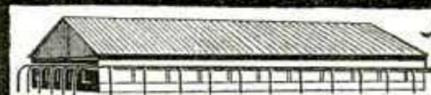
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Replacements, Numbered Balls, ea. .... .40  
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Plastic Markers, Red or Green, Round or square, 3/4" Diameter, M ..... 2.50  
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Adv. Display Posters, size 24x36. Each Cardboard Strip Markers, 10 M for. .... .75  
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Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 7 colors, loose, not tabbed, M ..... 2.00  
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SPOKANE, Aug. 5.—Spokane's first rodeo in nearly 10 years is set for September 14-17 in the Spokane Sports Center, with \$3,000 to be offered in prize money. Event, sponsored by the Sadir Khan grotto, will also feature a carnival.

Bob Rooker, of Missoula, Mont., show manager, said \$600 will be offered in each of five classes, saddle bronk riding, bareback bronk riding, calf roping, bulldogging and Brahma bull riding. Event will be sanctioned by the Rodeo Cowboy Association.

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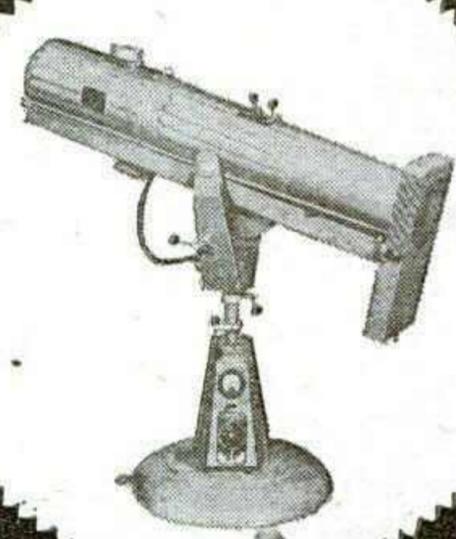
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This is our new SUPER DELUXE with new style head, bowl brushes and holders, none other like it—runs smooth as silk. Start out with the BEST. Save time, money, worry. Heater rheostat and FREE parts. Literature on request.

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Homelike atmosphere. Small classes, individual attention. Progressive education. Qualified instructors. Comfortable dormitories; modern facilities. Gym. Many extra curricular activities; all sports, band. Fall term Sept. 11. Tuition \$78 per month. Camp Homestead Lodge (boys 6-14) affiliated.

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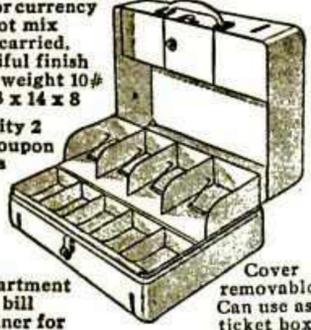
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Cash or currency will not mix when carried. Beautiful finish. Light weight 10# Size 13 x 14 x 8. Capacity 2 rolls coupon tickets.

Compartment under bill container for flat tickets. Cover removable. Can use as ticket box at entrance.

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**Out in the Open**

Visiting fair men at the recent Northern Wisconsin District Fair, Chippewa Falls, Wis., included **Raymond A. Lee** and **Harry Frost**, secretary and concession manager, respectively, of the Minnesota State Fair, St. Paul, and **Pete Austin**, secretary of the Mower County Fair, Austin, Minn.

George A. Hamid, president, announces that New Jersey State Fair, has authorized the New Jersey Horse Breeders' Association to seek a permit to operate pari-mutuel running or harness races at the annual's plant. Provisos are that race meets will not interfere with operation of the State fair, and that all deals are off if an all-out war effort prevails and a national emergency is declared. . . . **Pat Purcell**, manager of the Eastern unit of the Joie Chitwood Thrill Show, was a New York visitor Wednesday (2). Pat reports spotty biz with the outlook for fairs okay.

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The Showmen's Insurance Man



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**TENTS**

**CANVAS • SHOW**

★ CARNIVAL  
★ CONCESSION  
★ CIRCUS

CONSISTENT WITH QUALITY—  
THE LOWEST PRICES ALWAYS

PROMPT DELIVERY  
ANY TYPE TENTS TO ORDER

**UNITED STATES TENT & AWNING CO.**  
2315-21 W. Huron CHICAGO 12  
Chicago's Big Tent House Since 1870

**Ready Hypos For Chi Fair**

(Continued from page 50)

been giving the fair yeoman support, came thru with a new feature, calculated both to help promote *The Trib* and the fair. Starting today, it will give away \$200 daily at the fair, with a C-note to go to a woman and a man based on photos *The Trib* will take daily at the fair. Judging will be made on the most interesting picture of a fem and man among an announced 100 *The Trib* will snap each day. Added twist, designed to hold the folks on the grounds, will be that each photo will be numbered and the winning numbers will be flashed in the nightly fireworks display presented by Thearle-Duffield Fireworks Company.

Thru Wednesday (2), the 40th day of its run, the fair's gate count stood at 844,301, as compared with 985,429 to the same point in '49. Tho the gate is down, probability is that the event will extend its run, now slated to end Labor Day, thru September, inasmuch as that month during the '48 and '49 Chicago Railroad Fairs years yielded the strongest turnouts.

**Eddie Carroll**, manager of Riverside Park, Agawam, Mass., and his staff are busy shuttling between the funspot and the Great Barrington, Mass., Fair. In between part of the staff moves to Savin Rock, where Carroll conducts weekly stock and midget auto races at West Haven Speedway. . . . **Mrs. Sara A. Gibbs**, director of the Clementon Lake Amusement Park Swim pool, Clementon, N. J., effected a tie-in with the water safety service of the American Red Cross in promoting a "learn to swim" week.

"America's Finest Show Canvas"

**TENTS—SIDESHOW BANNERS**

IN STOCK—NEW!

90 Ft. Round Top with 3 40-Ft. Middles, White Flameproofed DeLuxe Red and Blue Trim. 10-Ft. Sidewalls.

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10,600 USED ONCE SEATS

Every Type Chair • Table



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570 7th Ave. (41 St.), N. Y. C. LO 4-3524

**325G Kidland For Long Island**

(Continued from page 50)

and umbrellas for dining during pleasant weather.

Nunley said that the total cost of the project would run about \$325,000 and that the spot is expected to be operating by the first of next year. Indoor-outdoor placement of amusement devices will allow true year-round operation, he said. Several kid spots with only outside rides open during the winter to catch biz on balmy days. The Bethpage park will be able to do this plus keeping the indoor rides running full tilt.

Park will be situated on a four-acre plot, with parking space for 500 cars. Nunley said that transportation facilities will be handy.

Nunley was a pioneer in the Long Island kiddie park segment of the biz. He has been operating a Merry-Go-Round and a kiddie fire engine, boat and Whip at Baldwin, Long Island, since 1940 and said that the operation had paid off well.

The New **FLOSS KING**

**Challenger**



Selling New Profit and Performance Records!

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HARRY SOMMERVILLE

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Pay weekly premiums. Buy insurance only when you need it. Nation-wide claim service. Write now for full information! Don't delay!

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7x100 Feet .....\$49.00  
8x100 Feet ..... 56.00  
9x100 Feet ..... 63.00

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of every description

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STOCK TICKETS	Special Printed
One Roll .....\$ 1.00	Cash With Order Prices:
Five Rolls ..... 4.00	2,000 .....\$ 6.80
Ten Rolls ..... 6.00	4,000 ..... 7.70
Fifty Rolls ..... 20.00	6,000 ..... 8.60
100 Rolls ..... 38.00	8,000 ..... 9.50
ROLLS 2,000 EACH	10,000 ..... 10.40
Double Coupons	30,000 ..... 15.20
Double Prices	50,000 ..... 20.00
No C. O. D. Orders	100,000 ..... 32.00
Size: Single Tkt., 1x2	200,000 ..... 128.00
	1,000,000 ..... 248.00

Roll or Machine Double Coupons, Double Price

**FOR SALE, LEASE OR TRADE**

Large Dance Hall equipped as restaurant, catering to private and industrial dances and food parties. (Very profitable—2 miles from Lima city limits) Value, \$50,000. Will sell, lease or exchange for farm, income property or good business in Florida.

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Electric Floss Machines  
Bring in  
**Bigger Cash Profits!**



**Check These Points**

- Direct Drive
- Rubber Mounted Throughout
- Rheostats for Speed and Heat Control

Model 120  
Heat control makes continuous production possible 24 hours a day at the rate of 500 cones per hour.  
**Write for Full Details**

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All Readings Complete for 1950

Crystal Balls, Imported  
On hand in these sizes: 2 3/4; 3 inch; 3 9/16; 4 3/16. Write for prices.  
Single Sheet, 8 1/2 x 14, 100, 75¢; Per M. . . . \$6.00  
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"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12-P 2 1/2 x 5. Contains all 12 Analyses. Very well written, \$5.00 per 100. Sample. . . 10¢  
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Samples of each of the above 4 items for. . . 25¢  
No. 1 15 Pages Assorted Color Covers . . . 50¢

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Signs, Cards, Illustrated, Pack of 36 . . . . . 15¢  
Graph Charts, 9x17, Sample 5¢, Per M . . . . \$7.50  
**MENTAL TELEPATHY, Booklet of 21 p.** . . . . 25¢  
Shipments Made to Your Customers Under Your Label. No checks accepted C.O.D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

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CONTINUOUS DIRECT DRAW DAIRY FREEZER

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**Now Available!**  
**DARI-FREEZE MIX**

**VANILLA - CHOCOLATE**

Packed 25 lbs. to the bag.  
• 1-5 bags—32¢ per lb.  
• 10 bags or over—31¢ per lb.  
Chocolate: 1¢ more per lb.  
Extra charge for export packing.  
**MONEY BACK GUARANTEE IF NOT THE BEST SHERBET MIX YOU EVER USED!**  
All shipments, F.O.B. N.Y.C.  
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Sales of our unusual 18-passenger Kiddie Ferris Wheel, our Portable Airplane Swing and our beautiful 24-passenger Fire Truck Ride have forced us to add a second shift. Low priced—Big earners. 5 other super Kiddie Rides. Write for pictures.  
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KENMORE KIDDIE RIDES  
Box 13, Hertel Station Buffalo, N. Y.  
Phone: RI 3351

**Thrill Show Op Earl Newberry**  
**Once One of Top Band Leaders**

(Continued from page 51)  
end of that season gave up promoting temporarily to join the Collier Hotel chain in Florida as promotion-advertising manager.

Showbiz, however, exerted a potent attraction and in 1940, when the country was emerging from the depression, he dipped his toes into the business of booking concerts and road shows into Florida auditoriums and hotels. He set up offices as the Associated Artists in Jacksonville and prospered until after World War II when things began to slack off. His greatest successes were registered with Victor Borge, whom he billed as a celebrity, rather than an artist, and with road companies playing *Abie's Irish Rose* and *Life With Father*.

**Returns to Showbiz**

When business thinned in Florida, Earl decided to return to outdoor showbiz. In association with Jimmie Van Cise, he worked out a deal with Jimmie Lynch to operate Lynch thrill show units under the Lynch titles, giving Lynch in return a royalty on each date, plus an added sum for

those shows in which Lynch himself performed.

This operation, now in its fifth season, has ranged from successful to highly successful. In the peak years following the war, as many as four units were operated under the Lynch title and grosses were big, swollen by smart promotion, in which Earl played a large part.

More recently, grosses in the thrill show field, as in many other branches of outdoor show business have sagged, but the Lynch operations have been shored up by a business-like application to details, the typical Newberry formula. Depression-schooled, Earl faces changed conditions calmly. He counts upon his long, varied experience, plus his depression-created bag of promotional gimmicks to meet any contingency.

**Boston Garden**  
**Biz Levels Off**  
**But Arena's Up**

(Continued from page 50)

Rindone-Villemain fight, April 17, pulled a \$39,000 gross.

Ringling-Barnum grossed \$125,000, a bit better than last year, in May. On May 19 the Boston Jubilee Ball got 3,800 persons and the next night a Jubilee Square Dance pulled 6,200.

No. 1 attraction for attendance and sellouts was the Harlem Globe Trotters basketball team, a new Garden attraction, which sold out two weeks in advance for April 16 and grossed \$29,000 on the one night. Billy Graham, evangelist, brought the biggest overflow crowd in the Garden's history on January 23.

**Benny Low Man**

Jack Benny was low man on the Garden's totem pole, getting a poor \$15,000 gross for a one-nighter, June 3. Gene Autry, who will be in the Garden October 25-November 5, has been making the spot since 1931 and is good for a standard \$225,000.

The Hamid-Morton Circus comes into the Garden under Shrine auspices September 24-30 and, working on a \$1,20 to \$3.60 scale and a coupon deal, it is another stand-by attraction good for \$125,000.

A food show, promoted by Frank Dubinsky for the Massachusetts Retail Grocers and Provision Dealers' Association, comes into the Garden October 3-8. This attraction, out last year, appears at intervals with name stars such as Judy Canova and Bob Burns and grosses around \$100,000.

**Bruins Pull**

The Bruins hockey season opens in mid-October and is a Garden regular good for near-capacity audiences at each game. However, hockey attendance was off last season because the Bruins were on the losing side. The Celtics basketball team, another Brown promotion, starts in November. Results were not too satisfactory with the Celtics last year. The Garden also goes in for a lot of high school and college basketball. Last season, Holy Cross played eight games at the Garden, including three sellouts and five three-quarter houses.

An annual skating show called *Ice Chips* and put on by the Skating Club of Boston; the National AAU championships and the New England AAA bouts plus benefit shows for fraternal organizations round out the Garden's list of events.



**BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE**

We also handle Snow Supplies.  
P.O. BOX 7803, FAIR PARK, DALLAS, TEX.

**FLUORESCENT BANNERS**

**NEW - GLOWING - EYE-CATCHING**  
Startling Outdoor-Indoor Signs. Your copy screen-pressed on red fluorescent plastic cloth. 3 ft. wide, any length at \$2.00 lineal foot. 3'x6' sign, \$12.00. Send for free sample.

25% deposit—balance C.O.D.

**JONES DECORATING COMPANY**

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**FOR MAXIMUM**  
**POPCORN PRODUCTION**

**CRETORS Giant Model 41**

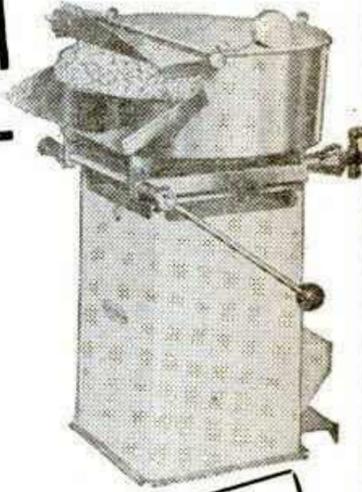
Here's a fast, efficient auxiliary popper that pops corn direct in the seasoning and salt. Patented popper pan construction keeps heat where needed . . . patented cover construction relieves the popping corn of pressure, insuring maximum popping volume. Enclosed transmission—gears run in oil. Heated by manufactured, bottle or natural gas. Gasoline extra.

**Also Available**

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- Giant 42 & 48 • Official Volume Tester

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**CAPACITY**  
Pops 2 lbs. raw corn each popping, about 13 bushels popped corn per hour.

Multiplex Faucet Co. Serving the Trade 45 Years

About a 4¢ Profit on a 5 Cent Sale!

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**ROOT BEER BARREL**

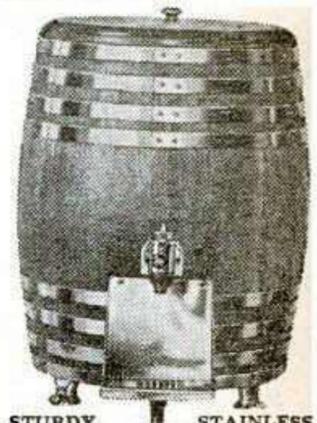
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**Exclusive!** Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

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Manufacturers: **MULTIPLEX FAUCET CO.**



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# Carnival Routes

Send to

2160 Patterson St. Cincinnati 22, O.

Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Arma Expo.: Midwest City, Okla.  
 American Beauty: (Fair) Oskaloosa, Ia., 6-9.  
 American Eagle: Rossville, Ill.  
 American Midway: (Fair) Oberlin, Kan.  
 Avery's Modern: Reading, Mich.; Pontiac 15-19.  
 Badger State: (Fair) Long Prairie, Minn., 8-10.  
 Baker United: Delphi, Ind.; Winamac 14-19.  
 & C. Expo.: (Fair) Batavia, N. Y.; (Fair) Rochester 16-20.  
 Beam's Attrs.: (Fair) Hughesville, Pa.; Apollo 14-19.  
 Becht, Lee: (Fair) Dry Ridge, Ky.  
 Bee's Old Reliable: (Fair) Germantown, Ky.; (Fair) Brodhead 14-19.  
 & H.: Hemingway, S. C.  
 Big Bend: Bloomington, Tex.  
 Big Four Am.: Elmwood Park, Ill.  
 Big State: Stamford, Tex.  
 Blue Grass: Brownstown, Ind.; Carmi, Ill., 14-19.  
 Bogle, F. C.: (Fair) Oswego, Kan., 7-11; (Fair) Arma 12-13; Osage City 15-19.  
 Boone Valley: (Fair) Rockwell City, Ia., 7-9; Farnhamville 10; Ayrshire 11-13; Pocahontas 14-17.  
 Brewer's United: (1500 block Silver St.) Houston, Tex.  
 Brodbeck's: Hill City, Kan.  
 Brodbeck & Schrader, No. 1: (Fair) Dighton, Kan.; (Fair) Ellsworth 14-19.  
 Brodbeck & Schrader, No. 2: (Fair) Sublette, Kan.; (Fair) Ashland 14-19.  
 Buck, O. C.: (Fair) Gouverneur, N. Y.  
 Buffalo: Speculator, N. Y.  
 Burdick's Greater: Bellville, Tex.  
 Burke, Harry: Rayne, La.  
 Cavalcade of Amusements: Bridgeport, O.; Erie, Pa., 14-19.  
 Capell Bros.: Alva, Okla.  
 Capital City: (Fair) Campbellsville, Ky.; (Fair) Manchester 14-19.  
 Casey, E. J., No. 1: Flin Flon, Man., Can., 9-12; Red Lake, Ont., 18-19.  
 Casey, E. J., No. 2: Smith-Rock Falls, Ont., Can., 9-10; Cochrane 11-12; New Liskeard 14-15; North Bay 16-19.  
 Casey, E. J., No. 3: Flin Flon, Man., Can., 9-12; Sherridon 14; (Fair) St. Vital 18-19.  
 Cavalcade of Fun: Leaf River, Ill., 12-13; Manhattan 18-20.  
 Central States: Burwell, Neb.; Hastings 14-19.  
 Cettin & Wilson: (Fair) Ionia, Mich.  
 Chano, Jimmie: Portland, Ind.  
 Cherokee Am. Co.: Wetmore, Kan., 7-9; Seneca 10-12; Ottawa 14-18.  
 Coleman Bros.: Kingston, N. Y.  
 Collins Bros. United: Elm Creek, Neb., 7-9.  
 Collins, Wm. T.: (Fair) LaCrosse, Wis.; (Fair) Owatonna, Minn., 15-20.  
 Columbia: Naples, Me.; Bridgeton 14-19.  
 Continental: Saranac Lake, N. Y.  
 Cote Am.: Flushing, Mich.; Davison 15-19.  
 Crafts Expo.: (Fair) Napa, Calif., 7-13.

Crescent Am. Co.: (Fair) Cresco, Ia.; (Fair) Northwood 13-18.  
 Crystal, Elizabethtown, Tenn.  
 Cumberland Valley: (Fair) Carthage, Tenn.; (Fair) Winchester 14-19.  
 Dan-Louis: LaGrange, Ky.; (Fair) Sunman, Ind., 14-19.  
 Delta Am.: Mathiston, Miss.; Kilmichael 14-19.  
 DeLuxe: Turners Falls, Mass.  
 Dickson's United: (Fair) Rush Springs, Okla.  
 Dickerson: Ocean Drive, S. C.; Nichols 14-19.  
 Dobson's United: (Fair) Glenwood City, Wis., 7-9; (Fair) Bayport, Minn., 11-13; (Fair) Spooner, Wis., 14-16.  
 Douglas Greater: Longview, Wash.  
 Down River Am. Co.: (Fair) Crosswell, Mich.  
 Drago Am.: Mulberry, Ind.; North Judson 14-19.  
 Drew, James H.: (Fair) Valparaiso, Ind.; (Fair) Carlisle 14-19.  
 Dudley, D. S.: Andrews, Tex.  
 Dumont: Richmond, Va.  
 Dyer's Greater: (Fair) Manchester, Ia., 8-11; Eldora 14-19.  
 Eastern Am.: Oakland, Me.  
 Eddie's Expo.: Allquippa, Pa.; West Bridge-water 14-19.  
 Endy Bros.: Mahanoy City, Pa.; Johnstown 14-19.  
 Evans United: Glasco, Kan., 7-9; Everest 12.  
 Fair Am. & Bazaar: Lake City, S. C.; Fair Bluff, N. C., 14-19.  
 Ferris, Carl D.: (Fair) Waterloo, N. Y.; (Fair) Lowville 14-19.  
 Fidler's United: (Fair) Kankakee, Ill.  
 Fleming, Mad Cody: Atlanta, Ga.; Hapeville 14-19.  
 Francis, John: (Fair) Cedarburg, Wis.; (Fair) St. Charles, Minn., 17-20.  
 Franklin, Don, No. 1: Big Spring, Tex.; (Fair) Fredericksburg 17-20.  
 Franklin, Don, No. 2: (Fair) Junction, Tex.  
 Gale's: (Fair) Batavia, N. Y.; (Fair) Rochester 14-19.  
 Gayland Am.: Alexandria, Ind.; Eaton 22-26.  
 G. & B. Rides: Paden City, W. Va.; Hundred, 14-19.  
 Gem City: (Fair) Mendon, Ill., 8-11; (Fair) Trenton, Mo., 13-18.  
 Gentsch, J. A.: Huntingburg, Ind.; Jasonville 14-19.  
 Gifford's: Little River, Kan., 9-12; (Fair) Canton 16-19.  
 Gold Bond: Janesville, Wis.; Medford 15-20.  
 Gold Medal: Macon, Ill.; South Chicago Heights 14-19.  
 Golden Rule: Runnemedede, N. J.  
 Gooding Am. Co., No. 1: (Fair) Urbana, O.  
 Gooding Am. Co., No. 2: (Fair) Wilmington, O.  
 Gooding Am. Co., No. 3: Mooresville, Ind., 8; Columbia City 9-12.  
 Gooding Am. Co., No. 4: (Fair) Wapakoneta, O.  
 Gooding Am. Co., No. 5: Bedford, O.  
 Gooding Am. Co., No. 6: (Fair) Croton, O.  
 Gooding American Expo.: (Fair) Monroe, Mich.  
 Gooding Greater: (Fair) Shelbyville, Ind.  
 Gooding Park Attrs.: (Fair) Warren, O.  
 Graceland Greater: (Fair) Gibson City, Ill.  
 Grand American: (Fair) Vinton, Ia., 8-10; Montezuma 11-12; (Fair) Waukon 14-17.  
 Granite State: Ellsworth, Me.  
 Grant's Am.: Ellsworth, Pa.  
 Great Sutton: Edina, Mo.  
 Greater Rainbow: (Fair) Fairbury, Neb., 8-11; (Fair) Eustis 14-16; (Fair) Culbertson 17-20.  
 Griggs Greater: (Fair) Malvern, Ia.; (Fair) Clarinda 14-16; (Fair) Mt. Ayr 17-19.  
 Groves Greater: Jena, La.  
 Gulf Coast: Bevier, Mo.; Fulton 14-19.  
 Hagensick's Rides: Burchard, Neb., 9-10;

Hickman 11-12; Beatrice 14-16.  
 Hale's: Burlington, Ia.  
 Hames, Bill: Sherman, Tex.  
 Hannum, Morris: (Fair) Flourtown, Pa.; (Fair) Dallastown 14-19.  
 Happy Attrs.: Logan, O.; (Fair) Mt. Gilead 15-19.  
 Happyland: (Fair) Imlay City, Mich.; (Fair) Bad Axe 14-19.  
 Harrison Greater: Cambridge, Md.; Sallsbury 14-19.  
 Hawkeye State: St. Charles, Ia., 7-9.  
 Heart of Texas: Mangum, Okla.; Perryton, Tex., 14-19.  
 Heller's Acme: Rahway, N. J.  
 Hennies Bros.: (Fair) Springfield, Ill.  
 Heth, L. J.: Central City, Ky.; Mayfield 14-19.  
 Hiawatha: Marion, Mich., 7; Winn 11-12; Elk Rapids 16-19.  
 Home State: (Fair) Park Rapids, Minn., 7-9; (Fair) Arlington 10-12.  
 Hoosier State: Bicknell, Ind.  
 Hottle, Buff: (Fair) Marion, Ill.  
 Howard Bros. Attrs.: Quaker City, O.; (Fair) Owensville 14-18.  
 Howard Bros. Shows: (Fair) Piketon, O.; (Fair) Hilliards 14-19.  
 Imperial: (Fair) Knoxville, Ill.; (Fair) Warren 14-19.  
 Imperial Expo.: Austin, Minn.  
 Imperial Expo.: Aberdeen, Wash., 7-13.  
 Inland: Bronaugh, Mo.; (Fair) Allen, Kan., 14-16; (Fair) Lane 18-19.  
 Interstate: Washington, Ind.  
 Jan Am.: Kaukauna, Wis., 11-13; (Fair) Mishicot 18-20.  
 J. & B.: Bowling Green, Va.  
 Johnny's United: (Fair) Greencastle, Ind.; (Fair) Clarksville, Tenn., 17-19.  
 Jolytime: (Fair) Weirwood, Va.  
 Jones, Johnny J., Expo.: (Fair) Cedar Rapids, Ia., 11-17.  
 Jones United: Faulkton, S. D., 9-10.  
 Joyland Midway Attrs.: Minden City, Mich., 11-13.  
 Karras, Gust: Missouri Valley, Ia.  
 Kaus, W. C.: South Hill, Va.  
 Keystone Attrs.: Milesburg, Pa.  
 Keystone Expo.: Middlesex, N. C.; Biscoe 14-19.  
 Kile, Floyd O.: (Fair) Philadelphia, Miss.  
 Kinland Am.: Marietta, Ga.  
 Krause Am.: Philadelphia, Pa.  
 LaCross: (Fair) Newport, N. H.  
 Lagasse Am. Co., No. 1: (Fair) Barton, Vt., 17-19.  
 Lagasse Am. Co., No. 2: New Bedford, Mass.; (Fair) Weymouth 13-19.  
 Lagasse Am. Co., No. 3: New Bedford, Mass.; Lamb, L. B.: (Fair) Maquoketa, Ia., 7-9; (Fair) Allison 10-13; (Fair) Elkader 14-16.  
 Lane, Sammy: (Fair) Eldon, Mo.; (Fair) Owensville, Mo., 17-19.  
 Lawrence Greater: Essex, Md.  
 Lee United: Gladwin, Mich.; Lakeview 14-17.  
 Lone Star: (Fair) Marysville, O.; Findlay 14-19.  
 Magic City: Baxter, Tenn.  
 Magic Empire: (Fair) Centerville, Ind.; (Fair) Lebanon, Ky., 14-19.  
 Maine Am.: East Millinocket, Me.  
 Manning, Ross: (Fair) Ithaca, N. Y.  
 Marion Greater: Darlington, S. C.  
 Marks, John H.: Washington, D. C.  
 Merriam's Midway: (Fair) Grundy Center, Ia., 7-9; (Fair) Traer 10-12; Titonka 14-15.  
 Merryland: Montague, Mich., 7-9; Pentwater 11-13.  
 Midway of Mirth: Arthur, Ill.; Nashville 15-18.  
 Midway Expo.: Tecumseh, Neb., 7-11; Crete 12-13.  
 Mighty Hoosier State: (Fair) Bicknell, Ind.; (Fair) Hartford City 15-19.  
 Mighty Page: Washington, D. C.  
 Migrothy, Curly: Falcon, Miss.  
 Miller, Ralph R.: Little River, Kan.; Canton 14-19.  
 Model: Centerville, Ia.  
 Model Shows of Canada: Grand Falls, Nfld, Can.  
 Modernistic: Princess Anne, Md.; Ridgley 14-19.  
 Monarch Imperial: Gladstone, Ore.  
 Moore's Modern: (Fair) Altamont, Ill., 7-11; Herrin 14-19.  
 Motor State: Hoytville, O.; (Fair) Woodburn, Ind., 14-19.  
 Mound City, No. 1: Mexico, Mo.  
 Mound City, No. 2: (Fair) Greenfield, Ill.  
 Myers: Murfreesboro, Tenn.  
 Nelson, George W.: Elmore, Minn., 9-10; Alden 11-12.  
 Nessler's: (Fair) Marshall, Ill., 8-12.  
 Nolan, Larry: Lamar, Colo.; Hugo 14-19.  
 Northern Expo.: Havre, Mont., 10-12; Glasgow 17-19.  
 Northwestern Am.: Grass Lake, Mich.; Clinton 14-19.  
 Orange State: (Fair) Weirwood, Va.; Cape Charles 14-19.  
 Pacific United: Escalon, Calif.  
 Page Bros.: (Fair) Russellville, Ky.; (Fair) Scottsville 14-19.  
 Palmetto Expo.: Aynor, S. C.  
 Pan-American Am.: North Long Beach, Calif., 9-13; East Los Angeles 16-20.  
 Paul's Am. Co.: Carthage, Mo.; Crane 14-19.  
 Peck Am. Co.: Kingman, Ind.; Fairview 15-19.  
 Peerless Celebration Am.: Davis, W. Va.  
 Pelican: Leesville, La.  
 Penn Premier: Killbuck, N. Y.; Ridgeway, Pa., 14-19.  
 Pike Am.: Houston, Mo.  
 Pine State: Douglas, Ga.  
 Pioneer: West Fairview, Pa.; (Fair) Abbottstown 14-19.  
 Playland: Cassopolis, Mich.  
 Playtime, No. 1: Plymouth, Mass.  
 Playtime, No. 2: Hyannis, Mass.; Needham 16-19.  
 Powelson Expo.: Lodi, O.  
 Powelson Greater: Byesville, O.; (Fair) Moundsville, W. Va., 15-19.  
 Prell's Broadway: (Fair) Bedford, Pa.; (Fair) Butler 14-19.  
 Prell's World's Fair: Sanatoga, Pa.  
 Queen City: Salineville, O.  
 Raines Am.: Chelsea, Okla.  
 Redwood Empire: Oregon City, Ore.; Hermiston 16-20.  
 Reid, King: Bath, Me.  
 Rogers Bros.: (Fair) Rush City, Minn., 7-9; (Fair) Farmington 10-13; (Fair) Princeton 14-16.

# Circus Routes

Send to

2160 Patterson St. Cincinnati 22, O.

Beatty, Clyde: Sidney, Neb., 8; North Platte 9; Grand Island 10; Lincoln 11; Red Oak, Ia., 12.  
 Biller Bros.: Dover-Foxcroft, Me., 11.  
 Brandon Bros.: Harrold, S. D., 8; Fort Pierre 9; Midland 10; Phillip 11; Wall 12.  
 Capell Bros.: Bentonville, Ark., 10.  
 Cole & Walters: Spencer, Neb., 8; Verdigre 9; Creighton 10; Neligh 11; Albion 12; Greeley 13; Cairo 14; Kenesaw 15; Campbell 16; Red Cloud 17.  
 Dalley Bros.: Newberry, Mich., 8; Munising 9; Ishpeming 10; Escanaba 11; Iron Mountain 12.  
 Davies, Ayres & Kathryn: Fruitport, Mich., 9; Shelby 10; Plainwell 11; Bellevue 12; Fowlerville 14; Williamston 15.  
 Gould, Jay: Atlantic, Ia., 7-10; Alba 11-12; Newton 14-16; Gladbrook 17-19.  
 Hunt Bros.: Doylestown, Pa., 10.  
 Kelly, Al G., & Miller Bros.: Caro, Mich., 8; Bad Axe 9; Sandusky 10; Romeo 11; Lapeer 12; Durand 13.  
 Kelly & Morris: Pittsburg, Kan., 8; Joplin, Mo., 9; Columbus, Kan., 10; Parsons 11; Fredonia 12; Neodesha 14; Cherryvale 15; Picher, Okla., 16; Webb City, Mo., 17.  
 King Bros.: Ellensburg, Wash., 8; Toppenish 9; Prosser 10; Richland 11; Pasco 12; Moses Lake 13; Ephrata 14; Chelan 15; Orville 16; Okanagan 17; Wenatchee 18; Snohomish 19; Puyallup 20.  
 Mills Bros.: Cheboygan, Mich., 8; Petoskey 9; Traverse City 10; Manistee 11; Montague 12; South Haven 14; Holland 15; Grand Haven 16; Grand Rapids 17; Ionia 18; Lansing 19.  
 Polack Bros. (Eastern): Lexington, Ky., 9-12.  
 Polack Bros. (Western): (Auditorium) San Jose, Calif., 7-9; (Stadium) Salinas 11-12; (University Stadium) Reno, Nev., 16-19.  
 Ringling Bros. and Barnum & Bailey: Lima, O., 8; Toledo 9; Fort Wayne, Ind., 10; Muncie 11; Indianapolis 12; Terre Haute 13; Decatur, Ill., 14; Peoria 15; Rock Island 16; Freeport 17; Milwaukee, Wis., 18-19.  
 Rogers Bros.: Gallipolis, O., 8; Huntington, W. Va., 9; Ironton, O., 10; Morehead, Ky., 11; Maysville 12; Covington 14.  
 Stevens Bros.: Lander, Wyo., 8; Glenrock 10; Douglas 11; Lusk 12.  
 Texas Kidd's Rodeo: Gregory, Tex., 7-12.  
 Rose City: Littlefield, Tex.; Happy 17-19.  
 Royal American: (Fair) Fort William, Ont., Can.; (Fair) Superior, Wis., 15-20.  
 Royal Crown: Poplar Bluff, Mo., 7-10; Springfield 12-18.  
 Royal Expo.: Walthalla, S. C.  
 Royal Midwest: Adelphi, O.; Winchester 14-19.  
 San Valley: Havensville, Kan., 10-12.  
 Schafer's Just for Fun: Hico, Tex.  
 Shan Bros.: Hazard, Ky.  
 Siebrand Bros.: (Fair) Billings, Mont.; (Fair) Casper, Wyo., 14-19.  
 Silver Slipper: Grayson, Ky.  
 Skerbeck's: Republic, Mich., 7-9; Ironwood 11-13; Wabeno, Wis., 17-20.  
 Smith's Funland: Ravenswood, W. Va.; (Fair) Middlebourne 14-19.  
 Smith, George Clyde: Duncansville, Pa.; Gallitzin, Pa., 14-17.  
 Snapp Greater: Fond du Lac, Wis.; De Pere 14-19.  
 Southern Valley: Houston, Mo.  
 Sparks, J. A.: Chickamauga, Ga.  
 Srader, M. A.: (Fair) Franklin, Neb.; Colby, Kan., 15-18.  
 Star Am. Co.: Melbourne, Ark.  
 State Fair: Quinter, Kan.  
 Stephen's: Murray, Ia., 9-10; Corydon 11-12.  
 Stephens, C. A.: Morristown, Tenn.; Monticello, Ky., 14-19.  
 Strates, James E.: Buffalo, N. Y.; (Fair) Hamburg 14-19.  
 Sunset Am. Co.: (Fair) Faribault, Minn.; (Fair) Monticello, Ia., 14-19.  
 Tassell, Barney: Catonsville, Md.; Mt. Rainier 14-19.  
 Tatham Bros.: (Fair) Bloomington, Ill., 7-10; Buckley 11-13.  
 Texas: Kingsville, Tex.  
 Thomas Joyland: Wanamaker, Ind.; Crown Point 14-19.  
 Tidwell, T. J.: Ft. Collins, Colo.; Greeley 14-19.  
 Tinsley, Johnny T.: Atlanta, Ga.  
 Tivoli Expo.: (Fair) Menomonie, Wis.; Madison 14-19.  
 Tri State: Kingston, Mo.  
 Turner Bros.: (Fair) Fairfield, Ill.; (Fair) Princeton, Ind., 13-18.  
 20th Century: Thief River Falls, Minn., 7-10; Detroit Lakes 11-13.  
 Twin City: Bucklin, Mo., 10-12; Cameron 16-19.  
 Twin State Amusements: Scranton, S. C.; Pamplico 14-19.  
 Tyler's Overland: Benson, Ill.  
 United Expo.: Harvey, Ill.  
 United States: (Fair) Glenville, W. Va.; (Fair) Gassaway 14-19.  
 Veterans United: (Fair) Indianola, Ia., 7-9; (Fair) Alta 10-13; (Fair) Emmetsburg 14-16.  
 Victory Expo.: Riverton, Wyo.; Rapid City, S. D., 14-19.  
 Virginia Greater: Easton, Md.; Crisfield 14-19.  
 Vivona Bros.: Sanatoga, Pa.  
 Wade, W. G., No. 1: (Fair) Corunna, Mich.; (Fair) Mason 14-19.  
 Wade, W. G., No. 2: LaGrange, Ind.; (Fair) Rensselaer 14-19.  
 Wallace Bros.: (Fair) North Battleford, Sask., 7-9; (Fair) Prince Albert 10-12; (Fair) Three Rivers, Que., 14-24.  
 Wallace Bros.: Wausau, Wis.  
 Wallace, I. K.: Grantsville, Md.  
 Wallace & Murray: Crossville, Tenn.; (Fair) Gallatin 14-19.  
 (See Carnival Routes on page 70)

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# COLE BROS. GOES TO BARN

## RB Biz Upped As Firestone Stand Starts

### Rain Trims Pittsburgh

AKRON, Aug. 5.—At least four full houses were a foregone conclusion as Ringling Bros. and Barnum & Bailey Circus opened its three-day stand here. Firestone Tire & Rubber Company bought out the performances for two days.

The 38,000 Firestone employees and families will be guests of their employer at the circus Friday and Saturday. Sunday (6) will be a standard day with ticket wagons open to the general public.

The Akron stand follows Pittsburgh and several Ohio stands where business was up somewhat over that of preceding weeks. At Youngstown, O., Thursday (3) the show registered a half and a full house.

### Pittsburgh Biz Fair

At Pittsburgh, where the show opened a three-day stand Monday (31), only two days after the Tom Packs's Circus was in under police auspices, Ringling was held by bad weather to a weak matinee and a night house slightly below the half mark. However, the Tuesday matinee was fair and the night show attracted a full house. Wednesday business was fair. The lot was 15 miles from the center of the city.

Ringling used no special paper against Packs and didn't need it in view of hefty flacking in all newspapers except one which had a tie-in with Packs. Arthur M. Concello, Ringling general manager, said he believed opposition had not hurt much.

Herta Baker, member of the Idnavi perch act, fell Monday and was hospitalized with a fractured leg.

### Capacities at Columbus

Two full houses gave the Ringling show outstanding business at Columbus, O. (29).

At Dayton, O., the matinee was delayed until 4 p.m. by late arrival from Lexington, Ky., and it was raining when the doors opened. The matinee was better than a half house and the night show topped three-quarters.

Meanwhile, General Agent Waldo Tupper said performance sales at Fayetteville, N. C., and Orlando, Fla., are being negotiated for later in the season.

Rock Island, Ill., has been substituted for Davenport, Ia., as the August 16 stand. St. Cloud, Minn., has been contracted for August 21 and Cedar Rapids, Ia., has been contracted for September 9.

Addition of Paramount movie equipment to the show for filming of Cecil B. DeMille's circus picture apparently has been postponed further. Originally, about six cars were to be added at Chicago, but a later plan called for use of trucks instead and neither step has been taken.

## Hamid-Morton's Fall Tour Bows Sept. 24

CHICAGO, Aug. 5.—Omar Kenyon, of the Hamid-Morton Circus, announced here this week that the show will open its new season September 24 at the Boston Garden. Following the final show there September 30, much of the equipment will be flown to Toronto for the week starting October 2.

## Strong's Pass 200-Show Mark With Co-Op Org in L. A. Area

By Sam Abbott

NORWALK, Calif., Aug. 5.—Strong's Dog and Pony Show gave three performances at the Waite School here Saturday (29) under the auspices of the Parent-Teachers' Association, to ring up a total of 201

shows since it debuted in Pasadena last September.

The organization, sometimes billed as Strong's One-Ring Circus when it plays the Los Angeles city schools, is a co-operative set-up. Sharing in its profits are John Strong Sr. and his wife, Frieda; John Strong Jr. and his wife, Ruth, and William Dedrick, who works four Shetland ponies and several trained dogs. Playing under auspices, the show proves that money can be made with a tightly knit organization.

Complying with the California law of giving sponsoring groups 50 per cent of the gate, the show qualifies as a charity presentation. However, because of this rating with the county department governing such events, no licenses are required. In addition to half the gate, the sponsoring organization receives 25 per cent of the total concession money. This is allowable, as the show pays the State sales tax.

### Grew From Bubbles

Actually, the show originated about three years ago, when John Strong Jr. left his job as a parking attendant at the National Broadcasting Company's lot in Hollywood and began selling the then popular rainbow bubbles. He branched out and sold balloons at church and other sponsored festivals. Seeing the need for a small show, one that would appeal to the kiddies and with a nut low enough to admit adults for 40 cents and kids for 25 cents, including tax, Strong teamed with Bill Dedrick, a former sign painter, turned pony trainer. The idea was successful from the start and has played to as many as 1,500 admissions and given five shows in a single day.

From the standpoint of the performers, they have less expense than they would were they on the road. The show can tear down in an hour, and the performers are on their way home soon after that. In the 11 months the show has been out, only two stands of more than a day have been played. These were in Sunland and (See *Strong's Pass* on page 59)

## Denver Nights Draw Good Biz For Beatty Org

DENVER, Aug. 5.—First two days of a three-day stand here proved good for Clyde Beatty Circus, with three-quarter matinees and full houses at night on Tuesday and Wednesday (1-2).

Business was nearly as good at several previous spots. Salida, Colo., Sunday (30) gave a three-quarter house at the single show. The matinee—only stop at Helper, Utah, Friday (28) was good for another three-quarter audience, altho it rained.

At Provo, Utah, Thursday (27), the show drew two three-quarter houses in good weather, and at Ellis, Nev. (16) there was a three-quarter matinee.

Bob Steele left to fulfill movie contracts and Don McLean has taken over as the concert feature. Paul Thomas has taken over the announcer's mike because of Red Larkin's illness. Frank Doyle, aerial act, has been out of the show a few days because of illness. Beatty is breaking in a new tiger for the rolling globe to replace a lion which was injured.

## Packs Scores At Wheeling; Pars at Pitt

### Winds Up Summer Season

WHEELING, W. Va., Aug. 5.—Tom Packs's Circus scored heavily under Shrine auspices here Monday (31) thru Wednesday (2) and broke the Wheeling Stadium record Tuesday night with a paid gate of 13,800. The date came on the heels of a strong Philadelphia stand and marked the end of Packs's summer season.

On Monday here, the show played to 5,200 children at the matinee and 7,000 persons at night. About 10,000 saw the Wednesday show. The circus was headed by American Broadcasting Company's Lone Ranger.

### Ringling Follows In

Packs's Pittsburgh stand closed Saturday (29) and the Ringling Barnum show opened there Monday (31). However, strong police auspices helped against heavy Ringling flack in the local dailies.

Jack Leontini, Packs's spokesman, said the Pittsburgh date was on a par with last year, altho the stand was shortened. Last year, eight shows in six days took in \$15,000 more than this year's four shows in three days, but the extra nut more than accounted for the difference.

### Lone Ranger Lures

The Lone Ranger proved a strong gate lure. The police show usually is an advance sale proposition, but 40 per cent of this year's take was at the gate and officials credited it to the TV and radio hero. *The Sun-Telegraph*, which carries the Lone Ranger comic strip, went for a big publicity spree.

Packs's season included 19 spots and none was lost to weather, Leontini reported. The only weak spot was Toronto, where no sponsor was used, but sponsorship for next year's appearance has been arranged, he said.

## Rain Hurts Biz For Biller Org

HALIFAX, N. S., Aug. 5.—Biller Bros.' Circus two-day stand here Monday and Tuesday (31-1) drew fair crowds and favorable reviews. Co-owner Hyman Sturmak said rainy weather held business down.

The stand was sponsored by the Canadian Legion. A mix-up resulted for the city when it closed down several locally operated concession booths because they were located on property rented by the circus. Most of a \$2,000 clean-up bond was returned to the show before it left the city.

At Antigonish, N. S., Tuesday (29), the Biller org played to two three-quarter houses in clear weather. The matinee was delayed an hour.

## Tavlin Hopes For 1951 Org

Weak biz sends show to quarters at Wirtz's St. Louis Arena for season

(Continued from page 50)

but that the Chicago impresario was somewhat "disillusioned" about circus business as a money maker.

Meanwhile it was reported Tavlin, owner of the show in 1949, and others still were dickering with the present owners to buy summer rights to the show. It was understood that Tavlin was contemplating using 15 cars of Cole Bros.' equipment for a 1951 tour. However, the deal was still hanging fire.

Object of cutting the show in half would be to reduce the nut, largely railroad costs, and to ease the lot problem, it was reported.

Wirtz said last week, in commenting on the possible deal, that he planned to remain in the indoor circus business and would operate the show at his stadium in Chicago next spring. Possibility that Bill (Hopalong Cassidy) Boyd might return to the show for the major indoor stands was raised this week.

A report that the Cole show would reopen this fall for West Coast dates with Boyd back in the feature spot was not verified.

Definite announcement of the closing date was made at a meeting in (See *Weak Biz Puts* on page 59)

## Vancouver Area Gives King Biz

Show back in States after series of full matinees, straw nights in Dominion

BLAINE, Wash., Aug. 5.—King Bros.' Circus played to a half house at this matinee-only stand Sunday (31) to mark its return to the States after a better-than-expected Canadian tour.

The Dominion finale was bang-up. At Burnaby, a suburb of Vancouver, B. C., Saturday (30) the matinee was a straw house, sold out an hour before show time. At night two shows were necessary to accommodate the throng, and Side Show did good business.

Despite rain at Mission, B. C., Friday (29) the King show played to a three-quarter matinee and full night house. Mission was the first stop west of the mountains which had caused the show considerable transportation trouble in recent weeks.

At Merrit, B. C., Tuesday (25) the matinee was a full one and the night show another straw house. Indians arrived two days in advance to swell the town's 2,500 population and see the circus. Many saw both shows and most of them went first class.

Kamloops, B. C., on Monday (25) was another big day for King, with a full and a straw house being scored.

GLADSTONE, Mich., Aug. 5.—Mills Bros.' Circus with Lions' Club auspices drew a three-quarter matinee and a full night house here Thursday (3), following a strong publicity and advance sale campaign.

The show also drew a three-quarter matinee and full night house at Beaver Dam, Wis., Saturday (29), where the Chamber of Commerce was the sponsor and 175 residents of the Old People's Home attended.

### Ringling-Barnum

Show had a Sunday off in Pittsburgh. Like last year the lot was located in Carnegie. Buddy North's son, John Ringling North II, visited in Pittsburgh and as an extra thrill for him, Lou Jacobs put his identical make-up on the boy for a part of the walk-arounds. Arthur Crampton visited several times and gave a number of the clowns cutouts of themselves. Ernie Burch visited former clown, Charles Robinson, who is in Brown Hospital, Dayton, O. During the Louisville stand Mr. and Mrs. Harry MacFarland visited with Pat Valdo. Willie Krause and Ernie Burch celebrated birthdays. Bill Ballantine caught the show in Pittsburgh to obtain more notes for his writings. Theol Marlowe has gone to Owensboro, Ky., to visit her sister, Estrella Terrell. All were sorry to learn of Phillip Kreis' death.

Visitors included Mr. and Mrs. Pep Graves and daughter, Joe and Pete Knight, Roger Towne, Cynthia Haynes, Mrs. Moore, Dede and Jojo Monarch, Margaret Kanter and family, Maggie Wise, Mary Louise Lindley, Bill and Francis Lindley, Mrs. Richardson, Mrs. T. P. Lewis, Don Howland, Ruth Flannagan, Howard Menz, the Bogino troupe, Lou (Russ) Russo; Mr. and Mrs. Jack MacDonald, of Idlewild Park; Mr. and Mrs. Ed. Jones, Mr. and Mrs. Donald James and Huffy Huffman and parents.

Singlee, Side Show fire-eater, blossomed out in a new costume in Pittsburgh. Natalia Tock packing to leave for her wedding to Alexander Slaff, of Brooklyn. Martha Hunter and the baby gorillas came into the spotlight when they made the current issue of *American* magazine. Also Randy and Antoinette Concello, who had pix and story in the August issue of *Woman's Home Companion*.—MARY JANE MILLER.

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## DRESSING ROOM GOSSIP

### Mills Bros.

Show's second picnic of the season, was held at DeLand Park, Sheboygan, Wis., July 30. Ray and Jay Goody supervised arrangements including the picnic supper. Despite showers earlier in the day, 50 show members plus Mr. and Mrs. Harry Brown and Senator Gus Buchens, all of Sheboygan, and fans Mr. and Mrs. Ed Wilson, Rockford, Ill., attended. Jansci Hanel was the only fisherman with any luck and the Wallabies gals, gradually converting from cricket rules, turned out softball sluggers.

Mr. and Mrs. Sverre Braathen, Madison, Wis., visited at Beaver Dam, Wis., and after the night show entertained personnel with an outdoor showing of colored circus pictures. Mrs. Walter Gollmar and son, Walter Jr., Dr. and Mrs. Fowler, Mrs. C. A. Kachel, Judge Arnold Andro and Joe Egerer also were Beaver Dam visitors. Dean Adams, Dr. and Mrs. Julius Brams and Sen. Clifford (Tiny) Krueger, spent several days with the show earlier in the week.

Jack LaPearl, Bill Bailey, Steve Crowe, Alex Brock, the Bakers, Rickert Girls, Wallabies, Torres and Larry Benner were among those making crippled children's hospital shows at Wausau and Fond du Lac, Wis. Assemblyman Paul Luedke attended the performance at Wausau; Sen. Taylor Brown at Oshkosh and Sen. Louis Fellinz at Fond du Lac. Ashland, Wis., paper carried a good story on Mayme Ward when show played there July 22, exactly 32 years to the day after her appearance in Ashland with the Hagenbeck-Wallace show.

### King Bros.

This is our last week in Canada. Warm days and nights and cool enough for top coats have given zest to trouping in these parts.

Everyone had a field day in Kamloops, B. C., our last Sunday off for some time. The beach of the Fraser River was the mecca for the sun bathers and swimmers. Rags Pugh won the fish champion honors for the day, with Frank Sotiro a close second. Louise Cristiani is making new wardrobe along with Gee Gee Engesser Powell. The web number is one of the bright aerial spots on this season's program.

Charles (Butch) Cohn and Jean Allen were busy in Vancouver entertaining friends. James De Forrest handled the press in Vancouver and did a good job. Malcolm M. Fleming, contracting agent, back for a short visit. Don Beal visited his old home town of Sumas, Wash.

Recent visitors were Andrew King, Cherry and Rod Desmond and Sam Houston in Vancouver. Houston says he is planning on taking his railroad show to British Columbia. William Reirson, owner of the United Shows, caught the show in Cranbrook, and Colonel Meyerhoff at Kelowna. —JANE KING.

### Cole & Walters

Org played a lake front lot at Spicer, Minn., and all enjoyed fishing, swimming and boating. Mr. and Mrs. Kriel had a fire in their trailer recently.

Mr. and Mrs. Laurence Porter were visited by Mr. and Mrs. Phillip Zimmerle and family. Mr. and Mrs. Vernon Pratt, of the Benson Circus, visited Mr. and Mrs. Herb Walters at Granite Falls, Minn., and Mrs. Eddie Shieler and children, Gloria and Walter, of Corpus Christi, Tex., visited with Eddie Shieler. Alta, Buck and Bobby Owens and Jim and Mickey Mix, while en route to play Canadian fairs, visited at Pine River, Minn.

Mr. and Mrs. Bob Hall have re-joined, with Marie back on ladder and web after closing with Dales show. Red Folker has taken delivery on a new car.—MILDRED WELBES.

### Siebrand Bros.

Rain proved to be a big stumbling block the last week-end with a down-pour stopping the Saturday night's performance in Helena, Mont., and making the teardown quite miserable. An all-day rain knocked the Sunday opening out. However, fine weather and Children's Day on Monday, August 1, made an auspicious and busy debut here in Great Falls for the North Montana State Fair. Circus came thru the four shows with colors flying.

Barnes-Carruthers grandstand unit visitors to our show have included Rose Behee, Arden Larey, Dolly and Evelyn Torelli (Stafford), the Wallendas, Bill O'Brien and Don Edwards. Our personnel was sorry to learn of the death of Philip Wallenda while en route to this fair.

Capt. Harry Clark is really busy during the fair season, rushing back and forth between the show and his pony ride. Helen Ravell's leg infection is healing rapidly. Bob Renous reports having had a blowout which nearly resulted in an overturned trailer. Iaro Hoffmann's latest acquisition is a baby duck. Koko and Moko's (Jack and Gracie Fairburn) trombone strip continues to draw howls. Pancho Roche is slowly going mad trying to make openings in competition with a near-by Motordrome. The Hodgins trampoline act for the last show is usually done with a background of Thearle-Duffield fireworks. —JOE HODGES HODGINI.

### Dailey Bros.

Everyone is getting either tanned or burned to a crisp in this hot northern sun. Roy Short, of the band, is on a diet. He doesn't eat those juicy steaks after the night show, but fortifies himself from hunger at supper time with seconds and thirds in the cookhouse. Eddie Murrillo has returned to the show to recuperate after his operation.

We showed in a beautiful park in Brantford and it rained most of the day. Some of the girls in the dressing room took showers under the dripping eaves of the top.

Many an eye turned wistfully toward Detroit across the river from Windsor, and several of our folks spent Sunday in Detroit. Ed Martin is breaking in a new bareback rider. Biggest excitement in the backyard every day is getting the 16-horse hitch lined up. Ball playing is the favorite sport of the dressing room men while they wait for the trunk wagon to come on the lot. Betty Dennis celebrated her birthday last week.

Visitors included Homer Cantor's wife and children, who are visiting for the remainder of the Canadian tour; Mrs. Alair Simpson, a cousin of Harry Hammill, and her son; Mr. and Mrs. Dick Hogarth, Mr. Hammill's brother-in-law and sister; Paul Nelson's mother; Theresa Wildman, James Holden, Lee K. Silloway, Hank Clark and Milo Laraway, sword swallower, with most of the big ones and many of the little ones. Retta Frogel returned to Los Angeles. —HAZEL KING.

### Cole Bros.

Mrs. Luckie's wardrobe wagon has become the backyard gathering place. Recent mystery: Who ate Milt Herriott's birthday cake? Mary Lon Mader and son joined to work the front Coke stand with Mazie. Swimming enthusiasts Kay Hanneford and Nina Risko have managed to find a pool or stream in every town. Mr. and Mrs. Nath's young cocker spaniel was killed by a truck on the midway.

Terrell Jacobs, Johnny Herriott and the Hannefords visited Hagen Bros.' Circus near-by when our show played Syracuse. Returning the compliment were Mr. and Mrs. Howard Suesz and Torchy Townsend. Other visitors included Martha Mayer, Pop Walsh, Tommy O'Neil, Arthur Wirtz, Bill Horstman and Johnny Macinnes. —BARBARA PETRY.

### Kelly-Miller

Members of the big show band now include Charles Cuthbert, director; Johnny Lindenberger and Paul Bolton, trumpets; Howard Stratton and Herb Cliffguard, trombones; Russell Harrison, baritone; Alfred Depascalis, bass; John McGothlin, drums, and W. A. Stevens, calliope.

Red Rumbell, pie car op, saw the show for the first time this season with his wife and party when the show played his home town, Manistee, Mich. Al Goodyear has joined the concession department. Mrs. Linda Buechler, mother of Mrs. Eddie Hendricks, spent the day on the lot in Greenville, Mich. Happy Jack Davis, Side Show drummer, has a new car.

Roy and Christy Kuhns are taking Mary (Muggsey) Gallagher's place in the mixed display number. Mary will be out of the program for five or six weeks because of illness. Visitors last week included Jack Davis, Bay City, Mich., float builder; Mr. Smith, Bay City banker, and Will and Wanita, perch act en route to fair dates.—EDDIE DULLUM.

### Clyde Beatty

A number of the folks stayed up to see the Royal Gorge when show passed thru it. Frank Doyle has been on the sick list the past week with a cold and the writer has been substituting for him as the Maharajah in the opening tournament. Pearly Houser visited in Grand Junction, Colo., and renewed acquaintances with Joe Applegate and Pappy Johnson.

Willard Isley celebrated his birthday and during the clown band number, Mark Anthony made him play his own *Happy Birthday* song. Bobby Kay has been helping out in the pie-car at night. Alva and LaVonda Evans visited their family and friends in Salt Lake City. Word has been received that George Voise will return from the hospital while show is in Denver.—LAURENCE CROSS.

### Polack Bros., Western

Org's first indoor date was Santa Cruz, Calif. From here show moved to San Jose for a week. Event of the week was the engagement of Honey Shyretto to Dixie Hebert, assistant to promoter Jimmy Rison. Hats of department to Mary Jane Miller, Joey Hodgini, Irene Lafferty, Hazel King, George Hubler, Eddie Dullum and Laurence Cross, for their columning, and last, but not least, Bobby Behee in Australia; promoters Jimmy Rison and his assistants; George Westerman, Sam Ward, Mickey Blue, Joe Odonald, Dixie Hebert and Ethel Robinson.

Louis Stern has returned from his week's vacation with a healthy tan. Most of the folks have good tans. The best one on the women's side is Jean Merkle, and among the men, Walter Shyretto. The paleface is Flo Newbury. Hanna Pallenberg has gone beyond being tan.—FREDDIE FREEMAN.

### AT LIBERTY RAY BRISON

Side Show Manager. Do punch, magic and fire, make openings and lecture. Prefer small circus if you have tent and banners and a few small animals. I can put on a good side show and please customers. I have no car or trailer, you must furnish sleeping accommodations. Join any time after Aug. 10. State your best proposition. RAY BRISON, Gen. Del., Chambersburg, Pa.

### PHONE MEN

No Drunks

We work 52 weeks on road. Religious Passion Play. Can use you, come on.

"BROWNIE"

Room 204, McAlpine Hotel, Raleigh, N. C.

### WANTED

For Fairs starting Aug. 17 through September, Cowboys and Cowgirls, Bronc and Bull Riders, Trick Riders and Ropers. Can use other outstanding Wild West events. Write or wire: C. L. CHURCH, SANDYVILLE, WEST VIRGINIA

# Weak Biz Puts Cole in Barn

(Continued from page 57)

the big top. Advance crew members came back to the show at Scranton, Pa. (3), to be paid off. Some personnel had left the show earlier and more, particularly working men, left following the announcement. The resulting shortage of hands slowed movement of the show during the remainder of the week. At Binghamton, N. Y., Wednesday (2), many youngsters were recruited to help. The show drew a half-house matinee and three-quarter night house there.

At Syracuse (29) the show had two three-quarter houses. Rochester, N. Y. (31), gave a half and a full house.

However, business at other recent stands had been weak. The show was playing with only six days' notice and very little billing.

### Tax Factor Enters

Speculation about Wirtz's decision to close the show included a possibility that it was influenced by income tax regulations which would make it beneficial to close a losing show before it had been in operation six months. The circus is operated by a corporation formed early last spring.

Advertising has been blamed by some observers for Cole Bros.' ills. While Bill Boyd was the top feature the show frequently omitted mention of other big acts, and persons in several cities reported the public was not aware of the full program accompanying Boyd.

Newspapers along the route reported unusual publicity methods, and some operators of ball parks or arenas, used by the show before it turned to its big top, stated that promotion was not fully effective.

### Advertising Limited

Newspaper ads during most of the show's tour were patterned after those of stagshows and, altho those used late in the season followed a circus style, they substituted comments from newspaper reviews for the usual listing of features.

Cole's use of outdoor advertising was restricted for the entire tour. During the open-air portion of the route the show relied largely on a limited number of 24-sheets. Before the Washington stand, a bill crew was organized and more press agents were added along with other personnel. However, the bill crew was only a week ahead of the circus and used a moderate amount of date sheets and tack cards.

The circus opened at Chicago April 21 and, altho a Stadium record was set on one week-end, over-all business, while profitable there, was below anticipations. Moving to Detroit it was the same story. Turnouts in ball parks thru Ohio and Pennsylvania were weak. Cole Bros. played Yankee Stadium in New York and Ebbetts Field in Brooklyn, closing in the latter spot July 4, but again business was below that anticipated.

### Canvas Tour Weak

Cole began its under-canvas trek July 5 at Jersey City, N. J., in a heavy storm. After several one-day stops, some of which gave good business, the circus moved to Washington and Philadelphia where business was off.

Wirtz and others bought the show last winter after it had put in a poor 1949 season. The new owners announced in February that Bill (Hopalong Cassidy) Boyd would be the headliner and that he, Wirtz and Jim Norris, Chicago grain broker, each owned a third interest.

The Cole title has been prominent since 1935 when Jess Adkins and Zack Terrell framed it as a new org. Its early closing marks the first mid-season loss of a major big top because of business conditions since 1938, when several shows folded and others, including Cole, closed early.

## PHONEMEN

Year Round Work  
Vets' paper. No drunks. Convention issue now.  
113 East 31st Street  
Kansas City, Missouri

# Strong's Pass 200-Show Mark With Co-Op Org in L. A. Area

(Continued from page 57)

Lomita, where they had two-day stands.

Operating on a co-operative basis and each taking his cut daily, success of the plan is substantiated by future bookings. Already dates are scheduled into late 1951, most of them repeaters.

### Two on Salary

Johnny and Ruth Strong figure only a small way in the cut of the gate receipts, taking theirs principally from the concession end of the business. The elder Strong's, along with Dedrick, are the main dividers of the show's end of the gate receipts. Paul Scott, who was with Clyde Beatty for several years and who works as a clown and prop man, and Hugh Wellington, who handles two trained Pomeraian pups in the show, are on salaries.

Running approximately 45 minutes, the performances includes Dedrick and his four ponies, a pony riding dog, Wellington and his pups and the clowning of Scott and Strong Sr. The clown antics are aimed directly at the kids and slapstick is featured. The balancing of a stepladder on his chin by Strong Sr., who is 72 years old, gets big applause from small hands.

Little equipment is needed for the show. Playing on the school grounds, the 240 feet of sidewalls is strung on poles or trees. When the 28-foot ring, some blues and a few benches are installed, the show's in business.

### Use Heralds, Cards

Dedrick owns the large van in which he transports his ponies from his home in Paramount. The other

performers have their automobiles, which they use going to and from the grounds. With the exception of the sidewalls, bleachers and a few other items, the only show-owned property is a 4kw. light plant that was purchased this week-end.

Advertising is done principally with heralds, mailed at 1 1/2 cents each to "occupants" and "box holders." A few window cards are placed around the town to be played. But the main advertising campaign is conducted by the members of the sponsoring organization, who are anxious to swell their treasuries.

The Strong show has played principally under the PTA, Chambers of Commerce and various churches. Another field is that of supermarkets, where the show is sold outright to the merchant. The store's customers receive free tickets with their purchases.

### Had Celoron Concessions

Strong Sr. has been in show business in the East and at one time had a small tent show. He also had concessions at Celoron Park in Jamestown, N. Y., the Strong's home. Johnny Strong Jr. came to California seven years ago and worked on Lucille Ball's ranch while under contract to RKO Pictures. At that time Strong was recuperating from a lung ailment. Mrs. Strong Jr. came into the picture only a few years ago and has fitted well into the deal, handling booking along with the concessions.

Ruth and Johnny Strong are leaving soon for the East, where they will visit Mrs. Strong's relatives — and other sponsored shows, to see how they operate.

## UNDER THE MARQUEE

Emmett Kelley, has been borrowed by Universal-International from David O. Selznick for one of the leading roles in "The Fat Man." Kelley, for years a clown with the Ringling-Barnum circus, was signed last year by Selznick when the latter was planning a circus picture. Now he will make his screen debut in a straight role in support of Jack Smart.

Harold Alzana is featured in an article titled "He Just Loves To Scare You" in the August 12 issue of Saturday Evening Post. Yarn, authored by Bernard Peyton Jr., is illustrated by nearly two pages of colored photographs taken by Frank Ross. Other Alzana clan members rating mention include, Minnie, Allan, Hilda, Elsie and Andre Pincemin. Also mentioned are John Ringling North, Lou Jacobs, Lulu Adams, Hans Lederer and Doug Morris.

Bert Doss and Clyde Noble, old-time fliers, served on the Shrine committee when Polack Bros.' Eastern Unit played Bloomington, Ind. Doss and Noble had a three-day reunion with Bob Porter, Mike and June Koculik and Jeep Milan, members of the Seven Flying Wards. When the show played Janesville, Wis., Cheerful Gardner kept the fact that he lived there and left with a circus when he was 14 years old. However, Bill Green, unit's press agent, learning the vital facts, phoned The Janesville Gazette from the depot just before boarding a train for his next stop and dictated a 500-word piece on Cheerful's boyhood in that town, which appeared the next day.

Willie C. Clark, juggler, who closed with Rogers Bros.' Circus recently because of illness, is recovering at his home in Tucaloosa, Ala. . . . After closing with Dales Circus at Cando, N. D., July 27, Chester Gregory jumped his Side Show 1,200 to Yale, Okla., where he joined Cappell Bros.' Circus. . . . Art Miller, general agent of the Al G. Kelly

& Miller Bros.' Circus, was a recent guest of L. Verne Slout in Hillsdale, Mich. Miller also visited with R. S. (Bob) Shippy, former advertising car manager for Seils-Sterling Circus, at his home in Kendallville, Ind.

## ANIMAL TRAINERS WANTED Elephants, Lions, Chimps

Good salary, year-round work for right party. Must be sober, reliable.

JEROME O. WILSON

2028 BENEFIT STREET

NEW ORLEANS, LOUISIANA

## BARKER BROS.' CIRCUS

WANT IMMEDIATELY FOR LONG SEASON OF OUTDOOR AND INDOOR DATES  
Want Girls for Aerial Bally, Clowns and Ground Acts. Promoters and Phone Men. Useful People in all lines. 5 or 6-piece organized Circus Band. Will sell "exclusive" on Concessions to reliable party.

### BARKER BROS.' CIRCUS

R. M. Harvey, Gen. Agent; Dick Gilbert, Promotion Mgr.; W. C. (Curt) Evans, Bus. Mgr.; Big Bill Blomber, Gen. Mgr. Snyder, Tex., Aug. 11-12-13; Littlefield, Tex., 14-15.  
ATTENTION, FAIR MANAGERS IN TEXAS—Will book this complete Circus for your Grandstand Show.

### AT LIBERTY

Account Dates Circus Closing

## TIGE HALE'S GOLD MEDAL CIRCUS BAND

6-10 Men, Uniforms, Library, Transportation. Circus—Carnival—Fairs—Rodeos. Wire:  
TIGE HALE, 2319 OREGON ST., TAMPA, FLA.

## BILLER BROS.' CIRCUS WANTS

Clowns, Family Acts, Teeterboard, Girls for Web and Ladders for balance of the season. Also want for Indoor Dates in large cities under strong auspices competent Promotion Men to start immediately. Al Kayda and Lambert, contact me at once. All replies per route or 389 Lexington Ave., New York, N. Y.

ARTHUR STURMAK, General Manager

GIVE TO THE DAMON RUNYON CANCER FUND

## Chippewa Falls, Wis., Points To Good Season in Midwest

Northern Wisconsin District Fair hits pace near good 1948 in all departments—area free of polio scare—manufacturing plants hum—farmers in the chips

CHIPPEWA FALLS, Wis., Aug. 5.—If the well-operated Northern Wisconsin District Fair here is an indication of what the season holds for Midwest fairs, this season should be a good one.

Entering the fifth day of its six-day run today, the Archie Putnam-managed fair was romping along to business in all departments on a level with the good year of 1948 and far in front of last year, when the fair here was rocked by the polio scare.

The excellent biz was registered even tho the weather opening day, Tuesday (1), was cold and rainy and Wednesday forenoon was marred by cold. It warmed up Wednesday afternoon and the mercury has climbed steadily since.

## Early Days Up At Santa Rosa

First 3 days net 8,000 gate hike—stand biz tops expectations—betting off

SANTA ROSA, Calif., Aug. 5.—Opening Friday (28) for a nine-day run, 1950 Sonoma County Fair attendance for the first three days was 64,780 as compared with 56,811 for the same period in 1949. On the basis of the strong start, officials believe that the event will top last year's 152,293 by at least 10,000.

The annual teed off with a two-mile parade Thursday night (27) and an estimated attendance of 15,000. The procession included eight military bands, several drum corps, mounted units and floats.

Grandstand crowds for the racing program were reported exceeding expectations. For the opening day event, the pari-mutuel handle for 11 races was \$109,921 as against \$126,870 for 12 events last year. Crowd for the day's program was set at 6,500.

Starting Sunday (30) a combined horse show and rodeo has been featured daily. Each evening's performance includes five horse show classes, both English and Western, and five rodeo events. The horse show is under the direction of Harrison Cutler with Mack Barbour providing stock for the nightly rodeo.

## Harrington Biz Tops '49 by 20%

HARRINGTON, Del., Aug. 5.—After a slow start, Harrington Fair shuttered here Saturday night (29) with business approximately 20 per cent ahead of last year. Grandstand grosses surged about one-third ahead of the previous high, and Lawrence Greater Shows on the midway reported a big week.

George A. Hamid's *Rozettes Revue* was featured nightly. The finale included a display of flags and fireworks which Hamid said would be a regular feature of each of his several revues. A number of Hamid acts were presented in conjunction with the revue.

B. Ward Beam's automobile thrill show played to a slim crowd opening night, July 24, but big car races, promoted by Sam Nunis, played to a packed stand on closing Saturday.

Some rain was encountered, but weather was mostly good.

## Decorah Skeds Free Night

DECORAH, Ia., Aug. 5.—Winnebago County Fair here will open its gates to the public for a preview showing, August 16, for the first time in its 72-year history, Leon R. Brown, secretary, announced. Only charge will be a 25-cent tab on the grandstand show.

Crowds responded to the turn in the weather and flocked out. Friday (4) was Kids' Day, the second of two for the moppets during the fairs' run, and it pulled a whopping turnout, rated one of the best kids' throngs in the history of the fair.

Improved business conditions in the area, as well as the absence of polio, are credited with sending attendance and business upward. Sparked in part by the Korean war, manufacturing plants in the area are humming. Farmers, too, are in a strong position, not only holding cash but making good chunks.

On the midway, the Amusement Corporation of America's Imperial Shows are running almost 30 per cent ahead of last year and virtually at the good '48 pace. Belief was expressed that if the weather holds thru the finish tomorrow, the midway take will surpass that of '48.

Grandstand biz has been excellent, with the night show in particular enjoying sock biz and drawing raves. Night bill consists of a Barnes-Carruthers' revue, with a 16-gal line; acts booked thru the B-C office, and fireworks by Thearle-Duffield Fireworks Company, Chicago. Acts are Gautier's dogs, Three Dees, high act and bars; Lang Troupe, teeterboard and knockabout comedy; Lancasters, hand-balancing and dog comedy; Ridolas, unsupported ladder, Will and Gladys Ahearn, comic dancers, with Dick Wright as emcee.

Harness horse racing, held Wednesday thru Friday, pulled 102 entries, largest number in many years here. Exhibits are strong, even tho some farm implement and truck exhibitors withdrew several weeks before he fair because the Korean war had built up a large backlog of orders

## Akron Revival Pulls Okay First Four Days Despite Rain

AKRON, Aug. 5.—With an estimated attendance of 60,000 persons for the first four days despite rain and mud, hopes were high here for terrific crowds the last three days of the first Summit County Fair in 23 years.

William Griffith, of Griffith & Palmer, the Akron promotion group that sparked the return to life of the fair, today was highly pleased at the results of the fair.

Downpours at the dinner hour Monday and Tuesday and another shower at 8 o'clock Wednesday night did some damage to attendance.

The Griffith-Palmer office launched the fair after county officials had let it lapse and after the old county fairgrounds had been turned into a high school athletic plant. They obtained Ascot Park, running race plant, north of Cuyahoga Falls.

While seven barns are being used for livestock, large tents had to be erected to take care of the farm and industrial exhibits.

## Strikers Take Time Out To Wire Regina

REGINA, Sask., Aug. 5.—Pre-air electrical installations at the exhibition grounds were doubtful when the city's electrical workers went on strike, but the union finally decided to supply linemen to an electrical contractor, with workers putting their pay back into the strike funds.

Job is usually handled by city power workers.

Pay by the contractor, \$1.50 an hour, is what the strikers demanded of the city.

## G. F. Attendance Winning by Nose

Hits 139,603 first 4 days—other departments, except mutuels, up or firm

GREAT FALLS, Mont., Aug. 5.—North Montana State Fair thru Thursday (3), fourth day of its six-day run, was slightly ahead of '49 to that point. Gate count for the first four days was 139,603, according to Leo C. Dailey, secretary manager. This compares with 137,066 last year.

Siebrand Shows, again holding down the midway, were up 4 per cent in ride and show grosses the first four days. Income from the night grandstand, which offers a bill consisting of a Barnes-Carruthers' revue and Thearle-Duffield fireworks, was up from last year. Afternoon grandstand attendance for pari-mutuel horse racing and rodeo events, the latter presented by Gene Autry and Associates, represented by Everett Colburn, was about even with last year.

Only pari-mutuel betting was down, the tote thru the first four days being 20 per cent below last year. Weather, excepting Thursday, when rain fell in the afternoon and continued until 7 p.m., was good. Despite that the Thursday night grandstand show was a sellout.

International Hereford Show is an added feature and adds greatly to the already strong livestock show.

and they figured it would be unwise to add to that backlog by exhibiting.

Jimmie Lynch's Death Dodgers are the featured afternoon attraction today and will be on again tomorrow.

## Gotham Fair Plan Gets OK From Moses

Elliott Murphy To Direct

NEW YORK, Aug. 5.—Elliott Murphy, successful operator of the *Aquashow* at the Flushing Meadow Amphitheater, which was once part of the New York World's Fair site, has received the go-ahead signal from city Park Commissioner Robert Moses on exploring the possibilities of a local fair.

Murphy wants to stage a fair on Randall's Island which, together with the amphitheater, is controlled by the park commission. Triboro Stadium on the island seats 22,000 persons, and under the Murphy plan it would be the location for sports, theater presentations, trotting races, track and field events and possibly musical comedy and operetta revivals.

Rest of the island would be devoted to exhibits, including industry, functions of city departments, State dairy and farming functions, and a fashion show depicting New York as the center of the nation's garment industry. By working at top speed, Murphy estimates that the event would be ready for September, 1951.

Moses is reportedly impressed with Murphy's *Aquashow* record, which has seen the operator rack up \$33,000 per week at a \$1.25 top in the 10,000 seat amphitheater. The commissioner feels that the water show proves people are interested in clean shows at popular prices.

Probable fee of 50 cents would admit the fair-goer to the Randall's Island event.

## Strong Bill Set For Kingston

KINGSTON, R. I., Aug. 5.—Earlier dates and a well-rounded entertainment program are expected to bolster attendance at the 75th annual Rhode Island State Fair which opens an eight-day run here Saturday (12).

A revue-type night show, booked thru the Al Martin Agency, Boston, heads the fun features, James C. Muldowney, president, announces. In addition to a line of girls, talent includes Roland and Janice, high wire, unicycle and juggling; Herzog Sisters, aerialists; Kay and Carol, juggling comedy; the Heerdinks, comedy bar act; Jean Dawn, contortionist; Dwight Moore's dogs; Tommy Kay, emcee, and Mickey Sullivan's Band. Stock car races also will be presented.

Midway again will be supplied by Michael Formagioni's Bell-Form Shows and John J. Belloise's Connecticut Carnival Supply Company.

Muldowney said a special feature of this year's presentation will be a flower show which he predicts will be the largest and best staged between New York and Boston. WPJB, Providence, will broadcast from the grounds with programs featuring Uncle Eddie Pearson and Sue Bailey Reid.

Previously the fair dates included Labor Day but the holiday is being avoided this year because of the general exodus of natives, even tho the annual is located in a resort area.

Commercial exhibit space is virtually sold out and entries in competitive events are expected to be the largest in fair's history. Execs are shooting for a 100,000 gate.

Since taking over the plant three years ago, Muldowney has staged multiple events apart from the fair, including auto races, thrill shows and rodeos with marked success. He's contemplating the addition of harness racing.

### Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended August 4. The complete List of Fair Dates was published in the issue dated July 29. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O.

#### ALABAMA

Robertsdale—Baldwin Co. Fair. Oct. 24-28. Fred D. Crigler.  
Scottsboro—Jackson Co. Fair. Sept. 19-23. J. E. Reid.

#### INDIANA

Sunman—Am. Legion Free Fair. Aug. 15-19. E. W. Howrey.

#### MISSISSIPPI

Kosciusko—Central Miss. Fair. Sept. 18-23. Ray T. Stennett.  
Meadville—Franklin Co. Fair Assn. Oct. 23-28. H. R. Babington.  
Ripley—Tippah Co. Fair. Sept. 13-16. Ernest Weatherly.

#### NEW YORK

Bath—Bath Fair. Sept. 4-9. J. Victor Faucett.  
Peekskill—N. Westchester & Putnam Fair. Aug. 22-27.

#### OKLAHOMA

Altus—Jackson Co. Fair. Sept. 14-16. Woodrow Reeves, Duke, Okla.

#### SOUTH CAROLINA

Rock Hill—Rock Hill Colored Fair. Nov. 6-10. Rev. B. J. Anderson.

#### WASHINGTON

Cheney—Southwest Spokane Co. Fair. Sept. 14-16. Mamie Ottometer.

## Syracuse Plans Big Cut Rate Ducat Sale

SYRACUSE, Aug. 5.—Following a plan which has proved successful in previous years, 200,000 half-price advance sale tickets to New York State Fair will be available this year in a three-week period preceding the event.

Harold L. Creal, fair director, said the purpose of the plan is to encourage visitors to attend the annual in family groups. He said pre-fair tickets will be sold for 25 cents plus a federal tax of a dime. Regular admission price to the fair is 50 cents, with a 10-cent tax. Advance sale last year accounted for 194,000 tickets. The sale this year will begin Monday (14) and will conclude on or before September 1, when 200,000 tickets are sold.

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THAT BRING THEM IN  
COLORFUL STRIKING FLASHY  
THEATRICALS AUTO & MOTOR CYCLE RACING  
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#### WANTED

For Independent Midway  
**CORN PALACE**

Mitchell, S. D., Sept. 25-30.  
Clean Concessions.

Write **W. T. WILT, Mitchell, S. D.**

### FAIR SECRETARIES

Here's an attraction for you! Will bring 5 running horses to your fair. You can put on a steeplechase up to a mile and a half long, with hurdles on track. You can put in other entries. Run rain or shine, for the young folks.  
BOX D-411, c/o The Billboard, Cincinnati 22, O.

#### WANTED

Two or Three-People 100-Ft. High Act for August 22-23-24 in Kansas. Wire, write or phone  
**J. C. MICHAELS ATTRACTIONS**  
Reliance Bldg., Kansas City, Mo.  
Phone: HARRISON 0382

## Regina Gate, Stand Are Up For First Half

### RAS Midway Biz Firm

REGINA, Sask., Aug. 5.—Regina's Exhibition at the halfway mark, Wednesday (2), was on the way to being a winner with the gate up 4,000 from last year and the grandstand up 787. Midway biz for the Royal American Shows also was running about even with '49.

Thursday the pace hadn't slowed and the s.r.o. sign was up at the grandstand well before the night show. Weather had been perfect from the start. Total gate for the first three days was 72,525. Grandstand total was 33,499.

Biggest of the first three days was Wednesday, Citizen's Day, which played to 30,148, down slightly from last year's 30,904. Total afternoon and evening grandstand attendance was 13,546 compared with 1949's record for Wednesday of 14,781. With the day a civic half holiday, racegoers bet a whopping total of \$113,953 for a new one-day high. Previous high was last year's \$113,001.

#### Mutuel Betting Increases

Mutuel play Monday was \$44,868, an increase of \$700 over last year's opening day, and Tuesday the total was \$53,132 for the day, compared with \$52,970 last year. Race entries number 300.

Monday's main gate drew 27,375 as against 24,578 last year and the grandstand 14,004 as against 11,938. Tuesday's gate totaled 15,022 against 12,946 and grandstand 5,949 against 5,993.

Manager T. H. (Tommy) McLeod is looking for a healthy increase in grandstand revenue with reserves this year going at \$1, \$1.25 and \$1.50. Last year reserves were \$1. Rush seats at night sell for 75 cents, the same last year. Afternoon tab is \$1 with all seats rush. Exhibit space is taxed to capacity and entries are comparable to last year.

#### Kids' Show Clicks

New features on Monday, Children's Day, was a show in front of the grandstand which drew 6,845 moppets. Six bikes, three merchandise orders and four plastic paddling pools were given away.

Acts from the grandstand revue and midway entertained. Another new feature, a late afternoon baseball tournament for \$3,500 prize money, is clicking. Attendance to Wednesday had gone well over the 5,000 mark.

Bearing out the fair's theme—*Parade of Prairie Progress*—a parade of old-time machinery and conveyances is seen on the racetrack each night. Stunt is drawing much favorable comment.

As for the grandstand show—*Barnes-Carruthers Exhibition Revue of 1950*—no one can find a flaw in it. Comments are all on the rave side with Ming and Ling, Chinese hillbillies; Aaren and Broderick, comedy act, and Lottie Mayer's disappearing water ballet favored.

Fireworks presented by W. Hand, Cooksville, Ont., each night are rated the best ever. Set pieces, exclusive to Regina, represent old-time machinery to tie in with the fair's theme.

#### Bob Parker Fills In

Robert K. (Bob) Parker has been here since Monday filling in for Ken Warfield as manager of the water ballet. Warfield, who suffered a heart attack at Saskatoon Saturday (29), has been confined to his hotel in Regina and will go to Delavan, Wis., for a six-week rest.

Jules Shankman, orchestra leader, and Samuel Steffan, drummer, both of the grandstand show, were married in a double wedding ceremony here. Shankman married Miss Elva



W. C. DENMARK, secretary-manager of Wayne County Fair, Goldsboro, N. C., will retire from that post following the 1950 presentation after being connected with the fair since 1916. He is relinquishing the job because of failing eyesight.

## Denmark To Retire As Goldsboro Head

GOLDSBORO, N. C., Aug. 5. — Failing eyesight will force W. C. Denmark, veteran secretary-manager of Wayne County Fair here, to bring to a close this fall an association with the annual that has existed since 1916.

During the first six years of the fair Denmark served as assistant to the secretary. He took over its management, at the request of leading citizens, in 1922 when the original Wayne County Fair ceased operations due to financial conditions. Over the years he has kept the fair alive in what he terms "a modest way," but the gradual deterioration of his eyesight in the passing years has prompted him to regretfully call it quits following the close of the 1950 annual.

Denmark recalls that during the years he has booked a score or more carnivals, including the Max Linderman, Frank West, Cetlin & Wilson and Zeidman & Pollie shows. Negotiations with various show owners have been uniformly pleasant, says Denmark, as have his associations with the many acts booked thru the George A. Hamid office since 1922 and the concessionaires who have worked at the Goldsboro fair.

Denmark has been connected with show business since he was 18 years old. At that time he was *The Billboard* correspondent in Goldsboro, reporting on attractions that played in local opera houses.

#### Saltcoats, Sask., Is Big

SALTCOATS, Sask., Aug. 5.—Saltcoats Agricultural Society's annual fair, the 56th, reported record crowds and high entries despite rainy weather and bad roads.

Richardson and Steffan married Miss Margaret Blanche. Both are Brandon, Man., girls.

Representatives of all Class A fairs met Thursday morning for the semi-annual meeting of the Western Canada Fairs' Association and decided the Winnipeg convention will be held January 22-24, 1951, at the Fort Garry Hotel.

Dates of next year's fairs will be Brandon, July 2-6; Calgary, July 9-14; Edmonton, July 16-21; Saskatoon, July 23-28 and Regina July 30-August 4.

Delegates decided to make a new approach to Canadian railways on the matter of freight rates for exhibition of livestock entries. Railways canceled a special rate early this year with a resultant drop in entries at most points on the circuit.

## Muncie Annual, With Chitwood, JJJ, Equals '48

MUNCIE, Ind., Aug. 5.—Delaware County Fair will close tonight with grosses on a par with those of 1948, A. G. (Fred) Norrick, secretary, reported. Business was running ahead of two years ago until Wednesday and then two days of slower grosses pared the totals back to the 1948 level, he said. Last season the annual was postponed from its regular dates because of polio.

A Joie Chitwood unit with Bill Holland played to 4,000 at the grandstand Sunday (30), opening day of the fair. The unit's equipment was delayed, forcing the show to be given at night rather than in the afternoon. Norrick said the result was better because of potential competition that afternoon.

Four nights of horse racing drew good turnouts, he stated, and the event was nearly equal to the afternoon races in 1948. Saturday night (5) a nationwide broadcast of the *WLW Midwest Hayride* will originate at the fair and night running races will follow it.

Free gate in the evening makes attendance estimates difficult, but the afternoon gate, with a 60-cent tab, is equalling that of 1948.

Johnny J. Jones Exposition on the midway has done "very well," Norrick said. Good weather has prevailed thruout the week and a large crowd was anticipated for Saturday night's finale, when a car giveaway will be staged.

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## New Orleans Goes for Big Promosh Sked

### Defeats Jitters, Rain

NEW ORLEANS, Aug. 5.—Heavy promotional activity, including a series of Neighborhood Nights, has helped keep grosses up at Pontchartrain Beach despite war jitters and bad weather.

The series bowed July 20 with merchants distributing coupons good for prizes and reduced ride tickets at the beach.

Six of the neighborhoods in the deal are sponsoring bathing beauty contests, and three winners, in each neighborhood contest staged at the beach will be eligible for the final Miss New Orleans contest August 31.

Finals of the New Orleans recreation department's drum majorette contest brought the town's leading baton twirlers to the beach for another special event.

Highlighting August activities will be a Television Queen contest, staged by WDSU-TV for five weeks, with the finale to be televised from the beach on WDSU Day, August 25. This event, marked by TV and radio promotion, will feature prizes for children and broadcasts from the beach stage as well as the crowning of the queen.

A car giveaway program is set for September 7, three days before the season's end.

Parade of free acts to the park has kept spectators coming. Zacchini, human cannonball act, opened the season and was followed by Larry Griswold, high diver; Selden, the Stratosphere Man; Peejay Ringens and the Great Arturos, high wire.

New Kiddieland rides have proved popular. Roto-Whip and Sky Fighter have been added to the junior Roller Coaster, boat ride, buggy ride and auto ride.

## Weather and Biz Take Good Turn For E. J. Casey

THE PAS, Man., Aug. 5.—After several weeks of rain and cold, E. J. Casey Shows finally hit pay dirt at the Dauphin and Swan River, Man., fairs with business at the latter topping '49 figures. Org closed at the Elks street fair here today.

Ferris Wheel led the rides at Swan River with the Happy Dot Fat Show topping the back end, followed closely by the Len James Side Show. Happy Dot and Tom Blackhall left the shows at Swan River.

All three Casey units have been merged and three rides and one show were sent to the Casey amusement park near Winnipeg.

Number one unit personnel includes:

Staff: E. J. Casey, manager; Mrs. E. J. Casey, secretary; Wilfred Honkey, electrical superintendent. Rides: Ferris Wheel, Oscar Hertzog, foreman; Gordon Pubanze, Edgar Hertzog, Don White and Tom Boyale; Merry-Go-Round, Peter Descoteaux, foreman; R. Hopkins, Tom Loewen, Marvin Loewen and J. Cassin; kiddie boat ride, Dot Robertson and T. O'Brien; pony, Alma and Buster Chartier. Side Show, Len James, manager; Don Chadwick, lecturer; Jack Niclin, electric chair; Jim Poulin, alligator boy, and Joy Reits May, annex attraction.

Cessions: Gees Bodnar and Andy Lipp, big six; K. Winzski and Jim Lem, bingo; E. Cunningham, over & under; Kelly Gershfeld, milk bottles; George Gurr, darts; Frank Taczynski, hoop-la; Ernie Russell, diggers; Nick Keishka, duck pond; Jim Lane, 1; George Allen, lead gallery; John Sandryk, novelties; Jack Robertson, candy floss; Vera Robertson, sewing machine; Ken Goddison, cookhouse, assisted by Fred and Ronnie Goodisson; Ted Medinski, ice cream.

## Vet's Multiple Offspring Give Banner Biz to McKee, Gruberg Long Island Moppet Centers

By Tom O'Connell

NEW YORK, Aug. 5.—With the mushroom growth in population of suburban Long Island following World War II, including a significant number of small children, kiddie parks in the area have also grown into big business. Operators report that takes are good and new parks are springing up rapidly.

Al McKee weighed in this season with a moppet spot located in Ocean-side and reports that business there has tripled since the June 10 bow. Biz on Sundays has so crowded the spot that McKee is planning expansion. At present, the neatly fenced, paved kid park offers five moppet rides and a Merry-Go-Round for adults and kids. Children's devices include a Roto-Whip, Circle Swing, miniature train, auto ride and a water boat ride.

## NAAPPB Booths Near Sell-Out For Chi Meeting

CHICAGO, Aug. 5.—All but five small booths have been sold to exhibitors for the annual trade show of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) in the Sherman Hotel here November 28-29.

Paul Huedepohl, NAAPPB secretary, said the sales amounted to 98 per cent of the space and that 87 per cent of the show's former exhibitors were returning this year.

Many nationally advertised products, including several soft drinks, will be shown at the park operators' show. Huedepohl said reservations show manufacturers "are anxious to sell" and said interest in the show equals that of 1949.

The trade display will be somewhat larger than last year's, he said, and a major display in the hotel lobby is being arranged.

## Gate Increases Overcome Cut Spending at Palisades

NEW YORK, Aug. 5.—With five weeks of operation remaining for Palisades (N. J.) Park, Co-Owner Irving Rosenthal reported business moving at a pace slightly ahead of last year. While spending has dipped 10 per cent below last year's clip, an increase in patronage of 18 per cent had kept the park ahead.

Rosenthal said that receipts last week-end were good, with the pool doing capacity biz for the first time this year. He added that tie-ups effected by the management with local and national manufacturers were making themselves felt and should pay off in increasingly large proportion for the remainder of the season.

### Discount Ducats Aid

Rosenthal reported that increases are at least partially due to lack of the polio scare that cut takes last summer. Special discount tickets which provide eight rides, free admission and parking for \$1 have enjoyed a tremendous mail sale, according to the park owner. He believes the savings made possible by the ducats are especially important, since fares on busses servicing the park were raised. Discount ticket sales are 50 per cent ahead of last year, he claimed.

Park has no pay gate and ride prices are set at 9 cents apiece or six rides for 50 cents. Adults pay 12 cents a ticket for the Merry-Go-Round. McKee pointed out that some spots appear to offer lower prices by giving more ducats for the same money, the catch being that more than one ticket is required for certain rides.

Merry-Go-Round is situated near the front of the spot and on the side nearest a well-traveled highway. As yet the device is not functioning, needing some minor mechanical work and flashing before it is opened to the public. Aside from small light towers, McKee will depend on the eye-catching powers of the finished Merry-Go-Round to draw customers. The ride, originally an indoor model, is being fitted with a top designed by Al's brother, Joe, of Palisades Park, Palisade, N. J. Joe also designed the park layout.

### Free Parking

Parking space at the spot is plentiful and free. Altho refreshments are (Vet's Multiple Offspring, page 64)

## Rainstorm Floods Joyland Hillside; Bear Freed, Shot

WICHITA, Kan., Aug. 5.—An abnormally heavy rainstorm here Thursday (31) flooded Joyland Hillside Park's 25-acre picnic area and part of the midway. Park was forced to remain closed for two days, Manager R. G. Langenwaller reported, because of bridge washouts on two creeks.

Two black bears, Roley and Poley, which recently were acquired by the park, were released when it appeared certain their cage would be flooded. Police officers kept watch on the animals and shot Roley when the bear roamed into a residential area and frightened residents.

## July Takes Ahead of '49 At Olympic

### Season's Grosses 9% Off

IRVINGTON, N. J., Aug. 5.—"A good week-end for the time of the year," was the way Olympic Park treasurer, Robert Guenther, described business at the funspot during last week-end. He said that the take was only fair.

Gross for last month was higher than that of July, 1949, Guenther said. The higher figure indicated larger crowds, since per capita spending for last month was lower than in July, 1949. For the first two months of operation this season, per capita outlay was higher than for the corresponding time last year.

Guenther said that viewing the season over-all, biz at Olympic was 9 per cent behind 1949. However, he maintained confidence that with only a small break in the weather the park could finish even with last year. The funspot had 39 days of operation left this season as of Wednesday (2).

Free attractions in for the week at Olympic were Arthur Donnelly and Company, table rockers; Myrian France, aerialist; Jan Claire and Hudson, comedy acros, and Al Gordon, dog act.

## Arley Fleming May Take Post As Detroit Op

DETROIT, Aug. 5.—Arley Fleming, former operator of Tashmoo Park near here, may return as manager, according to Nick Constans, new owner.

Constans has been a ship operator and uses the S. S. Put-in-Bay to carry patrons to the island spot. He plans to turn the park over to an experienced amusement operator. Fleming operated Tashmoo as a picnic spot until Constans reopened it this year as an amusement park.

Showboat cruises aboard the Put-in-Bay were started this week and will run on Sunday, Tuesday and Thursday nights. About 650 persons took the \$2 trip on each of the first two nights. Billed as *Captain Andy's Moonlight Showboat*, the offering is a minstrel show produced by Stuart F. Piggins and featuring Frances Kaye, Rose Lumetta, John LaDuke and William Glaza.

Constans said public interest in the park is growing and that a major revival is anticipated next year.

## A. C. Garners Top Week-End

ATLANTIC CITY, Aug. 5.—Police reports indicated that this resort enjoyed its biggest week-end crowd of the season so far. For Sunday, July 30, there were 28,000 more bathers present than on the best day of the four-day July 4th week-end and 26,000 more than on the corresponding Sunday in 1949.

Business and amusement interests agreed it was a bigger week-end than on July 4. Swelling the crowds was the return of the one-day train excursion from Philadelphia, which brought over 2,000 persons.

Near-by resorts also reported the throngs as the heaviest of the summer thus far, including the July 4 week-end.

# CONEY ISLAND, N. Y.

By UNO

July 29-30 week-end drew estimated attendance of 1,000,000 due to high temperatures and clear skies. . . . The outlook for a Mardi Gras fete this season is slim because of insufficient collections from concessionaires and a shortage of float making material due to the Korean war. . . . Nine girls vied for honors in semi-finals of the magazine cover girl beauty contest on July 20 with crooner Alan Dale and the DeMarco Sisters among celebs present. One of the judges was Charles Coburn, star of the forthcoming "Louise" pic.

Dora Mazurak, who started on Coney a few years ago with horoscope-picking birds and later put in three concessions at Feltman's and three on Jones Walk, has extended her interests by leasing the John Ward property, at Bowery and West 12th, vacated recently when Jimmie Kyrimes shifted his Looper to the Kyrimes Park across the street. Site now is occupied by a basket ball game, fishpond, bottles, high striker and guess-your-age with Rod Frlete in charge and Ray Shinske, Irving Weiss and Tom Rooney, attendants.

Cyclone ride, Surf and West 10th, operated by Sea Coast Holding Company, of which Christ Feucht is prexy and George F. Kister, treasurer, has on its payroll Everett Feucht, son of Chris, re-ride checker; Ernest Galluci and Charles Del Conte, maintenance men; John Santo, brakeman; Fred Gropp, Frank W. Burns and Joseph Miller, platform men; Alfred Belford and Anthony Pecoroni, ticket sellers; William J. Davis and John Darragh, relief men; Sigurd Jensen, ticket taker; Charles Thurm, in charge of lost and found articles, and Martin Cliver, watchman.

New trio, Sunny and Sutanya, featuring Mac Benny on the congo drums, in their voodoo worship dance, are added talent booked by Buddie Fryer, at Sindell's girlie show. . . . Harry Turner is in his 18th year of promoting boxing and wrestling shows Mondays and Wednesdays at the Velodrome. Publicity representative is Vic Scutari. . . . Rose Fortunato with Wilfred and Eva Long's souvenirs on Jones Walk was formerly a Gay '30's warbler. . . . Nickey DeMarco, general manager for his dad's Arcade on Surf, finds time between Island duties to attend machine and model high school in New York from where he will soon graduate to enter the tool and die trade. . . . Harry and Sadie Borer and sons, Eddie and Harry, have discontinued their golf

course on Kensington Walk in order to confine their attentions to the larger and more attractive one on West 15th.

Joe Miller goes back 40 years as an Island ride man. His first stint was 11 years with Charles O'Neill's Red Devil. Next he was with the Cyclone from the time the Rosenthal Brothers had it until 1937 when Feucht and Kister, present owners, took over. . . . Milton Caniff, cartoonist, was one of the entertainers on the outdoor stage on Stillwell during the Night of Stars program, August 4. . . . Jacquelin Elser, a recent London importation, expert in Hawaiian, snake, fire and strip dances, is new at Tirza's Wine Bath where Jack Caspar replaced Joe Boston as outside talker when Joe moved to the James E. Strates' Shows to orate for Rita Cortez. . . . Arthur and Pauline McKay are enjoying their fourth year as operators of a bar and grill at 35th and Surf just outside Sea Gate with Jack McGuinness at the piano.

Eddie's Five-Star Final game, Surf and Stillwell, operated by Herman Rapp, Julia Taffet and Adolph (Butch) Ehrman, has Irving Taffet at the mike; Julius Saal, mechanic; Dave Berger, Irving (Corporal) Gold, Ray Silverstein, Sam Karelow and Jerry Waldsteter, pitmen; Andy Burno, night manager, and Bennie Benjamin, stock man. . . . Daphyne Manners, exotic dancer, is new at Garto's Variety show.

## Casey Launches Canadian Park

ST. CLEMENTS, Man., Aug. 5.—E. J. Casey, owner of the E. J. Casey All-Canadian Shows, has opened an amusement park on a 14-acre tract which he recently leased here for 15 years. The park has four rides, a Fun House and concessions. The site is near Winnipeg.

Plans call for addition of a neon-lighted front, picnic tables, service kitchen and parking for 700 cars. Casey said he hopes to arrange for illumination of a waterfall at St. Andrew's Lock on Red River, adjacent to the park.

Rides at the spot include Flying Saucers, Loop-o-Plane, Rollo Barrel and a kiddie train ride.

## Denver Op Bows Miniature Diesel

DENVER, Aug. 5.—A Diesel-powered miniature train, which Manager Ben Krasner of Lakeside Park says is the first of its kind in amusement park history, was put into service here July 26.

Krasner said the new Silver Speed miniature is powered by a 75-horsepower Buda engine in a stainless steel locomotive which hauls six cars on a one and a quarter mile track. The stainless steel construction reflects sunlight and park illumination. A special arrangement builds up the exhaust to duplicate the roar of a full-sized Diesel, Krasner stated.

The manager said that the new train grosses twice the amount brought in by the miniature train used at Lakeside for the past 10 years.

The train was built by Joseph P. Ruth, of Denver, a builder of Diesel equipment for the Colorado mining industry. Planning of the train began in 1946, and it was built in two and a half years at a cost of \$25,000. The coaches are underslung to eliminate need for loading platforms and are equipped with upholstered bus seats.

# Gotham Shore Spots Draw Record Week - End Crowds

NEW YORK, Aug. 5.—Past hot and humid week-end gave beach resorts in the vicinity of this city a two-day invasion which equaled or topped the turnouts of the preceding week-end, hailed by amusement purveyors and concessionaires as the peak days of the current season.

Coney Island and the Rockaways are running neck and neck in this season's attendance handicap. Rockaways drum-beaters, however, are more prolific than their Coney Island rivals in dishing out attendance statistics. While Coney Island simply reported turnouts of 1,500,000 last Sunday (30) and the preceding Sabbath (23), the Rockaways not only claimed the same Sunday crowds but also listed Saturday's (29) invasion at 1,000,000 visitors.

In addition, Rockaways statistic tabulators claim that their resort was host to over 21,000,000 visitors in July, surpassing the record of July, 1949, by at least 1,000,000. Rockaways figures include the patrons of Rockaway's Playland and its surrounding amusement area as well as of the municipally operated Jacob Riis Park bathing resort, which reported its huge parking field jammed and a crowd of 105,000 enjoying its recreational facilities on Sunday (30).

Police officials of Long Island towns reported all beach resorts crowded over the week-end and stated that at least 400 charter buses brought excursion

groups to Long Island from neighboring States on Sunday (30). Wilson Line and other excursion boats also brought a large number of Jerseyites to the Rockaways. Many of the charter buses made the longer trek to swanky Jones Beach, which reported attendance of 135,000 for Sunday (30), with Long Island Park police obliged to halt access to the beach early in the afternoon as parking fields were filled to capacity.

Atlantic Beach, south shore Long Island resort operated by the city of Hempstead, drew 80,000 heat-dodgers Sunday (30) and New York City's Orchard Beach, on Long Island Sound, reported a turnout of 100,000 near capacity for this spot.

Playland, at Rye, N. Y., drew a banner crowd of 44,000 Sunday (30), 9,000 of whom were brought up from Jersey City, N. J., and New York City by Meseck Line excursion steamers.

Hudson River boats helped swell the crowd at Bear Mountain Park, which reported a turnout of 20,000 for Sunday (30), while Hudson River Day Line steamers ferried excursionists from New Jersey cities and Manhattan to the Indian Point on the Hudson.

Asbury Park, N. J., claimed the biggest week-end of the season so far, with Saturday (29) and Sunday (30) attendance hitting 350,000. Atlantic City also noted a season's high of 210,000 Sunday (30).



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## Rocks' Per Capita Take Off

NEW YORK, Aug. 5.—Altho business is about 10 per cent better than last year at this point, per capita spending at Rockaways' Playland has dipped between 25 and 50 per cent, according to A. Joseph Geist, park president. The spot will operate daily until September 14 and for two more week-ends.

Geist explained the drop in spending by saying that the management feels that the Korean crisis may have tightened cash and that potential customers are spending for homes, autos and furnishings, rather than amusements.

### Optimistic Outlook

Geist said that a large increase in patronage, distributed solidly thru the week, was keeping business above last year's mark. He estimated that the resort might hit 50,000,000 visitors this season. Geist remains confident that Playland will finish ahead of last year.

Last week-end was good for the park. Business at the corresponding point in 1949 was off due to a polio scare. Geist feels that Long Island Railroad cut-rate tickets for adults and children, covering a trip from the center of New York to the park, is paying off in added patronage.

Three finalists of a sweater girl contest held July 31 at the park were guests on the Jack Eigen disk jockey stanza over WMGM that night. Eventual winner got a shot on Zeke Manners' stanza Wednesday (1) on WJZ-TV.

Park is now offering half-price tickets on rides and attractions for members of the armed forces of member countries of the United Nations.

Free attraction thru the week were the Gibsons, double swaypole. Thursday (3) the spot was host to the annual outing of 50 New York legislators.

## Forest Spot Scores With Swiss Promosh

CHALFONT, Pa., Aug. 5.—With a crowd of 6,000 on hand, Forest Amusement Park here staged a successful promotion Tuesday (1) in marking the observance of Swiss Independence Day, Richard F. Lusse, park owner and a native of Switzerland, was host.

Maurice J. Rohrbach, Swiss consul in Philadelphia, acted as general chairman for the event. Frank Hug, world champion Alp horn blower and flag thrower, flew in for the observance to present afternoon and night shows.

# Vet's Multiple Offspring Give Banner Biz to McKee, Gruberg Long Island Moppet Centers

(Continued from page 62)

not served on the park grounds, a restaurant and snack bar within a few feet of the park can amply handle the thirsty and hungry.

Land on which the park is located is leased from the restaurant management. Parking space also is restaurant property, but room is ample for both restaurant and park patrons.

McKee estimated that outlay for the park to date is close to \$60,000. A good one-day take for the spot is about \$650-\$700, and McKee said he has been hitting the figure with a fair degree of consistency. He judges that operation thru the week covers operating expenses, with the week-end gross supplying the gravy.

### Shore Spots Drain

McKee said that due to the park's proximity to numerous Long Island beaches, business on Sunday does not get rolling until 4 p.m., when the crowds start home from the shore. From that time until 8 p.m. is the money-making period at the spot. Weather, in general, works inversely for McKee. If the day is fair, his spot will do less biz, due to the beaches, than on a slightly cloudy or overcast day when parents take their children to the park.

He emphasized that in the kid branch of park business more so than any other he has encountered, the customer is invariably right. With an average of three to four adults accompanying each kid at the park and all intent on seeing their offspring have a big time, McKee finds it is best to give them what amounts to free rein.

### Small Ad Budget

Park operator restricts advertising for the spot to a small amount of local newspaper advertising and radio plugging. He figures that patronage is drawn from the heavily populated commuter towns within a 10-15 mile radius of the park and that 80 per cent of his patrons are repeaters. At present he is looking for a small pony rig, which, combined with a clown, might be dispatched to neighboring communities to plug the park. He will operate the spot until winter halts biz.

Within short driving distance of the McKee layout is a kid spot operated by Max Gruberg at Long Beach, Long Island. Gruberg, who opened the park in 1946, depends on the quick-blossoming summer population of this resort town for his business. The park is nestled against the boardwalk, surrounded by typical resort installations.

### Gruberg Spot Rounded

Kid ride line up at the spot includes a Merry-Go-Round, Ferris Wheel, Rocket, water boat ride,

miniature train, fire engine, Sky Fighter, Roto-Whip, miniature street car and a mechanical elephant ride. In the way of big devices, the spot offers a Ferris Wheel, Tilt-a-Whirl, Loop-o-Plane and Caterpillar. Spot also features food and drink concessions on the grounds. Games at the Gruberg site include hoop-la, roll-o-ball and an arcade.

Week-day prices for kid ride tickets are 9 cents each or three for a quarter. Week-end and holiday prices are 14 cents each or four tickets for 50 cents. For the big rides, 20 cents is charged on week-days and a quarter on week-ends and holidays.

Gruberg owns a block-long strip of property stretching from the boardwalk, but he does not intend to start building on an open section of the land until fall. The spot is operated from Easter Sunday until October.

### \$1,700 Sunday Gross

Season tickets may be had for the Long Beach spot, with 140 rides for \$10 being offered. There are a considerable number of takers, according to Gruberg, since many adult purchasers use them for gifts on special occasions, such as Christmas. Gruberg claimed that on a good Sunday his park can realize a \$1,700 gross. He said that the spot represented a \$150,000 investment.

Altho biz at Gruberg's other kiddie park in Flushing, Long Island (*The Billboard*, May 6), is better than at the Long Beach location, he claims that the headaches are proportionately larger. High labor costs, zoning ordinances, incessant city inspections all make operation harder, he said. The difference in the two locations results from the fact that the Flushing spot is within New York City limits and subject to city controls, while Long Beach is a separate municipality. Management of the Long Beach spot is in the hands of his wife, Mrs. Rae Gruberg, while he runs the Flushing site and also shuttles between it and Long Beach.

Gruberg said that while weather had held down his takes at Long Beach during April, May and June, he had done well in July. Good business for the remainder of the season would put him well ahead for the year, he added.

### Uniformed Women Ops

Worth noting is the fact that Gruberg employs only uniformed women attendants at both parks. If a moppet gets out of line, a special stock of lollipops is kept on hand for appeasement. The candy is branded with the giver's name. Gruberg said that advertising for the kid parks was done thru local radio stations and newspapers.

He said he had purchased land for a 20-acre kiddie park in Philadelphia, which will be opened next year. Tie-ups will be affected with Philadelphia stores and radio and newspaper advertising purchased for a flacking campaign to begin in November. Gus Monroe, flack for West Coast parks in the past, will handle the chores for Gruberg.

## Boat Patronage Aid Set for Pennsville

PHILADELPHIA, Aug. 5.—River-view Beach Park at Pennsville, N. J., will benefit considerably next year by the extension of service of Wilson Lines' Delaware River excursion ships from the northeast section of the city. Wilson Line boats are the only means of Philadelphians getting to the park. At present, boats leave only from the center of the city.

Repairs are being made to the city's

# Carroll Adds Sports Show At Riverside

## 300 Clubs Participate

AGAWAM, Mass., Aug. 5.—Manager Eddie Carroll of Riverside Park here has come up with a new promotion in the form of the first annual Connecticut Valley Sportsmen's Show to be staged at the park stadium from Sunday (20) to Friday (25). About 300 sports clubs of Western Massachusetts, Connecticut, New Hampshire and Vermont will co-operate in the venture.

Show of 12 acts will be patterned after the annual Boston and New York events. There will be fly-casting contests nightly in a new tank pool. Carroll has worked out a club participation coupon deal, and 20,000 advance ticket requests have been received. Harry Storin is handling promotional work in connection with the event.

New 18-hole miniature golf course was opened at Riverside July 28. Adjunct, designed by Holmes Cook of New London, Conn., is located in the former picnic area near the center of the midway. Course can handle an estimated 230 persons at one time.

## Water Home Stunt Protesting Taxes Pays Off at Ideal

MONTICELLO, Ind., Aug. 5.—More than 175,000 people, many from out of State, have passed thru the turnstiles to view Paul Abbott in his steel and glass home submerged in Shafer Lake at Ideal Beach Resort near here since the crusader against high taxes submerged June 18 in protest against high government levies, reports T. E. Spackman, manager of the resort.

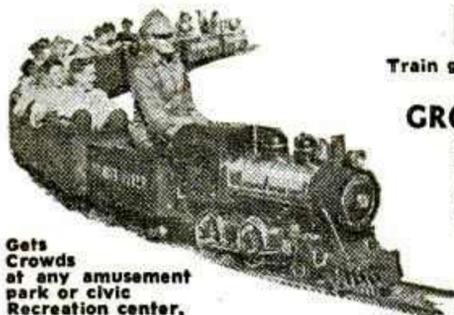
The launching of Abbott on his project cost Spackman and concessionaires \$3,500, and costs have continued because of the necessity of having a guard on duty at all times. However, all concerned consider the money well spent. The stunt brought many people to the resort who otherwise might not have attended, and it has produced a bumper amount of publicity.

The day the ex-G. I. and father of three sons submerged in his "home," equipped with many of the conveniences existing in a house above ground, representatives of four news reel firms shot hundreds of feet of film. In addition, three wire services covered the event, plus staff men from many Indiana papers, NBC-TV newsmen and radio remote broadcasters. Since then clipping services have produced over 700 stories from all over the country, and radio newscasters have given the promotion additional publicity.

Ideal Beach Resort is now the best known amusement and vacation spot in Indiana as a result of Abbott's residence in the center of the U-Shaped promenade pier, said Spackman. Sunday, July 30, 10,824 persons viewed the home.

Pulaski Recreation Pier so that it will be ready in time for next season. Originally, it was planned to inaugurate the service from the northeast section of the city this season, but city inspectors ordered it closed as unsafe.

Work is proceeding under a 4,000 contract providing for increased recreational facilities on the pier and more parking space. Dredging adjacent to the pier will be done by city-owned facilities.



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# RAS Biz Firm In First Half Of Regina Run

Grosses Run Close to '49

REGINA, Sask., Aug. 5.—A show couldn't ask for better weather than Royal American Shows have been enjoying at Regina Exhibition. To Thursday (3) business was holding about equal to last year's. If the weather stays on its best behavior midway biz may beat that of 1949, when terrific heat took a heavy toll the last two days.

Bonnie Baker, Leon Claxton's *Harlem in Havana* and Lorow's freak show were reported running neck and neck to Thursday, and rides have been getting a hefty play.

Children's Day, Monday (31), gave the shows a strong opener. Making his first tour with Royal American, trainmaster Wally Cobb brought the three sections in from Saskatoon in record time and the carnival was up and ready Sunday night.

Thursday morning the Royal American Shrine Club joined Regina Shriners, all of whom are members of the RAS Club, at an annual breakfast. Paul Dale, of the Midget Show, is leaving for a few days of personal appearances in the United States in conjunction with the film in which he stars, *It's a Small World*. Smallest midget, Dickie Sorenson, is returning to his home at Vancouver. Kenny Revling, talker on Bob Lohmars *Aquatease*, is back on the job after a short hospital bout.

# Lawrence Org Scores Well At Harrington

Awarded 1951 Contract

CHESTER, Pa., Aug. 5.—Sam and Shirley Levy, owners of Lawrence Greater Shows, reported a big take last week at Harrington (Del.) Fair.

On the final night the show was awarded the 1951 midway contract. Fair execs present at the signing included Jake Williams, president; Gordon Smith, vice-president, and Buck Halloway, treasurer-manager. The Levys and their general agent, Bobby Kline, represented the show.

Kline recently took on the agenting post after closing in a similar capacity with Endy Bros.' Shows. He reported the take at Harrington as being on a par with all previous grosses at that spot. Annual has been played by railroad orgs in the past.

# Cold Nights Hit Hennies in Joliet

JOLIET, Ill., Aug. 5. — Hennies Bros.' Shows caught cold weather here the first three nights this week and crowds were slim. Stand here is a mark-time spot for the shows, which moves from here into Springfield, Ill., for its first fair, the Illinois State Fair. At least five carnivals and one circus pre-dated the shows in this city.

Owner Harry Hennies rejoined the shows here. Keith Chapman, legal adjuster, left in midweek for Springfield. Shows will play annual two-day K. of C. picnic in that city prior to fair's opening.

# Imperial Hits Good '48 Pace At Chippewa Falls, Wis., Fair

CHIPPEWA FALLS, Wis., Aug. 5.—The Amusement Corporation of America's Imperial Shows were hitting a good pace here today, fifth day of the six-day Northern Wisconsin District Fair. Rides and shows to that point were far ahead of last year's biz and about even with the good grosses of 1948.

A polio scare clouded the fair here last year. This year there is no threat from that source and the folks have been thronging out in good numbers. Spending, too, has been brisk, as there is much money in the area, for manufacturing plants in the section all are humming and the farmers are doing better than okay.

May Top 1948

E. S. (Slim) Wells, org's manager, said that if the weather continues good thru tomorrow the show may even top the 1948 midway figures here. Weather the fore part of the fair was against it. Tuesday (1) was cold with some rain. The cold hung on until Wednesday noon (2) when temperatures and crowds mounted. They have continued to mount since. Friday (4) yielded a huge Kids' Day, which by far eclipsed last year, and nudged some of the best kids' days of prior years.

The Imperial carries much earning power. No fewer than 14 shows and 18 rides (including kiddie rides) are in the line-up here. Recent additions include Jack Pugal, who joined with a Roll-o-Plane and Pretzel; Frankie Taylor's Posing Show, with Bill Holt as manager; Zeke Shumway's Monkey Show with Richard Davis as manager-talker; Tarzan Banks with his Snake Show and two kiddie rides, horse and buggy and boat.

Concessionaires who joined recently include Mrs. Milt Morris, with popcorn and candy apples, and Mac MacGrath, former trainmaster on the

Ringling-Barnum circus, and Mrs. MacGrath, with candy floss.

Fair here is the show's first of the season. Out for 14 weeks prior to this engagement, the org hit rain, cold or mud all but two weeks. Spending, too, was down, with per capita spending placed at 5 to 6 per cent under last year for the still date route.

J. C. McCaffery, top man in the Amusement Corporation of America and the Imperial's general agent, was a visitor here.

# Akron Fair Revival Good For Cavalcade

Biz Rated With Season's Best

AKRON, Aug. 5.—Summit County Fair, first in 23 years in this city, was giving Al Wagner's Cavalcade of Amusements some of its best business of the season here thru Thursday (3), fourth-day of the seven-day run, and indications were that the week-end would provide a powerful wind-up.

Fair's estimated attendance for the first four days was 60,300, even tho rain hit the first three days and the resultant muddy lot didn't help. Lion's share of the fair's business went to the Cavalcade, with Sally Rand setting the pace in the back-end.

Four-day stand in Kokomo, Ind., played last week, yielded surprisingly good business for the Cavalcade.

# King Reid Per Capita Take Steady, But Gross Dips 25%

ROCKLAND, Me., Aug. 5.—Altho per capita spending on the King Reid Shows has maintained the 60-cent average established in the postwar period, business to date is trailing the 1949 total by about 25 per cent because of a drop in attendance.

Multiple competing amusement enterprises are responsible for the gate dip, in the opinion of Reid Lefevre, owner-operator. The considerable bad weather experienced to date has also been a factor, but its effect has not been vital, Reid says.

Altho the org mostly routes outside of current television areas, it has had to compete with the new medium on several occasions. A definite drain on attendance has resulted, especially on Tuesday nights, when Milton Berle holds forth, Reid said.

Reid believes that fairs generally will hold up. Annual events are able to stave off any and all competition, he says, and cites the success of the July 4 celebration at Holton, Me., which his org played this year. This established date brought the usual big crowds and free spending.

With per capita spending averaging 60 cents, Reid points out that it only takes a 10,000 gate for a \$6,000 gross, a figure which many ops would be very happy to settle for.

Altho the gate has increased to bring the biggest crowds on Friday and Saturday at each date played, demonstrating approval on the part of the public, the total has been below expectations. With a notable, minimum \$600 weekly budget for

advertising and promotion, the scarcity of patrons cannot be laid to the lack of selling effort, Reid says. All media are used extensively, including newspapers, radio, billposting and a sound car.

Trek thru Maine, first for this org, has been poor, even tho Reid says the enterprise has been exceptionally well received. However, the State as a whole is expected to prove lucrative, since Hulton was good. The stand here is in conjunction with a lobster festival, with 30,000 expected over the week-end. Another festival follows at Fort Fairfield and the Skowhegan State Fair provides the wind-up.

Skowhegan for many years has been a railroad spot and Reid is counting on it for a major gross. Inquiries for space have been numerous, indicating a record turnout of concessionaires, Reid said.

Altho grosses have not been up to expectations, the Maine tour has been satisfactory as a pioneering move, King said. Numerous fair execs have visited to view the show in operation and Reid says that Maine will again be on his route sheet next year.

Another new spot with a major potential is the Brockton (Mass.) Fair, which King's unit will show on opening Saturday and Sunday, prior to the arrival of the World of Mirth Shows, regular midwa feature. First Sunday normally provides the biggest single day attendance and Reid units will have it all to themselves, except for some trucked-in World of Mirth segs.

# Presque Isle Gives WOM Par Grosses

First Annual Pays Off

PRESQUE ISLE, Me., Aug. 5.—Going into the final sessions of the Presque Isle Fair, first annual played this season, Fran' Bergen's World of Mirth Shows were assured of at least par biz for the run. After dipping to an insignificant \$300 Tuesday (1), grosses picked up for the remainder of the week. While some individual midway units were running ahead of 1949, Bergen was not prepared to say that the over-all gross would exceed that of last year.

All departments were sharing in the business. Bernard' (Bucky) Allen's front end was reported on a par with last year. Shows and rides were doing well, even tho more units are included in the line-up this year. Additions include a Ferris Wheel, for a total of four, and two new kiddie units received from the Allan Herschell Company.

An extensive billing job, reaching far into Canada, is usual for this spot. Publicity-promotion campaign is under the direction of Gerald Snellens. Canadian patronage makes up a substantial percentage of the annual's patronage.

Weather has been favorable thru-out with good crowds resulting. By midweek, George Hamid's night grandstand revue was playing to sell-out audiences.

Maine Dates Good

Maine dates have been good thru-out, Bergen said. Lewiston, which started slow, was up \$3,000 on the week. Augusta also surged ahead and Portland was good. Kittery, the jump-in spot, was all right.

Hermes Midgets joined here. Unit is to be housed under a new top and behind a wagon front. Cash Miller has added a gorilla to his Monkey Show. A special tractor-trailer unit has been added to make it possible for the simian offering to catch Sunday showings at several annuals. This would not be possible if the unit was transported on the show train.

Bergen attributed continuing good business for his org in this State to the fact that many of the dates have been played for a decade or more. Other orgs playing Maine have mostly reported slim takes.

A daughter born recently to Trainmaster and Mrs. Al Moody was named Hilda after Mrs. Bergen.

# 14C Raised by Tampa Aux. in Benefit Show On RAS at Saskatoon

SASKATOON, Sask., Aug. 5. — Over \$1,400 was raised by the Greater Tampa Showmen's Association Auxiliary here last week at the Saskatoon Industrial Exhibition, Mrs. C. J. Sedlmayr Jr., Auxiliary president, announced. Sum represents proceeds from a benefit show staged in the Bonnie Baker top on the Royal American Shows midway.

Rated a success from an entertainment, as well as financial standpoint, the show offered grandstand talent and acts from the Baker show, with Cortez Lorow, RAS Side Show operator, and Bob White, grandstand emcee, sharing the emcee chores. Acts included Bonnie Baker, Claude Mathis, Les Sechrist, Harold Boyd and his Jigsaws, Princess Cheo and Producer Leon Miller and his Royalettes, all from the Baker show, plus the Lane Brothers, the Martinis, the Brodericks, and Ming and Ling, all from the grandstand bill.

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**MIDWAY CONFAB**

Paul Drago, owner Drago Amusements, was tendered a party in celebration of his 54th birthday Monday night (2) during the stand in Flora, Ind., in the bingo tent on the org, with all members of the shows in attendance. Drago's family also was on hand, journeying from Kokomo, Ind., to attend the event. He was the recipient of numerous gifts. . . . Wallie and Susie Waldron have opened their glass blowing exhibit at Playland Amusement Park, San Antonio. . . . Bert and Ethel Miller took delivery on a new trailer while playing Brighton, N. Y., with John H. Marks Shows.

Gordon, Pauline Dunn, Elaine Scott, Dixie Nixon, Mollie Straus, Audrey Jinn, Betty Davis, Muriel Johnson, Lucille Donoflio, Margie Glickman, Lillian Marcello, Margo Merritt, Mom Reynolds, Pat McDonnell, Ruth Evans, Esther Kunz, Jay Purvis, Ella Cube, Allyne Adams, Myrtle Card, Betty Moody, Pee Wee Tucker, Bonnie Novak, Rose Dean, Nina Charneski, Colleen Yeager, Jane Jones, Loraine Woods, Dorothy Crouch, Mrs. James Montello, Odet Olsen, Alice Hennies and Mrs. Frank Flannigan.

While Drago Amusements were playing Flora, Ind., recently, Mrs. Blackie Ogilby was called home because of the serious illness of her mother. . . . John L. Cole, who has the mouse game with Endy Bros.' Shows, last week announced the forthcoming marriage of his niece, Pauline Cole, to Oliver C. Kimple, both of Toledo. Nuptials will be held August 19. . . . Rita Raye has completed the building of a new front of her Girl Show on W. C. Kaus Shows. Ethel Staley and Pat Gabor joined the org at Chase City, Va., for the Southern fair tour. Billy Berry and Norman McKennon have returned to the Kaus entourage following a vacation at Shady Grove, Pa.

Clif Wilson was in New York last week to pick up a shipment of animals for use with his unit on the Royal American Shows. . . . Max Gruberg took time out from his Long Island Kiddieland operations last week to plug the New Doylestown, Pa., and Mount Holly, N. J., fairs in which he is interested.

Caroline Holt was hostess at a baby shower for Gloria Pierson, on the Hennies Bros.' Shows, at Joliet, Ill., August 2. Guests included Grace Gass, Marion Shufford, Lois Hansen, Esther Balsewice, Peggy Chapman, Rella Castle, Gertrude Hodges, Leona Crow, Betty Garrison, Sadye Freeman, Billie Tackett, Peggy Morris, Bea Yoffa, Dorothy

Roscoe and Mayme Wade, owners of Joyland Midway Attractions, became grandparents recently when a son, Jack Lee, was born to their daughter, Mrs. Lloyd Galloway, Adrian, Mich. . . . Jimmy Fisher, Diesel man and electrician on the Griggs Greater Shows, is in Mercy Hospital, Council Bluffs, Ia., with a broken leg suffered in a truck smash-up August 2 near that city. The 62-year vet of outdoor showbiz would like to hear from his friends.

Big publicity scores were registered recently by two carnivals in Midwest cities. Al and Hattie Wagner, owners of the Cavalcade of Amusements were the subjects of a feature story in the green section of The Milwaukee Journal when the org showed on the lakefront in that city, and Bootsie Paddock, wife of Harold (Buddy) Paddock, co-owner of the Johnny J. Jones Exposition, was bioged in The Peoria (Ill.) Journal-Star when the shows played that spot. . . . Jack Ruback, owner of the Alamo Exposition Shows, related a number of experiences in showbiz when he spoke before the Fort Scott, Kan., Rotary Club during his org's recent stand there.

Mr. and Mrs. William Freiburger joined Virginia Greater Shows at Salisbury, Md., with their photo gallery. . . . Al Wagner, major domo of the Cavalcade of Amusements, was the cover subject of the July 28 issue of What's Doing In Akron, a weekly devoted to all types of entertainment in the Rubber City

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**MAGIC CITY SHOWS**

WANTS—WANTS—WANTS for the following Fairs and Celebrations: Gainesboro, Tenn., Homecomings; Legion Street Celebration, Kingston, Tenn.; East Tennessee Colored Fair and Horse Show, Knoxville, Tenn.; Anderson County Improvement Fair, Clinton, Tenn. (25,000 school children—two kid days); V.F.W. Agricultural Fair Mt. Vernon, Ga.; Baxley Homecoming and Fair, Baxley, Ga.; Merchants' Street Fair, Arlington, Ga.; County Fair, Monticello, Ga.; South Georgia Colored Fair, Waycross, Ga.; Armistice Celebration, Lake City, Fla.; Fat Stock Show, Ocala, Fla.; V.F.W. Fair, Dade City, Fla.

Can use Concessions of all kind, especially small Cook House. Will book any Rides not conflicting. Good opportunity for Kid Rides, Roll-a-Whirl, Octopus, etc. Any Shows with own transportation and equipment. All replies: This week, O. O. "BUD" POINT, Baxter, Tenn. P.S.: Can use Count Store and Swinger Agents. Hiram Rice, come on; outfit is ready. Salami Sam, come on. Openings for few Hanky Pank Agents.

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\$38.50 Wax Bust Korea Chief, great side show.  
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\$25.00 Mounted TUNI Fish, life size, good spec.  
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Big Velvet Drop from theatre, sell cheap.

**WEIL'S CURIOSITY SHOP**  
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Herb Shive, Cavalcade's publicity expert, by-lined a piece in the mag concerning the shows and the Summit County Fair, where Wagner's org provided the midway. . . . Following a visit with her husband on J. A. Gentsch Shows at Flora, Ill., Mrs. Frank H. Owens left for their home in Memphis. Blackie Davis and Texas Dollie joined the shows at Rockport, Ill.

Lewis Perry, bingo and concession manager at New Liberty Park, Buffalo, left the spot July 18 for hospitalization at Pinecrest Sanitarium, Beckley, W. Va., where he will be confined for several months. He'd like to read letters from friends. . . . John Savitz, who closed with Mike Pucciano's Girl Show recently, is operating his own attraction and booking it independently. . . . Winnie Edwards, who is in Frederick Memorial Hospital, Frederick, Md.,

recovering from injuries sustained in a recent auto accident, would like to read letters from friends. . . . Visitors on Northern Exposition Shows at the Lewistown, Mont., included Mr. and Mrs. Lee Moss.

Cupcake and Starr Woronuk, who closed with Crafts Exposition Shows, where Cupcake had his tattoo shop with Jeff Griffen's Side Show, have settled in Gustine, Calif., where they are working on the new canal. Mr. and Mrs. Arthur Herbert Hinds Jr. were recent visitors at the Woronuk home in Gustine. . . . Zerado, aerialist, is presenting the free attraction on Davis Amusement Company. . . . Mr. and Mrs. Stanley Warwick, of Northern Exposition Shows, are chuckling over a recent report which referred to Stanley as a midget. Warwick, prior to joining Northern Expo, had been assistant manager and lot man for the William T. Collins Shows. Neither is Mrs. (Midge) Warwick a midget. She has been The Billboard sales agent on C. J. Bremer, John McKee and William T. Collins shows for the past 15 years. Mrs. Warwick says that the midget on the Northern Expo org is George Townsend.

C. S. Peck, of Peck Amusement Company, advises from Antioch, Ill.: "We have been playing winners ever since the July 4 date. Wet weather has let up and if we get the weather we get the patrons. After four more fairs in this sector we go South to Mississippi for the remainder of the season. Recent visitors on the org included J. A. Gentsch, Frank Owens, John Portemont and M. J. Law." . . . Peggy Holmes, formerly with Johnny J. Jones Exposition and Prell's Broadway Shows and now with Endy Bros.' Shows, is in Longwood Hospital, Boston, to undergo an operation, and would like to read letters from friends.

Roy Gries, former concessionaire, remains confined in Glenridge Sanitarium, Schenectady, N. Y., but expects to be back on the lots next spring. . . . The Jean Eugene Mercer attractions have been booked with the W. H. Kennedy Shows for the latter's route of fairs.

Rose Jarboe and Mae Sopenar are vacationing in Montreal. . . . Jack Barnes, general agent of F. C. Bogle Shows, took delivery on a new car when the shows played Nevada, Mo., recently. . . . Elsie Miller, secretary of the Ladies' Auxiliary, Showmen's League of America, is vacationing in Northern Wisconsin. . . . Edith Streibich is spending the summer at Delavan Lake, Wis., as are Mabel Wright, Leona Parker and Jeanette Wall.

Frances Lopez, the pony girl, and Happy Jenny, fat girl, left Jack Korie's Side Show on the Cavalcade of Amusements to join T. W. Kelley's Oddities on the John H. Marks Shows.

Mr. and Mrs. Ralph Condon recently closed their novelty stand at Daytona, Fla., and joined the James E. Strates Shows. En route north they visited Dorah Deshon, former show operator at a Trappist monastery in Kentucky. . . . Second birthday of Shean Orion Rand, adopted son of Sally Rand, was observed August 1 in Akron on the Cavalcade of Amusements. Kids on the show were hosted by Sally. Among those invited were Charles Taylor, nephew of Charles Taylor, of the Little Harlem Show; Katherine Lidsay, daughter of one of the cast members of that unit; Steve and Tom Chomack, sons of Mike Chomack, Looper operator; Mike Marshall, from the War Show; Sammy Fillingham, Motor-drome; Jack and Joan Lilly, of the Snake Show; Brenda Cox, Little Dipper; Kenneth Wagner, adopted son of Cavalcade Owner Al and Mrs. Wagner, and Fred Sawyer Jr. Grown-ups in attendance included Celestine Brown, Catherine Taylor, Lee Connors, Hattie Reynolds, Ruth Weibel, Anita Robertson, Harry Finckelstein and Fred Sawyer.

SERVING THE WEST OVER 20 YEARS

# WEST COAST SHOWS

Mike Krekos GENERAL MANAGER

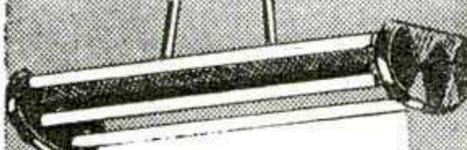
ATTENTION, CONCESSIONAIRES

SPACE AVAILABLE FOR THE FOLLOWING FAIRS AND CELEBRATIONS

MULTNOMAH COUNTY FAIR GRESHAM, ORE., Aug. 21-27, Incl.	MADERA COUNTY FAIR MADERA, CALIF., Sept. 21-24, Incl.
GREATEST CENTENNIAL CELEBRATION In the HEART OF SAN FRANCISCO Sept. 1-9, Incl.	WALNUT CREEK FESTIVAL Sept. 21-24, Incl.
SANTA CLARA COUNTY FAIR SAN JOSE, CALIF., Sept. 11-17, Incl.	MONTEREY COUNTY FAIR MONTEREY, CALIF., Sept. 28-Oct. 1

Other Celebrations to follow. Will close with the BIGGEST ARMISTICE DAY CELEBRATION IN CALIFORNIA PORTERVILLE NOV. 11

Will Book Any Shows That Do Not Conflict.  
WANTED—SOBER HELP IN ALL DEPARTMENTS.  
In regard to space at the Multnomah County Fair, write or wire HARRY MYERS, Manager, as per route.  
For San Francisco and rest of Fairs, write or wire MIKE KREKOS, Roosevelt Hotel, San Francisco, Calif.  
No collect telegrams or telephone calls accepted.  
Permanent Address: 500 CLEMENT STREET, SAN FRANCISCO, CALIF.



**FLUORESCENT FIXTURES**  
For Carnival Installations.  
Dealers, Distributors, Concessionaires.

**FLUORESCENTS FOR EVERY PURPOSE**  
Direct From Manufacturer at Lowest Possible Prices.  
AS LOW AS \$2.10 EACH  
Write for Catalogue and Price Lists

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DESIGNERS • MANUFACTURERS • DISTRIBUTORS  
FLUORESCENT FIXTURES  
145 N. 7th St., Phila. 6, Pa., LOmbard 3-7789

**MYERS SHOW FAIRS**

Want for following Fairs: Murfreesboro, Tenn., August 10-12, Lions' Fair; Fayetteville, Petersburg Colt Show & Fair, McMinnville, Pulaski.

Hankys, will book you; Glass Pitch, Bumper, Darts, Slum Spindle, or what have you? Howard Jettlet, Charley Dunn, contact.

**WM. MYERS, Mgr.**

**SULLIVAN COUNTY FAIR**

Carlisle, Ind., week Aug. 14th. Want eating and drinking stands and stock concessions of all kinds. Balloon Dart, Ball Games, High Strikers, Snow Ball, Candy Floss, etc. Address this week

**JAMES H. DREW SHOWS**  
Valparaiso, Indiana, Fair

**RIDES WANTED**

NEXT WEEK, AUG. 15-19, MOORELAND, IND., FREE FAIR

Can place Wheel and Merry-Go-Round and one more Kid Ride. Also want Bingo, Cookhouse or Grab and any Legitimate Concessions. Wire or Call: A. M. MAIN, Mooreland, or TOM L. BAKER, Delphi, Ind.

**Cumberland Valley Shows**

Due to disappointment will book a nice Custard Machine for eleven more Fairs; also all legitimate Concessions open. Address ELLIS WINTON, Carthage, Tenn., this week.

**AGENTS WANTED**  
For Photos, Coke and Age.

**E. L. WINROD, IMPERIAL SHOWS**  
Knoxville, Ill., Fair this week; Warren, Ill., Fair next.

# W.G. WADE Shows

**INGHAM COUNTY FAIR**  
MASON, MICH., Aug. 14 to 19  
CAN PLACE—All kinds of LEGITIMATE CONCESSIONS including Eats, Drinks, Hanky Panks.  
Excellent opportunity for DARK RIDE for season.  
Write or wire now! **W. G. WADE SHOWS**  
CORUNNA, MICH., (Fair) all this week.  
P.S.—After Mason, Mich., follows the Sanilac Free Fair at Sandusky, Mich., Aug. 22 to 26

# MAGIC EMPIRE Shows

**WANT FOR GREAT LEBANON FAIR**  
LEBANON, KY., AUGUST 14 THRU 19  
Concessions of all kinds. Want Shows with own equipment and transportation, Girl, Geek, Snake, Monkey, Wild Life. Want Motordrome, A-1 Electrician who understands Diesel, Scenic Artist and Builder. Ride Help, wire Kenny Ritchie, or come on. All my old boys contact. All Fairs till December 1.  
Address **A. SPHEERIS, Mgr.**  
Centerville, Ind., this week; then Lebanon, Ky.

**BEAM'S ATTRACTIONS**  
PLAYING KISKI VALLEY FREE FAIR, APOLLO, PA., AUG. 14-19.  
Can book Hanky Panks, Jewelry and Demonstrators. Space \$2.50 to \$3.00 per ft. This Fair is operated by the Grange and gets large farm patronage. Free acts, fireworks and special events daily. Want first-class Wheel Man; top wages. Write or wire

**BEAM'S ATTRACTIONS**  
HUGHESVILLE, PA., THIS WEEK

**RIDE HELP - - - RIDE HELP**

Foremen for Jenny, Wheel, Tilt, \$50; plus bonus. Second Men all Rides, must drive semi. Tecumseh, Nebr., now; Crete, 12-13; Sidney, Iowa, 14-19.

**MIDWAY EXPOSITION SHOWS—J. R. LEERIGHT**

**SUNSET AMUSEMENT CO.**

Can place Help on Caterpillar, Ferris Wheel and Octopus; must drive. Roger Fingar wants Griddle Men and other Cookhouse Help. Sally Brunette wants Dancers for Follies and Glamorettes. Rough House Kelly wants talent for Athletic Show. Opening for Fish Bowl Derby and Ball Games. Mechanical Lung and Side Show open. Joe Lemke, contact.  
FARIBAULT, MINN., FAIR, THIS WEEK; MONTICELLO, IOWA, NEXT.

Used Everywhere for Over 35 Years

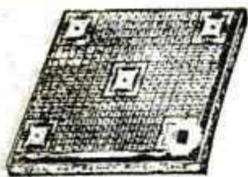
# ROLL TICKETS

PRINTED TO YOUR ORDER

**Keystone Ticket Co.** DEPT. B  
SHAMOKIN, PA.

100,000 \$27.00  
10,000 ..... \$ 9.00  
20,000 ..... 11.00  
50,000 ..... 17.00

Send Cash With Order. Stock Tickets, \$20.00 per 100,000.



### PENNY PITCH GAMES

Size 46x46"  
Price \$42.50.  
Size 48x48"  
With 1 Jack  
Pot, \$50.00.  
Size 48x48". With 5 Jack Pots, \$55.00.

**PARK SPECIAL WHEELS**  
30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24-and-30-number wheels. Price .....\$27.50

**BINGO GAMES**  
75-Player Bingo, Complete .....\$4.00  
100-Player Bingo, Complete ..... 8.00  
1/3 Deposit on All Orders.

**SLACK MFG. CO.**  
114-122 W. Illinois St. CHICAGO, ILL.

## WANTED

5 Major Rides or Complete Carnival to play

### Rockdale County American Legion Fair

week of September 25. Contact immediately

**W. U. BOWEN JR., Sec.**  
Conyers, Ga.

## WANT

### Four Bingo Countermen

For balance of season.

### R. E. DEIBERT

Centerville, Ind., Aug. 7-13; then Mason, Mich., Aug. 14-19.

## CLIFF OSTEEN

Can place Girls on two Shows for balance of season. Top salary. Ticket if you need it. All reply:

**Care of Western Union,**  
Washington, D. C.

## SMALL CARNIVAL

FOR SALE—New Gruner Adult 24-Seat Chair-o-Plane, Le Roi power unit, V-belt drive; 7-car Auto, 8 Concessions, new 10 Kw. A.C. 110-220 Light Plant, Ground Wire, Junction Boxes, Switches, two Trucks; one 28-foot open Semi, custom built. Sell all or any part. A good cash buy; look it over; operating in cotton territory. No junk. Promoters, save your stamps. Not broke. IVY WEST, Mathiston, Miss.

## CARNIVAL WANTED

For Miners' Annual Labor Day Celebration-Cowboy Roundup in connection at Oak Creek, Colo., September 1-2-3. Contact

**GUY L. BENNETT**  
P. O. Box 621 Oak Creek, Colo.

## FOR SALE

Lunch Trailer with tandem wheels, 16 ft. long counter on each side. Can be used for Cookhouse or Grab. 1 House Truck, 14 ft. in clear on good Chevrolet Chassis. Sleeps 4 or 6. 1 5 gal. Star Deep Fry used 30 days.

**R. B. HERR**  
609 Le Roy St. Muscatine, Ia.

## NEW YORK STATE FIREMEN'S CONVENTION

30,000 ATTENDANCE  
SYRACUSE, NEW YORK, AUGUST 14-19  
Playing Le Moyne Avenue Show Grounds

Concessions: Long and Short Range Gallery, Photo, Novelty, Ball Games, Hoop-La, Pitch Till You Win, High Striker, Scales and Age, Mitt Camp, any Hanky Pank. Shows: Motordrome, Wild Life, any Grind Show. Those booking now given preference for following dates:

Aug. 21-26, Lockport, N. Y., Fair; Aug. 28-Sept. 2, Ballston Spa Fair, N. Y.; Sept. 4-9, Garden State Fair, N. J. (First since war); Sept. 11-16, Doylestown, Pa., Fair (First since war). Six Southern Fairs to follow: This Show loading from Charlestown, S. C., on Nov. 27th for San Juan, Puerto Rico, for ten weeks on the island.

WRITE OR WIRE

**ROSS MANNING**

ITHACA HOTEL

ITHACA, NEW YORK

## CLUB ACTIVITIES

### Showmen's League of America

400 S. State St., Chicago  
Ladies' Auxiliary

Dolly Young of Royal Crown Shows sent in membership applications for Evelyn Virginia Fisher, Lillie Macolley, Betty Jones King, Orlene Brothers, Mrs. Robert L. Mack, Gertrude A. Weyls, Mrs. George W. Jones, Mary I. Allen, Athalee Barfield, Mary Catherine English, Esther Vicki, San Fratello, Lois Lucille Gettys, Margaret Alena Wilson and Marie F. Burgdorf.

Carmelita Horan, chairman of the award books, reports that they are coming in nicely. Forward yours upon disposal to her at 1825 W. Ohio Street, Chicago, Ill. The 1951 dues cards are ready and Elsie Miller, secretary, will forward your card any time you care to write in. Still a few 1950 dues delinquent. Be sure to attend to them

Bertha Dutcher came in from Hot Springs and Carmelita Horan had a long visit with her. Josephine Glickman is ill at her home. Lillian Glick's party for the auxiliary at her home was a success.

### Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, Aug. 5.—First Vice-President Marie Burke was in the chair at the regular meeting in the absence of Mike Krekos, and Marie Hawkins substituted for Albert Roche as secretary.

A moment of silence was observed for Ella Newberry McBride, wife of Adam McBride, who died July 14 at Stockton, Calif.

Correspondence was read from Rely Burglon, Oklahoma City; Mickey Hogan, Guam; Red Hildebrandt, Temple, Tex.; Lloyd and Betty Monette, en route to Chicago, and Carl Francis Bailey, Yellowhouse, Pa. Thank-you notes from Adam McBride and his daughter, Zylre, and the Mrs. A. McGovern family, were acknowledged. Letters enclosing dues received from E. N. Cofield, Mr. and Mrs. George Freige, George E. Keeney, Harry Davis and Pearl M. Clark.

Following members were accepted into the club: Sarah Litcofsky, William Terrano, James Austin Banks, Edith L. Walpert, Isador D. Zohn, John C. Mackey, Emanuel L. Weinstein, Donald Wasilak, Grace Merkel, Harry Merkel, John R. Dykes, James J. Calcagno, Jack R. Leach, N. R. LaFontaine, V. Reeves, Stella Reeves, Thomas P. Doyle, Ewell Harrison, Rudy Jacobi and E. J. Bearno.

It was announced that Frances Scott Funderburk, chairman of the ladies' bazaar committee, and Fred Weidmann had been married in Reno, Nev. Mr. and Mrs. Otto Boehn, co-chairmen of the sick and relief committee, were congratulated on their 28th wedding anniversary, as was Harry G. Seber on his birthday. Mrs. Art Craner won the Pot of Gold award.

### National Showmen's Association

1564 Broadway, New York

NEW YORK, Aug. 5.—Members on the sick list are Murray Zand at Clearfield (Pa.) Hospital and Jack Gallagher at the Eddystone Hotel, Detroit. Gallagher dislocated his hip and will be laid up for a month.

Herman Moskowitz is coming along well after a sick spell this spring. Max Gruberg visited the clubrooms and said he had been hospitalized for 10 days in Philadelphia but is fully recovered.

Morris Brown made a trip to the office to bring dues payments from members on the show. He is sponsoring Chet Kazin, Alex A. Virukitis, Dan Cohen, Salvatore LaMark, Charles J. Zubiller and Louis Arsenault for membership. Applications will be acted on at the next meeting of the eligibility committee.

Louis (Dada) King planed in from Augusta, Me., and Harry Kaplan from Bradford, Pa., for the week-end. Bill Powell, after touring Europe since last December, flew in and will stay for a while.

Recent visitors were Charles Smith, Morris Sommers, Charles Keljikian, Mack Kassow, John S. Weisman, Arthur Campfield, Mack Brooks, David Solomon, Harry Krasnow, Frank Carlton, C. D. Sullivan, Sam Weisser, Louis G. King, Sam Finkel, Henry Kaufman, Ted Wolfram of *The Billboard*, David Brown and Harry Horner.

Dues are now payable.

### Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Aug. 5.—Jack Gallagher, owner, Playland Shows, who was injured on the lot, is at his home at the Eddystone Hotel. Sam (Pork Chops) Ginsburg is recuperating from a throat operation at his home. Martin Rose is in the Art Center Hospital. All would appreciate letters from friends.

President Robert Morrison visited the Ray Williams Shows this week. Visitors to the clubrooms included Eddie and Joe Bennett, Chuck Dumas, Irving Rubin, Sam Solof, Louis Stone, Sammy and Louis Martin, Herman Weiner, Sam Burd and Mike Balog.

George Harris returned from the East, as did Milton Feller. Secretary Paul Greeley and Edgar McMillen visited World of Pleasure, Playland and Avery's Modern shows in the interests of the club. Considerable mail has accumulated at the secretary's office and all members are requested to send in their present addresses.

### Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Aug. 5.—Capt. Hugo, his wife and daughter, Lorelli were here on a business trip. George Elser is busy renovating the clubrooms. Regular meetings start October 20. Past President Chester I. Levin and Hugh Keller, who have started a memorial fund in honor of Edward (Slim) Johnson, who died July 10, state that monies raised for the fund will be donated to the Cerebral Palsy Center to be built here.

Frank Layman Shows are playing local spots. F. W. (Boxie) Warfield, chairman of the banquet and ball committee, states that a big vaudeville program has been arranged for the affair, to be held in the Georgian Rooms at the Hotel Continental New Year's Eve. Dues are receivable and 1951 cards will be issued on receipt of same. Preparations are under way for the annual American Royal Show in October.

## GIRLS GIRLS FOR GIRL SHOW

Hula, Rumba, Cooch, Strip, etc. Top salary and you get it. Also Talker and Ticket Seller who can grind. Answer: Bryan, Ohio, week Aug. 7th; then Midland, Mich., week Aug. 14th; then we go to Texas for the big ones. Wire

**F. W. MILLER**

c/o World of Pleasure Shows  
Bryan, Ohio, this week.

## RALPH R. MILLER WANTS TO BUY

For early September delivery  
Ferris Wheel, small Office Trailer, large Country Store Wheel, Cash waiting. No black market prices. Can place for middle of September opening in South Central Louisiana, Cook House exclusive, \$25.00 in meal tickets; Bingo, Diggers exclusive, \$25.00; Stock Concessions, \$15.00 (no exclusives). No Percentage or Shows. Operating 7 days week; out all winter. Digger Joe, are you coming in person? All answers to **RALPH R. MILLER**, week Aug. 7, Little River, Kansas; week Aug. 14, Canton, Kansas.

## HARRY CRAIG WANTS for Heart of Texas Shows

Cookhouse immediately. Want Athletic Show Manager, 4 or 5-Piece Jig Show Band, Acts for Side Show, Grind Shows, Funhouse. Want Tilt Foreman and other Ride Help who drive. Book Little Train or Boat Ride. Book Fish or Duck, Scales and Age, Hanky Panks of all kinds, Arcade Diggers, Long or Short Range Gallery, Basket Ball. Address: **HARRY CRAIG**, Mangum, Okla., now; Perryton, Texas, Birthday Celebration follows; others include Stillwater, Okla., Fair.

## WANTED

### BALLY ATTRACTIONS

CAN ALSO USE 4 OR 5 GIRLS FOR BALLY. EXPERIENCE UNNECESSARY. ADDRESS:

### DICK BEST

c/o Johnny J. Jones Shows  
Cedar Rapids, Iowa, this week

## FOR SALE

Complete Snow Ball and Pop Corn Combination Concession, framed with tent, for center outfit. Everything new, only used 4 weeks. Priced right. 2 Pop Corn Houses, newly decorated, ready to go, loads on pick-up or trailer. Operator works inside. Cheap. Ideal for permanent locations.  
**RAY BROWN, R. R. 2, Charlestown, Ind.**

## RIDES WANTED RALEIGH COUNTY CENTENNIAL

Aug. 27 to Sept. 2

Let us know what you have.

Contact: **H. R. PITTS**

Centennial Headquarters Beckley, W. Va.

## FOR SALE

### Little Dipper

Located at Virginia Park, Like NEW. Write or Wire

**W. J. TALLEY**  
Virginia Park Long Beach, Calif.

## CHARLIE ELDER WANTS

Agents for Basket Ball and Ball Game. All Fairs until first of November.

c/o Tivoli Exposition Shows  
Menomonie, Wisc., this week; Madison, Wisc., next week.

## HELP WANTED

Countermen for Harry Newbery's Cookhouse on J. A. Gentsch Shows. Apply

**HARRY NEWBERY**

Huntingburg, Ind.

## CARNIVAL WANTED

For 6th Annual Homecoming, August 26 & 27. Sponsored by Volunteer Fire Dept., Wilsonville, Ill.

Contact **LOUIS PELLEGRINI**  
Wilsonville, Illinois  
(Phone: 360K2)

## WANTED

By Fishing Creek Community Assoc. Small Carnival or Rides and Games for week of September 4-10 for Farmers' Fair.

**WM. J. LEICHT, Sec.**

Etters, Pa.

# CARL D. FERRIS SHOWS

Want for the following Fairs: Four of the best in New York State, starting at Lowville Aug. 14, followed by Watertown, Little Valley, thru the best Labor Day Fair in the State, the Great Chautauqua Co. Fair held at Dunkirk.

CONCESSIONS—Any straight Sale, Grab, Cookhouse, Jewelry, Novelties or Concessions that will operate in New York State; all Concessions open. Lew Farrell, can use your Concessions, also Penny Arcade.

RIDES—Octopus, Tilt-Whirl or non-conflicting Ride. We carry 10 Rides.

SHOWS—Side Show, any Grind Show. Miss Ginny Bayne wants 2 Girls for Revue, must be attractive. Answer to

**CARL D. FERRIS SHOWS**  
WATERLOO, N. Y., care FAIRGROUNDS

# PENN PREMIER SHOWS

*worlds • cleanest • midway*

12 - - FAIRS FAIRS FAIRS FAIRS - - 12  
HUNTINGDON COUNTY AGRICULTURAL FAIR  
AUGUST 21-26, HUNTINGDON, PA.

CONCESSIONS—Can place Hi-Striker, String, American Camp only, and any other Legitimate Concessions. SHOWS—Can place Wild Life, Arcade, Iron Lung, or any other Shows not conflicting. RIDES—Can place WHEEL for Duals, Fly-o-Plane or Spitfire. HELP—Can place Second Men on all Rides who drive. Chuck Watkins, Schoonmaker, come on. GEEK WANTED IMMEDIATELY FOR SNAKE SHOW. COME ON. GIRLS—Jack Chickerelli can place Girls for Revue and Posing Show. Can also place one Colored Girl Dancer for Harlem Revue. AGENTS, ATTENTION—Lew Bernstein can place Agents for Count Store, 1 Pin Agent, 1 Skillo, and 1 Wheel Agent. Must be sober and able to cut it. Address all mail and wires to:

**LLOYD D. SERFASS, General Manager**

PENN PREMIER SHOWS, Kill Buck, N. Y., this week; Ridgeway, Pa., next; followed by all Fairs. All joining now will receive better consideration.

## WANT SHOWS AND CONCESSIONS

ALL KINDS

Moundsville, W. Va., Fair, August 14-19  
Parkersburg, W. Va., CIO Celebration, City Park,  
August 21-26  
Bellaire, Ohio, On Streets, August 22-26  
West Lafayette, Ohio, Centennial, August 29-September 2  
Coshocton Labor Day Celebration, September 3 and 4

## POWELSON AMUSEMENTS

BOX 125 Phone 1088 M Coshocton, Ohio

## WALLACE & MURRAY SHOWS

WANT now and for all Fairs starting Aug. 14 at GALLATIN, TENN., and then all Fairs. WANT now—Cookhouse, Grab, Custard, Bail Games, Pitch Till You Win, Darts, Short and Long Range Gallery, Cigarette Shooting Gallery, Diggers and any other Legitimate Concessions. MIDWAY OPEN—Those joining now given preference at the Fairs (Howard Piercy and Lew "Blinkey" Bernstein, answer). WANT Shows—Drome, Fun House, and any other non-conflicting. Jim Hayden wants Chorus Girls, Musicians and Performers for Colored Minstrel Show. Can use a few Ride Help who drive semis. WE HAVE NEVER MISSED A PAYDAY THIS YEAR. All answers to:

**AL WALLACE, GEN. MGR., OR BEN BRAUNSTEIN, BUS. MGR.**  
Crossville, Tenn., this week; Gallatin, Tenn., next week.

## C. A. STEPHENS SHOWS

### WANTED FOR MONTICELLO, KY., AUG. 14

Burkesville Fair follows. Concessions that work for stock, Custard, Apples, High Striker, Photos, Long Range, Bumper, Novelties, Basket Ball. Shows—Snake Show, Geek Show. Have Tops, Mechanical City, Acts for Side Show. Louie Pease wants Girls for two Girl Shows. Rides—Set Kiddie Rides or any novel Ride. Two more Still Dates, then Fairs closing in Florida Nov. 25. Ed Bock, are you joining this year? 12 Fairs booked. Morristown, Tenn., this week.

## BONUS FOR RIDES!!!

WILL PAY BONUS AND GIVE GUARANTEE FOR 3 DAYS ANNUAL  
HOMECOMING, AUGUST 10-11-12. PHONE

**W. K. GIBBS**  
SPRINGPORT, MICH.

## W. R. GEREN

PRESENTS

# MIGHTY HOOSIER STATE Shows

Want for the following Fairs and Celebrations

ALL BONA FIDE

Hanky Panks and Shows, Wire Western Union, "No Phone Calls." Will book one Bingo for Goshen Fair, August 21st to 26th. August 15th to 19th. Blackford County 4-H and open Fair, Hartford City, Indiana; August 21st to 26th, Elkhart County Fair, Goshen, Indiana; August 28th to September 2d, 10th and Wilson Streets, Columbus, Indiana; Labor Day week September 4th to 9th. J. C. Celebration around Court House Square, Sullivan, Indiana; August 10th to 15th, Batesville, Indiana, Fall Festival, with Versailles Pumpkin Show and Aurora Farmers Fair to follow. These are bona fide spots and will cost you a little more for privilege than playing blanks, but you will have people to work to.

FOR SALE: 7 Rides with or without transportation. Reason for selling, replacing with new ones. Rides all in A-1 condition; transportation, none better; priced to move for cash. Rides consisting of Tilt-a-Whirl, Flying Scooter, No. 5 Eli Wheel, Spillman Merry-Go-Round, Roll-o-Plane, 3 Kiddie Rides, Allan Herschell 10-car Auto, Twin Ferris Wheels, Train, engine and two coaches, Spitfire. Come and look at them in operation. All are up and working.

All replies Western Union—"Do not phone."

**BILL GEREN, Now Bicknell, Indiana**

# T. J. TIDWELL SHOWS

WANTED WANTED WANTED

For Two Outstanding Fairs, Cheyenne, Wyo., Fair, August 21-26; Five State Fair, Liberal, Kan., August 28-September 4; West Texas Fairs to follow. Lead Gallery, Photos, Arcade, Hanky Panks of all kinds.

All Shows and Rides that do not conflict, especially Pony Ride and Motor Drome. What have you?

Have outfit for complete Girl Show or will place Talker and Girls for same. Will sell X on Novelties.

All answer T. J. TIDWELL

FT. COLLINS, COLO., AUG. 7-12; GREELEY, COLO., AUG. 14-19.

# CAPITOL CITY SHOWS

FAIRS — FAIRS — FAIRS — FAIRS

MANCHESTER, KY.; BARBOURVILLE, KY.; HODGENVILLE, KY.; ELIZABETHTOWN, KY.; LA GRANGE, GA.; MANCHESTER, GA.; EASTMAN, GA.; HARTWELL, GA.; LAWRENCEVILLE, GA.; MONTICELLO, GA.; SYLVESTER, GA. We close November 11th.

WANT CONCESSIONS—Stock Concessions of all kinds, good opening for Jewelry, Ball Games, Derby Race, and Hoop-La. Any Hanky Panks. All Eats and Drinks open. WANT AGENTS FOR SIX CAT AND SWINGER. RIDES—Dark Ride, Funhouse, Glass House, Kiddie Train, or Pony Ride. Arcade. FOREMAN WHO CAN HANDLE TWIN WHEELS, must drive seml.

ALL REPLIES:

**J. L. KEEF**

(Taylor County Fair) CAMPBELLSVILLE, KY.

P.S.: Will book flashy Bingo—Marvin Tinsfield, contact at once.

## WANTED

GIRLS . . . GIRLS . . . GIRLS

FOR POSING SHOW ON ROYAL AMERICAN SHOWS  
To open at St. Paul, Minn., at Minnesota State Fair. Top salary, first call state rooms, good treatment, money sure each week. Can use good Stripper. Write full details to Superior, Wis., week of Aug. 15; the Dykeman Hotel, Minneapolis, Minn., week of Aug. 21.

**NAT D. RODGERS**

# Percell's PIONEER SHOWS

—high class midway attractions—

ABBOTTSTOWN, PA., ADAMS COUNTY FAIR,  
AUGUST 15 TO 19

TROY, PA., BRADFORD COUNTY FAIR, AUGUST 21 TO 26

McCONNELLSBURG, FULTON COUNTY FAIR AND  
CENTENNIAL COMBINED, AUGUST 28 TO SEPTEMBER 2

BIG LABOR DAY AND 59TH ANNUAL BEAN SOUP PICNIC  
McCLURE, PA., FOLLOWS

Want Eats, Drinks, Photos, Will sell ex on Novelties, Short Range, Popcorn, Apples, Candy Floss, Custard, Glass Pitch, Jewelry, French Fries, Merchandise Wheels, Ball Games, all legitimate Concessions. Pitchmen-Demonstrators, we do not overload. Want Shows of all kinds, Penny Arcade, Fun House; low pc. Want capable Ride Help, also Bingo Caller and Clerks; semi Drivers. Wire or come on this week West Fairview, Pa.

MICKEY PERCELL

## HARRY'S GREATER SHOW WANTS FOR WANTS SYCAMORE, OHIO, HOMECOMING

Held annually on the street August 14 thru 19. FREE PRIZE drawings every night.

EAST LIVERPOOL, OHIO—OLD HOME WEEK CELEBRATION

August 21 thru 26, DOWNTOWN on the street, SPONSORED by the POLICE. Parades, free attractions, Beauty Contests, Soap Box Derby. \$2,000.00 in prizes (drawing each night) given away during the week—two special children's matinees.

Can place Legitimate concessions of all kinds including eats and drinks, except bingo.

Bland, Virginia, Fair week of September 4th. Fairs and celebrations in Virginia and North Carolina until November 11th.

All Replies PLYMOUTH, INDIANA, This Week

## PECK AMUSEMENTS WANT FOR THE FOLLOWING FAIRS

Fairview, Ind., Aug. 15-19; Lions, Ind., Community Fair, Aug. 22-26; then the following fairs in Mississippi: Hernando, Macon, Louisville, Lexington, Newton, Waynesboro, Marks, Winona, Belzoni; all bona fide Mississippi Fairs.

SHOWS—Motordrome, Fun House, Glass House, Penny Arcade, Mechanical, Animal or Monkey, Illusion, 10-in-1; no Girl Shows.

CONCESSIONS—Cook House, Custard, Diggers, Snow Cone, Guess Your Age, Glass Pitch, Color Game, Pea Pool and any other legitimate Concessions. No flats. Can use a Tilt Foreman and a few Second Men on Rides who drive.

Address all wires and mail to

C. S. PECK

Kingman, Ind., Aug. 7-12, and then per route.

## C. C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANT

FOR WHITE COUNTY FAIR, CARMi, ILL., WEEK AUG. 14TH; followed by LAWRENCE COUNTY FAIR, BRIDGEPORT, ILL., WEEK AUG. 21.

CONCESSIONS: LEGITIMATE STOCK CONCESSIONS AND HANKY PANKS OF ALL KINDS. SHOWS: SPECIAL PROPOSITION TO GLASS OR FUN HOUSE. HELP: CARNIVAL ELECTRICIAN, PREFERABLE ONE TO LAY OUT LOT.

Address C. C. GROSCURTH, Brownstown, Indiana

## MOUNT HOLLY GARDEN STATE FAIR

MOUNT HOLLY, N. J., SEPTEMBER 4 TO 9, INCLUSIVE.

6—BIG DAYS AND NIGHTS—6  
LAST CALL! LAST CALL! LAST CALL!

Have a limited amount of space still available in Exhibit Area for Pitchmen and Demonstrators. Can place Merchandise Wheels and Game Concessions, Grab, large Cookhouse, Ball Games, Novelties, Age and Weight, Glass Pitch, etc. Can use a few more clean, entertaining Shows, Rides, Acts, Music and all entertainment already booked. Can use at once a capable Carnival Electrician and other useful Working People with Carnival experience, Canvasmen, etc. This is one of the largest full scale Agricultural Fairs in the East. Old established permanent fair grounds with large modern buildings and finest half-mile race track located only 7 blocks from the business district. Address all communications to

JAMES A. WINTERS, Manager

Concessions booking this date may also be placed for Bucks County Agricultural Fair, Doylestown, Pa., for the week following, Sept. 11 to 16, 1950.

## CONCESSION SPACE FOR SALE

DU QUOIN STATE FAIR, Du Quoin, Ill., Aug. 27 through Labor Day. Ice Cream Chocolate Dip, Ice Cream Sandwich, Pop Corn and Peanuts. Top locations. Write, wire or call

JOHNNY SULLIVAN

214 N. 2ND STREET

PHONE 5-3

GREENFIELD, TENN.

## From the Lots

### Merriam's Midway

FOUNTAIN, Minn., Aug. 5.—In attendance at shows' annual picnic at Calvill Park, Red Wing, Minn., July 21, were Mr. and Mrs. Al Merriam, Dale and Margaret Merriam; Mr. and Mrs. Wilbur Merriam, kid ride; Mr. and Mrs. (Red) Cundiff, Whitey Wheaton, cookhouse; Mr. and Mrs. Roy Leonard and Ida Mae, popcorn; Mr. and Mrs. Ken Davis, Wayne, and agents, bingo, derby, Coke bottles and bowling alley; Mr. and Mrs. Roy Dreher, balloon dart, ice-cream and novelties; Mr. and Mrs. Sam Evans and family, diggers and palmistry booth; Mr. and Mrs. Gene Wood, Rusty Wood, Girl Show; Mrs. Bessie Curtis, bumper; Tom Davidson, photo gallery; Mr. and Mrs. George Reed, Phyllis and Dennis Reed, whiskey bottle ball game; Mr. and Mrs. Frank Robinsor, swinging ball; Merle Nelson lead shooting gallery; Russell Fry, rolldown; Chuck Rudisell, buckets and set spindle; Erni. (Tennessee) Nelson, snow cone; Louis Draheim, cotton candy; Tex Riley, Jack Gifford, Florence Zimmer, heart pitch; Virgil Eldstrom, cork shooting gallery.

Ride personnel includes John Reed, electrician; Margaret Reed, Merry-Go-Round ticket box; Ronald Keeling, Merry-Go-Round foreman; Dolores Keeling, Tilt-a-Whirl ticket-box; Frank Chavis, Tilt-a-Whirl foreman; Jack Gifford, Ferris Wheel ticketbox.—IDA MAE LEONARD.

### CARNIVAL ROUTES

(Continued from page 56)

W. B. J.: Sylvania, O., 9-13; Butler, Ind.,

16-19.

West Coast: Corvallis, Ore.; (Fair) St. Helens

14-19.

Western: Snoqualmie, Wash., 9-11.

Wheeler, Eddie L.: Soddy, Tenn.

Williams, Ray: Three Rivers, Mich.; Athens

16-19.

Wilson Famous: (Fair) Cambridge, Ill., 8-11;

Sheffield 16-19.

Wilson Greater: Roosevelt, Utah, 12-15; Heber

17-19.

Wolf Greater: Howard Lake, Minn., 10-13;

Anoka 14-16; Waconia 17-20.

Wolfe Am.: Yanceyville, N. C.

Wonderland: Petersburg, Va.; Jacksonville, N.

C., 14-19.

World of Mirth: Bangor, Me.

World of Pleasure: Bryan, O.; Midland, Mich.,

14-19.

Yager United: Reynolds, Ill.

Young, Monte: Grace, Idaho.

Ziegler Rainier: Vancouver, Wash.; Morton

14-20.

## WANTED FERRIS WHEEL MAN

\$50 WEEK

WAUSEON FAIR, SEPT. 3,  
LABOR DAY TO SEPT. 8.

Some space available. Send deposit. Want some Shows. Will book Roll-o-Plane or Spitfire. Want to buy Tilt, small Jenny. Grass Lake, Michigan, this week; Clinton, Michigan, next week.

NORTHWESTERN AMUSEMENT CO.

## WANT

Two good roughies to take care of Concessions, also good, sober, capable Agents for Roll Down, Slum Skillo, Pea Pool, Over and Under, Rat Game, Beat the Dealer. You must be able to stand prosperity. We have a long route of Fairs and Celebrations. Also can place good Counter Man for Bingo. Contact

LEO ALLEN

GREAT SUTTON SHOWS

Knox County Free Fair, Edina, Mo., on the streets.

## M. A. SRADER SHOWS

Due to disappointment, want to book a Side Show. Will furnish top, banner line and platform. Opening for a few more Hanky Panks and Grind Shows with own equipment. Will book Train, prefer Ottaway. Franklin, Nebr., Aug. 7-12; Colby, Kansas, 14-19; Goodland, Kansas, 21-26; St. Francis, Kansas, Aug. 28 to Sept. 1.

## WANT

For Winchester, Ohio, Centennial and Street Fair, Aug. 15-19; parades and free acts. Also for Boyd County Fair, Ashland, Ky., Aug. 21-26. Popcorn, Photos, Floss, Apples, Swinger, Scales, Darts, Coke, Corks, Blower, String, Nall, Long or Short Range. Will book Ponies, Auto or Boat Ride. Can place one Major Ride. ROYAL MIDWEST SHOWS, Roxie Harris, Adelphi, Ohio, this week.

## WANTED

For American Legion Big Annual Celebration, Aug. 14-20, at Sturtevant, Wis.

4 or 5 Rides, 85 per cent and lights. All Concessions, \$16.00 for week. Address:

FRANK BAKER

Sturtevant, Wis. Phone 9975

## WHEEL FOREMAN

Licensed driver to drive tractor. Positively no drunks. Salary \$60.00. Wire or write to

Karr Novelty Company

427 Market Street Philadelphia, Pa.

# ROYAL

Exposition Shows

Now booking Shows, Rides and Concessions for our Georgia Fair Circuit, beginning at Eatonton, Ga., Sept. 11th and ending Nov. 11. Nine consecutive weeks of proven spots.

Want to book for these dates Tilt-a-Whirl, Kiddie Autos, Choo-Choo Train and several worthwhile Shows with own outfits and transportation, such as Girl Revue, Minstrel, Animal Shows, 10-in-1, Motordrome, Funhouse and a couple of Grind Shows. (Mrs. Wiltsie, what about your Midget Show?) Will book several Concessions for this circuit. What have you? RIDE HELP—Want an A-1 Wheel Foreman who is sober and reliable to join NOW. Salary no object if you deliver the goods. Must drive semi. Want Merry-Go-Round Foreman to join NOW who drives semi and will stay sober. (Slim Taylor, what about it?) Address all replies to

J. P. BOLT, Manager

Waihalla, S. C., this week; Toccoa, Ga., week August 14 to 19.

# BARNIE TASSSELL

## UNIT SHOWS

"That Big Little Show"

WANTS for Mt. Rainier, Md., right on Washington, D. C., line, week August 14. CONCESSIONS, including French Fries, Popcorn, Candy Apples, Long Range, Bowling Alley, Blower, String Game, Guess Your Age and Weight, Novelties, Jewelry and any other concession working for strictly stock only.

Show of merit. No Girl Show. Rides not conflicting.

Can place Help in all departments, must be able to drive semi trailer.

This week Catonsville, Md., right outside of Baltimore.

## SAMMY LANE SHOWS

"SWEETHEART OF THE OZARKS"

Want for Eldon, Mo., Cattle Show, August 10-12; Owensville County Fair and all Fairs for balance of season to follow in the Heart of the Ozarks.

Small Grab or Cook House, American Mitt (no gypsies). Some Hanky Panks open. What have you? Scales, Sno Cone, Basket Ball, Hoop-La, Jingle Board, Pea Pool if you have a Hanky Pank. One Grind Show. We do not carry racket. No drunks tolerated. We are proud of our reputation and will protect it

# PRELL'S BROADWAY SHOWS

## GET WELL WITH PRELL

Want for Butler, Pa., Fair, August 14-19; Cumberland, Md., to follow.

Novelties, Racer, Jewelry, all kinds of Hanky Panks, Eating and Drinking Stands, Merchandise Wheels. Want: Fat Show, Mechanical City, Mickey Mouse, Unborn, or any Show of merit not conflicting. Want: Scooter, Rocket, Fly-O-Plane, Kiddie Boat Ride and Ferris Wheel. Want: Ride Help, Ticket Sellers, Talkers for 15 of the best Fairs in Pennsylvania, Virginia, North and South Carolina. Also 8 Florida Fairs starting Jan. 10, 1951. Jerry Buck wants Girls for Girl Show, wire. Marge Spivey, come on. All address:

**SAM E. PRELL, Gen. Mgr.**

Bedford, Pa., this week; Butler, Pa., to follow.

## HOME STATE SHOWS

Want for Following Fairs:

ARLINGTON, AUG. 11-13; SLAYTON, 17-21; ZUMBROTA, 24-27, ALL MINNESOTA; EMO, CANADA, 29-31; RAINY RIVER, CANADA, SEPT. 1-2; REDWOOD FALLS, MINN., SEPT. 6, 7 & 8

Want Manager for Athletic Show, Grind Shows, Minstrel Show People. Also want Concessions that work for stock. Bob Laughlin wants Foremen and Second Men for Wheel, Rolloplane, Tilt and Dodgem. Season ends October 15.

Address Park Rapids, Minn., August 7, 8 and 9; Then Arlington (Minn.) Fair.

# FRANKLIN Shows

Fairs Start Next Week, Fredricksburg, Texas

Need additional Ride Help—Want Foremen for Dipper, Trains, Autos—all new Rides. Second Men on Caterpillar, Spitfire, Wheel, Merry-Go-Round. Top wages—pay sure every Tuesday. All must drive semis. Place Concessions—Large Cookhouse, Custard, Glass Pitch, Country Store, Hoop-La, Cork Gallery, Hi-Striker, Coke, Bumper and other Stock Concessions. All Ball Games open. We have our usual strong route of Fairs, including Nacogdoches, Wharton, Rosenberg, Angleton, Beeville, Refugio, etc. Place non-conflicting Shows, especially Motordrome; could not miss on this route. Want Operator for complete Illusion Show—60-40 basis—83' top, 120' front, all new last year. All replies:

**DON FRANKLIN, Mgr.**

Big Springs, Tex., this week; Fredricksburg, Tex., next week.

## KEYSTONE ATTRACTIONS

WANT FOR

ORIENTAL FAIR, Oriental, Pa., Aug. 16-20. FIREMEN'S CONVENTION, Bellefonte, Pa., Aug. 21-26.  
SHARPSBURG, Md., Firemen's Carnival, Aug. 28-Sept. 2. FIREMEN'S CARNIVAL, Shenandoah, Va., Sept. 4-9.

RIDES—Any Ride not conflicting with Wheel, Jinny and Kiddie Train for balance of season. CONCESSIONS—Cork Gallery, Custard, Photos, Ball Games, FISH and DUCK PONDS, Stock Wheels, Floss, Ice Cream, French Fries, American Mitt, Snow Cone, Arcade. SHOWS—Have one Girl Show. What have you? Write, wire or call

**MEL SOBER, Mgr.**

AMERICAN LEGION CARNIVAL, MILESBURG, PA., AUG. 7-12.

## KEYSTONE EXPOSITION SHOWS

WANT FOR FAIRS AND CELEBRATIONS STARTING AT CRESTVIEW, FLA., OCT. 2-7; NICEVILLE, FLA., OCT. 9-14; BONIFAY, FLA., OCT. 16-21; JAY, FLA., OCT. 23-28; DE FUNIAK SPRINGS, FLA., NOV. 4-11, ARMISTICE WEEK.

Want legitimate Concessions of all kinds. Want Grind Shows with own transportation. Want large Cook House for our Florida Fairs. Want BINGO, AMERICAN PALMISTRY, FRENCH FRIES, SCALES, HOOP-LA or any other Concessions that work for stock. Free Act already booked. Office wants Stock Store Agents and Ride Help. If you have been playing blanks, get with this one that does not play blanks; everybody happy. Address all mail and wires to KEYSTONE EXPOSITION SHOWS, this week, MIDDLESEX, N. C.; next week, BISCOE, N. C. CARL O. BARTELS, Owner & Mgr.

## WILSON GREATER SHOW WANTS

For the following Fairs: Roosevelt, Aug. 12-15; Heber, 17-19; Coalville, 23-26; Parowan, 30 to Sept. 2; all Utah.

Need First Man for Two-Abreast Allan Herschell, Wheel Man for Eli, Man for Kiddie Ride. Need Agent for Slum Stores. Will sell Ex. on Corn Game, Novelties and Mug Outfit. Hanky Panks all open. No exclusive at Fairs. Show will be open till Christmas in Arizona.

All replies to

**LLOYD MICHIE WILSON**

## DRAGO'S AMUSEMENTS WANT

For North Judson, Ind., Street Fair, August 14-19, and Wabash, Ind., 4-H Fair, August 21-26: Stock Concessions, get your winter bankroll now. Want Cookhouse, also several more Shows.

**PAUL DRAGO, DRAGO AMUSEMENTS**  
MULBERRY, IND.

## 14 - FAIRS - 14

WE HAVE A ROUTE OF 14 STRONG FAIRS, 6 MINNESOTA FAIRS, INCLUDING THIEF RIVER FALLS AND ALBERT LEA; THE NORTH CENTRAL KANSAS FREE FAIR, BELLEVILLE; THE NORTHWEST MISSOURI STATE FAIR, BETHANY; 2 ARKANSAS FAIRS, ONE OKLAHOMA, THREE LOUISIANA, ENDING THE LAST OF OCTOBER. WITH THE LOUISIANA DELTA FAIR AT TALLULAH, LA.

## CAN PLACE FOR BALANCE OF SEASON

CONCESSIONS: Long Range, either Lead or Beebees. Knife Rack, Coke Bottles, Basket Ball, Slat Rack, Sewing Machine or any concession not conflicting.

SHOWS: Want one more Grind Show with something in it. Monkeys, Unborn, Mechanical. We have tops and fronts if you have attractions.

WIRE: 20TH CENTURY SHOWS

Thief River Falls, Minn., Aug. 7-10; Detroit Lakes, Aug. 11-13; then as per route.

SPECIAL

SPECIAL

## PITCHMEN

We have space for Coils, Peelers, Scopes, or what have you? at the Northwest Missouri State Fair, Bethany, Mo., September 3 to 9.

# W. G. Wade Shows



UNIT NUMBER TWO

Wanted for

## JASPER COUNTY FAIR

Rensselaer, Indiana, August 14-15-16-17-18-19

Legitimate Concessions of all kinds except Bingo. Especially want Penny Arcade, Pit Show, Posing Show for the following Bona Fide Fairs—Isabella County Fair, Mt. Pleasant, Michigan, Aug. 22-23-24-25-26; Berlin Fair, Marne, Michigan, Aug. 29-30-31-Sept. 1-2; Fifty-Third Annual Labor Day Celebration, Farwell, Michigan, Sept. 3-4; Manistee County Fair, Onkama, Michigan, Sept. 6-7-8-9; Branch County 4-H Fair, Coldwater, Michigan, Sept. 11-12-13-14-15-16; Marshall County Fair, Bourbon, Indiana, Sept. 18-19-20-21-22-23; Union City, Indiana, Annual Street Fair, Sept. 25-26-27-28-29-30-Oct. 1. Rides—Octopus, Spitfire, Rock-o-Plane.

WRITE OR WIRE:

**C. D. MURRAY, Mgr.**

W. G. Wade Shows Unit No. 2, La Grange, Indiana, August 7th-12th

## GRIGGS GREATER SHOWS

WANT

WANT

HANKY PANKS, BALL GAMES, WATER GAMES, POP CORN, ROOT BEER, HOT DOGS, JEWELRY, PHOTOS. ALL HANKY PANKS OPEN, NO "EX" AT THE FOLLOWING FAIRS: Malvern, Iowa, Aug. 7-12; Clarinda, Iowa, Aug. 14, 15, 16; Mt. Ayr, Iowa, Aug. 17, 18, 19; the last and biggest Fair in Iowa, Greenfield, Aug. 20 to 26. I hold contracts for Sapulpa, Okla., and Bristow, Okla., Fairs. Also four good Fairs in Texas. Will be out until the snow flies. Come to Malvern, will have space for you, or call or wire care of Fairgrounds.

Address **CHARLIE A. GRIGGS, Mgr.**

# JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

Now playing Putnam County Fair, Greencastle, Ind.; Clarksville, Tenn., Colored Fair, Aug. 17-19, with Gallatin County Colored Fair, Aug. 24-26.

CONCESSIONS: Want Grab Joint, small Cookhouse, Candy Floss, Bumper, Cork Gallery, Hit and Miss, Clothes Pin Pitch, String Game, Coke Bottles, Buckets, 6-Cats, Penny Pitch and Basket Ball. SHOWS: Colored Girl Show, also two Colored Girls to work in office-owned Girl Show, Minstrel Show. Doc Thomas, contact. Want Motordrome. All replies:

**JOHN PORTEMONT, GREENCASTLE, IND.**

# Kellie GRADY Shows

WANT CONCESSIONS—Scales, Age, Cork Gallery, Balloon Darts, Fishpond, Pitch-Till-You-Win, High Striker, any Hanky Panks that work for 10¢. Long or Short Range Lead Gallery. SHOWS—Will book Shows for 20% after tax. Snake, Illusion, Three or Five-in-One, Wild Life and Monkey. RIDES—Book Tilt, Rolloplane or any Rides not conflicting. We show Leeds, Ala., under Elks on Main Street; Pell City, Ala.; Huntsville, Ala., Labor Day week, Community Fair; then nine best spots in Alabama. Cotton crop big—prices good. PHONE: 3123-J, FLORENCE, ALA.

WANT

WANT

WANT

Greene County Fair, Waynesburg, Pa. 3—Big Days—3. August 16-17-18

Eating and Drinking Stands, Concessions, Shows, Rides not conflicting. Ride Help—Rolloplane Foreman, Helpers on Tilt and Ferris Wheel. Best of treatment. Must be sober and reliable.

## KEN-PENN AMUSEMENT COMPANY

619 EARL AVENUE

NEW KENSINGTON, PA.

# I. T. SHOWS WANT

FOR FLEMINGTON (N. J.) FAIR  
AUGUST 29TH THRU LABOR DAY

We Are Open Sunday

Can use Sportland, Lord's Prayer or any Novelty Show capable of getting money.  
Also Legitimate Concessions only. Space limited. Write or wire:

PHILIP ISSER, General Manager  
I. T. SHOWS, INC.

1539 E. 29TH STREET CLOVERDALE 8-1061 BROOKLYN, N. Y.

## WANT

FOR

## WANT

DU QUOIN, ILL., STATE FAIR—BEGINNING SUNDAY, AUGUST 27, ENDING SEPTEMBER 4, LABOR DAY. (9 BIG DAYS) AND TEN OTHER BIG FAIRS AND CELEBRATIONS

RIDES: Spitfire, Octopus, Dark Ride or any other major Ride that doesn't conflict  
SHOWS: Mechanical, Illusion, Glass House, Minstrel Show, Snake Show or any Grind Show.  
Can place Ten-in-One Side Show with or without equipment. CONCESSIONS: Hanky Panks that don't conflict, no gypsies and no flats. Want large first-class Cookhouse. Also want Boss Canvasman to handle Ice Revue Top to join at once; must drive semi. Ride Help: Help wanted on all Rides; must drive semis. Our route includes the following, all bona fide fairs until November 1st: Menomonie, Wisc.; Madison, Wisc.; then Du Quoin, Ill.; Brownsville, Tenn.; Camden, Ark.; Magnolia, Ark.; El Dorado, Ark.; Vicksburg, Miss.; Charleston, Miss.; Belzoni, Miss. Join now for first consideration.

Contact H. V. PETERSEN, Gen. Mgr., or  
B. J. COLLINS, Tivoli Exposition Shows  
Menomonie, Wisc., Fair, this week; Madison, Wisc., next.

## CENTRAL STATES SHOWS

Want for Adams County Fair, Hastings, Nebr.

Best County Fair in Nebraska

August 14 to 19

Rides—Not conflicting. Concessions of all kinds—Especially Eats and Drinks, and Hanky Panks. Shows of all kinds, with own equipment. Want Side Show Acts. Wire:

W. W. MOSER, Mgr.  
Burwell, Neb., Rodeo now

## WANTED

A Few More Games for  
DARKE COUNTY FAIR

Greenville, Ohio, August 20-25. Woodie, let me hear from you. Monroe, Michigan, this week; Troy, Ohio, next week, and Greenville, Ohio, week following.

EARL FISHER

## PLAINVILLE FAIR AND EXPOSITION

CENTRAL CONNECTICUT'S GREATEST OUTDOOR ATTRACTION

OPENINGS FOR ALL KINDS OF LEGITIMATE

CONCESSIONS • RIDES • SIDE SHOWS • FOOD • DRINK • NOVELTIES • THRILL SHOW  
• CIRCUS • FREE ACTS • PHOTOS • JEWELRY • WILL BOOK COMPLETE SHOW.  
65 ACRE PLOT • 500,000 POP. • MANUFACTURING CENTER

PLAINVILLE STADIUM—SEPT. 1-5—3 DAYS—5 NIGHTS

Grounds Open for Inspection Every Sunday 9-12 A.M.

Write—Phone—Wire

HOWARD V. WRY • HOWARD AGENCY • 12 GLEN STREET, NEW BRITAIN, CONNECTICUT

## Want—MIDWAY OF MIRTH SHOWS—Want

Shows with own outfits for Fairs, no Girl Shows. Concessions—Custard, Hanky Panks. All County Fairs. Nashville, Aug. 15-18; Greenville, Aug. 22-26; Golconda, Aug. 29-Sept. 2; all Illinois; then Labor Day, Cape Girardeau, Missouri. Route then in the cotton until November

JOIN ON WIRE.

ESTHER SPERONI, OWNER

Midway of Mirth Shows, per route.

## FOR SALE

Travers Kiddle Jeep Ride, complete with 3 cars, 6 batteries, battery charger, 220 feet of track and special garage. Never been used. Best offer takes.

L. E. GUTHRIE

3142 MAIN STREET

KANSAS CITY, MO.

## From the Lots

### Griggs Greater

BEDFORD, Ia., Aug. 5.—Shows, which opened June 12 at Whitesboro, Tex., have managed to keep on the right side of the books. July 4 stand in Hominy, Okla., was nearly a blank and two engagements in Kansas saw the shows breaking even with one week being lost to rain.

Shows line-up includes Charlie A. Griggs, owner; Walter P. Griggs, business manager; Mrs. Charlie A. Griggs, mail and The Billboard sales agent; Denny Burns, secretary; Harry Smiley, superintendent of transportation; James Fisher, Diesel plants and electrician, and Don Obrian, lot man.

Rides: Merry-Go-Round, Billy Paris, foreman; Ferris Wheel, Frank Duncan, foreman; Spitfire Robert Britton, foreman; Tilt-a-Whirl, Robert Garrett foreman; Chairplane, Arthur Smith, foreman; Kiddie rides and front gate, Al Steffens, foreman. Mr. and Mrs. Lightfoot have two new kiddie rides booked. How: d Norman has the pony ride.

Shows include Monkey, Funhouse, two Girl Shows, Freak, Fat Girl and Wild Animal. Shows have five more Iowa fairs before going into Oklahoma and Texas for eight fair dates.

## WANTED CATERPILLAR FOREMAN

Must join at once. Can use other Ride Help.

MARKS SHOWS  
Washington, D. C., this week.

Stop! Look at This Before You Buy.  
**COOKHOUSE FOR SALE**  
18x30 new Top, six weeks old. This is all equipped, steam table, coffee urns and extra griddles, large gas range with oven (new last year), deep fryers, milk cases and coke cases, deep freeze, fluorescent lights and many others too numerous to mention. Also new 8x8 Grab Outfit, also equipped, and 15x15 Sit Down Grab. All this equipped with butane gas. Rolling stock consists of 1946 K. 7,900 tires, International; this is and looks like new. Also 24 ft. Van, all new rubber. Cookhouse and Grab now in operation and booked for season on good size show which plays very good Fairs in Middle West. At any one of these you will net your investment. Reason for leaving, health bad. Will sacrifice all this for \$3,800.00. Wire or write BOX D-412, c/o Billboard, Cincinnati 22, O.

## WANTED AT ONCE

A-1 Single-O Girl. Also one more Dancing Girl. Salary or percentage. Address:

INTERSTATE SHOWS  
Washington, Ind., this week

## COMMITTEES, ATTENTION

Have Screwball, No. 5 Wheel, Merry-Go-Round, Kiddie Boats and Swing available for bookings after Sept. 12. Will play within 200 miles of Cleveland.

A. J. SUNNY AMUSEMENTS  
3006 E. 130 St. Cleveland 20, Ohio  
Phone: WA 1-4679

## HELP WANTED

TOP WAGES—BEST TREATMENT—  
PAYDAY EVERY WEDNESDAY

### RIDE HELP—FOREMAN

For Dark Ride and Caterpillar. Second Men on Wheel, Spitfire, Caterpillar, Dark Ride. Must drive semis.

### SIDE SHOW—FLOYD WOOLSEY

WANTS—Front Talker, Bally People, Ticket Sellers (Bob Deart, answer), Fat Women or Man or any Strong Working Acts. Enlarging for String of Strong Fairs.

### COOK HOUSE—WALLACE BRUNK

WANTS—Cooks and Waiters.

## 20TH CENTURY SHOWS

Thief River Falls, Minn. (Fairgrounds)  
Aug. 7-10; Detroit Lakes, Aug. 11-13.

### INLAND SHOWS

#### WANT FERRIS WHEEL HELP

I have a Ferris Wheel and two Trucks. If you have crew, will pay 50-50 after tax and committee money. WANT HANKY PANKS OF ALL KINDS. NO "EX." WILL BOOK DIGGERS AND MITT CAMP.

#### FOR SALE—MONKEY SHOW.

Address: Bronough, Mo. (Picnic), Aug. 10-12; Allen, Kan. (Fair), Aug. 14-16; Lane, Kan. (Fair), Aug. 18-19; Altamont, Kan. (Fair), Aug. 24-26; Adrian, Mo. (Picnic), Aug. 30-Sept. 1.

## WANT WANT WANT

Hi Striker, Stock Concessions not conflicting with what we have. Good proposition to Penny Arcade and Shows of merit. All Fairs in Wisconsin and Michigan until we close in October.

### SKERBECK'S UPPER PENINSULA SHOWS

Republic, Mich., Aug. 7-8-9; Ironwood, 11-12-13; Wabeno, Wisc., 17-18-19-20.

## WANTED

Ride Help who can drive semis. Agents for off-owned Concessions, or will book your Concessions. Want Shows of all kinds. Want Cookhouse to cater to show people. Chelsea, Okla., this week All Fairs to follow through middle of October

**RAINES AMUSEMENT CO.**  
ALBERT & ROSA RAINES, CHELSEA, OKLA.  
P.S.: For Sale—7-Tub Whip.

## HARRY W. LAMON

Opening, if at liberty.

K. H. GARMAN, SUNSET AMUSEMENT CO.

Faribault, Minnesota.

## WANTED

Man to operate Fun House, also Ticket Sellers for Side Show.

DR. O. C. DIXON

c/o Thomas Joyland Shows, New Bethel, Ind.

## WANTED TO BUY

New or used Kiddie Rides for cash. No junk. Must be in the East.

C. P. CONERTY

U. S. Hotel, Mt. Holly Springs, Pa.

## SLIM COLLINS

Call me

EUGENE R. CAIN

WAUSAU HOTEL

WAUSAU, WIS.

## WANTED FOR

# Eastern Canada's Largest Fairs

Three River, Sherbrooke, Quebec City, Renfrew, Lindsay, Leamington, Kingston.

Midget Show and Wild West Rodeo Show. Can also use good Performers in Side Show. Address

## FRANK R. CONKLIN

Quinte Hotel, Belleville, Ont., August 11-17; Chateau du Blois, Three Rivers, Quebec, August 18-25.

## PRELL'S WORLD FAIR SHOWS

Want for Carlisle, Pa., Fair, August 14-19, and Meyersdale, Pa., to follow

Want: Long Range Shooting Gallery, Photo, Novelties, Jewelry, Hanky Panks, Ball Games, Hoop-La, Derby Racer, Pan Game, Palmistry, and Eating and Drinking Stands. Want: Girl Show, Minstrel Show, Unborn, Penny Arcade, Wild Life or any other Grind Show. Want: Tilt-a-Whirl, Caterpillar, Ferris Wheel, Pony Ride, Capable Help in all departments. Drunks, save time and money. Semi Drivers given preference. Will buy 100 Kw. Transformer. This Show has 14 bona fide Fairs, then Florida tour with Prell's Broadway Shows. All answer:

**JOE PRELL**

Sanatoga, Pa., this week; Carlisle to follow.



## UNITED STATES SHOWS WANT

Monkey Show, Fish Pond, Duck Pond, Novelties, Candy Floss, String Game, Charley Chaddock, any other Concessions not conflicting. Following dates: Glenville, Aug. 7-12; Cassaway, 14-19; Clay, 21-26; Kermit, Aug. 28-Sept. 2; all West Virginia Fairs. Then Morganton, Marion, Valdese, Lenoir, Elkins and Concord; all North Carolina.

## NORTHERN EXPOSITION SHOWS WANT . . . Side Shows

For balance of FAIRS ending October 5th. Animal, Mechanical, Hillbilly or any good Show with own transportation. Also want flashy Mug Outfit.

Call or wire as per route **MIKE SMITH**

## ALAMO EXPOSITION SHOWS

**WANT — CONCESSIONS — WANT**  
Anadarko Indian Fair, August 14-19, biggest and best County Fair in Oklahoma, and for ten more Fairs to follow. Stay out to last week in November. Want capable Athletic Showman with or without equipment. Will book Grind Shows for balance of season. Will book Lead Gallery, Photos, Custard, Cigarette Shooting Gallery, and Glass Pitch. Can place capable Agent for Six Cat Store. Warren Murphy wants Arcade Mechanic. Bill Williams wants Man who can grind on Monkey Show. Can place Billposter who can also handle details; we furnish truck. Can place Jam Store, will furnish top. Snippy Kolb wants Cooks and Waiters for Cookhouse. John Hutchens wants Acts for Sideshow, also Talker. **JACK RUBACK, Mgr., Midwest City, Okla., August 7-12; Anadarko, August 14-19; then Columbus, Kansas, Free Fair.**

## F. M. SUTTON SR. PRESENTS GULF COAST SHOWS

**WANT WANT**  
FOR FULTON, MO., FAIR, AUG. 14 TO 19, BIGGEST FAIR IN MISSOURI. ALSO SEVERAL OTHER FAIRS AND CELEBRATIONS IN MISSOURI AND ARKANSAS. WILL BOOK STOCK CONCESSIONS OF ALL KINDS. SHOWS OF ALL KINDS WITH OWN EQUIPMENT. WILL FURNISH 20x60 TENT AND FRONT FOR SIDE SHOW. WANT TILT, OCTOPUS, ROLL-A-WHIRL. We have the cream spots in the cotton country. If you are a showman, we want you. No more chumps, this is not a school. ADDRESS: F. M. SUTTON SR., MGR., BEVIER, MO., THIS WEEK.

## DYER'S GREATER SHOWS

BOOKED UNTIL NOVEMBER BY MAN ON BICYCLE.

Want First Man on Big Eli. If you own car or drink liquor, stay away. Second Men who drive trucks. Booking Hanky Panks, Balloon Darts, High Striker. What have you? Shows—Mechanical, Big Snakes. What have you? Rides—Dark Ride, Dipper, Caterpillar open, or set of Rides for No. 2 Unit. Slim Moore wants Agents for Buckets, P.C., Hanky Panks. Manchester, Iowa, this week; followed by Eldora, Boone; all Fairs.

## GAYLAND AMUSEMENT CO.

Want for Alexandria, Ind., 4-H Fair, and Eaton, Ind., Street Celebration Jewelry, Photos, Ball Games, Novelties, Fish Pond, Darts, Balloon, Age and Scale, Hi-Striker and Grab. Can place any legitimate Concession not conflicting with what we have. Also want Fun House, Uncle Ezra or Glass House. Want Foreman for #5 Eli Wheel, but no alcoholic. Slim and Margie, can you join? Address: WM. KLENKE, Gayland Amusement Co., Alexandria, Ind., Aug. 8-12; Eaton, Ind., 22-26.

## PAGE BROS.' SHOWS

Want Popcorn, Diggers, Custard, Grab Joint, Ice Cream, Ball Games and Hanky Panks of all kinds. Want Ride Help who drive semis, Show People in all departments. Russellville, Ky., Fair this week; Scottsville, Ky., Fair next week.

## LAST CALL for LAST CALL CONCESSION SPACE

### CALIF. STATE FAIR

Sacramento  
Aug. 31 to Sept. 10

### L. A. COUNTY FAIR

Los Angeles  
Sept. 15 to Oct. 1

### ARIZONA STATE FAIR

Phoenix  
Nov. 3 to 12

### GRAND NATIONAL LIVESTOCK EXPOSITION

Cow Palace—San Francisco  
Oct. 27 to Nov. 5

CRAFTS will BOOK Grind Shows or any Show that does not conflict. SIDE SHOW—Jeff Griffin wants Freaks and Working Acts for the Fairs. ROY SHEPHERD wants Ride Foreman and Second Men; extra money for Semi Drivers. Join Aug. 28th, Sacramento. Shows out until Nov. 15th. Top salaries—Good Treatment.

CRAFTS has complete Cook House FOR SALE. Includes Metal Trailer with Kitchen fully equipped, 24x40 Top Counters, Tables, Dishes, all ready to OPEN. Will give exclusive choice location on Midway at the above FAIRS. PRICE: \$7500.00. 1/2 cash—balance on percentage. Quick Action—Time Is Short.

Write—Wire—Phone

## CRAFTS 20 BIG SHOWS, INC.

7283 Bellaire North Hollywood, Calif. Phone: SUNset 2-3131

## CONTINENTAL SHOWS

### WANT FOR THE REMAINDER OF OUR FAIRS

WESTPORT, N. Y., AUGUST 16 TO 19

CALEDONIA, N. Y., AUGUST 22 TO 26

COBLESKILL, N. Y., SEPTEMBER 12 TO 16

DEERFIELD, N. H., SEPTEMBER 17 TO 20

CENTER SANDWICH, N. H., OCTOBER 12

Concessions of All Kinds, Eating Stands. What Have You? We have no exclusives. Contact

ROLAND CHAMPAGNE, Continental Shows  
St. Regis Hotel, Saranac Lake, N. Y.

## BAKER United SHOWS

A CLEAN, MODERN MIDWAY

PULASKI COUNTY FAIR, WINAMAC, IND., AUGUST 15-19; MORGAN COUNTY FAIR, MARTINSVILLE, IND., AUGUST 21-26, and Fairs and Celebrations in Indiana until middle of October.

WANT LEGITIMATE CONCESSIONS OF ALL KINDS. SHOWS: CAN PLACE ARCADE, FUNHOUSE, ANIMAL SHOW OR ANY WORTH-WHILE ATTRACTIONS FOR ABOVE DATES.

NOTICE—NOTICE

WANT FOR MOORELAND, IND., FAIR, AUGUST 15-19, BINGO, COOK HOUSE, JEWELRY, DIGGERS or any legitimate Concessions. RIDES—Can place one or two Major Rides for MOORELAND, preferably Wheel and/or Merry-Go-Round. Also one Kiddie Ride. CAN USE FERRIS WHEEL THROUGH SEPTEMBER. ADDRESS:

**TOM L. BAKER**  
DELPHI, INDIANA, THIS WEEK

## J. A. GENTSCH SHOWS WANT

For two more Fairs in Indiana and two in Kentucky; then ten of Mississippi's very best Fairs and Celebrations. We have the best Cotton Crops and are getting the best prices in years. Want Hanky Panks of all kinds, Novelties and Penny Arcade. Earl Crane, wire me. Shows with own outfit, Motordrome, Snake Show, Illusion or any nice, worthwhile Grind Show. Ride Help who can drive semi. Want to book Dark Ride and Loop. We have ten Rides and want two more for Mississippi. We positively have no Flat Outfits. All contact:

**J. A. GENTSCH**  
Huntingburg, Ind., this week; Jasonville, Ind., next week.

## SOUTHERN STATES SHOWS

Want for Fall opening in South Georgia after Labor Day, Stock Concessions such as Hoop-La, Ball Games, Fish Ponds, Bowling Alley, Novelties, High Striker. Good opening for small Cookhouse. Can use Shows such as Fun House, Monkey Show, Ten-in-One, small Wild West, Hillbilly or Minstrel. Route will be furnished to interested parties upon request. Ride Help who drive trucks and can and will stay sober. Especially want Merry-Go-Round Man for 32-ft. new Ride. State lowest salary. you get it in cash every week, not promises or meal tickets.

**JOHN B. DAVIS, Panama City, Fla.**

## BOONE VALLEY SHOWS, INC.

**WANT WANT WANT**  
Novelties, Jewelry, Cork Gallery, Glass Pitch, Coke Bottle, Lead Gallery, Long and Short Range, any Hanky Pank not conflicting. Now playing Fairs and Celebrations, solid booked to Oct. 1st. Join at Rockwell City, Iowa, Aug. 6-9; Farnhamville, Iowa, Aug. 10; Ayrshire, Iowa, Lake Park, Aug. 12-13.

## FLORENCE, S. C., TOBACCO FESTIVAL

THE 1950 CLASSIC OF THE CAROLINAS

6 DAYS NIGHTS **AUGUST 21-22-23-24-25-26** DAYS NIGHTS 6

SPONSORED BY Every Civic, Fraternal and Religious body in the city. Directed by the Chamber of Commerce, and Pageant produced by John B. Rogers, National Producing Company. PARADES, CONCERTS, FLOATS, QUEENS' CONTESTS, INDUSTRIAL DAYS, FARMERS' DAYS, WATER CARNIVAL, BARBEQUES, NATIONALLY KNOWN SPEAKERS AND CELEBRITIES.

EXCLUSIVE MIDWAY DIRECTION BY

### FAIR AMUSEMENT AND BAZAAR CO.

Paved midways; space limited, don't delay; now booking space! WANT FOR ABOVE: Merchandise Concessions of all kinds, no exclusive for this date. Especially want CUSTARD, COOKHOUSE, GRAB, POPCORN AND APPLES, FRENCH FRIES, ICE CREAM CUTTERS, EATS AND DRINKS OF ALL KINDS, Gadget Pitchmen, Jewelry, Novelties, Age and Scales, American Palmistry (NO GYPSIES), Photos, Buckets, Six Cats. RIDES: Flat Rides, especially Tilt and Octopus. SHOWS: Any show with own equipment (very liberal PC.). (NO GIRLS.) This date followed by eight weeks in the heart of the Tobacco Empire, where the Golden Weed is bringing the highest price in history, NOW! (read the papers). Why wait till it is all sold. They have it in their hands now to spend with you!

ALL ADDRESS **J. E. TIERNAN** GEN. Lake City, S. C., Fair Bluff, N. C.,  
Mail & Wires MGR. All This Week Aug. 14-19

## INTERSTATE SHOWS

WANT FOR OWEN COUNTY FAIR, 100TH YEAR CENTENNIAL, FREE GATE, SPENCER, IND., AUGUST 14-19; FOLLOWED BY BENTON COUNTY FAIR, BOSWELL, IND., AUGUST 21-26; THEN MIAMI COUNTY FAIR, 25TH YEAR CENTENNIAL, FREE GATE, CONVERSE, IND., AUGUST 28-SEPTEMBER 2; THEN OUR TENNESSEE, GEORGIA AND ALABAMA FAIRS.

SHOWS—Will book Motordrome, Penny Arcade, Fun House, Glass House, Monkey Show or any Grind Show.

RIDE HELP—Want A-1 Foremen for Twin Wheels, Rolloplane and Chairplane. Also Second Men on all rides.

CONCESSIONS—All Legitimate Concessions and all Eating and Drinking Stands open. Will sell "EX" on Frozen Custard. Have some Percentage open if you have Hanky Panks. Will book Six Cat and Swinger. No Skillos, Count Stores, Wheels or Gypsies wanted.

WANT A-1 Electrician who is capable of wiring a 10 Ride Show.

All replies:

**H. B. ROSEN, Mgr.**  
Washington, Ind., this week.

## ★ ★ ★ ★ LONE STAR SHOWS ★ ★ ★ ★

J. R. McSpadden  
Manager



W. Barry  
Secretary  
Myrtle McSpadden  
Treasurer

**WANT WANT WANT**

For Findlay, Ohio, week August 14, including Sunday, auspices Disabled American Veterans. Twenty civic organizations in back of this one.

On account of disappointment can use good, clean Cookhouse at once. Hanky Panks of all kinds for Findlay and the rest of the season, including eight weeks in Florida. Want Long Range Shooting Gallery, Glass Pitch, Watch-La, Pitch-Till-You-Win, Hoop-La, Huckly Buck, Duck Pond, Fish Pond, Ball Game, Cigarette Shooting Gallery, Penny Pitch, Bumper, Mug Outfit, Jewelry, Novelties, String Game, Age and Scales, Custard and Waffles. Shows—Girl Show, Posing Show, Dark House, Monkey, Unborn, Penny Arcade, Snake Show, Animal Show. If you have your own equipment, can give you a good proposition. Rides—Any Ride not conflicting with the ten we now have. Ride Help—Want good Ride Men who can drive semis. Join now and get a bonus if you finish out the season. Want Foremen for Merry-Go-Round, Tilt-a-Whirl, Chairplane, Kiddie Rides. Get with it now and get your winter bank roll.

J. R. MacSPADDEN, Marysville, O., this week; Findlay, O., week Aug. 14; then as per route.

P.S.: Jimmy Peterson, get in touch with Curly McFarling. Dutch Wilson wants Blower Agents. Joe Sierman wants Six Cat and Bucket Agents. Can use clean set of Diggers at once.

## SCHAFFER'S JUST FOR FUN SHOWS

WANT

WANT

AGENTS FOR OFFICE-OWNED GRIND STORES. WILL BOOK PENNY ARCADE, CUSTARD, POP CORN, SHORT RANGE GALLERY, HANKY PANKS OF ALL KINDS. WILL ALSO BOOK SET OF DIGGERS. WANT ORGANIZED MINSTREL SHOW, SALARY OUT OF OFFICE; I HAVE COMPLETE OUTFIT. GOOD DEAL FOR SIDE SHOW AND GIRL SHOW. HAVE SOME OUTFITS FOR WORTH-WHILE SHOWS.

FOR SALE—40 KW. G. M. DIESEL LIGHT PLANT, mounted on van trailer with let-down sides. Bargain or will trade for late model Ride

Get your winter bank roll now. Fairs start at Norman, Okla., last week in August; McAlester, first week in September; Ardmore, second week in September; then Crockett, Tex., Fair, and Temple, Tex., Fair; followed by Longview, Tex. Two more Fairs following. Address: W. A. SCHAFFER, Mgr., Hico, Tex., this week (Old Settlers' Reunion).

## GRACELAND GREATER SHOWS

Want for Oxford, Ind., Annual Street Celebration and five Fairs and Celebrations to follow; then heading south for six bona fide Fairs.

Concessions—Long Range Gallery, String Game, Ball Game, any legitimate Concessions. Shows—Ten-in-One, Monkey Show, Snake Show, any Grind Show. All replies:

**HARRY ALKON**  
Gibson City, Ill., Fair, this week.

## GOLD MEDAL Shows

**SOUTH CHICAGO HEIGHTS, ILL., AUG. 14-19**

Want Concessions—Grind Stores, two Skillos, two Wheels, two Line-Up Stores, Buckets, Blower and Bowling Alley. All Hanky Panks open. THIS IS THE BIG ONE. DON'T MISS IT. FIRST SHOW IN THE CITY. Shows—Glass House, Snake Show or any Grind Show not conflicting with what we have.

Good proposition to Motordrome.

Ride Help—Foreman for Merry-Go-Round, Tilt and Rolloplane.

All replies this week to

**JOHNNY J. DENTON**

Macon, Ill., Fair.

P.S.—J. Williams wants Agents. Pete Glynn, Frankie Burrege, Cross Rhodes, contact at once.

## TURNER BROS. Shows

WANT

WANT

Merry-Go-Round and Rolloplane Foremen. Second Men on all rides, must drive. WANT Penny Arcade, Fun House, Glass House, Snake Show, Motordrome (good proposition), Dark Ride, Roll-o-Whirl, Flying Scooter and Fly-o-Plane. For Princeton, Ind., and Terre Haute, Ind., Fairs. All address: Fairfield, Ill., this week; then Princeton, Ind. (Mobile Phone—ZA-52637)

## HARRISON GREATER SHOWS

PRESENTING "THE SHOWS OF SHOWS"

Want for the Third Annual American Legion Celebration, August 14 to 19, Salisbury, Md., followed by the Great Tazley Fair, Tazley, Virginia, biggest fair on the eastern shore, August 21 to 26, with eight more Fairs to follow. Can place Concessions of all kinds Grab, Popcorn, Candy Apples, Floss, all Eating and Drinking Stands open, Scales, Age, Jewelry, Custard, Snow Ball, Glass Pitch, Ball Games, Penny Pitch, Fish Pond, all Slum Stores. Few choice Concessions open. Also some Percentage open. Will book any Show of merit. Due to disappointment want A-1 Electrician who can handle transformers to join on wire. Will book set of Kiddie Rides or any Major Rides not conflicting. Will book or buy Merry-Go-Round. All mail and wires to FRANK HARRISON, Mgr.; JACK LANCE, Bus. Mgr., Cambridge, Maryland, this week; then as per route.

## REDWOOD EMPIRE SHOWS

Oregon City, Oregon, this week; then 6 Fairs to follow. Hermiston, Oregon, Aug. 16 to 20.

Concessions open: String Game, Dart Game, Bingo, Glass Pitch, Jewelry, Bumper, Cork Bottle.

Also Ride Help wanted—Wheel Foreman, Octopus Foreman and other Ride Help. Will sell X on Grandstand at John Day. Write or wire

**ANTHONY MASSETH, Hermiston, Oregon**

## LARRY MOLAR SHOWS

WANTED QUICK

HANKY PANKS, FISH POND, AGE AND WEIGHT, GLASS PITCH, SHORT RANGE. JOE DIVINO WANTS ONE SOBER COUNT STORE AGENT. No Camps and only two Flats carried. Wire Lamar, Colo., this week; Hugo Free Fair, next week; then first show in 10 years in the heart of downtown Denver, Colo., Aug. 21 to 27 (28th & Lawrence), Wallace Simpson Legion Post Celebration; Antonito, Colo., Labor Day; then 8 Fairs in New Mexico and Arizona. Closing December 1.

## TWIN STATE AMUSEMENTS

SCRANTON, S. C., 7-12; PAMPLICO, S. C., 14-19. ALL TOBACCO MARKETS.

Will book Merry-Go-Round for balance of season. Want Hanky Panks, Mug Joint, Scales, Age, Hoop-La, Short Range Gallery, Cork Gallery and any joints that work for 10¢. Want nice clean Grab. Mr. Foley, contact and come on. Want nice framed Bingo, small percentage. Anna Lee King, can use your Show; get in touch. Address:

TWIN STATES AMUSEMENTS, this week; then per route.

P.S.: For Sale—3 new 8x14 Tops, 8½ ft. Sidewall. Good Frames, Skillos, Roll-downs, Razzes, Wheels, Lay-Downs, \$500.00 worth new Stock (will invoice), 1 28-ft. Fruehauf Semi Trailer, 1 2¼-ton 1942 Dodge Truck. All for \$1800.00. Party buying can book on show. Only 8 Concessions. Address: "CONCESSIONS," care of TWIN STATE AMUSEMENTS.

P.S.: These Concessions in operation. Need Agents.

## UNITED EXPOSITION SHOWS

WANT

WANT

For the 50th Centennial Celebration at Bellwood, Ill. Will be the biggest thing around Chicago, week Aug. 13th.

Want Concessions of all kinds. Side Show Acts, wire. Merry-Go-Round Foreman and Second Men. Mix-Up Foreman. Useful People, come on; will place you. Need help to take care of these moneyed spots. Four more big Celebrations, including West Frankfort, Ill., Labor Day. Then the Southern Fairs until the middle of November. Wire

C. A. VERNON, Mgr., Harvey, Illinois, this week (located at 147th & Western, Chicago).

P.S.: Duke Denison, please return P.A. System.

## DUMONT SHOWS

Richmond, Va., Church Hill Lot, Aug. 7 to 12; Plymouth, Washington and New Bern, N. C., to follow. All Celebrations and Fairs until closing middle of November.

WANT Concessions: Duck Ponds, Fish Pond, String Game, Cork Gallery, Photos, Guess-Your-Age and Weight, Glass Pitch, Ball Game, High Striker. All address:

LOU RILEY, Mgr., per route.

# WANT

Aug. 19 thru 27

1 more **SHOW** for Midway

## WISCONSIN STATE FAIR

Must qualify

# WANT TALKER

For Water Show. Wire or phone:

**Archie Gayer**

ADMINISTRATION BUILDING

Wis. State Fair Grounds, Milwaukee, Wis.

# BILL MOORE GRANITE STATE SHOWS

## WANT

2 Capable Point Agents to join at once.

Work every week. 12 choice spots. Opening for Diggers and Hanky Panks. Point Agents, contact **BILL MOORE** or **BABE HARRIS**. Wire Ellsworth, Me., this week.

# ALLEN-SMITH SHOWS

Want for St. Rocco Celebration, Natick, Mass., 2 Saturdays commencing August 12th. Concessions—Long and Short Range Galleries, Basketball, Novelties, High Striker, Cigarette Gallery, Glass Pitch, Dart Balloons, Frozen Custard, Popcorn and Candy Apples, Merchandise Stands of all kinds. John Duffy wants 2 Pin Store Agents. Billy Boss, contact. Can use Grind Shows. Emma Vancellette, contact. Kiddie Rides and 2 Flat Rides wanted. On lot Friday or call Kendall Hotel, Framingham, Mass., after August 10th.

# WANT

Agent for Grind Store. Fred Kleiderlein, Geo. Brown Sr., answer. 12 weeks of Fairs.

## Jimmie B. Moore's Shows

Altamont, Ill., Fair now

## ATTENTION FAIR COMMITTEES

In Georgia, South Carolina and Florida Have several Rides and Concessions available for Fairs and Celebrations after Labor Day.

### LANE'S RIDE CENTER

Savannah Beach, Ga. (42)

# FITZIE BROWN WANTS - WANTS

FOR BALANCE OF SEASON. CUSTARD MAN WHO UNDERSTANDS FRONT AND BACK. WILL GIVE GOOD PROPOSITION TO RELIABLE MAN. ALL ADDRESS:

FITZIE BROWN, c/o Lawrence Greater Shows, Baltimore, Md., this week.

# NAIL AGENTS WANTED

For Detroit and many other big spots

## HERMAN (GREENIE) PLUDA

Cavalcade of Amusements

Bridgeport, Ohio, this week; then as routed.

# AGENTS

2 SIX CAT AGENTS wanted for Mexico, Mo., Fair and long season south. Wire me or come in to Mexico at once. LLOYD GRIFFIN, everything O. K.; wire me or come on in.

JERRY DONDINEAU

c/o Mound City Shows Mexico, Mo.

# Want for Lake County's CENTRAL STATES FAIR

CROWN POINT, IND.

EIGHT DAYS EIGHT NIGHTS

AUGUST 19-20-21-22-23-24-25-26

FOLLOWED BY

## RANTOUL FALL FESTIVAL

RANTOUL, ILL., AUGUST 28 THRU SEPTEMBER 2

Soldiers' pay day week—Next to Chanute Field. And for a string of outstanding Fairs to follow. Can place Penny Arcade at once. Can also place Concessions of all kinds at these Fair Dates. Want Rock-o-Plane, Fly-o-Plane, Flying Scooter, Boat Ride. Can place Ride Men for all Rides, must drive. Can place Shows of all kinds for these outstanding events.

ALL REPLIES TO:

**L. I. THOMAS, Mgr.**

Thomas Joyland Shows, Marion County Fair, New Bethel, Ind., this week; then Crown Point, Ind.

# GOLD MEDAL Shows

Lincoln, Ill., Fair this week; followed by route of Fairs and bona fide Celebrations

## WANT

CONCESSIONS: Slum Blower, Bowling Alley, Buckets, Novelties, Jewelry, Frozen Custard, Pronto Pups, French Fries, Popcorn and Peanuts, Floss Candy and all Merchandise Concessions.

SHOWS: Want Mechanical Show, Mickey Mouse, Snake Show, Glass House or any Shows not conflicting with what we have.

RIDE HELP: Want Foremen for Merry-Go-Round, Rolloplane, Chairplane and Tilt-a-Whirl.

All replies to

**JOHN J. DENTON, GOLD MEDAL SHOWS**

LINCOLN, ILLINOIS, THIS WEEK

# JOHN F. REID PRESENTS Happyland Shows THE BEST IN OUTDOOR AMUSEMENTS

## WANT GOOD SIDE SHOW

And one or two good Grind Shows that are operated by Showmen who are in the business to make money and not to merely keep from being undernourished.

## WANT SOBER RIDE HELP

And Second Man on Ferris Wheels who can drive semis without a saddle and put up a Ride without the aid of a blueprint.

## THE WHEELS OF INDUSTRY

Are turning in Michigan, and there is no scarcity of money here. All address: HAPPYLAND SHOWS, Imlay City Fair, Imlay City, Mich., this week; Huron County Fair, Bad Axe, Mich., next week.

# MAD COPY FLEMING

SOME BIGGER • NONE BETTER

We put money ahead of this Show and have some behind it. 10 Fairs, 2 Celebrations, starting Hapeville, Aug. 14. Few 10-Cent Merchandise Concessions, Custard, Bingo. A good time for good Stock Concessions to get set. Capable Eli Man. Cecil Rice will buy Python at least 24 tape line feet. If you are shooting blanks, don't cry, we are not missing. No Percentage or Penny Pitches, Hot Stands, Gypsies, Immoral Shows wanted. Address:

Atlanta, Ga., Humphries St. Showgrounds, this week.

# HOW'S YOUR MEMORY?

If it's bad and you don't remember well—we can refresh it for you. Why don't you write and tell us where you are and when we can look forward to receiving your check. Our records are up to date from 1920 to 1950. For those who don't remember well and don't care to write us at once—we may include your names on a list that might prove embarrassing and jeopardize your credit with other companies. We helped you—why not show your good intentions by wiring or writing today. We aren't hard to get along with.

## WISCONSIN DE LUXE COMPANY

1902 N. THIRD ST.  
MILWAUKEE 12, WIS.

# WANTED WANTED WANTED

Hanky Panks or Stock Concessions. Momence Gladiola Festival, Aug. 17 to 19. Help on all Rides, must drive semi. Long season; going south. Elmwood Park, Ill., this week.

## BIG FOUR AMUSEMENTS

135 N. 21st Ave.

Phone 3751

Melrose Park, Ill.

# MIDWAY EXPOSITION SHOWS

Want Shows and Concessions for Crete, Nebraska, Saturday-Sunday, Aug. 12-13; Sidney, Iowa, Aug. 15 thru 19. No guess on these, get your b.r. All Fairs and Celebrations thru October. All Concessions no exclusive. Wire for space. Shows—Mechanical, Glass, Animal, Snake, Iron Lung, Girl Show Manager with talent. Want Man and Wife; man for Train and drive truck, woman for Candy Apples. Want Talker on Monkey, Auto Drome, Agent and Worker for African Dip. Will book Octopus, Spitfire or Little Dipper. All replies Tecumseh, Nebraska, now.

**J. R. LEERIGHT, Manager**

# WANT RIDES

**LITTLE DIPPER**—We can place Little Dipper Ride at La Porte, Ind., Fair.

**SCOOTER**—Want Auto Scooter for Ohio State, La Porte, Kentucky State and other solid Fairs commencing Monday, August 14.

ALSO

We will book other Rides not conflicting with ones we have.

**KID RIDES**—Can use several Kid Rides. All must have own transportation.

# GOODING AMUSEMENT CO.

1300 Norton Ave., Columbus, Ohio  
Phone: UNiversity 1193

# FOR SALE—To Settle Estate

Largest and most complete Hand-Carved Miniature and Mechanical Circus. Must positively be seen in operation to be appreciated. No reasonable offer refused. Now in operation as a "Ding" Show on Convention Hall Pier, Wildwood, New Jersey. Last summer on Steele Pier, Atlantic City, New Jersey. Circus cut to 3/8 in. scale of Ringling Circus. Consisting of 100 moving acts, flying, tumbling and spinning in the air, a halo of lights, glitter and tinsel; also a moving speck parade. 85 gorgeous hand carved, glittered and jeweled wagons, all wheels move, brakes work, even the tiny horses all have hand-made leather harness, everything in A-1 condition. 22 beautiful white tents from 7 ft. long down to 3 ft. long. Big Slide Show, complete with hand-carved freaks; menagerie tent, big top, animal tents, complete dining dept., blacksmith shop, etc. Hand-carved train, 24 flat cars, 11 box cars divided in stalls, train tracks, etc.; calliope, stake driver, tigers, giraffes, zebras, elephants, etc., work horses, fancy horses, performing horses. \$200 in new signs, 30 big flags, strings of pennants, drapes, velvets, bally velvet, guard rails. Suitable for Dept. Stores, Store Show, Resorts, Parks, Fairs, Conventions or Indoor Shows. Don't write, come in person and see for yourself and take over for balance of season.

M. S. CUTRIGHT, Box 521, Wildwood, N. J.

# WANTED

## SCALE AND AGE AND NOVELTY AGENT

To work West Virginia State Fair week of August 20th to 26th. Also have 2 good Jewelry Locations for rent. Write:

**AARON HYMES**

c/o General Delivery Lewisburg, W. Va.

# WANT

Experienced cook and griddle men, also waiters for Cookhouse.

**JAMES E. STRATES SHOWS**

Buffalo, N. Y., this week; Hamburg, N. Y., August 13 to 19.

# BIG BEND SHOWS

Open in Bloomington, Tex., Aug. 7 to 12. Need Hit and Miss Agent, Bumper Agent, Hoop-La or anything we don't have. Going to follow cotton to Arkansas.

**ROY DEASON**

Bloomington, Tex.

## RIDES FOR SALE OR TRADE

7-Tub Tilt, new wood, new clutch, electric motor, late type bonnets. 8-Tub park type Whip, electric motor. Kid Roller Coaster, a money maker. All operating in park. Trade for Looper, Flying Scooter, Eli Wheel or Merry-Go-Round.

**F. SHAFER**

Mesker Park, Evansville, Ind. Ph. 3-9231

# WANTED

3 to 5 Rides for Annual Labor Day Parade and Celebration, September 1-2-3-4. Last year's attendance 20,000. Daily activities, nationally known speakers, fireworks on Labor Day. Contact **LESTER C. DOAK**, Chairman Paden City, W. Va.

## NOTICE!

### THE LIONS CLUB JUBILEE

As announced in ad on Page 76 of the July 29 issue, for which Arthur Lane is booking concessions, will be held at Bippus, Ind.

# SHOW TENTS

CARNIVAL — CIRCUS CONCESSION QUALITY and FLASH WORKMANSHIP SERVICE

Ask the man who owns one. 30 Years' Experience BILL SANDERS

**AMERICAN TENT & AWNING CORP.**  
132-4-6 W. Main St., Norfolk 10, Va.

# PLAYTIME SHOWS

WANT FOR NEEDHAM, MASS.

4 BIG DAYS—AUG. 16-19

Stock Concessions, Novelties, French Fries, Custard, Floss, Glass Pitch, etc. All replies

**JOHN BURR**  
Hyannis, Mass.

## WANT! WANT! CATERPILLAR FOREMAN

Top Salary and Percentage. Must know your job. Licensed Semi-Drive. No drunks.

## WANT KIDDIE RIDES

Have Kiddie Auto—Good proposition to man with 2 more Kiddie Rides.

## CAN USE HANKY PANKS

Of all kinds—Candy Floss, Ice Cream Dip, Cook House, Grab Stands, Cassopolis, Mich., Fair this week. Jack Gallagher, Manager PLAYLAND SHOWS

## WANTED

FOR LATE NEW YORK STATE FAIRS Concessions, \$20.00 buys X; deposit required. Rides, 30%. Massena, N. Y., Racing & Agrl. Fair, Sept. 2-4; Canton, N. Y., Racing & Agrl. Fair, Sept. 8-10; Hammond, N. Y., F. F. A. & 4H Fair, Sept. 13-16. Contact

## ELLIS CRAIG NORTHERN SHOWS

Potsdam V. F. W. Convention, Aug. 21-28; Potsdam, N. Y. You may come on this date.

AGENTS ★ ★ ★ AGENTS

## BILL HARRIS

Want Agents for Razzles, Skillos; Outside Men—Jack Hope, Red Williams, Joey Ray, wire. Have opening for Legal Adjuster. Wire BILL HARRIS, Royal Midwest, Adelphi, Ohio.

## HELP WANTED

Sober, reliable Help for Screwball and Merry-Go-Round, \$45.00 per week. Must know Rides. A. J. SUNNY AMUSEMENTS 3006 E. 130 St. Cleveland 20, Ohio WA 1-4679

## WANTED

For LABOR DAY CELEBRATION, Freetown, Ind., September 2-4. Stock Concessions, two Major Rides. WAYNE GOBLE

# 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 or St. Louis To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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2160 Patterson St.  
Cincinnati 22, O.

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- Accord, Emmett
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- Allen, Jack (Sailor)
- Ames, Geo. L.
- Ames, Mrs. Geo. (Jo)
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- Anderson, Eddie "Rochester"
- Andrew, Allen L. (Buckley Diggers)
- Arbogen, Geo.
- Armstrong, Jimmie
- Arnold, Harry (Minors Show)
- Aronson, Wm. Abe
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- Baron, Sol
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- Beaver, Byron
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- Bell, Joe
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- Benton, Henry L.
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- Berry, Kenneth
- Betty (Queen of Spiral Tower)
- Billen, Steve
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- Bodin, Johnny
- Bogart, Jack
- Boggis, John A.
- Boland, Jimmie
- Bonnerville, Tom
- Boswell, Fred C.
- Bowie, Albert
- Boyer, Bill
- Bradley, Lee
- Brady, F. J.
- Brady, King
- Brake, Paul
- Brannan, W. B.
- Brewer, Mrs. A. S.
- Brewer, Herbert
- Bright, J. H.
- Britt, James
- Britton, Robt.
- Brown, A. B. (Red)
- Bruner, Mr. Jesse R.
- Bryant, Carl
- Buffington, Joe L.
- Bullock, Kenneth J.
- Burgard, Art
- Burgess, Eddie
- Burgess, Cpl. Edw. L.
- Burke, E. J.
- Burke, Wm.
- Burleson, Mr. Gene
- Burns, Eunice K.
- Butler, Barney
- Camp, John
- Cantrell, Fred
- Card, Myrtle
- Cardoza, Don
- Carpenter, Chas. P.
- Carr, Mrs. Emma
- Carr, Kenneth
- Carroll, Leo
- Carson, Samuel T.
- Carson, Mrs. Tommy
- Carswell, J. C.
- Casey, Jimmie
- Castle, Andrew
- Castro, (Fingers)
- Cavilla, Don
- Chaney, Paula
- Chapman, Eugene
- Cibull, Frank
- Clement, Stanley W.
- Clifton, Thos. H.
- Cobb, Marie
- Cobb, Wallace A.
- Cohen, Jerry
- Cole, B. B.
- Coleman, Geo. Evert
- Collura, Johnny
- Commille's Canine Comedians
- Conklin, J. W.
- Corbett, J. M.
- Corran, Flint
- Cotton, Ray
- Cox, Loftin G.
- Cramer, H. K.
- Crawford, Frank
- Crawford, R. H.
- Crocker, Lee
- Crosby, Doc
- Crowder, Jim
- Cryder, Edgar
- Cutler, Violet & Earl
- Daffney, Mr. Doc
- Dagle, Mrs. Wm.
- Danielson, Jack
- Danker, Bill
- Darezzi, Mrs. Ann
- Darpel, Joe
- Davis, Mrs. Betty
- Davis, Mrs. Betty J.
- Davis, Ken
- Dawson, Mel J.
- DeGlopper, Earl
- De'orte, David V.
- DeFester, Chuck
- DeRooco, Anthony (Kille Show)
- DeVault, Don
- DeWitt, John
- DeFlores, Albert
- Deibert, Shirley
- Demetro, Dewey
- Demetro, Tom
- Demetro, Steve
- Dengler, Geo. C.
- Dennis, Russell
- Dennison, E. W.
- Desire, Ange
- Diamond Jim
- Dimmick, Carl
- Dixon, Robt.
- Dollar, Wm. I.
- Donaldson, Bill
- Dony, Roy
- Doude, Clinton
- Dow, Poole Robt.
- Drew, H. D.
- Drown, Danny
- Dunlap, C. L. Slim
- Dunn, Jimmie & Alice
- Dutty, Pleasant
- Dyer, Mrs. Mary Eliz.
- Echert, Benl.
- Echert, Margaret
- Edgar, Alvin
- Edgar, Geo. B.
- Eldert, R. W.
- Elliott, Hal F.
- Elliott, Mr. Tiny
- English, W. H.
- Enley, E. B.
- Enley, Russell D.
- Edman, Lee
- Eugene, Bob (Rob Eugene Troupe)
- Eule, Arthur
- Evans, Ernest
- Evans, Harold
- Evans, Leslie E.
- Farmer, Mrs. Clarence
- Fasion, Mr. Marion H. Sike
- Favorite, Mr.
- Fecrer, Mrs. Anne
- Feller, Vi & Whitey
- Fields, Fletcher
- Filshman, Mrs. Earl
- Fitch, Dan
- Fitz, Eddie
- Flagg, J. E.
- Flanigan, James Thos.
- Fleck, Walter D.
- Fleming, M. M.
- Foley, John
- Forde, Albert W.
- Foster, Robt. Wendell
- Fowler, Carl
- Fox, Harry J.
- Fox, Thos. J.
- Francis, D. J.
- Francis, Dave
- Frank, Bob
- Franklin, Jos.
- Frazier, Doris A.
- Frazier, Mrs. L.
- Fry, Harvey
- Furr, Clarence
- Gagnon, Leo
- Galivno, Ray
- Gallagher, Mrs. Virginia I.
- Gallagher, Orville
- Garner, Rufus B.
- Gartee, Vance
- Gate, Annie
- Gerbert, Arthur L.
- Gibbs, Betty A.
- Gibson, John A. & Phyllis
- Gilbert, Allen
- Gill, Thelma
- Gillis, Mrs. Irene
- Gilmore, James J.
- Ginter, Jr., Master Jos.
- Girard, Mrs. Edna B.
- Girouard, Anthony
- Girouard, Alva
- Goad, J. D.
- Gold, Orin
- Gooch, Bill
- Good, Oran S. (Oakie)
- Gorvin, Arthur
- Grant, Robt. K.
- Graves, C. J. (Gravy)
- Green, Ralph E.
- Greene, Don S.
- Grey, Francis (Mrs. Tony)
- Groffo, Ephram
- Groffo, John
- Grogan, Tommy
- Groner, Mrs. Ida
- Hackett, Mrs. E. J.
- Halin, Hymie
- Hammerschmidt, Mrs. Helen
- Hammonds, Dallas R.
- Hanson, Walter
- Harding, H. W.
- Hardy, Rob
- Harral, Bob
- Harrall, Bozo
- Harrison, A. H.
- Hart, Mrs. Nancy J.
- Hartol, Hallis
- Harvey, Al
- Harvey, Arlene
- Hastett, Frank
- Hastings, Tillie
- Hatfield, James (LeRoi)
- Haywood, Mrs. Josephine
- Heath, Harold & Janet
- Hebenstret, Virginia
- Heck, Robt. Allen
- Helton, Mrs. Minnie (Orch.)
- Henderson, Skitch
- Hendricks, Eddie
- Henkin, Milton
- Herling, B.
- Hermes, Chas.
- Herrington, Mrs. Jewel
- Hill, J. E.
- Hille, Franz A.
- Hilliard, Don
- Hilliard, Lowell E.
- Hilton, Mrs. Joe
- Hine, N. E.
- Hinkle, Bill
- Hodges, Virgil
- Hoff, James
- Holbrook, W. R.
- Holcomb, Jr., Sam H.
- Hooper, Homer
- Hoover, Capt. D. C.
- Huddleston, Earl
- Huffman, Mr. "Huffy"
- Hughes, Mrs. Cleo (W. O.)
- Hunt, Tex
- Hunter, Sr., Harry C. (USNR)
- Huntley, Helen
- Hurst, Abe
- Ireland, Arthur
- Irish, Walter Lester
- Irwin, Billy & The Harrisons
- Irwin, Robt.
- Irwin, Frank
- Jackson, Mrs. Elizabeth
- Jackson, Jerry
- Jacobs, Irene
- Jacopec, Jos. M.
- James, Peter B.
- Jenkins, Russ
- Jennings, James
- John, Nido
- Johnson, Allen (Porter)
- Johnson, Harry Lee
- Johnson, O. D. Red
- Jolly, Edw.
- Jones, Mrs. Alma T.
- Jones, Mrs. Leonard
- Jorgenson, Edris
- Judy, Eugene
- Kalin, Mrs. Pat
- Karen, John
- Kearns, M. H. (Red)
- Keating, Babe
- Keeler, John
- Keilbach, Harold
- Kelley, Mrs. Babe
- Kelley, James
- Kellie, Robert
- Kelly, Jack L.
- Kelly, Slim
- Kelly-Morris, Circus
- King, Luke
- King, Mary M.
- King, R. C.
- King, Russel G. (Tex)
- Kirk, C. M.
- Kirkman, Mr. & Mrs. Marion
- Kiser, Harry
- Kiser, E. D. Tully
- Kiski, W. J.
- Kitchens, Mrs. Josh H.
- Kivette, Woodrow
- Knapp, Jimmy
- Klanatsky, Andrew
- Kline, Kenneth
- Knapp, Mrs. Thelma
- Knier, Mrs. C. L.
- Knuckles, Genevieve (Texas Kid)
- Koschland, Charles F.
- Kummelhae, Donald
- Kunn, Louis (Hermanos Williams' Trio)
- LaBarie, B. & Barry, A. J.
- LaRue, Henry
- LaTour, The Clown

- Holcomb, Jr., Sam H.
- Hooper, Homer
- Hoover, Capt. D. C.
- Huddleston, Earl
- Huffman, Mr. "Huffy"
- Hughes, Mrs. Cleo (W. O.)
- Hunt, Tex
- Hunter, Sr., Harry C. (USNR)
- Huntley, Helen
- Hurst, Abe
- Ireland, Arthur
- Irish, Walter Lester
- Irwin, Billy & The Harrisons
- Irwin, Robt.
- Irwin, Frank
- Jackson, Mrs. Elizabeth
- Jackson, Jerry
- Jacobs, Irene
- Jacopec, Jos. M.
- James, Peter B.
- Jenkins, Russ
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- Kearns, M. H. (Red)
- Keating, Babe
- Keeler, John
- Keilbach, Harold
- Kelley, Mrs. Babe
- Kelley, James
- Kellie, Robert
- Kelly, Jack L.
- Kelly, Slim
- Kelly-Morris, Circus
- King, Luke
- King, Mary M.
- King, R. C.
- King, Russel G. (Tex)
- Kirk, C. M.
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- Kiser, E. D. Tully
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- Kline, Kenneth
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- Knier, Mrs. C. L.
- Knuckles, Genevieve (Texas Kid)
- Koschland, Charles F.
- Kummelhae, Donald
- Kunn, Louis (Hermanos Williams' Trio)
- LaBarie, B. & Barry, A. J.
- LaRue, Henry
- LaTour, The Clown

## INSURANCE

— • —

**IDA E. COHEN**

175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

## MAX SHARP WANTS

For 14 Bona Fide Fairs on Prell's World Fair Shows. Agents for All Grind Stores and Wheels.

Can Also Place P. C. Dealers. George Harms, please contact.

## MAX SHARP

c/o Prell's World Fair Shows  
Sanatoga, Pennsylvania

## WANTED

Capable Bingo Counter Men, \$60.00 per week, for La Porte, Ind., Fair, opening Aug. 14; also Scales and Hanky Panks. Now booking all kinds of Concessions for Jackson, O., Street Fair, Sept. 19-23. "X" on Photos and Novelties open. All replies to

**JOHN GALLAGAN**  
c/o Fairgrounds, Marion, Ill., this week, then La Porte, Ind., next week.

## WANTED WANTED

### 12—FAIRS—12

Large Circus Side Show. Join immediately. With or without equipment. Excellent proposition for large Eastern show. What have you to offer?

Address BOX D413, c/o The Billboard Pub. Co., 2160 Patterson St., Cincinnati 22, O.

## FOR SALE

KIDDIE AEROPLANE, factory built, fluid drive, fence and ticket box, first class condition, \$600.00. Also Stands and Truck, reasonable.

**BILL FINKLE**  
615 N. 7th St. St. Louis, Mo.  
(Phone: CHestnut 0820)

## HELP WANTED

Want A-1 Glass House Man and Help on Fun House. Long season. Do not wire or write, come on.

**RAY JORDAN**  
CAVALCADE OF AMUSEMENTS  
Bridgeport, Ohio, Aug. 7-12; then Erie, Pa.

## WANTED TRUCK MECHANIC

Who can handle fleet of International Trucks. Highest salary paid to sober and reliable party.

**LAWRENCE GREATER SHOWS**  
Baltimore, Maryland

## DIXIE O'DELL

Wants Girls for Girl Show, also Man to up and down top and front. Contact

**DIXIE O'DELL, GREAT SUTTON SHOWS**  
Edina, Mo., this week

## BOSS CANVASMAN WANTED

For Big Top on Ice Revue. Must drive semi. Wire TIVOLI EXPO. SHOWS Menomonee, Wis., August 9 to 13.

## CHEROKEE AMUSEMENT CO.

SENECA, KANSAS, WITH ALL FAIRS TO FOLLOW

WANT Electrician. Have Transformers, Second Man on wheel.

CONCESSIONS—Photos, Snow, Cotton Candy, Cork Gallery, String Game, Age or Weight, Glass, Novelties.

SHOWS WANTED—Monkey, Snake, Fun House, Mechanical or any show not conflicting, except Girl and Athletic.

Contact J. W. MAHAFFEY, Seneca, Kansas.

## MODERNISTIC SHOWS

FOR SALE, CHEAP—Tampa Choo Choo Train, just painted, good condition. First \$900 takes it. Also two 15-Kw. Light Plaants at a bargain.

WANTED—a 300/60 Tent, good condition; must be reasonable. Jimmy Shapper wants good Hanky Pank Agents. No drunks.

Princess Anne, Md., August 8 to 14; Ridgley, Md., August 15 to 21.

## GREAT SUTTON SHOWS

Can place Fish Pond, Glass Pitch, Duck Pond, Hoop-La, Watch-La, Custard and will sell "X" on Popcorn, Floss, Apples and Snow. Present vacancy due to illness. Also can place Mug and Live Pony Ride. Also have good proposition for Novelties, Scales and Age. Want party with girls and wardrobe for small Girl Show. Also want Acts and Annex Attractions for Side Show. Above needed for long route of Fairs and Celebrations. Contact

**F. M. SUTTON JR.**, Edina, Mo., Knox County Free Fair, on the streets, all this week; Brookfield, Mo., Fair, Aug. 14-19.

**Eddie**  **Young's**

**Royal Crown Shows**

"AMERICA'S FINEST CARNIVAL"

**LAST CALL OZARK EMPIRE DISTRICT FAIR**

Springfield, Mo., August 12th thru 18th

CONCESSIONS—Cookhouse, Grab, Floss, Snow, French Fry, Jewelry, Novelties, Scale, Age or any Hanky Pank Concession.

SHOWS—Motordrome, Midget, Crime, Fat Show or any well framed worthwhile show, not conflicting.

RIDES—Dark Ride, Caterpillar, Fly-o-Plane, Rock-o-Plane, Boat Ride or any ride not conflicting.

Wire or call until Thursday, August 10th, POPLAR BLUFF, MO. E. L. YOUNG, Gen. Mgr., Royal Crown Shows.

**SHANKS BROS. SHOWS**

WORLD'S CLEANEST MIDWAY

Want now, Hanky Panks of all kinds.

Want Colored Musicians—Trumpet and Tenor Sax; salary paid from office.

**Tazewell County Fair, Tazewell, Va., Aug. 14-19**

**Blount County Fair, Maryville, Tenn., Aug. 21-26**

**Lee County Fair, Pennington Gap, Va., Aug. 28-Sept. 2**

**Sevier County Fair, Sevierville, Tenn., Sept. 4-9**

**North East Georgia Fair, Gainesville, Ga., Sept. 11-16**

**Great Elberton Fair, Elberton, Ga., Sept. 18-23**

**Cherokee County Fair, Canton, Ga., Sept. 25-30**

**Barrow County Fair, Winder, Ga., Oct. 2-7**

**Washington County Fair, Sandersville, Ga., Oct. 9-14**

**Coosa Valley Fair, Rome, Ga., Oct. 16-21**

**North Georgia Colored Fair, Atlanta, Ga., Oct. 23-28**

Will book after Labor Day, one Major Ride—one Kiddie Ride. Address Hazard, Ky., this week.

**WONDERLAND SHOWS**

JACKSONVILLE, N. C., WEEK AUGUST 14

First show Jacksonville this year. First pay day for 25,000 new men. This date followed by ten North and South Carolina Fairs. Motordrome. Place Girl Show with three or more girls. Can place Kiddie Rides. Bill Jones, wire. Want Side Show, Concessions—Age, Scale. Will sell ex on Novelties, French Fries, Custard. Hanky Panks of all kinds; no ex. Place Pan Game, Rat Game, One Dice. Al Delucco, wire. Help—Ride Men, Semi Drivers, useful Carnival Help, Girls for Posing and Girl Show, Agents for Roll-Down, Razzle, Skillo and good Wheel Man. All address DAVE WISE, Petersburg, Va., this week.

**L. J. HETH SHOWS**

These Are All Bona Fide Fairs

<p>Central City, Ky., August 7</p> <p>Mayfield, Ky., week August 14</p> <p>Oneida, Tenn., week August 28</p> <p>Lebanon, Tenn., week September 11</p> <p>Cartersville, Ga., week September 25</p> <p>Covington, Ga., week October 9</p> <p>Cordele, Ga., week October 23</p>	<p>Central City, Ky., week August 7</p> <p>Dickson, Tenn., week August 21</p> <p>Jamestown, Tenn., week September 4</p> <p>Scottsboro, Ala., week September 18</p> <p>Carrollton, Ga., week October 2</p> <p>Monroe, Ga., week October 16</p> <p>Dawson, Ga., week October 30</p> <p>Bainbridge, Ga., week November 6</p>
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Want Shows: Side Show with or without own outfit, low percentage; Snake Show, Monkey Show, Motordrome, Wild Life with own outfits or any other not conflicting.

Want Help: Harold Wetherbee wants Dancing Girls for Girl Show.

Want organized Girl Show; must have three or more girls.

Concessions: Long Range Lead Gallery, Arcade, Pronto Pups, Frozen Custard, French Fries, Novelties and other Hanky Panks. All replies Central City, Ky., now; Mayfield, Ky., next week.

**HELLER'S ACME SHOWS**

FAIRS FAIRS FAIRS

Want Concessions of all kinds, few Wheels, and what have you? Good Legal Adjuster. Want Mechanical, Girl Show and Posing Show. Morencie, Jack Kearns and others, contact. Anna Lee Ting, write. Will buy Jig Show Front or complete outfit. Dan Riley, contact. Will book Kiddie Rides, Train, Whip, Pony Track or Boat Ride. Will book Octopus, Rolloplane, Whip or Tilt-a-Whirl. Dick Gilsdorf, Geo. Mort, contact. Will buy Snake Show Banners. Want Mechanic. Contact for now and the following fairs: Tappahannock, Va., Aug. 21; Danville, Va., Negro Fair, Aug. 28; Franklinton, N. C., Sept. 4; Martinsville, Va., Sept. 11; Leaksville, N. C., Sept. 18; High Point, N. C., Sept. 25; Reidsville, N. C., Oct. 2; Madison, N. C., Oct. 9; Carteret Fair, Buford, N. C., Oct. 16, and 3 other dates to be announced later. All address: HARRY HELLER, Rahway, N. J., this week; Hyattsville, Md., next week. All joining now given preference. I positively hold above contracts and will play and fill them.

**CRYSTAL SHOWS**

WANT FOR FOLLOWING FAIRS

Wise County Fair, Wise, Va.; Greene County Fair, Greeneville, Tenn.; Scott County Fair, Dungannon, Va.; East Tennessee Colored Fair, Knoxville, Tenn.; Ottoway, Greene County Fair.

Stock Concessions of all kinds, Grab, Custard and Snowball open. Shows with own equipment, Side Show; low percentage. Want Minstrel, with or without equipment. Want to buy set of Minstrel Banners. One High Free Act for balance of season. Show is open through November. Address all mail W. E. BUNTS, Elizabethtown, Tenn., all this week.

**PEERLESS CELEBRATION**

Amusements

Mouth of Seneca Picnic and Reunion, August 16 to 19, day and night. Radio Shows, etc. Firemen's State Convention, Morefield, W. Va., Aug. 21 to 26. Bands, parades, and plenty people. Want any Stock Concession—High Striker, Jewelry, Water Games, Age, Weight, Palmistry, same percentage with line-up Concessions, French Fries, Floss, Eats. What have you. Good Agents for Stock and Percentage, come on. Want one Major Ride not conflicting. Ride Help—Drivers preferred for long season south. Use good Shows, Illusion, Snake, Monkey, War, Mechanical, and good Girl Show. Address or wire: **WILLIAM J. MESPELT, Owner-Manager**

**PINE STATE SHOWS**

Want for 10 Fairs and Celebrations. Now Playing Tobacco Markets. All Eating and Drinking Stands and Stock Games open. Cookhouse, Bingo. Rides not conflicting. Show with own equipment, Girls, Snakes, Motor Drome, Ten-in-One. Good proposition. Open midway. Dutch Whiteside and Concessions no longer with this show. All those with me before come on. Douglas, Ga., this week. All address: **JOHN J. CARUSO, Mgr.**

**D. S. DUDLEY SHOWS**

WANT

Sonny Stafford wants Agents for Cat Rack, Hit and Miss, Milk Bottle, 3 Coke Bottle Agents, Duck Pond, Skillo. Blackie McGee and wife, contact me at once. Tommy Spoon wants Agents for Lead Gallery, Set Outfit, Bee Hive, Penny Pitch, Glass Pitch, Huckly Buck and Count Store. Sammy George wants Skillo Agents, Girl Show Talker and Girls for Girl Show. D. S. Dudley wants Agents for Pan Game, Log, Pin Store, Count Stores. Have complete frame-up for Girl Show. Want Man with Girls. Ride Foremen for all Rides. Nacogdoches wants Outside Man and Help for Line Up. August 7 to 12, Andrews, Texas; then per route. Wire all answers.

**FAIRS—DICKERSON SHOWS—FAIRS**

Want for all Fairs and Tobacco Festivals, starting at Nichols, S. C., next week; Loris, S. C., to follow, in the heart of town, one of the largest markets in the state; then eight weeks in North Carolina, Georgia and Florida for all winter. Place Stock Concessions of all kinds, small Bingo or Cookhouse. Will book, buy or lease Ferris Wheel. Will furnish complete outfit for 5-in-1, Animal or Snake Show. Jack Oar, please answer or come on. Howard Jallette, answer. All Address: DICKERSON SHOWS or EARL MILLER Ocean Drive, S. C., Aug. 7-12; Nichols, 14-19; Loris, 21-26.

**VICTORY EXPOSITION SHOWS**

Wanted for 10 Fairs and Celebrations

Can place a few Hanky Panks. Want help on Scooter, Tilt and Fly-o-Plane. Can place Side Show, Illusion, Motordrome or any worthwhile show. J. C. McDonald wants Arcade Mechanic. Address: Riverton, Wyo., Rodeo, this week; Rapid City, S. Dak., Black Hills Exposition, next week.

WANTED FOR CAMP POLK AT LEESVILLE, LA., UPTOWN

**PELICAN SHOWS**

Permanent location across from Bus Station, opening Aug. 10.

RIDES—Want Major Rides: Merry-Go-Round, Octopus, Tilt-a-Whirl. Kiddie Rides: Kiddie Auto Ride, Pony Cart. Ray Camp, attention. 20% to office. CONCESSIONS—Cork and Lead Galleries, Jewelry, Duck Pond, Ball Games, Popcorn and Peanuts, Photos, Pitch-Till-You-Win, Hoop-La, Watch-La and any legitimate Concessions not conflicting. Can use some Hanky Pank Agents. No flaties and no camps. SHOWS—Mechanical or Illusion, also good location for Motordrome. Bill Collier, note. Also want Ride Help. Want reliable, first-class Ride Help for #3 Ell, Smith and Smith Charplane and Rolloplane. No moves, no ups and downs. All must be sober. No drunks.

**WANT FOR OUR FALL FAIRS AND CELEBRATIONS**

Concessions: Grab, Snow Cone, Glass Pitch, Bingo, Fish Pond, Long or Short Range, Ball Games, Coke Bottles, Scales, Balloon Darts, Cork Gallery, Photos, Candy Floss, Clothes Pins, Country Store, Jewelry, Spindle, Hoop-La, Bumper, Pop Corn, Candy Apples. Rides: Kiddie Cars, Train, Boat Ride, Airplanes; also Tilt-a-Whirl, Looper, Octopus or any others not conflicting. Shows with own frame up. Snake Show, Wild Life, Freak Show, Fat Girl or any good Grind Show; also Girl Show. Ride Help: Wheel and Merry-Go-Round Foremen. Will place all of the above for the following Fairs and Celebrations, all Texas: Bellville V-J Day, Brenham Fair, Taylor Fair, Tomball Fair, Anderson Fair, Texas City Fair, Bay City Fair, others to follow. Frank Brewer wants Count Store and Skillo Agents. Get in on the cotton money. All replies to **BREWER'S UNITED SHOWS, 1601 Congress St., Houston, Texas.**

## URO Postpones Heavy Action For Dec. Meeting

MUSKEGON, Mich. Aug. 5.—Owing to a last-minute change in dates plus the distance to be traveled for most operators, attendance was not as large as usual at meetings of the United Rink Operators, held in Pasadena, Calif., the week preceding the national championships of the United States Amateur Roller Skating Association in Moonlight Rollerway there, said Perry B. Giles, URO president. The meetings, therefore, were informal and confined principally to discussions of business conditions and promotional ideas, said Giles.

Attending operators felt that an election of officers should be postponed until a more general representation could be present, and voted to hold another meeting in New York, setting December 11 as the tentative date.

Meanwhile, said Giles, regional meetings will be held, particularly in the Far West, to enable representatives of those sections to present the views of such operators who may not be able to attend the general meeting in New York.

Keynote of the Pasadena meeting was "as much vacation as possible combined with business." With this in mind, the URO voted to dispense with the annual dinner meeting and use the funds to send all amateurs, operators and officials on a short tour of Knott's Berry Farm, a representation of an old ghost town. When not at the Rollerway, operators and amateurs spent much time in sightseeing.

### FOR SALE

NEW Portable, 40x100, \$5,000.00. In operation two months, downtown location. Easily moved. Tent, chain guys, stakes, plug-in light system, amplifier, record changer, 125 pr. Chl. 45 deg. clamp, 12 pr. shoe skates, parts, Northern maple floor with interlocking ends. Skate room, skate bins, sander. Owner unable to operate after Aug. 15. See at Rockmart, Ga., or call 575-J, Smyrna, Ga., except 4 p.m. till 11:30 p.m.

### FOR SALE

FIFTH ST. ROLLER RINK  
(Lemoine) Harrisburg, Pa.  
For Sale—Entire equipment. Inquire of  
**J. K. KIPP & SON**  
1418-20 North Third St. Harrisburg, Pa.

### BEST BUILT RINKS

We build any size interchangeable sectional floor or complete rink. We are the largest manufacturer of skating rinks with the most experience of building and operating. Let us help you make big money with an A-1 outfit. 40 100-ft. Rinks ready to go for immediate delivery. Built to make operation and erection easy. 500 mile free hauling and over 500 mile very reasonable. Write, wire or phone for special price.  
**GOLD'S PORTABLE RINKS CO.**  
Phone 2443-W. 409 N. 5th St., Longview, Tex.

### FOR SALE

40x100 good portable Rink, doing nice business.  
**J. K. LAMBERT**  
Columbus, Kansas.

## RSROA-ASCAP Licensing Schedule

DENVER, Aug. 5.—A new agreement, based on annual gross admission receipts of rinks, has been reached by the Roller Skating Rink Operators' Association and the American Society of Composers, Authors and Publishers (ASCAP). The agreement with the music licensing organization was announced here by the RSROA during its July 10-15 convention and national championships.

Under terms of the new pact, licensing fees may be paid monthly or annually by rink operators on the following basis:

Annual Gross Receipts From Admissions	Annual Rate	Monthly Rate
Up to \$10,000	\$ 60.00	\$ 5.00
10,001-15,000	90.00	7.50
15,001-20,000	120.00	10.00
20,001-25,000	180.00	15.00
25,001-35,000	240.00	20.00
35,001-50,000	300.00	25.00
50,001-75,000	360.00	30.00
75,001-100,000	420.00	35.00
Over 100,000	480.00	40.00

Dated July 12, 1950, the agreement reads as follows:

"If licensee has operated for the full calendar year prior to the commencement date of this agreement, licensee shall estimate his annual gross receipts for admissions for the first calendar year (or part thereof) of this agreement on the basis of the actual gross receipts for admissions during such full calendar year prior to the commencement date of this agreement.

"If licensee has operated less than a full calendar year prior to the commencement date of this agreement, licensee shall estimate his annual gross receipts for admissions for the first calendar year (or part thereof) of this agreement at a sum equal to twelve (12) times the average monthly actual gross receipts for admissions during the period of operation prior to the commencement date of this agreement.

"If licensee has not operated for any period prior to the commencement date of this agreement, licensee shall estimate his annual gross receipts for admissions for the first calendar year (or part thereof) of this agreement on the basis of twelve (12) times the actual gross receipts during the first full month of operation."

## Competitions Are Trade's Best Sales Promotion, Say Suppliers

DENVER, Aug. 5.—Manufacturers and distributors showing their wares at the RSROA convention and roller skating championships here expressed belief that good promotion and advertising of the week-long event played a big part in the public interest shown in their exhibits.

As one skate manufacturer said in pointing out the advertising value of the RSROA meet, "Many of these people who drop in to see the show think you still clamp skates on shoes and skate up and down sidewalks. The show these kids are putting on is the whole industry's best sales promotion." Most exhibitors said actual over-the-counter business was good.

Distributors and manufacturers exhibiting were:

Dr. Albert E. Brown and Doris and Constance Ranlett, ABC Records, Pueblo, Colo.; Joe Shevelson and Henry R. Waldock, Chicago Skate Company; Samuel C. Asad, Tommy Hopton, Joe O'Toole, Bob Phillips and Clarence Reynolds, Cleveland Skate Company; Charles W. Snyder, Lilia L. Snyder and Mr. and Mrs. V. L. Heady, Douglass-Snyder Skate Company; Bar McDermott, Grant G.

Alley, George V. Fowler, Fo-Mac Enterprises; Mr. and Mrs. M. C. Hyde, Floyd W. Kelly, Gil-Ash Company; Mr. and Mrs. Max L. Luben, Frederick N. Luben, Don Morrill, Hyde Athletic Shoe Company; Sam Finkelstein, International Skating Guide; Johnny Jones Jr., Harry Portugal, David Rothman, Johnny Jones Jr. Company; Edward O'Neill, Frank Negri, Noel Precision Corporation; Harry J. Balne Raybestos Company; Mr. and Mrs. George Sloniger, Mr. and Mrs. Vi Swanson, Oscar Seltzer, Max Zerna, Roller (See COMPETITIONS on page 86)

### Rawson Reports

In *The Billboard* of August 19 and two succeeding editions Perry B. Rawson, of the Rawson Skating Laboratory, makes his annual report to rink operators on his activities and findings pertaining to the skating field resulting from research work conducted at his Asbury Park, N. J., laboratory during the past year.

Apart from reporting on progress of his campaign to produce 20,000,000 adult skaters for rinks and commenting on the impact of television on the business, the old professor has uncovered a hatful of box office "rat holes" thru which he claims profits are draining.

## RSROA Convention Contests Draw Ops From All Sections

DENVER, Aug. 5.—Called one of the best-attended conventions and competitions in recent years, the July 10-15 affairs of the Roller Skating Rink Operators' Association here drew member operators from practically every section of the country. Among those attending were:

Mr. and Mrs. Roger Adams, Roller Bowl, Tacoma, Wash.; Jack Adams (inactive) New York; Mr. and Mrs. Paul T. Agsten, Skateland, San Diego, Calif.; Mr. and Mrs. Albert Anselmy, Pontiac (Mich.) Rolladium; Mr. and Mrs. Joseph Bell, Bell's Roller Rink, Port Wayne, Ind.; W. J. Betts, Redondo (Wash.) Skating Arena; Fred Bergin, Skateland, Pueblo, Colo.; Mr. and Mrs. Robert Bollinger, Oaks Park Rink, Portland, Ore.; Mr. and Mrs. George Brett, Rouge Park Rollerdrome, Dearborn, Mich.; Thomas S. Boydston, Lincoln-rink, Lincoln, Neb.; Mr. and Mrs. Jack Boyer, Southland Roller Rink, Chattanooga; Mr. and Mrs. Ted Bruland, Ferndale (Wash.) Roller Arena; Roy Brown, Southgate Rollerdrome, Seattle; Mr. and Mrs. V. J. Brown, New Dreamland Arena, Newark; Mr. and Mrs. W. F. Bryant, Rollaway Rink, Topeka, Kan.; Victor Caille, Printz Roller-Way, Holly Oak, Del.; G. V. Caraway, Skateland, Jacksonville, Fla.; Mr. and Mrs. Carl Carlson, Bay Ridge, Brooklyn; Mr. and Mrs. William C. Casselman, Senator Rollerdrome, North Sacramento; Reba Chalfonte, Gayety Rink, West Palm Beach, Fla.; Mr. and Mrs. Harry Collins, Collins' Rink, Imlay City, Mich.; Jack Coopersmith, Great Leopard Rink, Chester, Pa.; Jack Dalton, Rollercoade, Cleveland; Mr. and Mrs. C. H. Davidson, Rollerdrome, Grants Pass, Ore.; Mr. and Mrs. Harry Dens, Coliseum. (See RSROA Conclave on page 86)

### Rollery for Rensselaer

RENSELAEER, Ind., Aug. 5.—Good crowds have been patronizing an outdoor skating rink set up recently in Brookside Park here by the Jordan Roller Skating Amusement Company, of Calumet City, Ill., reports Earle Reynolds, veteran exhibition roller skater of this city. The rink's 200 pair of skates are rented at each session, says Reynolds, and many patrons bring their own skates. The rink augments a swimming pool and softball diamonds in the park. Population of the town is 5,000.

### WE BUY AND SELL

New and Used Rink Roller Skates  
Advise make, size, condition and quantity  
Also best price.

**JOHNNY JONES JR.**  
Agents for Chicago Roller Skates  
51 Chatham St. PITTSBURGH, PA.

### WANTED

Portable Roller Rink. Floor must be in top shape. Tent and equipment not important. Quote price delivered Chicago.

**BOX D-408**

c/o The Billboard Cincinnati 22, Ohio

### PORTABLE RINK

40x100, \$4,500.00. Used 11 months; now in operation. McKinney, Texas. Write

**PAUL MCGANNON**

Gen. Del., McKinney, Texas, for full details.

### CURVECREST RINK "COTE"

THE PLASTIC RINK SURFACE

Write

**PERRY B. GILES, Pres.**

Curvecrest, Inc. Muskegon, Mich.  
Originator and Sole Distributor

### COMPLETE PORTABLE RINKS

SECTIONAL RINK FLOORS

Oldest Manufacturers of Rink Equipment

**BILT RITE FLOORS & RINKS**

430 S. Vine, Tyler, Texas Phone 4-9585

# HYDE

YOUR ASSURANCE OF QUALITY

when you buy Roller Skating Shoes look for the *HYDE* or *BETTY LYTTLE* label . . . Your ASSURANCE OF QUALITY.

Our *COMPANY LABEL* is your Guarantee.

**HYDE ATHLETIC SHOE CO.** Cambridge 41, Massachusetts

## There Is BIG Money in a ROLLER RINK

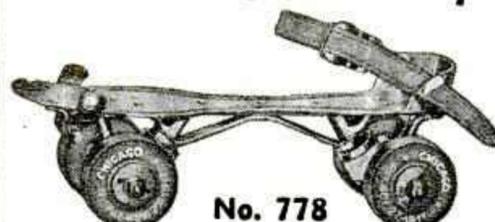
Properly Managed and Equipped With the Best Rink Skates. Ask Us

Write us for Booklet No. 6 on Successful Rink Management.

Recent improvements in our Skates make them stronger and better than ever.

**CHICAGO ROLLER SKATE CO.**

4427 W. Lake St. CHICAGO, ILL.



No. 778

Manufacturers of All Kinds of Roller Skates

**"TRAVELER"**  
**6 IN 1 PEN SET**

Gold Finish \$12.00  
 Blue Velour Box \$22.50 Label per doz.  
 (Sample \$1.50)

★ SPECIAL PEN & PEN SET BUYS ★

3-Pc. Guaranteed Pen Set, doz. . . . \$4.00  
 4-Pc. Set, with Knife, doz. . . . . 5.75  
 4-Pc. "Gold" Set w/flashlight, doz. 9.00  
 3-Pc. "Gold" Set, doz. . . . . 7.20  
 4-Color Ball Pen, doz. . . . . 7.20  
 4-Color Ball Pencil, doz. . . . . 7.20  
 Gold Ball Pen & Pencil Combination, doz. . . . . 4.00  
 Miniature Fillgree Ball Pen & Pencil in Case, doz. . . . . 4.20

---

**NEW SMASH HIT!**

**"HEART-BEAT" FOUNTAIN PEN \$21.60**  
 gross  
 (Sample Dozen . . . \$2.25)

Copied from a nationally advertised pen which retails for \$19.75. Hooded point, gold perma-ink cap, "heart-beat" filler. A natural for pitchmen, fair workers, and premium users.

Microphone Lighters, doz. . . . . \$15.00  
 Camera Lighters, doz. . . . . 7.20  
 Pistol Lighters, doz. . . . . 8.40  
 Table Lighters, doz. . . . . 7.20  
 3-Piece Lighter Sets, doz. . . . . 12.00  
 Atomizers, doz. . . . . 2.00  
 Antimony Jewel Boxes Silk Lined, doz. . . . . 8.40  
 Beautiful Compacts, doz. . . . . 4.50

25% Deposit—Balance C.O.D.  
 Minimum Order, \$5.00. Allow for Postage.

**WRITE FOR LIST OF HOT SPECIALS!**

**IMPERIAL MDSE. CO.**  
 873 Broadway New York 3, N. Y.

**CLASSIFIED ADVERTISEMENTS**  
 A Market Place for Buyers and Sellers  
**RATE: 12¢ A WORD — MINIMUM \$2**  
 All Classified Advertisements must be accompanied by remittance in full.

**FORMS CLOSE THURSDAY NOON IN CINCINNATI**  
 FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

**ACTS, SONGS & PARODIES**

**A-1 PARODIES, SPECIAL SONGS, MATERIAL** for any act; 1951 catalog free. Kleiman, 5146 Strohm Ave., North Hollywood, Calif. au26

**ARRANGING FOR BAND, ORCHESTRA-PIANO** Vocals; manuscripts corrected and prepared for publication; school songs; send manuscript for estimate; prompt service. Val's Arranging Studio, P. O. Box 2169, Daytona Beach, Fla. se2

**ATTENTION — SMART SONGS, PARODIES, Monologs, Ventriloquial Dialogs?** Free list. Tizzard, 110 W. 76th St., New York.

**"EMCEE" MAGAZINE—CONTAINING BAND Novelties Parodies, Monologs, Comedies, Jokes;** subscription, \$2; add \$1 for four gag-packed back issues. Emcee-B P.O. Box 983, Chicago 90.

**GAG-ATONAL NEW COMEDY BOOKLET — "Quiet! M. C. at Work" No. (number 2);** for M. C.'s and performers; replete with openings, introductions, ad libs, insults, song titles, \$1. "Keys to Comedy," Box 1225, Hollywood, Calif. au12

**"GOODBYE, MOTHER I'LL WRITE TO YOU** From Shanghai." This song was shelved for 23 yrs. by its publisher. Now it's the time for your professional copy. Send stamped envelope or dime. Neri Pub. Co., Raritan, N. J. au19

**LOOK! SUMMER SPECIAL—LATEST SOCKO** parody, "If I Knew You Were Coming I'd Locked Door!" List-packed gags, bits, black-outs, assorted material; rush \$2. Writer's Mart, Box 575, Hollywood, Calif. au26

**AGENTS & DISTRIBUTORS**

**AAA SENSATIONAL TALKING XMAS CARD.** Pull tape and card clearly says "Merry Christmas"; fascinating money-maker; sells on sight for 25¢; send 25¢ right now, today, for sample and prices; representatives wanted everywhere. Minas Mfg., 2003 Main St., Santa Monica, Calif. se2

**AAA RED-HOT NOVELTY FOR MEN; EVERY-** one buys; sell taprooms, bars, night clubs; it's different; send \$1 for three prepaid samples. Shafer Co., Box 723, Kansas City 10, Mo. au26

**ABALONE PEARL SEA SHELL JEWELRY.** Italian inlaid mosaic jewelry, Chinese and Mexican Jewelry, real Butterfly Wing Jewelry, real Feather Bird Pictures; Tropical Souvenirs and Novelties. Joseph Fleischman, 906 Tampa St., Tampa, Fla. au19

**ABCO GAGS AND BELLY LAFFS—SAMPLE** \$1. Ten samples only \$7.50; money back. Cashco, Hotel Harrington, Wash., D. C. au12

**ADVERTISING BARGAINS — ADVERTISE IN** 100 newspapers for total cost of \$6. Many other bargains; nationwide coverage; send for free booklet. Tri-State Service, 1420-E, Investment Bldg., Pittsburgh 22, Pa. au12

**AGENTS—MANUFACTURING PHARMACISTS** want live-wire agents. Send for literature. Carol Drug Co., Dept. 80B, Box 1557, Santa Barbara, Calif. au19

**AMAZING OFFER—\$40 IS YOURS FOR SELL-** ing only 50 boxes Christmas cards. And this can be done in a single day. Free samples; other leading boxes on approval; many surprise items; no experience needed; free samples personalized Christmas cards, stationery, napkins; write today; it costs nothing to try. Cheerful Card Co., 1499 White Plains, N. Y. au26

**ARTISTS' MODEL KEY CHAINS—NATURAL** colors, many poses, \$12.75 gross; 25% deposit, balance c.o.d. Sample dozen, one dollar; jobbers, write. Unique, 472 Hendrix, Brooklyn, N. Y. au26

**BARGAINS! SAVE UP TO 50%—HOSIERY,** Lingerie, Toys, School Supplies, Blades, Novelties, Carded Goods, Drygoods, Cosmetics, Stationery, Jewelry, Notions, Perfume, Soaps, etc.; send 10¢ for illustrated 1,000 Bargain Catalog; valuable surprise gift free with first order. Reliable Jobbers, 311-H N. Desplaines, Chicago 6.

**BIG LINE LADIES' NYLONS — SOCKS, 95¢** doz.; Combs, Carded Fancy, 20¢ doz.; Quilt Tops, 39¢; breaking all sales records with Rayon, Cotton Underwear, Chenille Rugs; you can't hold 'em back with these low prices; Aspirin Tablets, 65¢ per 1,000; everything priced below competition. Write Sibert Jobbers, Chattanooga 4, Tenn., or wire 9-7949 today.

**BIG EARNINGS—SELL MEMBERSHIPS, AD-** vertising promotional signs; new plan; reduces expenses, increases profits; amazing benefits. Guest Home League, Inc., Dept. B-8, 603 Root Bldg., Buffalo 2, N. Y. au19

**BUY NYLONS DIRECT FROM MILL — WRITE** for Jobbers' prices. Joy Hosiery Mills, Delawanna 8, N. J. se9

**BUY THOUSANDS OF NATIONALLY AD-** vertised products direct from manufacturers and distributors. Write for "Buy Direct and Save." Service Publishing, 1420-F, Investment Bldg., Pittsburgh 22, Pa. au26

**COMIC CARTOON CARDS, 100 FOR \$1—LIST** free to dealers. Cheshires Fun House, 739 Poydras St., New Orleans 12, La. au19

**COMPLETE LINE OF PLASTICS—SCALPOLED** Table Cloths, Aprons, Drapes, Curtains, Quilted Spreads and other novelties; lowest prices; free literature. Samuel Rosenzweig Acces. Co., 8 Herzl St., Brooklyn 12, N. Y. au19

**EXCELLENT SIDELINE FOR PRINTING AND** advertising salesmen; Decalcomania Name Plates in small quantities; great demand; also make money with our line of Automatic Initials and Sign Letters; free samples. "Ralco," KL-Roxbury, Boston 19, Mass.

**FIGURE PHOTOGRAPHERS—ART POSES UN-** retouched amateur models 4"x5", instructive lighting, posing; four prints, \$1; dealers supplied. Exchange, 271 BB, Jonesboro, Tenn.

**FLASHY SIGNS—7x11; FOR STORES, TAV-** erns, etc.; rayon embossed, in colors on black, \$4 per 100; blue, \$6; retail, 35¢; 16 assorted \$1 postpaid. Fay's Signs, Valdosta, Ga. au12

**GASKETS FOR AUTO, SHOP AND HOME** use; assortment of 500 Gaskets only, \$2.50; 1,000 for only \$4.50. No c.o.d.'s; we prepay. R. J. Pennell, P. O. Box #766, S. Kent, Grand Rapids 8, Mich.

**GET RUBBER BALLOONS — THREE GROSS** with other samples and lists of many Eastern novelties, \$1. Publishers send ad rates. Dwarka Das Motiwala, Third Bhoiwa Da. 38BB, Bombay 2. au19

**GIRL PICTURES—BEAUTIFUL POSES; 5 SAM-** ples, 25¢; 25 assorted, \$1. Fred W. Hine, 1314 Douglas St., Omaha, Neb. au12

**LIFETIME ELECTRIC PENCIL ENGRAVES** any metal; many markets. Pitchmen, here's a hot item for you. Write Daily Co., 1415 So. First, Aberdeen, S. D. au12

**MAKE \$200 FIRST WEEK WITH OUR NEON** Ad Clock or return it for full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St. Chicago 6. se30

**MAKE PERFUME FROM OUR CONCENT-** rates; information free; men, women, write Carey Laboratories, 1914 Chouteau BB, St. Louis 3, Mo. au19

**MAKE FAST MONEY SELLING LITTLE** Book; costs 50¢; sells \$1; send for free sample. Ernest Jones, 1211 Grand, Kansas City, Mo.

**MEXICAN RESURRECTION PLANTS — SPEC-** ial for making money; \$20 thousand, \$3 hundred; 10 samples, 50¢. General Mercantile Co., Laredo, Tex.

**MEXICAN NOVELTIES AND CURIOS—CLAY** Turtle, Armadillo, Alligators, moving the head and tail, \$6 gross assorted; Black Spiders, wire long legs, \$8 gross; Fun Snakes in wood box, \$15 gross; Mexican Jumping Beans, \$10 thousand, \$2 hundred; 10 samples, 50¢. General Mercantile Co., Laredo, Tex.

**MONEY - MONEY — DOUBLE YOURS; BIG** flash deal; sell 100 fine quality Razor Blades and Dandy Pen at \$1 per deal; low prices; sample deal, \$1 (prepaid). McKittrick Distributor, Mt. Vernon, Ill.

**NEWEST MONEY MAKING SENSATION—** Sell Personal Initialed Belts, Buckles, Cap and Breast Badges, Tie Holders, etc. Choice 2,000 emblems. Write, special outfit offer today. Hook-Fast, Box 1425BB, Providence, R. I.

**ORIGINAL KOEHLER SIGNS—LEADER SINCE** 1890; 1,500 varieties for stores, taverns, etc.; \$4 per 100; also changeable signs and religious mottoes; 20 (7x11) best sellers, \$1 postpaid; free catalogue. Koehler, 335 Goetz, Lemay 23, Mo. au26

**OVERSTOCKED VINYLITE PLASTIC WIND-** mill type Pinwheels, assorted colors; \$6 per gross postpaid. L. G. Sargent, Keene, N. H.

**POCKET COMBS — 100 CARDS 12's, \$15;** Pocket Clip Combs, 100 cards 12's, \$20; assorted colors; sample card, 25¢. Carleton House Distributors, Texas City, Tex. au19

**PUSHBUTTON KNIVES — FOR PUNCH-** boards premiums and bazaars; sample dz., \$6 prepaid; free illustrated catalog. Present Specialty, 333 Wash. St., Boston, Mass. au12

**QUICK EXTRA CASH SELLING CHRISTMAS** Cards and Gift Novelties. Request free samples. Elmcraft, Dept. 171, 5930 S. Western Ave., Chicago 36, Ill. oc7

(Continued on page 80)

**TERRIFIC SAVINGS!**  
 For Premiums—Promotions—Prizes!



**ELGIN • BENRUS • GRUEN BULOVA • WALTHAM**

For men and women. New model cases and dials. Reconditioned and rebuilt, guaranteed like new. Complete with leather straps. **\$9.95**

15-J...\$11.95 | 17-J...\$14.95 | 21-J...\$18.95  
 Gold Plated Expansion Band, 95¢ add.

**RHINESTONE AND FANCY DIALS AT NO EXTRA CHARGE**

**RHINESTONE CASE WATCHES \$8.95**  
 New cases, copies of expensive models; rebuilt movements, guaranteed like new.

**MEN'S NEW WATCHES \$2.50**  
 Complete with stretch band.

**RING CLOSEOUT, Doz. \$9.95**  
 Values to \$36. Assorted doz.

Write for Free 56-Page Catalog. Wholesale only—6 watches minimum. (\$1 additional for samples)  
 25% with order—balance C. O. D.

**JOSEPH BROS.** 5 S. Wabash Ave. Dept. B-12 Chicago 3, Ill.

**Jeweled WATER PROOF SPECIAL**



We need volume buyers! Special, men's watch only **\$6.50**

Stainless steel, SCREW BACK waterproof case. Choice of metal or leather band. Limited quantity.

- Removable push pins
- Written 1 year guarantee
- Radium dial
- Sweep second hand
- Brand new (not rebuilt)
- Handsome chrome case
- Unbreakable crystal
- Genuine Swiss

10% Deposit, Balance C. O. D.

**HOT SALES BOARD ITEM!**  
 Never before have you seen a Precision Timepiece with all these features at this LOW PRICE! Order Now for Immediate Delivery. Dept. G.

**WRITE FOR FREE CATALOG**

**MARVEL WHOLESALE WATCH CO.**  
 501 PINE ST. ST. LOUIS 2, MO.

**COLOR CATALOG SENT FREE!**

**NOVELTIES JEWELRY CLOCKS GIFTWARE PREMIUM ITEMS**

**LOWEST PRICES! BEST SERVICE ALL-THE-TIME.**

**S. R. CANTERMAN**  
 1115 OGLETHORPE ST. PITTSBURGH 1, PA.

**PISTOL LIGHTERS, JEWELRY AND RINGS SEND FOR CATALOGUE**



We have 81 Exclusive Styles in Expensive Looking, Flashy 14K Gold Plate and Silver Plate MEN'S and LADIES' SOLITAIRE — BRIDAL SETS — CAMEOS — SIGNETS — BIRTHSTONES—COCKTAIL RINGS. They are just what you need for Department and Drug Store Dollar Ring Sales.

Prices from \$1.00 to \$72.00 Per Doz. Also 101 New, Flashy Jewelry Items for Fairs, Carnivals and Resorts. State Your Business

**HARRY MAHREN RING CO.** Red and White Stone 303 8th Ave., N. Y. 16, N. Y. Combination ...\$3.00 Doz.

**POCKET SIZE LIVING PICTURES**

**NEW! DIFFERENT!**

**SENSATIONAL!**  
 These handy 3 1/2 by 5 Motion-Action Photos framed in beautiful plastic frames with gold-inlay border are available in the following numbers:  
 #99 Hula Dancer #101 Fan Girl  
 #100 Shimmy Girl #102 Miss Legs  
 #103 Flower Girl

Priced to sell in volume ..... **\$5.40**

Packed in standard cartons of 2 dozen per number. Each picture weighs only 1 1/2 oz. and is less than 1/4 inch thick.

**ORDER NOW—IMMEDIATE DELIVERY!**  
 Sample \$1.00 Prepaid.  
 Cash With Order or 25% Dep. Required. Bal. C.O.D.—Dept. M  
**RAKE** 405 Spring Garden Street Philadelphia, Pennsylvania

**Western Saddle Horses**

Materials have jumped in price. We can still ship some numbers at the old prices. Plenty of stock on hand. 24-Hour service. Send \$5.00 for 1/2 dozen asst'd samples postpaid. Satisfaction or money back. Some new numbers due soon.

**C. GAMEISER**  
 Box 1324, Church St. Station New York 8, N. Y.

**JEWELRY BARGAINS!**

100 Jewelry Items Assorted.....\$ 5.00  
 10 Swiss Wrist Watches needing some repairs, in yellow cases \$18; white cases..... 18.00  
 Genuine Zircon Gold Rings, ea. \$4 and up

**B. LOWE**  
 Holland Bldg. Dept. 33 St. Louis 1, Mo.

★ Summer's Most Sensational BARGAINS in Watches!

Ladies' and Men's



New Low Price! SWISS WATCHES

\$7.95 7-Jewel

Sparkling New Cases; genuine Swiss movements precision rebuilt and guaranteed like new! They're Beauties!

15-Jewel, \$8.95; 17-Jewel, \$9.95

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AGENTS & DISTRIBUTORS

(Continued from page 79)

REAL GIRL PHOTOS—TREMENDOUS PROFITS; sell on sight; 20 different and wholesale price list, \$1. M. Kleeman, 2433 N. Mascher St., Philadelphia 33, Pa.

RFD SALESMEN—MAKE EASY EARNINGS with America's leading, fastest selling Poultry Magazine; maximum commission plus bonus; unlimited opportunities. Poultry Tribune Box 100, Mount Morris, Ill. oc7

SALESMEN, DISTRIBUTORS—FAST SELLING Jewelry items; direct factory connection. Pickering Co., B-19 Bank St., Attleboro, Mass. au26

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COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second Hand Coin Machine Bargains will be found on page 89 in this issue.

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SINCE 1869—COSTUME BARGAINS, CHORUS, dollar up; Principals, three up; no catalog; state wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. oc7

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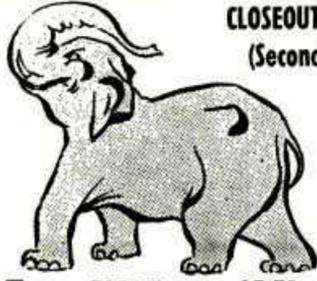
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**TENOR AND CLARINET — NAME EXPER-**ience; available Aug. 15; age 25, single, will travel and have car; all offers considered. Contact Jerry Noble, Library Hotel, Springfield, Ill. Phone 2-0315. au19

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(Continued from page 76)

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Lang, R. E. Parsons, Jack & Lolabelle
Lanning, Mrs. Partridge, Berkley
Laughlin, John J. Patton, James
Laughy, James Peck, C. S.
Laurence, Wilfred Pelkey, Christopher
Oliver

Thundersky, R. B. West, Mae
Tobell, Mrs. Faye West Bros. Circus
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Travis, Jimmy Harold
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Truit, Joe (Pistol Pete) Jean

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Boyd, Robert Pauline (aerialist)

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Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

### New York:

Leslie - Henry has introduced leather Western holster sets for young cowgirls. Endorsed by cow-girl movie star Dale Evans, the outfit comes complete with two gold-finish break-barrel pistols, spurs and

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The  
MAGIC  
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Feed Nilly Willy one end of the biscuit—he turns his head away! Feed him the other end—he grabs it and rolls his eyes! Made of colored plastic. Carded.

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leather gauntlets—\$4.95 seller. . . . Another Western item is Hopalong Cassidy's Zoomerang Gun, a \$1.29 seller. The plastic Western type gun projects a paper coil about five feet. Then the colorful twisted coil automatically returns to the gun barrel. It's a Tigret Enterprises product. . . . Kroll Publishing Company is looking for buyers of its new Stay-Put Magnet Typewriter Eraser. A concealed permanent magnet makes the eraser stick to the typewriter. The item sells for 25 cents. . . . Oak Rubber Company has announced football balloons, printed to resemble footballs, and available in school colors with team names. The 18-inch balloon sells for 5 cents; the 22-inch number is a 10-cent item. . . . Meanwhile, Pioneer Rubber Company has introduced Sno-Players, watertight winter mittens for mopets. The plastic-coated mittens are flexible in snow temperatures, and heavy fleecy jersey lining keeps the hands warm and dry. Cartoon characters Li'l Abner and Daisy Mae adorn each mitt. . . . As 89-cent sellers, Rockmore Company has felt beanies with attached noise makers. There's the quack of Donald Duck; the squeal and squeak of Mickey and Minnie Mouse, and the bark of Pluto. . . . National Mask has the popular TV puppets, Foudini, Jolo, Mr. Pitch and Pinhead, mounted on their felt beanie caps. So that the kids can use the 69-cent beanie as a hand puppet toy, there're finger holes in the moulded rubber heads. Another toy is A-J Aircraft's Ceiling Walker. The 25-cent item is a rubber-band-driven helicopter that flies straight up and then comes down in graceful aerial swoops. . . . Pritt Novelty Company selling Car Crest, a new key chain item. The gold-plated metal fob offers the choice of the authentic insignia of Chevrolet, Ford, Plymouth, Pontiac, Dodge, Chrysler, Buick and Oldsmobile. It sells for about 25 cents. . . . Ideal Novelty is offering a bubble humidifier as a 59-cent retailer. The five-piece plastic set includes two pipes and bubble powder for the kids to imitate their dads. . . . Lewis Mercantile says its new accessories bag serves as a practical means of storing vacuum cleaner accessories. The fabric bag can hang in a closet or be carried with all vacuum accessories in its convenient pockets—about \$2. . . . Another portable item is Kary-Safe Shopping Bags. The large paper bag comes in two-color designs, and is reinforced with polished cord—5-cent item.

### Los Angeles:

John Hawley, of Hawley Distributing Company, has received a shipment of the Rocketank, a novel item that shoots a rocket when the rubber turret is hit. As the plastic rocket has a rounded tip, it is safe to use. Hawley believes that the war will help sell the item. . . . William Shapiro, formerly of Abbotwares,

has set up his own firm, William Shapiro Sales Company. He will specialize in a complete line of novelty merchandise. . . . Heinz Distributing Company has issued a Hollywood Art magazine that is complete with photographic data. The magazine gives instructions for taking Hollywood glamour photos, according to J. Heinz. . . . Beaumont Brokerage is featuring a soft plastic rubber skeleton that shapes up as a top item. . . . Murray Sales, headed by Murray Hofberg, is moving to new quarters to make room for a larger stock. The firm will remain on Merchandise Row and is looking forward to showing buyers its complete stock of merchandise. . . . Gold Arrow Products is featuring all types of pocket and table lighters. The line includes well-known brand names. Notably are pistol and grand piano lighters as well as combination cigarette holders with matching lighters. . . . Johnny Harris, of Harris Manufacturing Company, has debuted Salome, a two-inch-high soft rubber plastic item. Harris expects the number to run close to the Booby, Queen of Burlesque item that hit top sales. . . . Mr. Bones-a-Part is shaping up as a top Halloween number, according to advance sales. Item is being offered by Satisfactory Sales. . . . Harry Wolff has set up World's Champion, Inc., offices to license the manufacture of Joe Louis items.

### Here and There:

The Raytector, a new toy geiger counter kit designed for teen-age atomic enthusiasts, has been announced by Batson Electronics, Inc., Omaha. . . . Cardinal Parfums, Inc., New York, has introduced Heavenly Tune perfume, a \$1 impulse sales item for the perfume counter. It comes in a gold plastic reproduction of a harp, holding a 1/4 dram vial of perfume, and is packaged in individual three-color lithographed box. . . . A. N. Brooks Company, Chicago, is offering as \$1 and \$2.50 items cocker spaniel banks made of unbreakable molded rubber and hydrocal. The bank-toy, with a fur-like finish, may also be used as an ornament. The firm also offers two sizes of Curley, an unbreakable piggy bank with hand-painted lacquer finish. . . . A combination picture frame-wall lamp for the highlighting of photos has been introduced by Moviette, Inc., New York. Illumination of the photo provides a soft indirect light at the same time, the firm says. Operating on a. c. or d. c., sells for \$8.95, complete with tubular bulbs and long line cord. . . . H. Schnakenberg, of American Products Company, Detroit, is putting a handy cutting tool on the market. The long, rectangular styled instrument utilizes a razor blade and offers a protective covering for the blade when not in use.

### REP RIPPLES

(Continued from page 48)

has six and a three-person family show, recently." . . . Charles (Chub) Witte advises from Edna, Tex., that he has been working to good business with a three-cast merchandise flesh show and that he hasn't met a show since early summer. Witte has a 16mm. pic outfit stored in Laredo, Tex., that he'll take on when he returns to halls in the fall. . . . A. H. Murchie is in Carson City, Nev., readying a three-cast flesh unit to play one-day stands between Carson City and Florida. His wife, Eleanor, will be featured in some bills, which will be presented under auspices. Gerald Murchie will handle the show's advance.

### COMPETITIONS

(Continued from page 78)

Derby Skate Company; Jean Williams, Elmer E. Pudge, Eli Fackler, Roller 8 Skate Company; E. W. Kunzel, Skating Rhythms Recording Company; Mr. and Mrs. Harry C. Ball, Sure Grip Skate Wheel Company.

### RSROA CONCLAVE

(Continued from page 78)

Mansfield, O.; Mrs. Roy Dexheimer, Moonlight Garden, Springfield, Ill.; Lester Doolittle, Rollarena, San Leandro, Calif.; Mr. and Mrs. W. C. Eddie, Roller Frollic, Burlington, Wash.; Mr. and Mrs. John Elsenzimmer, Skateland, Yakima, Wash.; E. O. Ellis, Maryville (Mo.) Rollerdrone.

Mr. and Mrs. Ralph H. Fox, Crestown Rink, Omaha; Mr. and Mrs. Fred Freeman, Bal-A-Roue Rollerway, Medford, Mass.; Marguerite Gascoigne (inactive), Phoenix, Ariz.; Doc Goodnough, Lynden, Wash.; Robert Gould, Midtown Rink, Des Moines; Kenneth Haddock, Capilano Rollerade, North Vancouver, B. C.; Shaw D. Hakim, Fairview Gardens, Detroit; Mary K. Haller, Crystal Palace, Philadelphia; William E. Hayes, representing Prim Skating Palace, Peoria, Ill.; Phil Hays, Pallomar Rink, Milwaukee; Mr. and Mrs. E. V. Henderson (inactive), Phoenix, Ariz.; Mrs. Lester Hodge, Playhouse, Gainesville, Fla.; Mr. and Mrs. John Hoffman, Hoffman's Skateland, Albany, N. Y.; Mr. and Mrs. James M. Holland, Deleta Rink, Pocatello, Idaho; Mr. and Mrs. Frank Holtzclaw, Frank's Rink, Boise, Idaho; Kess Hudgens, College View Roller Palace, Marysville, Calif.; Mr. and Mrs. Irving Jacobs, Mammoth Garden, Denver; Chris Jeffries (inactive), Portland, Ore.; Mr. and Mrs. Oscar Jellse, Fernwood Rink, Peoria, Ill.; Mr. and Mrs. Carl Johnson, Skateland, Denver; Mr. and Mrs. Earl King, Flint, (Mich.) Park Rollerade; Al Kish, Pearson Park Rink, Toledo; Leo P. LaSalle, Lawndale (Calif.) Rink; Ed H. LaVenture, Whalom Park Rink, Fitchburg, Mass.; Layne E. Leoffler, Roll-O-Rena, Wichita, Kan.; Mr. and Mrs. S. G. Loeffler Jr., Riverside Stadium, Washington; Arthur Litzenberger, Crystal Palace, Philadelphia; Claude M. Lowe, Lowe's Rink, Birmingham; Mr. and Mrs. E. R. Lupien, Bedford Grove Rollaway, Bedford, N. H.; John McGehee, Playmoor Palace, Amarillo, Tex.; Mr. and Mrs. Frank McGonnell, Idora Park, Youngstown, O.; Fred Martin, Arena Gardens, Detroit; Mr. and Mrs. Henry Mason, Mercury Rink, Norfolk; Mr. and Mrs. Gene Meek, Skateland, Ottumwa, Ia.; Loyd Meservy, Rol-Arena, Hannibal, Mo.; Mr. and Mrs. Leslie Mitchell, Arena, Tulsa, Okla.; Mr. and Mrs. J. P. Meagher, representing Ludendi Rollerdrone, Shreveport, La.; R. H. Mills, Skateland, New Westminster, B. C.

Ben Morey, Ell Skating Club, Pennsville, N. J.; Mrs. W. W. Morrison, Doling Park Rink, Springfield, Mo.; Mr. and Mrs. Ted Moyes (inactive), Memphis; Frank Negri, Hillside Rollerdrone, Richmond Hill, N. Y.; Mr. and Mrs. J. W. Norcross, Warnock Rink, Greeley, Colo.; Poague R. Paxton, Merryland, Glasgow, Del.; Irving Richland, Hartford, (Conn.) Skating Palace; H. D. Ruhman, Lexington Skating Palace, Pittsburgh; Mrs. Margaret Salagian, Ambassador, Clawson, Mich.; Mr. and Mrs. Charles Sanford, Sanford's Rink, Fort Lauderdale, Fla.; Mr. and Mrs. J. N. Sawyer, El Torreon, Kansas City, Mo.; Mr. and Mrs. Henry Scherer, Marin Skateland, San Rafael, Calif.; Van W. Scholle, Skateland, Canton, O.; James Stefan, Arcadia, Hazelton, Pa.; Edward W. Stollery, Rolladium, San Mateo, Calif.; Mr. and Mrs. Mervin Tieg, Rollerdrone, Nampa, Idaho; Mr. and Mrs. Harry J. Warner, Coliseum, Tampa; Percy Warenken, representing Sefferino Rollerdrone, Cincinnati; Mr. and Mrs. W. O. Wickham, Green Top Rink, Joplin, Mo.; Walter H. Wolf, Ringing Rocks Park Rink, Pottstown, Pa.; Gordon R. Wooley (inactive), Salt Lake City; Mr. and Mrs. R. C. Work, Newton (Kan.) Skating Palace; Ernest E. Young, Riverdale, Natick, R. I.; Grant H. Willson, Skateland, Cheyenne, Wyo.; Mr. and Mrs. J. Pieraccini, Rainbow Lake Rollerdrone, Memphis; Mr. and Mrs. S. M. Moorehead, Bedford (Pa.) Roll Arena; Mrs. Ray Koppelman, Skateland, New Orleans.

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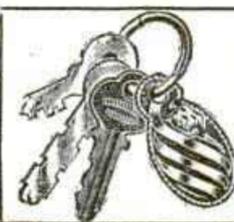
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**"BOOBY" the Queen of Burlesque**  
Made of soft flesh-like plastic rubber. Looks LIFE-LIKE—feels LIFE-LIKE, over 6 inches high, with feather hair-do. She wiggles—She shimmyes—She bumps—She grinds. You man'p'ite with simple mechanical device. \$7.20 Dozen. Send \$1 for sample.

**"SALOME" the Harem Dancer**  
A cute novelty—She dances from a sitting position. Simple to operate. \$29.80 Gross. \$3.00 sample dozen.

**"UBANGI" GIRL**  
Very realistic, a hilarious novelty, with feather hair-do and suction cup. \$1.50 sample dozen. \$18.00 gross.

**"KING'S JESTER"**  
The greatest Belly-Busting LAUGH and PROFIT producer of all times. Press on his face and his tongue pops out with an explosive surprise. Size 12"x12 1/2". \$6.00 dozen. Sample \$1.00.

**"PETIE"**  
The begging poodle. Cutest little mechanical pup you ever saw walks around in circles, sits up and begs. Genuine fur-covered; wind-up motor. \$7.20 dozen. \$1.00 for sample.

**CUTIE PROJECTOR**  
Pocket size, with 40 full-color COLOR transparencies of ART MODELS. Projects on any wall... retails for \$3.00, \$16.50 dozen. Sample \$2.00.

**IMMEDIATE DELIVERY!**

**LARGE WALKING BEAR** \$7.20 DOZ.

**Begging Poodle Dog** ..... \$7.20 Doz.  
**Cub Walking Bear** ..... 5.40 Doz.  
**Strutting Puppy** ..... 6.50 Doz.  
**Plush Covered Elephant** ..... 7.80 Doz.

1/3 deposit with all orders, balance shipped C. O. D.  
Write for prices on case lots.

**MIDWEST SALES CO.** 1112 Broadway Rockford, Illinois  
Jobbers of Complete Toy Line.

**SEND FOR FREE COPY TODAY!**

**GELLMAN BROS. INC.** IS NOW AVAILABLE ATTENTION CONCESSIONAIRES AND NOVELTY WORKERS

Our general catalog illustrates the latest and most complete line of Novelty and Premium Merchandise including Blankets, Electrical Appliances, Glassware, Aluminumware Clocks, Lamps, Toys, Dolls and hundreds of other popular items suitable for Sales Board Operators Premium Users etc.

**GELLMAN BROS. INC.** 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

**FREE SAMPLES**

New discovery. Sharpest Blade in America. Big profit. Territory now being allotted. Specialty jobbers, write for samples, prices, open territory.

**H. L. BLAKE, Broker**  
Little Rock, Ark.

**PHOTOS in MILLIONS**

QUALITY PHOTOS IN QUANTITY  
8 x 10—5¢, Postcard—2¢,  
Blowups, 20 x 30—\$2, 30 x 40—\$3  
NEW NATURAL COLOR PHOTOS  
Postcard—1¢, 8 x 10—12¢ in quantity All other sizes  
Write for FREE sample & List 88

**MOSS PHOTO SERVICE** 153 W. 46, N. Y. 19

**A NEW LOW PRICE!**  
**NUDE CUTIES**  
Artists Models—Playing Cards



Regulation size playing cards Plastic coated. 54 different models and poses. In full color, including 2 jokers. Nude Beauties and Cuties as you would like to see them... \$8.40 Per Dozen Packs

Sample Deck of Cards ..... \$1.00  
25% Deposit With Order, Bal. C. O. D. F.O.B. Chicago, Ill.

**COOK BROS.** 816 W. Maxwell St. Chicago 8, Ill.

**All Extra Heavy Mountings**  
10 days' money-back guarantee if rings not as represented. Merchandise for resale only.  
Only Genuine Rolled Gold Plate Sold

**#B2276**  
Genuine 1/30 14K R.G.P. 3 Medium Size White Stones. Per Doz. \$19.75

**#B2245/5**  
Genuine 1/30 14K R.G.P. Simulated Hematite Intaglio With 6 White Stones. Per Doz. \$22.50

NEW Catalog Listing Complete Line. Sample Assortment—\$7.50—\$15.00—\$25.00. \$1 Per Doz. Deposit on All C. O. D. Orders.

**DES MOINES RING CO.** 1155 26th Street Des Moines, Iowa

**1000 PIECES OF SLUM**  
ONLY \$6.75  
ASSORTED TOYS NOVELTIES GIFTS  
GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

**NOVELTIES AT DEEP CUT PRICES**

Dart Balloons ..... Gr. \$ .65  
Serpentine Balloons, 42 Inch ..... Gr. 2.40  
Cat Head Balloons, 10 Inch ..... Gr. 4.80  
Lash Whip—Tipp—54 Inch ..... Gr. 13.95  
Swagger Canes—Lancaster ..... Gr. 7.80  
Hawaiian leis—U. S. A. .... Gr. 2.90  
Spanish Hat, Felt, Large ..... Gr. 33.00  
Western Horses, Bronze Finish Metal—2 1/2 In., Doz. \$1.80; 4 1/2 In., Doz. \$4.50.  
Send for New 1951 Free Catalog. Satisfaction Guaranteed or Money Refunded. 25% Deposit With Order, Balance C. O. D.

**OPTICAN BROTHERS**  
SINCE 1909  
300 W. NINTH ST., KANSAS CITY 6, MO.

**QUICK PHOTO INVENTION!**  
**PDQ CHAMPION Photomaster**

Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 by 3 1/2 in. Complete easy-to-operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER.

Dept. BH  
**PDQ CAMERA CO.** 1161 N. Cleveland Ave. Chicago 10, Ill.

**Sell NEW SALES BOOSTER PLAN**  
TO RETAIL MERCHANTS EVERYWHERE!

No experience needed! Just show sensational plan with nationally famous merchandise item—collect big comms. with STEADY REPEAT COMMS. J. N. sold 8,612 from June 7 to August 30. Prospects everywhere. SAMPLE KIT furnished. Write quick to Leo Schuber, Pres., STATES TRADING CORP., 330 S. Wells, Dept. 18, Chicago 6.

Make Up to \$9.00 to \$24.00 Daily!

**Talk Anywhere—To Anyone**  
Instantly With Inter-Talkie



JUST PUSH BUTTONS AND TALK TO OR FROM 1 to 7 different places up to 1/4 mile away! Not a phone—Real L O U D SPEAKING ROOM VOLUME NO ELECTRIC "PLUG" INS NEEDED! Sits or hangs—Simple and quick to hook up! CUSTOMER CAN DO IT 3-YEAR GUARANTEE — SELLS FOR AS LOW AS \$11.97 PER UNIT. SELL 75% OF EVERY STORE, GARAGE, WAREHOUSE OFFICE WITH 3-MINUTE DEMONSTRATION SELLING KIT FURNISHED! IT'S A FACT This is a red hot, never before offered, available only from us, in demand everywhere item MANY INTER TALKIE SALESMEN AVERAGE \$200.00 A WEEK AND WORK LESS THAN 40 HOURS! YOU CAN DO AS WELL! SEND FOR FULL DETAILS TODAY on complete new 1950 line. THE MIDWAY CO., Dept. B-8, Kearney, Neb.

**MEN—Build a Wholesale Route**  
GET INTO A **Big Pay Business**

We Help You Establish a Steady Route of Dealer Customers. Make good weekly earnings selling stores our BIG line of 200 products — all daily necessities. Show merchants in your locality sensational line of self-selling counter goods. Retail at 5¢ and 10¢ to \$1.00. You make big cash profits. No large capital required. Easy to Start. Our products are known coast to coast—nationally advertised. No experience needed. Get all the money-making facts now. Send for booklet, "Your Future in a Wholesale Business of Your Own" It's FREE — no obligation. WRITE TODAY! WORLD'S PRODUCTS CO., Dept. 8-J, Spencer, Ind.

**FIREWORKS and NOVELTIES!**

• Housewares • Cutlery  
• Kitchenware • Toys  
• Wheel goods • Novelties

Send for Catalog  
Order Now • Lowest Prices

**ACME SALES CO.**  
P. O. Box No. 1141, Atlanta, Ga.

**FREE! WHOLESALE CATALOG**

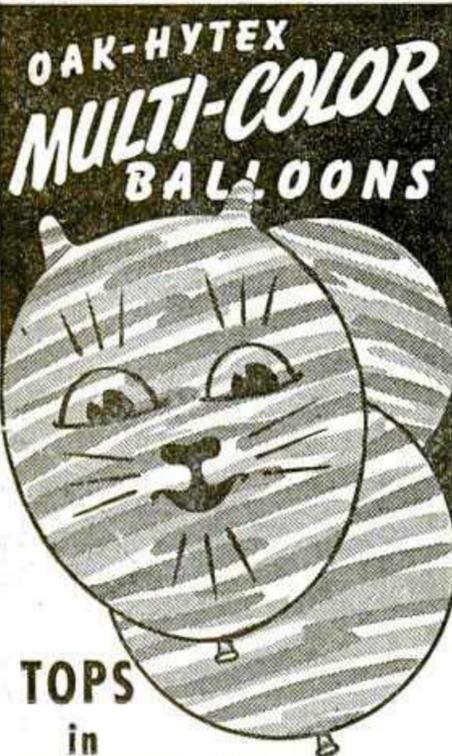
**MONEY-MAKING OPPORTUNITY!**  
Agents — Distributors — Salesmen!  
Deal direct with nationally known wholesale house. Originators and promoters of fast-selling novelties and distributors of NATIONALLY ADVERTISED merchandise! Write for FREE catalog today!  
Novelties • Jewelry • Carnival M'dse  
Leather Goods • Toys • Premiums

**GEM Sales** 533 Woodward Detroit 26, Mich.

**FREE! TO DEALERS!**

**WHOLESALE CATALOG NO. 10.** Describes hundreds of fast selling TRICKS, JOKES and PUZZLES. Write today. Mention your line of business.

D. ROBBINS & CO.  
131-B W. 42nd St., New York 18, N. Y.



**TOPS in FLASH!**

No. 10 KM Kat Head .....\$7.50 Gr.  
No. 9 CM Round ..... 5.95 Gr.

Plus Shipping Charges

**Get Set For Big MONEY!**

ORDER FROM YOUR JOBBER TODAY!



**The OAK RUBBER CO.**  
RAVENNA, OHIO.

**OAK BALLOONS**

For Immediate Shipment. Write for FREE Catalog.

**STATE NOVELTY CO.**

618 W. St. Clair Cleveland 13, Ohio

**IMMEDIATE SHIPMENT ON OAK BALLOONS**

25% deposit on C. O. D. Orders. Prices Do Not Include Postage.

**KIPP BROTHERS**

Wholesale Distributors Since 1880  
240-42 So. Meridian St., Indianapolis 25, Ind.

Authorized Distributor for OAK RUBBER CO. PRODUCTS

25% Dep. With Order, Bal. C. O. D.

**ACE CARNIVAL SUPPLY CO.**

5617 S. Halsted Chicago 21, Ill.

**World's Lowest Prices!**

- Doz. PISTOL LIGHTER, dazzling chrome, black handle, large size .....\$7.20
- TABLE LIGHTER SET, automatic, silver plated, retails for \$3.50 .... 7.20
- CAMERA LIGHTER, cable automatic shutter release ..... 7.80
- COMB CIG. CASE & LIGHTER, automatic, extra thin, retails \$7.50. 18.00
- 20/20 AVIATOR'S SUNGLASSES & CASE, gov't app'd, retails \$2.98 7.20
- RHINESTONE JEWELRY SET, luxury velvet boxed, \$10 retailer.. 15.00
- 4 PC. PEN SETS, gold tops, fancy box, with knife or flashlight, \$7.50 retailer ..... 6.00
- 1/3 With Order, Balance C. O. D., F. O. B. New York. Send for Catalog.

**TED BURKE INDUSTRIES**

Dept. B-5, 10 W. 27 St., New York 1, N. Y.  
Murray Hill 4-6757

**SKELETONS**

Soft rubber plastic—Newest Windshield Novelty. Sample doz.—

**\$2.00**

Jobbers, write (No Postcards).

**BEAUMONT BROKERAGE**

Box 8535, Cole Station, Los Angeles 46, Calif.

**Pipes for Pitchmen**

By Bill Baker

The pitchman is ever looking for smart ways to beat summertime competition.

**DALE BROWN . . .** president of the Ft. Smith Auction School, writes from Ft. Smith, Ark., that his enterprise is growing by leaps and bounds. The school's curriculum calls for three terms a year and it recently graduated 28 students and a similar number is currently taking pitching and mail order studies.

**JOSEPH T. WALKER . . .** is working foot salve in the Silver Store, Birmingham, to reported solid takes.

*No one is more forlorn than the pitchman with that "haven't got a spot booked" look on his face.*

**AUDLEY H. WOODALL . . .** has teamed up with Lenwood K. Maye and both boys are wending their way to the West Coast.

**DAVID STOTTLEMYER . . .** has taken out a jewelry layout which he plans to present at Eastern and Southern fairs under direction of Robert Petrie.

The smart operator is the fellow who stumbles over a new idea and turns it into a thriving business.

"AFTER TRYING . . . my luck on the Boardwalk at Ocean City, Md., to a total blank, I'm now a bloke in Pocomoke," cards Jack (Bottles) Stover from Pocomoke City, Md. "If the natives will permit it, I plan to stick around here for a while. It looks like a good go for a little dough. My wife is taking the breeze at the beach."

*Let's have more lists of the boys and girls working fairs.*

**TEX AND GWEN'S . . .** Radio Players, med show, have moved into Kentucky following spotty business on their tour of Ohio. Unit recently took delivery on a new jeep panel truck and currently is dickering for a new house trailer. Roster includes Tex and Gwen Doss,

lectures, music, singing, magic and rag pictures; Butch Doss; Curly Locks, guitar player, and Lasses Larkin, blackface comic. The Dosses report that they plan to keep the org out until the snowballs fly and will take the show into Florida for the winter, if necessary.

*Work clean and respect your contemporaries and you'll find that it pays dividends in the long run.*

**ROBERT PETRIE . . .** who opened his fair tour with gadgets at Sandy Creek, N. Y., is passing out cigars over the arrival of a new daughter, Penny Kay, in Hagerstown, Md., recently. While Petrie makes his string of fair dates, his wife and daughter will remain in Hagerstown, after which they will go to Florida with Bob for the winter.

The successful pitchman is by no means a Superman. He's just an ordinary guy who likes his work.

**GLEN HOSBERG . . .** prominent peeler worker, is reported to be seriously ill at Mayo Bros.' Clinic, Rochester, Minn.

*Don't let anyone fool you. The pitch business still is big business.*

**DEAN MILLER . . .** has been retained by the Golden-Rich Company, Hastings, Neb., to work up *The Model's Manual* for the benefit of Pitchdom. Miller for many years worked fairs in the Midwest with stocking menders and plastic kitchen gadgets.

Forty-milers generally get some dough buy they don't get much of a gander of the country.

"A FEW WEEKS AGO . . . I read a pipe that puzzled me, because it was sent in by a real old-timer," pencils Dave Rose from Chicago. "I don't know what his object was or what he intended to gain. The man who sent the pipe thru was Kid Carrigan who, to my knowledge, has been in the pitch game for over  
(See PIPES on opp. page)

**COMPACTS**

Square Shaped as per illustration. Six Different Designs. Hand painted or highly polished gold finish.

**\$5.75 per dozen**

Heart Shaped, in six different designs. Hand painted or highly polished gold finish.

**\$7.00 per dozen**

- MEN'S HEAVY IDENTs, Nickel Finish, gross .....\$13.50
- LADIES' IDENTs, Nickel Finish, gross ..... 12.00
- TIE SLIDES, \$4.50 gross (carded); gross (bulk) ..... 3.75
- LOCKET ON PIN, Boxed Individually, dozen ..... 3.00
- SIGNET RINGS, adjustable to size, Nickel Finish, \$5.75 per gross. Gold Plated, \$6.25 per gross.
- WEDDING RINGS, Brass with Nickel Finish. Orange Blossom Design, gross .....\$1.40

DEPOSIT WITH ORDER

**A. LEONARD COMPANY**

51 BASSETT STREET PROVIDENCE 3, R. I.

**Merchandise You Have Been Looking For**

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

**Catalog Now Ready—Write for Copy Today**

**IMPORTANT** To obtain the Proper Listings eB Sure and State in Detail Your Business and Type of Goods You Are Interested In.

**ACME PREMIUM SUPPLY CORP.**  
1111 South 12th. St. Louis 4, Mo.



**COMIC LABELS**

For Whiskey Bottles. 6 to set. NEW SERIES of 2 Different Sets to retail 25¢

Printed in colors on gummed stock. Each Set is Glassine Envelope & Descriptive Matter. Doz. Sets, \$1.00; Gr., \$10.80.

(Jobbers, write for discount.) No C.O.D. Shipments Without Deposit

**Jokes and Trix Always Sell**

- NEW: Mr. Bones Rub. Skeleton, 8", Doz. ....\$2.40
- GOOGLY EYES, doz. .... .90
- Rubb. Devil, doz. .... 2.00
- Rubb. Worm, doz. .... .65
- Danc. Darlene, doz. .... 2.50
- 9" Lizard, doz. .... .70
- 6" Chameleon, doz. .... .75
- Monkey (rub.), doz. .... 1.75
- Spinner on Pin, doz. .... .90
- SICK PIG, doz. .... 2.00
- Mouse in Trap, doz. .... 1.00

**(Profits? GOOD!!)**

- Magic Trix Doz. ....\$5.50
- Dbi. Head or Tail, 5¢ ..... 4.50
- Dbi. Head Pennies ..... 4.80
- Folding Nickel ..... 5.00
- 4 Nicks to Dimes ..... 2.75
- Rattle Coin Box ..... 10.80
- 2 1/2" (hi nickel) ..... 8.50
- 3x2" (hi nickel) ..... 8.50

**FLORIDA FUN FACTORY**

536 Collins Ave. Miami Beach, Fla.

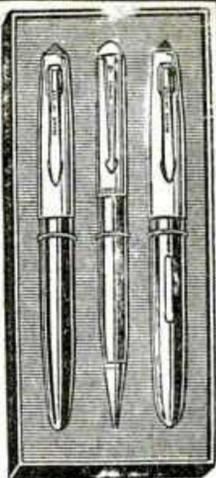
**DIRECT From Manufacturer Sensational Value**

Beautiful 3 piece set Hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors with gold plated caps. Attractively boxed.

**SPECIAL PRICE**

**\$54.00** Per Gross Sets

Sample Set, \$1.00



**These Pens Sell Like Wildfire!**

Combination ball pen and lighter.

**35¢** EA.

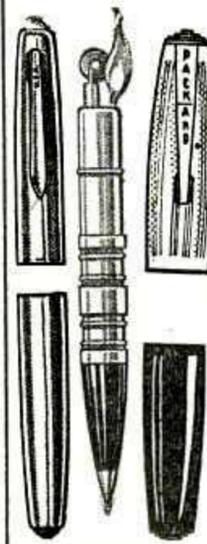
New 1950 Vacuum Filler

**\$4.20** Doz.

**\$48.00 GROSS**

**All Metal Sets**

- #875A Ball Pen, Lighter and Fountain Pen (Boxed), per gr. ....\$66.00
- #875B Ball Pen, Pencil and Fountain Pen (Boxed), per gr. ....\$66.00
- #875C Fountain Pen & Pencil (Boxed), per gross .....\$48.00



785 Flashlight with Chain (12 on Card), per gross ..... 24.00  
600 Ball Pen (12 on Card), per gross.. 14.40  
Smart gold-plated finish. 25% deposit with order. Send \$2.50 for Samples.

**H. EPSTEIN**  
27 East 22nd St. New York 10, N. Y.

**ORDER NOW!**

**TERRIFIC!**

**"HOLLYWOOD'S Best Figure Models"**  
Over 40 pages chock full of the most beautiful FIGURE MODELS . . . photographed by Hollywood's best Glamour Photographers. They sell like MAD . . . everywhere. ORDER TODAY!! \$7.80 doz. Send \$1.00 for sample.

**HEINZ Distributors**  
745 N. Cahuenga, Hollywood 38, Calif.

**HOLLYWOOD Screen Girl KEY CHAIN PHOTO**



Sealed in Plastic Full Color Film Assorted Poses  
**2 dozen \$4.00**  
**1 gross \$24.00**

Minimum pack 2 doz. with display counter card. 25% cash deposit, bal. C.O.D., F.O.B. L. A. Cash with order—Postpaid.

**MURRAY SALES CO.**  
423 S. Los Angl. St., Los Angeles 13, Calif.

**CHEWING GUM**

All flavors! Kept factory fresh with cellophane wrapping. Priced at half of standard brands. Write for information on all types and sizes, including Ball Gum—regular and bubble.



**American Chewing Products Corp.**  
4th and Mt. Pleasant Ave., Newark 4, N. J.

**BUY AT WHOLESALE—AND SAVE Half!**

**Sell Ultra-Blue Stock Signs**



10 stores; over 1000 slogans, comedy, general, religious, ultra-blue signs for homes and general display **MAKE MONEY** on our fast selling signs!

**COST 6¢—SELL 35¢**

- 15 Samples Ultra-Blue Store Signs, 7x11 \$1.00
- 15 Samples Ultra-Blue Religious Signs, 7x11 1.00
- 15 Samples Ultra-Blue Comedy Signs, 7x11 1.00
- Above Samples Mailed Postpaid.
- 100 Ultra-Blue Stock Signs, 7x11, \$6.00. No COD's.

L. LOWY, 812 Broadway, N. Y. 3, N. Y., Dept. 564

# SALESBOARD SIDELIGHTS

Otto H. Goldman, sales manager of Globe Printing Company, Philadelphia, reports that his firm is commencing a year-long celebration, marking its 40th year in the salesboard and salescard field. He states that for over the past year Globe's design and production staff has been working to complete a brand new spectacular "Best" line designed for operators only. According to Goldy (Otto's nickname), the line is "easily the best we've turned out and we've tagged it just that—'Best.'"

Otto also states the new line is built around new jackpot ideas, incorporating different colorful and "scintillating" coinboards, individually boxed and guaranteed. Each board has a three dimensional effect with a sandblast background. He adds that the new technique is an adaptation of the fine-tinsel application beneath cut-out lettering. Op-

erators report bang-up reception on the line during recent trips thru the West, Midwest and New England territories, Otto points out.

**T. & C. Sales Company**, Jacksonville, Ill., is enthusing over its new Cinch Winners board. The number features six wrist watches as awards, latter protected by a glass front and locked top. Officials describe the board as a nickel or dime play, 400-hole jackpot, 600-hole inserts deal. . . Superior Products, Chicago, has another sales winner. **Irving Sax**, general sales manager, says it's the King of Beasts, nickel punch definite profit 2,500-hole board.

From Rake Coin Machine Company, Philadelphia, comes word thru **Nate Rake** of a tidy hike in pellet board interest. Firm is finding that its line of Jerry Scanlan pellet numbers, including the Little Chief series, is moving out in a hurry. Among the sales winners are Silver Bell, in nickel, dime and quarter play; 1,000 Winners, in same play prices, and Black Beauty, another three-way play item.

**Carol Sales Company**, Elmira, N. Y., has been moving up its sales count on jar pad deals, plus like activity noted on its R W B, Lucky Seven, Match Paks. **Boss M. R. Hitter** continues to welcome in-person customers from points near and far, and is said to play the cordial host role in fine fettle.

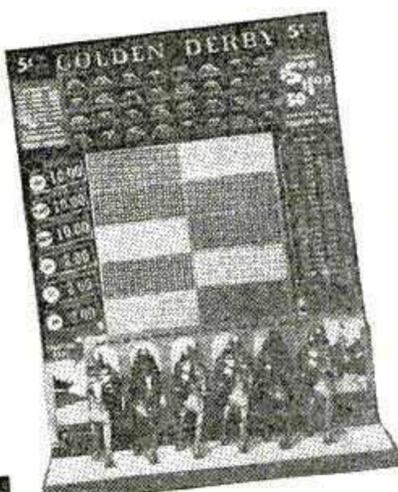
**Bernie Kite**, Chicago branch manager for Universal Manufacturing Company, Kansas City, and Bee Jay Products, Chicago, announces that a definite spurt in business has been chalked up during the last few weeks. He attributes it largely to customers becoming used to the special service and fast delivery afforded by the branch, which he stresses is owned by Universal and Bee-Jay. The large inventory car-

ried at all times means that the branch serves as a convenient "warehouse" for the operator, especially thru the Illinois, Indiana and Michigan areas. Bernie also pointed out that the branch effects a real saving to ops in freight charges, because of shorter delivery distances. From Bee Jay Products, **Reuben Berkowitz** tells of the sharp demand for the Marble Derby number, with more of the same predicted during coming weeks.

## PIPES

(Continued from opp. page)  
25 years. The pipe was in regards to the Maxwell Street Market. He claimed that in order to work the market one must pay an exorbitant price. As much as \$100. This is not true. I have been pitching on the market on and off for at least 20 years and I have never had to pay any large sum of money to anyone. Of course, everyone pays a fixed fee. It's so small, I'm even ashamed to mention it. Chicago is closed to pitchers. Maxwell Street is about the only place in town that we can work and inserting such pipes will do more harm than good. The Maxwell Market is mostly a place for merchants and peddlers and when pitchers are given the privilege of working to thousands of people every Sunday and getting up and gathering large crowds and blocking the street so that people can hardly get thru, it seems to me that such pipes should not be sent in. Carrigan, according to what he wrote, hasn't any intention of working on the Market anymore, but there are plenty of boys and gals who virtually depend upon Maxwell Street for their livelihood. The market master here always has been fair in his dealings with the pitch fraternity and I can get signature to back me up. Some men work the market once every two or three years and when they return how can they expect to get a choice location? There are a limited number of spots as the space is limited at all fairs. Let's not bite the hand that is feeding us."

## GOLDEN DERBY



5c  
HOLE BOARD

2500

Holes

DEFINITE PROFIT \$55

## SUPERIOR PRODUCTS, INC.

2333-39 W. FULTON STREET CHICAGO, ILLINOIS

## BOARDS FOR MDSE.

GRAND PRIZE STYLE • PLAIN HEADING  
CIGARETTE PAY OUT • TURKEY BOARD

Amf. Wtd.	Size & Type	Profit	Price
( ) 1000	Hole Blank Heading—for Mdse.	...	\$.89
( ) 1200	Hole Blank Heading—for Mdse.	...	1.39
( ) 1500	Hole ... \$2.37 ( ) 2000 Hole	...	2.99
( ) 1000	25c Cigarette Chas.	...	\$.64
( ) 1000	5c Nickel Spec.—Cigs	...	.99
( ) 1000	2c Cigarette Board	...	.99
( ) 1000	5c "1-Shot-Prize" Bd.	...	.99
( ) 1000	10c Turkey Bd., 6 Tkys.	...	1.50
( ) 1000	5c Jk. Pt. "Your Cig"	...	2.67
( ) 1000	10c Jk. Pt. "Your Cig"	...	2.67
( ) 2000	5c ABC Pots for 3 Przs.	...	4.25
( ) 2000	10c ABC Pots for 3 Przs.	...	4.25
( ) 2000	25c 3-Prize Chas.	...	4.25
( ) 2000	5c Trio-Pots	...	4.47
( ) 2000	10c Trio-Pots	...	4.47
( ) 1500	25c Grand-Time for 4 Pz.	...	5.00

Simply check amount each board wtd. and return ad. We'll ship immediately.  
( ) Cash with order. ( ) 25% Dep., Bal. C.O.D.

**LEGALSHIRE SALES**  
P. O. Box 86M Huntington Beach, Calif.  
Phone: LEx. 6-3218

## ATTRACTIVE-UNUSUAL PUSH CARDS

We stock hundreds of different sizes and styles. Orders shipped immediately. Write for FREE catalog and confidential price list TODAY!

Designed, Manufactured by **RAY MERTZ & CO.**  
525 S. Dearborn St. • Chicago 5

## SALESBOARDS

Merchandise Boards  
**TOM'S NOVELTY COMPANY**  
2145 Market St., Wheeling, W. Va.  
Phones: Day 2204—Nite 4980  
Call or Visit Our Showroom  
No Order Too Small

## 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 BARGAIN — CIGARETTE AND CANDY**  
Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N Newgard Ave., Chicago, Ill. sel6

**CANDY MACHINES—THREE 8-18 NATIONALS**, \$45 each; two Candyman, \$35 each; all in operating condition. Goodman Vending Service, Lebanon, Pa.

**CENSOR TROUBLE WITH GIRLIE MOVIES?**  
I have censored but spicy Girlie Movies for Panoram and Midget Movie machines. Just released brand new series #1 featuring lovely, shapely girls in glamour dances. Six different approx. 2 minute subjects, \$25. C.O.D. 25% with order. Be first in your territory. Wolf and Gerber Film Co., P. O. Box 7145, Washington 4, D. C.

**CIGARETTE MACHINES—GET IN THE SWIM**  
before the advance in prices on reconditioned cigarette machines; write for details; we also buy used equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

**CORRECTION—ADVANCE CIGARETTE MACHINES**, 20c seller, \$20; 25c, \$22.50. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky.

**DIGGERS—SELLING OUT; WURLITZER MUSIC**  
Machines, \$30 each; Exhibit Merchants, Mutoscopes, Electro-Hoists, Eries hand operated; Buckleys, parts for diggers; Rotary Merchandisers, National, 4243 Sansom, Philadelphia, Pa.

**ELEVEN USED CORADIOS—2-HOUR PLAYING**, guaranteed in working order, \$20 each; \$200 for entire lot. Hotel Radio Corp., 307 Seventh Ave., New York City.

**FOR SALE—TWO HILCO ICE CREAM BAR**  
Vendors, 100-bar capacity, sealed Kelvinator units; one floor sample, slightly used; \$400 for both. King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich.

**MERCURY DELUXE COUNTER GRIPPER—**  
200, three months old; factory guaranteed; proven moneymakers; regular \$59.50; sacrifice, \$12; all or part; money back if not satisfied; also Floor Model Deluxe, like new, regular \$129.50, only \$45; few left. Chester Rozinski, 4796 Garland Ave., Detroit 13, Mich.

**MUSIC ROLLS FOR LINK COIN OPERATED**  
Pianos wanted. State price. Hanna Service, 3843 Wallwerth, Toledo, O.

**SACRIFICE! TWENTY 5c BUCKLEY TRACK**  
Odds, D.D.J.P., 7 coin head double tubes, cash or token play; no reasonable offer rejected. Wholesalers! Make your bids. Write to Ernest Brennen, Dist. 445 Turk St., San Francisco, Calif. au12

**STAMP FOLDERS DIRECT FROM MANUFACTURER**; low, low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

**WANTED—TERRITORY TO OPERATE SHUFFLEBOARDS** on a percentage basis; good proposition. Reliable Shuffleboard Co., 2512 Irving Park Rd., Chicago, Ill.

**WILL TRADE SKEE BALL ALLEYS, SHUFFLEBOARDS** and Ten Strikes for American 12' Rebound Shuffleboards. Reliable Shuffleboard Co., 2512 Irving Pk. Rd., Chicago, Ill.

**50 DAVAL POSTMASTERS STAMP VENDERS**  
in original cartons, \$27.50. Mac Sanders, 2846 W. Pico Blvd., Los Angeles 6, Calif. au19

## SALESBOARDS—JAR TICKETS NEW LOW PRICES

ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description	Def.	Profit	Net Price
300	25c	QUARTER COLORS, THICK	Def.	\$15.00	\$ 5.50
400	5c	LUCKY BUCKS, THICK	Def.	7.00	.60
1000	5c	5c CHARLEY, THIN	Def.	17.00	.75
1000	25c	J.P. CHARLEY, THIN	Avg.	52.00	.80
1200	25c	TEXAS CHARLEY, THICK	Avg.	102.98	1.50
1000	5c	SOUTH PACIFIC, GIRL BOARD	Avg.	26.89	1.75
1000	5c	HOLD THAT LINE, GIRL BOARD	Avg.	27.20	1.75
1000	5c	FLAMING GIRL, GIRL BOARD	Avg.	27.00	1.75
1000	10c	TEN CENT SAW BUCKS	Avg.	45.00	1.75
1000	25c	SIX TWO BITS	Avg.	114.28	1.75

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST  
Stating your requirements. Large stock. Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes. 25% deposit with all orders—balance C. O. D.

**MICHIGAN CITY NOVELTY CO.** BOX 66, MICHIGAN CITY, INDIANA

GIVE TO THE DAMON RUNYON CANCER FUND

# LET EMPIRE PAY YOUR RENT

**BUYING YOUR BOARDS FROM EMPIRE WILL SURELY SAVE YOU ENOUGH MONEY TO PAY YOUR RENT. AND THEN SOME.**

**EMPIRE'S BOARD PRICES HAVE BEEN SLASHED TO AN ALL TIME LOW.**

**WRITE TO EMPIRE FOR AMERICA'S MOST COMPLETE LINE.**

**PUNCH BOARDS PUSH CARDS**

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Over 275 different sizes and styles available from stock. Orders shipped same day received. FREE CATALOG—WRITE.  
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CHIPPEWA FALLS, WISC.

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**STOP IN TO SEE US**  
**RAKE COIN MACHINE EXCHANGE**  
609 Spring Garden St., Philadelphia 23, Pa.  
Lombard 3-2676

**WE ARE MANUFACTURERS**  
All Kinds—PULL TICKET GAMES  
**TIP BOOKS**  
Buy Direct From Manufacturer at Very, Very Reasonable Prices.  
—Columbia Sales Co.—  
302 MAIN ST. WHEELING, W. VA.  
Phone: Wheeling 340

## BLACKHAWK BOARDS JAR DEALS

Write for list.  
**Galentine Novelty Co.**  
South Bend 24, Ind.

**JAR TICKETS**  
RED, WHITE AND BLUE  
LUCKY SEVEN  
**BINGO TICKETS**  
On Sticks—Sizes 1000-1200 1260-1600

# Trade-Ins Off; See Prices Up

## Operators Start Modernizing Routes; Phono, Game Swaps Continue To Show Drop-Offs

### Grosses in Usual Summer Slump, But Fall Looks Bright

CHICAGO, Aug. 5. — With prices on both used and some new equipment beginning to creep up and with a sharp drop being noted in trade-ins in the amusement and music fields, there was every indication this week that the coin machine field, especially at the operator level, was gearing for a long-term pull under wartime conditions.

In a better financial position now than they have been for several years, many operators have already starting a "modernizing" program which would find major replacements of older equipment thruout their routes. But while buying of new equipment has been stepped up, trade-ins have dropped to a point where distribs in larger cities this week reported phono trade-ins had dropped to about 25 per cent on all new sales and game trade-ins were down to 15 to 20 per cent.

#### Figures Cited

These figures are explained by a distributor report from St. Louis, where some 41 phonographs (new) were sold this week, but only 14 old units were turned in in trade. On the game front, a Chicago distrib reported that trade-ins included only 8 units on total sales of more than 50 new machines.

Phonograph sales have been steadily increasing during the last month, especially in the larger cities, where the modernizing programs now appear to be going ahead at an accelerated pace. But most distributors stressed the sales were not being made to "panic" buyers.

Operators, according to the distribs, are buying steadily but in small amounts. They are not over-extending themselves financially, nor are they assuming impossible financing burdens. Older equipment, which normally would be channeled into the distribs as trade-ins on the new machines is, instead, going into the operators' storerooms, should a real (See Phono Sales on page 98)

## Set Hearing in Arlington, Va., On Coin Games

WASHINGTON, Aug. 5. — A hearing has been set for September 9 on the proposed county ordinance regulating pinball machines in nearby Arlington, Va. Ostensibly a regulatory measure, the ordinance would provide such high taxes on machines as to virtually eliminate them from Arlington. Passage of the ordinance is sought by Commonwealth Attorney Denman T. Rucker (The Billboard, July 22).

The ordinance would forbid placing of pinball, shuffleboard and other coin-operated games in drugstores, moving picture theaters, bowling alleys, places where wine or beer are sold for on-the-premises consumption and within 500 yards of schools, churches and public playgrounds. Installation of any of these machines would require approval of the chief of police and the electrical inspector. (See Set Hearing on page 102)

### \$150 Bell Tax

WASHINGTON, Aug. 5.—A rise in the gaming device tax to \$150 annually is almost certain to be enacted following approval by the Senate Finance Committee this week. Similar action has already been taken by the House.

The Senate group voted to retain all excise-increasing provisions contained in the omnibus excise tax bill which has now become the vehicle for the increased corporation and individual taxes requested by the President. The committee estimated that hiking the present \$100 gaming machine tax by 50 per cent would bring an extra \$5,000,000 a year in revenue.

## Culp Products To Enter Game Field in Fall

### Set Initial Output

ELKHART, Ind., Aug. 5.—Culp Products Company, manufacturer of Panbridge, a non-coin-operated game for home use, has entered the amusement machine field, and will shortly introduce a five-ball game, set for 5-cent play, called Bridge Ball. Game is an adaptation of Panbridge, and is a skill device inasmuch as the player has actual control over each ball. John W. Culp, inventor of Panbridge and Bridge Ball, heads the firm bearing his name.

A circular metal bowl is the playfield of Bridge Ball. Each ball is activated by a plunger, which shoots the ball into the bowl. Player attempts to direct the balls into numbered holes, ranging from 1 to 6. Idea is to get each of the five balls into one of the numbered holes before it rolls into a gutter.

Should the player guide the ball into the number 1 hole, he receives a second play on the ball. Thus it is possible to get from 5 to 25 plays for a nickel.

Culp announced that production of Bridge Ball will start this fall in a plant in Bristol, Ind., now being completed. Models of the unit have been completed and tested, he said, and distributors will be appointed to handle the coin-operated game in all parts of the country.

## Johnson Bill On Calendar In House Mon.

### Several Actions Possible

WASHINGTON, Aug. 5.—The revised Johnson Anti-Gambling Bill is slated to be reached on the consent calendar in the House on Monday (7). The House Interstate and Foreign Commerce Committee, which last week voted to favorably report the revised version of the Senate-passed bill (The Billboard, August 5), filed its report officially Wednesday (9). This was the last formality required preparatory to the bill's reaching the consent calendar.

Committee officials explained that an outside chance for withdrawal of the bill from the consent calendar would develop if the House Rules Committee decided to do so in order to issue a rule on the bill. Otherwise, the bill upon being reached on the consent calendar, could be quickly acted upon by voice vote unless a member of the House objects. A single objection would defer further action until the next consent calendar two weeks hence. Upon coming up a second time on the consent calendar, the bill would be subject to a voice vote unless three objections were raised, in which event the measure would await its turn in regular order on the calendar. Meanwhile, the House Rules Committee at any time could supersede floor action.

### Revamped Merchandising:

## War Clouds Bring Revisions in D. C. Operation; Old Games Now Get New Life, Bringing More \$

By Carol Hutter

WASHINGTON, Aug. 5.—Revised merchandising procedures, brought about by the Korean conflict, are helping to hypo business in some of the locations serviced by the Phillips Novelty Company.

Since the war scare began, the company has inaugurated a policy of hanging on to old machinery and equipment, according to John H. Phillips. Because the firm's buying of new games continues at the same rate, it finds itself with a larger number of units than usual.

#### Checks Records

Phillips has started a careful checking of his records and has discovered that certain of his locations have not received a number of the games, altho he thought that they had been rotated in spots.

Now he is finding new outlets for games that ordinarily would have been discarded. Of course, he pointed out, an old game can't be placed in a good location which attracts a large number of transients, because it would be old-hat to most of the clientele. Small neighborhood spots

## Expect South Africa Trade—But Limited

WASHINGTON, Aug. 5.—A chance for coin machine exports to the Union of South Africa developed last week as Commerce Department announced that the nation will permit, on a limited scale, previously banned imports of a non-essential nature from "hard money" countries.

For the first half of the year, non-essential items could be imported into the Union only from nations which have devalued their currencies. Thus, only food, machinery and medicines were permitted to be purchased from the United States.

A pile of restrictions on imports from "hard money" nations, however, makes it unlikely that more than a few machines will be bought, according to Commerce.

are proving good locations for these old units, however.

Shifting of machines from one location to another is nothing new for Phillips, inasmuch as some games do well in one place poorly in another. Altho he tries to test a game's pulling power right off the bat, he said it was difficult to predict a game's success. A good initial test is to ground, during winter months, are bowling alleys, where about half a dozen games are located.

#### Location Shifts

Changes in the popularity of a location itself also contribute to the unpredictable nature of this business, Phillips asserted. He has seen locations go from good to bad—and sometimes vice versa—by changes in ownership, neighborhood changes, etc.

Sometimes a new owner can have a good effect on business if he spruces up and generally promotes his location. Every so often Phillips puts one of his good machines into (See War Clouds on page 109)

## Camp Stirs Up Some S. C. Biz

COLUMBIA, S. C., Aug. 5.—Reactivation of Fort Jackson here, the nation's largest infantry replacement center, will vitally affect every phase of Central South Carolina's amusement industry.

With the announcement by Secretary of Defense Johnson, plans were being made to set up activity all along the line. Spokesmen for one Arcade, near shuttering, said plans had been revamped.

Brig. Gen. Frank McConnell said approximately 15,000 troops would soon be arriving at the fort for training. Now South Carolina's largest city with 86,000 population, the added number at the fort should put 150,000 within a 10-mile radius of the city coin machine ops.

Dance band and legit and outdoor promoters moved quickly to step up entertainment in the area.

# Candy Ops Cite Location Trends

## NAPM Selects Chairmen for 1950 Confab

### Koeneman Heads List

CHICAGO, Aug. 5.—The National Association of Popcorn Manufacturers (NAPM) has appointed Oliver Koeneman general chairman of its 6th annual convention and exposition set for the Stevens Hotel here October 25-27.

NAPM President Harry T. McNamara stated that the convention will be geared to the future of all parts of the popcorn industry. "In the past quarter century popcorn has jumped from comparative isolation," he said, "to the status of a quarter-billion dollar industry."

### Ryan Appointed

Chairman of the 1950 popcorn exposition will be James A. Ryan, vice-president and director of sales of C. F. Simonin's Sons, Philadelphia. Thomas J. Sullivan, NAPM executive secretary, points out that this is a new departure in the handling of the show. Each year the exposition committee chairmanship will be rotated among the various segments of the trade. Other key posts for the October show have been assigned to Mr. and Mrs. William Beaudot. William Beaudot, president of ABC Popcorn Company, Chicago, will be chairman of the social committee while his wife will be in charge of the women's activities.

Koeneman, the first president of NAPM, is vice-president of the Old Vienna Products Company, St. Louis. While he was chief executive of the association it enjoyed one of its most progressive years.

Last year's convention drew a record registration of 1,000. Sullivan expects a noticeable attendance gain for the 1950 event. The agenda, now under consideration, will include clinics and forums for all phases of the popcorn trade.

## Theater Concession Ops Use Ice Cream Venders To Up Biz

PHILADELPHIA, Aug. 5.—When local theater concessionaires Bob Abel and Art Silber added ice cream venders to their stands at 15 local theaters last year, they did so to boost year-round sales and to take up the "slack" in summer candy volume. That they accomplished this is proved by the fact that this year, ice cream sales are about 5 per cent above the 1949 level, and they point out it has not cut into popcorn, candy or soft drink business.

Abel and Silber found that, initially, their biggest job was in (See *Theater Ops* on page 95)

## List Leading Stops; Tell Standards Used To Measure New Installation Potential

### Describe Development of Six New Location Types

By Fred Amann

CHICAGO, Aug. 5.—A survey of candy operators on a nationwide basis (completed this week by *The Billboard*) pinpoints the latest information on leading types of locations, frequency of servicing, standards used to evaluate potentials, use of contracts and development of new types of locations. To make the survey more accurate, industrial and transient or public type installations were kept separate. Usually, operators do not cater to both types of locations and concentrate on either plant or non-captive spots exclusively. Thus, the difference inherent in the two types of operations makes procedures in one type not applicable to the other.

This is the first of a three-part location study series. The second and third articles will deal with soft drink cup and cigarette operations, respectively.

### Industrial Locations

The industrial location, now slated for further stimulation because of the greatly increased national defense spending, no doubt will have its major operator-objection (the five-day week) eliminated shortly, when longer hours, over-time and additional shifts are added. While the term "industrial location" lumps all types of manufacturing plants together, operators report there are special types of plants, and different employee factors, to look for to obtain the top type spots.

For extra volume, candy operators with plant installations have set up a six-point check program by which they gauge potential customer demand. These points follow:

1. Heavy industry spots (workers here tend to have greater appetites for in-between snacks).
2. Plants offering higher wage scales (workers will spend more for refreshment).
3. Rest periods (they afford workers more time to buy, munch candy).
4. Plants not usually affected by seasonal layoffs (stable plant population). (See *Candy Ops* on page 97)

## Calif. Cig Ops Pledge Aid To Curb Sales to Minors

LOS ANGELES, Aug. 5.—Following the assembly committee on public morals' second hearing into claims that the proper control over cigarette vender operation in spots frequented by teen-agers was not exercised, local operators went on record as pledging co-operation to curb the sale of cigarettes to minors.

The two-day session ending Tuesday (1) was held in the State Building and was the continuation of the hearing postponed in June when the State group asked a delay because of the lack of quorum.

### CMASC Statement

Arch C. Riddell Sr., secretary of the Cigarette Merchandisers Association of Southern California (CMASC), issued the following statement for the operators:

"The Cigarette Merchandisers Association of Southern California went on public record today (1) at a hearing of a State legislative committee in Los Angeles with a pledge

to co-operate 100 per cent in eradicating the sale of cigarettes to minors. A series of special association bulletins to member and non-member cigarette operators will instruct the venders on how to take every precaution to attain this commendable objective.

"The hearing ended in a spirit of mutual respect and confidence between the committee and the venders. Closing remarks of the session by George Seedman stressed the desire and the determination of the vending industry of California to co-ordinate its efforts with every school, Parent-Teachers Association and kindred groups as well as with all State, county and city authorities.

"The hearing was, in the opinion of all participants, outstanding and unusual in its tenor, remarkably successful and sure to bring far reaching and beneficial results."

The first day's session was high- (See *Calif Cig* on page 95)

## See Heavy Vender Expansions

## Base Forecast On Increase In Employm't

### Tee Off With War Pacts

WASHINGTON, Aug. 5.—Expansion of the vender business appears in the cards as a result of the gains in industrial employment already registered thruout the nation even tho not a nickel of the new \$10 billion dollar military appropriation has yet been spent. The signing of military contracts will be the signal for even greater industrial hiring. According to the Bureau of Labor Statistics (BLS), factory employment, in mid-June, before the start of the Korean invasion, had hit a 1950 peak of (See *Heavy Vender* on page 95)

## 50 Venders Quench CTA Riders' Record Thirst for Fruit Juice

CHICAGO, Aug. 5.—Announcing the recent completion of its 50 fruit juice vender installation thruout the Chicago Transit Authority (CTA) subway and el system, Mechanical Merchants, Inc., this week reported public acceptance was "above expectations and taxed machine capacity to the extent that twice-daily servicings were sometimes necessary on hot days."

According to Edwin Parham, Mechanical Merchants official, sales during a 24-hour period range from a low of 55-60 drinks to a high of 320-350 in twice-a-day service locations. Average volume for the 50 venders is 200 sales per day.

### Installations

Most of the machines are installed on Loop and metropolitan el platforms, with a smaller number spotted thru the subway system. Following

the policy set with the initial fruit juice installation March 10 (*The Billboard*, March 18), Mechanical Merchants vends uncarbonated fruit drinks at a nickel, at a temperature of 38-39 degrees. Automatic Products' Refresh-o-Mat unit is used.

### Add Flavor

Parham stated that the original orange drink was supplemented late last month by a second flavor, lemon-lime. In some stations, a dual installation offers rapid transit passengers a choice of drinks. Demand for the lemon-lime drink, while not matching orange juice volume, is proving satisfactory, he said.

With placement details still to be worked out with CTA, Parham revealed that his firm contemplates installation of another 50 fruit juice venders over the transportation system.

## Alkuno To Hold Machine Prices

NEW YORK, Aug. 5.—Alkuno & Company, manufacturers of low-cost cigarette and cracker venders, plans on early rise in machine lists. Kuno E. Hamann, president, declared this week.

He said the firm had on hand adequate amounts of steel and parts to feed production lines for an undisclosed period. Should the supply situation further deteriorate, he indicated the company may eventually be forced to increase equipment prices.

## United, Milwaukee, Names Eastern Rep

MILWAUKEE, Aug. 5.—W. H. Hoard, president of the United Manufacturing and Service Company, has inked an agreement naming the George I. Boone and Son firm of Great Neck, Long Island, N. Y., as representative in the Eastern Seaboard States.

The Boone organization will aid in marketing United's unilectric wiring system of electrical harnesses used in vending equipment.



# VICTOR'S REVOLVING SUPER MARKET

**Dominates Any Location**

The most practical MULTIPLE bulk vendor ever built . . . featuring a battery of 4 famous TOPPER DELUXE vendors, revolving on attractive tubular stand . . . the space-saving unit which provides quadruple earning potential. Actually requires no more space than one vendor on a stand.

**SELECTIVITY . . .** the most important factor in successful automatic vending . . . makes everyone a potential customer for VICTOR'S REVOLVING SUPERMARKET.

TOPPER DELUXE vends all kinds of bulk merchandise and is equipped with VICTOR'S new bay view display compartment plus side display windows.

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**VICTOR VENDING CORP.**

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"TOPPER" Reg. in U.S. Pat. Office

## Trade Directory

### New Equipment

Automatic ice cube machine—non-coin operated—Rainville-York Company, Atlantic City.

Bagatelle Billiards—coin billiard game—Sambros, Inc., Hartford, Conn.

Double Header—shuffle game—Williams Manufacturing Company, Chicago.

Gum vending machine—two column, 5-cent—Alkuno & Company, New York.

Judy—five ball—Exhibit Supply Company, Chicago.

Pocket lighter package—Bowers Lighter Company, Kalamazoo, Mich.

Premix cup vending machine—American Simplex Company, Los Angeles.

Timer—Model T-401 for radio and TV sets—Coin Meter Clock Corporation, Chicago.

Touchdown—straight novelty—Abco Novelty Company, Chicago.

Triplets—five-ball—D. Gottlieb & Company, Chicago.

Twin Shuffle Alley Rebound—shuffle game—United Manufacturing Company, Chicago.

### Change of Address

Pantages Maestro Music opened new headquarters at 1348 Venice Boulevard, Los Angeles.

### New Firms

Seaboard Distributors, Inc., 110 Ann Street, Hartford, Conn.

### Personals

Allied Coin Machine Company, Chicago, appointed Maurice Bayer as sales manager; Col. L. Lewis was named to head the advertising and promotion department and Sylvia Bulla was named office manager.

Colorado Music Guild officers: Wolf Roberts, president; George Gray, vice-president; Lou Shulman, secretary-treasurer.

Seaboard Distributors, Inc., Hartford, Conn., officers and directors: Ralph Colucci, president; Michael Colette, vice-president; Oswald L. Cavallo, second vice-president; Richard T. Scully, secretary.

Wisconsin Phonograph Operators' officials: Clinton S. Pierce, Brodhead, Wis., president; Ray Stone, Rice Lake, vice-president; Doug Opitz, Milwaukee, secretary-treasurer.

Coin Machine Institute officials: Sam Wolberg, president; Sam Stern, Williams Manufacturing Company, vice-president; Dave Gottlieb, D.

Gottlieb & Company, secretary-treasurer. Directors: Louis Gensburg, Genco Manufacturing & Sales Company; Max Levine, Scientific Machine Corporation; H. F. Dennison, Dennison Sales Company.

### Purchases

Worthington Pump & Machinery Corporation, Harrison, N. J., purchased the rights, design and patents of the Stewart Products Corporation's 500-cup beverage vender.

### Distributors

Abco Novelty Company, Chicago, appointed East Texas Novelty Company, Jacksonville, Tex., to cover the Texas area for the Hit-a-Homer counter game.

Atlas Tool & Manufacturing Company, St. Louis, appointed the Ben H. Golob Distributing Company of New York to distribute the Colsnac ice cream vender in New York, New Jersey and Connecticut.

Freshway Automatic Vendors, Chicago, named Ajax Distributing Company, Newark, N. J., as Eastern distributor for the Freshway refrigerated food vender.

J. H. Keeney Company, Chicago, appointed Taran Distributing Company of Miami and Jacksonville, Fla., to cover the Florida territory.

Ristaurat, Inc., Appleton, Wis., appointed Sioux Distributing Company, Minneapolis, to cover Minnesota, North and South Dakota for its music machine.

Rudolph Wurlitzer Company, North Tonawanda, N. Y., appointed Branch Distributing Company, Inc., branch office in Des Moines, to cover the Des Moines area and surrounding counties.

## Set New Industrial Relations Program At Pitney-Bowes Co.

STAMFORD, Conn., Aug. 5.—Employees of Pitney-Bowes, Inc., manufacturer of postage meter machines here, in their sixth series of plant elections since 1945, have chosen 80 fellow workers to represent them on the company's newly revised Industrial Relations Council during the next two years.

The council, which includes an approximately equal number of management's appointees, serves as a permanent part of the postage meter company's organization. Meetings of its various sub-divisions are conducted monthly. Thru the council, labor and management consult on all matters affecting the operation of the business, such as production, efficiency, working conditions, employee benefits and other mutual problems.

Named co-chairman with Walter H. Wheeler Jr., president, in a final round of voting by nearly 1,000 eligible employees, was Frank Bevivino, assembler in the special manufacturing division's department and co-chairman of the manufacturing division's counsel 11. Competing for the top post with four other division co-chairmen, who will be his colleagues on the IRC main council, Bevivino achieved a majority without a run-off.

### C of C Names Bowes

STAMFORD, Conn., Aug. 5.—Frederick Bowes Jr., director of public relations for Pitney-Bowes, Inc., makers of stamp and other vending machines, is serving on the advertising committee of the United States Chamber of Commerce. He is one of 530 American business leaders from 46 States, who have been named to serve on 27 committees, during the 1950-'51 fiscal year, according to Otto A. Seyfort, president of the national organization.

## New England Candy Manufacturers See Increase in Prices

BOSTON, Aug. 5.—A "nervous" situation was reported by candy manufacturers in this big confectionery making center today, and a "wait and see" attitude was developing as threatened price increases were rumored. Despite assurances of an abundance of sugar, Boston housewives cleaned grocers' shelves in panic buying. Confectioners reported good stockpiles of sugar but were worrying about cocoa beans. Reports from the New England Manufacturing Confectioners' Association (NEMCA) showed a decrease in retail volume sales of sweets this summer.

With prices of foodstuffs and other commodities pushing upward, the confectionery industry was examining the new standard 5-cent bar price. There was some indication that some retailers would go to a 6-cent bar price. The candy industry here during the period following the last war had decried the 6-cent price, and called for a return to the old 5-cent price, which had only recently been achieved.

## 30 DAY MONEY BACK TRIAL

**Northwestern**

**MODEL 49 SPECIAL**

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose, and we know we will gain a satisfied customer.

**Prices**  
LESS THAN 25 \$14.35  
LESS THAN 100 \$14.15  
100 OR MORE \$13.95

GUARANTEED NORTHWESTERN SPECIALS—Used		=33 BALL GUM PORCELAIN, 1¢ . . . . . \$7.45	
DELUXE, 1¢ or 5¢, Baked Metallic	Finish, Red or Green—Sample . . . . . \$14.95	SILVER KING, 1¢ or 5¢ . . . . .	6.95
10 or More . . . . .	12.95	MASTER PORCELAIN, 5¢ . . . . .	7.45
#39 PORCELAIN, 1¢ . . . . .	7.45	M & M . . . . . 39¢	
MERCHANDISE AND SUPPLIES		BALL GUM, All Sizes (150 Lbs. Min.) . . . . . 26¢	
PISTACHIO, Jumbo	VIRGINIA PEANUTS, Whole . . . . . 34¢	ADAMS, All Flavors . . . . . 42¢	
Queen . . . . . 49¢	FILBERTS . . . . . 50¢	WRIGLEYS, All Flavors 46¢	
FANCY TULIP, Large . . . . . 46¢	MIXED NUTS . . . . . 50¢	TOPPS, All Flavors . . . . . 42¢	
INDIAN NUTS . . . . . 40¢	BOSTON BAKED BEANS . . . . . 26¢		
CASHEW, Whole . . . . . 48¢	LICORICE LOZENGES . . . . . 25¢		
CASHEW, Butts . . . . . 44¢	Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.		
		1/3 Deposit. Balance C. O. D.	

Time Payment Plan Available—Trade-Ins Accepted

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If you are a top-notch producer, can qualify in hiring and working vending machine salesmen, we have an overwriting-commission proposition that will earn real profits for you. Our machines are best equipment available and our merchandise is of quality and price that will show operators real profits. If you are qualified write full particulars.

**PRINCESS PRODUCTS CO.**

Camilla, Georgia

### Peter Paul Gears Special Sales Campaign for Fall

NAUGATUCK, Conn., Aug. 5.—Peter Paul, Inc., will present "the most extensive advertising and selling program in the history of the candy industry" at a national sales meeting in Atlantic City July 16-19, according to H. M. Billings, sales manager.

The campaign will be aimed at fall selling, and is to be based on recent surveys on the sales potential of firm's candies for the remainder of the year. Follow-up meetings are to be held by district sales representatives for discussions of regional activities.

### Orange-Crush To Use Li'l Abner in Brand Promotion

CHICAGO, Aug. 5. — Orange-Crush announced last week that a long-term contract had been signed with Capp Enterprises, New York, permitting the firm to utilize Li'l Abner and other Al Capp comic strip characters for advertising and merchandising promotion.

Deal gives Orange-Crush the exclusive right, within the beverage industry, to so use the Capp cartoon in connection with its product.

### Charter Pa. Supply Firm

HARRISBURG, Pa., Aug. 5.—A corporate charter has been issued to the Chocolate Pop Corn Company, 137 Sharpe street, Kingston, Pa., authorizing the company to capitalize at \$120,000.

The corporation is set up "to operate and maintain wholesale and retail stores, warehouses, manufacturing plants; to buy, sell, machinery and equipment for the manufacture of chocolate and popcorn confectionery; to act as agent in the sale or distribution of chocolate and popcorn confectionery."

Incorporators were listed as George Sr, Anna, and Frank D. Arzente, all of 139 Sharpe street, Kingston.

### Hires Votes Dividend

PHILADELPHIA, Aug. 5.—At the regular monthly meeting of the board of directors of the Charles E. Hires Company here, a dividend of 25 cents per share was declared on the capital stock. Dividend is payable September 1 to stockholders of record at the close of business August 15.

IT'S TOPPS  
So Round  
So Firm  
So Good

# BOZO BALL GUM

A high, high quality product priced no higher than ordinary gum. Nine different, *delicious* flavors . . . nine different colors that go all the way thru to blow *real* colored bubbles. Ask for Bozo today. Learn why operators call it the greatest gum ever made for vending machines. Enjoy the fastest turnover and largest ball gum profits you've ever known. Available in all sizes.

write for FREE samples

**TOPPS CHEWING GUM**  
Incorporated  
237—37th Street, Brooklyn 32, New York  
SOuth 8-8900

## Turning Back the Clock

### 10 Years Ago This Week

CHICAGO, Aug. 3, 1940.—A new type of juke box location was tried out in the Detroit area, and consisted of portable dance floors installed outdoors next to roadside refreshment stands. First test spots appeared to do okay, as operators found the younger car travelers, especially, eager to patronize the approximately 20 by 30-foot dance floors.

With numbers of stand owners setting up the open-air danceries, ops were quick to take advantage of the opportunity to provide "you pays your money and you takes your choice" music via juke. Too, most such dance spots were exempt from ballroom taxes as they were usually outside city limits. No admission was charged, the only fee on the customers' part being the coins he deposited in the juke box.

The big Coin Machine Picnic in Chicago's Riverview Park (held July 20) was adjudged a success when final tallies revealed that 13,000 persons flocked to the outdoor doings. Following the picnic, the committee in charge addressed a letter to Edward R. Stottinius, chairman of the National Rearmament Advisory Board, pledging the coin industry's full cooperation in the task of speedy production.

Cream of the juke hit parade were the seven tunes, *Fools Rush In, Make Believe Island, Imagination, Where Was I?, The Breeze and I, Sierra Sue, and I'll Never Smile Again*. Edging up on the platter band wagon were *I Can't Love You Any More Than I Do, God Bless America, Hear My Song, Violetta, Tennessee Fish Fry, and Six Lessons From Madame La Zonga*.

A unique vender idea was the one employed by Arthur Eagle of Rochester, N. Y. He designed a console type machine which vended city directories for a nickel. The vender featured a top section that came down, forming a desk, making for easier loading. The bottom storage section could be used by the location.

Tony Gasparro, heading Weston Distributors, Inc., New York, was named Eastern distributor for Exhibit Supply Company by John Chrest, Exhibit sales manager.

### France Legalizes Sale Of American-Made Ciggies

PARIS, Aug. 5.—French government officials reported that American cigarettes will be legally placed on sale late this month and that 140 tons of U. S.-made brands have already been received at Le Havre.

Formerly American brands were sold more or less openly, altho prohibited by law at about 200 francs (60 cents) per pack. They were obtainable in most Parisian bars, night clubs and better restaurants.

### Okay Philly Meters

PHILADELPHIA, Aug. 5.—An ordinance authorizing the installation of 17,000 parking meters in 29 business areas was passed finally by the city council. The areas were approved at the request of business men and private individuals. Meters now are installed in the business sections of Frankford and Germantown.

While the city's Highway Traffic Board recommended installation of automatic, single-head meters, the city fathers decreed that all types of meters should be considered before a final selection is made.

### Madison Op Adds to Plant

MADISON, Wis., Aug. 5.—George Card, local vending machine operator and candy and tobacco jobber, has added a new warehouse to his facilities. It contains storage for both confectionery and tobacco items, plus shower rooms for drivers and a maintenance department for Card's truck fleet.

### 15 Years Ago This Week

CHICAGO, Aug. 3, 1935.—In one of the two biggest coin machine meetings of the year, the Amalgamated Vending Machine Operators' Association met in New York and heard the official announcement that game licenses would again be issued. Joseph Fishman, executive director of the association, explained the new licensing plan in detail, and reported the creation of a censorship committee composed of Amalgamated members who would pass on every new machine brought into the city.

A new firm, Coin-O-Matic Sales Organization, Pittsburgh, established a new precedent in public relations for the game field. Firm head M. S. Gisser advocated the use of advertisements in local newspapers, plus a musical radio program, to publicize the amusement game business.

Gisser and partner Ben Stein planned to set up an association among jobbers so as to effect better co-operation. Association sponsored ads in newspapers would work for the mutual benefit of both jobbers and operators, it was thought. It was also hoped to set a standard price for used equipment, encourage trade-ins.

An increase in business for automatic merchandising machines was reported by Pau' I. Bradley, Pittsburgh Automatic Canteen Company operator. Major credit for the increase was given to improved candy and peanut venders spotted in offices and plants.

Atlas Novelty Company, Chicago, was appointed Illinois distributor for Stoner Corporation's games and for the table division of Exhibit Supply Company. Atlas Novelty has been formed earlier in the year, and had more than tripled its floor space in the few months it had been in business. Atlas was headed (as it is now) by Maury and Eddie Ginsburg.

## Pepsi-Cola Set For NAMA Meet

CHICAGO, Aug. 5.—National Automatic Merchandising Association (NAMA) announced the addition this week of the Pepsi-Cola Company as an exhibitor, upping the number of sirup manufacturers to 10 (*The Billboard*, July 29).

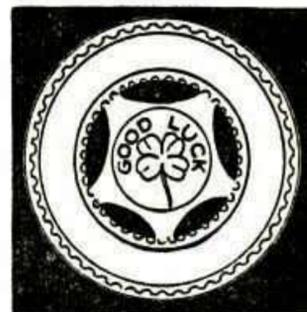
The convention and exhibit is set for November 12-15 at the Palmer House here.

## Employment at Record High; Seen as Plant Vender Spur

WASHINGTON, Aug. 5.—The nation's non-farm workers reached a record high of 52,774,000 during the first week of July, according to the monthly employment report of the Census Bureau.

Boost in industrial workers is seen as offering sizable increases in both number and sales volume of in-plant venders over the country.

## METAL TYPER MACHINES PARTS AND SUPPLIES



**FINEST ALUMINUM DISCS**  
Plain or Colored  
**BUY DIRECT**  
FROM THE MANUFACTURER

**STANDARD SCALE CO.**

1609 Delmar Blvd. St. Louis 3 Mo

PRODUCES GREATER PROFITS FOR YOU

# ACORN

1c or 5c All Purpose Bulk Merchandiser

**Order Yours Today!**

Yes, day in and day out this wonderful all-purpose bulk vender is an exceptional money maker.

- Vends all sizes of Ball Gum.
- Vends all sizes of Pistachios, Cashews, Almonds, Candy, Nuts, and Charms.

**WRITE FOR COMPLETE DETAILS TODAY!**

Distributors: A Few Choice Territories Are Still Open. Write Wire. Phone: M. J. ABELSON Gen. Sales Mgr 1349 Fifth Ave Pittsburgh, Pa Ph.: ATlan'tic 1-6478, 6479

Pacific Coast Dist. Operators Vending Machine Supply Co. 1023 S. Grand Los Angeles 15, Cal.

**IAK MFG. CO., INC.** 11411 Knightsbridge Avenue Culver City, California

## Highly Profitable Operation COIN OPERATED TELESCOPES

Used At  
**Airports — Beaches — Skyscrapers**  
And all commanding views

- Owner-Operators putting these on the market for the first time.

**REASONABLY PRICED**

"We wish to inform you that the gross collections made from the 18 coin operated telescopes located at the CHICAGO RAILROAD FAIR for the 1949 season amounted to \$12,105.40.

"We thought you would be interested in this figure which we feel is AN AMAZING ACCOMPLISHMENT."

Very truly yours,  
C. E. Dude  
Assistant Treasurer

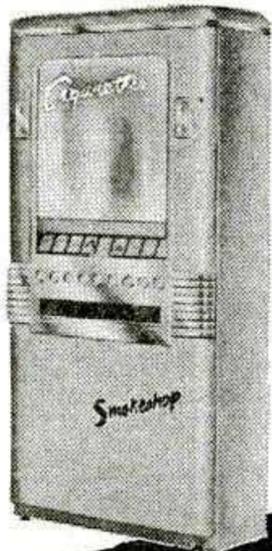
(signed)

For Further Information Inquire  
**ELECTRONIC DEVICES, INC.** 750 W. Jackson Blvd. Chicago, Ill.

## Continental Casualty Ops Insurance Units In Hotels, Airport

SALT LAKE CITY, Aug. 5.—Continental Casualty Company has announced the installation of air travel accident insurance venders in the Municipal Airport here, in addition to placing several machines in hotel lobbies. Latter cover all accidents, with air accidents accorded one-fifth the volume of most other travel coverages.

### IMMEDIATE DELIVERY



Feather-Touch  
All-Electric

**REGAL  
SMOKESHOP '612'**

Only **\$209<sup>50</sup>**

F. O. B. MINNEAPOLIS, MINN.

#### STRAIGHT QUARTER OPERATION

Order this fine cigarette vendor today and end protect yourself against tomorrow's possible rationing. Delivery is immediate. And we're still holding the price line.

See Your Nearest Authorize Distributor or Wire, Phone. Write for Details on the Regal & Other Outstanding Models.

DISTRIBUTORS A Few Choice Territories Still Available. Write

**AUTOMATIC PRODUCTS CO.**  
250 W. 57th Street, New York 19  
PLAZA 7-3123

## Calendar for Coinmen

- August 6-9—Southern Candy Wholesalers' Association (SCWA), annual meeting, exhibit, Municipal Auditorium, Birmingham.
  - August 9—Music Operators of Northern Illinois (MONI), monthly dinner meeting, Aurora, Ill.
  - August 10—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.
  - August 10—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.
  - August 14—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.
  - August 15 — Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
  - August 15—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
  - August 16—Operators' Guild of Westchester County, New York (OGWC), monthly meeting, Roger Smith Hotel, White Plains, New York.
  - August 17, 24, 31—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.
  - August 22—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.
  - August 23—Music Merchants' Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.
  - August 24—California Music Guild (CMG), Northern Division monthly meeting, Hotel Sacramento, Sacramento.
  - August 28—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.
  - August 29—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.
  - August 29 — Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.
  - August 31 — Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.
  - September 4—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.
  - September 6—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Chamber of Commerce Building, Houston.
  - September 7—Washington Music Guild, Inc. (WMG), monthly meeting, Hotel Hamilton, Washington.
  - September 7—Cleveland Phonograph Merchants' Association (CPMA), monthly meeting, Hollenden Hotel, Cleveland.
  - September 7—Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron.
  - September 26—National Automatic Merchandising Association (NAMA), Region II (New York) annual meeting, acting chairman, Frank Bradley, Statler Hotel, Buffalo.
  - October 26—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.
- (Association officials are invited to submit convention and scheduled meetings information to *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

## Supplies In Brief

### Delaware Sugar Report

WILMINGTON, Del., Aug. 5.—Soft drink bottlers in Wilmington gave varied reports on the sugar outlook. Wallace Williams, manager of the Canada Dry Bottling Company of Wilmington, won the editorial praise of the *Wilmington Star* for notifying his customers that his organization has cut its normal stocks of sugar, glass, caps (steel) and tires. "We believe," Williams said, "that stocking and hoarding is the enemy's game. If rationing comes we will make our deliveries as fairly as we possibly can."

L. A. Kirkman, secretary of the Pepsi-Cola Bottling Company, reported no difficulty in procurement of sugar. The firm, like all other soft-drink bottlers, purchases thru brokers and anticipates no shortage or price increases. He said "hoarded" stocks and "hoarding housewives" are making their own shortage. "The capacity of the refineries is being taxed by the present panic, and evidently the manufacturers of refined sugar are properly not diverting any production from the commercial allotment to ease the situation in the retail stores," Kirkman said. "This condition would seem to assure maintenance of supply for the commercial users. There has been no reduction in the supply of raw sugar and none is anticipated, since the main source is Cuba."

The sugar buyer for London Dry Ginger Ale Company said sugar has gone up 45 cents on 100 pounds within a four-week period. The company is getting its normal supply "but only by worrying the brokers," the buyer said.

Unworried was the Delaware Coca-Cola Bottling Company, whose sugar is included in the concentrate obtained from the Coca-Cola Company. Others such as Pepsi-Cola Bottling, Royal Crown, 7 Up and Cliquot Club, add sugar to the concentrates they receive. Their comments varied considerably. Dominick Pirri, 7 Up plant manager, called the supply "okay." Royal Crown declined comment. Richard M. Hastings, of Cliquot Club, called the situation "pretty tough." Harry Mundorf, of Mundorf Beverage Company, said the situation is "not too bad." He added "we have some sugar on order this week and expect to get it."

### Cuban Sugar Report

HAVANA, Aug. 5. — Immediate liberation of 577,145 tons of sugar remaining of the special quota of 1950, so that sugar mill owners can plan sales in such manner that they will be able to cover prices at which they will have to liquidate the cane of planters, was demanded by the National Association of Sugar Mill Owners of Cuba of President Prio two weeks ago.

The mill owners point out that the conditions of the sugar market have changed radically from a situation in which it was estimated that Cuba would have a surplus of 1,000,000 tons of sugar, to one in which it is feared that a shortage may develop before Cuba can put its 1951 crop on the market, if the war in Korea does not end quickly.

The cabinet last week agreed to liberate 200,000 tons of sugar of the special quota. Such liberation cannot be made in lots of more than 200,000 tons. The liberation of a further 200,000 tons of sugar of the special quota of the 1950 crop for free sale in the world market was agreed upon at a cabinet meeting this week. There now remains only 177,000 tons of sugar in the special quota.

Meanwhile, the Cuban Sugar Stabilization Institute has sold 36,500 tons of sugar of the special quota. These sales were effected at a price of 4.30 f.o.b.; 10,000 tons for Holland, 10,000 for Germany and 10,000 for Japan.

### Thatcher Votes Dividend

ELMIRA, N. Y., Aug. 5.—Board of directors of Thatcher Glass Manufacturing Company, Inc., have voted a 15-cent dividend on its common stock. The dividend is payable September 15 to stockholders of record August 31.

### Global Census To Show Coin Figures

WASHINGTON, Aug. 5. — The goal of a hemisphere census is being approached after 40 years of prodding on the part of various international bodies, the Census Bureau announced last week. At least two Latin American nations will show coin machine data. By 1953, some 300,000,000 inhabitants of the Americas will have been tallied, the agency said. The spread of population counts is being followed slowly by business censuses, with only Mexico and Brazil having so far scheduled the type of census of most interest to the coin machine industry.

Since both Brazil and Mexico have adopted most of the features of the U. S. business census, it is likely that their data will include coin machine operations. Population and housing censuses to be conducted by 22 Latin American nations in the next three years also are to be similar to U. S. censuses. More than 150 Latin American officials have been trained by the Census Bureau for the job of directing the counts in the various nations.

Census Bureau is jubilant over the trend. "In this, as in many other fields of human endeavor, the American nations are showing the way to true international co-operation," the bureau stated.



**ROWE ROYAL**

10 Col., 400 Pack Cap.  
**\$85.00**

8 Col., 320 Pack Cap.  
**\$80.00**

#### ATTENTION 25c CONVERSIONS

Silver, Quarter or combination Nickel-Dime. Guaranteed Parts.

#### CIGARETTE MACHINES

- UNEEDA, 8 Cols. . . . . \$95.00
- UNEEDA, 6 Cols. . . . . 85.00
- Uneeda Model 500, 9 Col., 350 Pack Cap. . . . . 100.00
- 8 Col., Model E, 240 Pack Cap. . . . . 62.50
- P-X 10 Col., 425 Pack Cap. . . . . 100.00
- National 9-50, 350 Pack Cap. . . . . 95.00
- DuGrenier MODEL W, 9 Col., 308 PACK CAP. . . . . 62.50
- Special! 4 Col., 100 Pack Cap. . . . . 32.50

#### CIGAR MACHINES

50 capacity, 10c vending, \$8.50  
Lots of 10 or more, \$7.50 ea.

#### CANDY MACHINES

- ROWE, 120 Bar Cap. . . . . \$75.00
- CANDYMAN, like new, 72 Bar Cap., Enclosed Base . . . . . 62.50
- VENDIT, 150 Bar Cap. . . . . 57.50
- U-Select-It . . . . . 35.00
- UNEEDA 105 Bar Cap. . . . . 75.00
- UNEEDA, 40 Bar Cap. . . . . 23.50



#### SALE

**NATIONAL  
CANDY VENDER  
\$100.00**

9 Col., 162 Bar Cap.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED  
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.  
Parts and Mirrors available for all makes and models.

## UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

New . . . Reconditioned . . . As is

166 CLYMER STREET EVergreen 7-4568 BROOKLYN 11, NEW YORK

**WRITE FOR CATALOG**

On Bulk Vendors, Merchandise, Games, etc.

**CHARMS**

- Plastic Charms, small, 1,000 ..... \$2.25
- Metal Colored Charms, small, 1,000. 4.25
- Plastic Charms, large, 1,000 ..... 2.95
- Copper & Nickel, large, 1,000 ..... 5.00
- Silver Wedding Rings, 1,000 ..... 5.95
- Toy Watches, 2 gross ..... 2.50
- Stone Set Rings, 1 gross ..... 1.95
- "Hep Cat" Buttons, 1,000 ..... 5.95
- Plastic Colored Rings, 1,000 ..... 2.50

We are factory distributors for all leading makes of VENDING MACHINES.



**VICTOR 5¢ ALL CHARM VENDER**

The newest sensation for vending charms. Never in the history of bulk vending has any one machine made as much money for as many operators as our famous Victor All Charm Vender. It has unlimited possibilities and has opened tens of thousands of new locations.

1 to 23, \$13.95 each; 24 to 47, \$13.75 each; 48 to 99, \$13.50 ea.; 100 or more, \$12.95 ea.

All other Victor models on hand available for immediate delivery.

**Victory Basketball Game**

Plenty of action—return ball feature—1c or 5c play  
Real Money Maker!  
22" High  
18" Wide  
5" Deep  
Simple mechanism guaranteed trouble-free



**\$32.50** EA.

1/2 DEPOSIT ON ALL ORDERS

**PARKWAY MACHINE CORPORATION**  
715 Ensor St. Baltimore 2, Md.

**Calif. Cig Ops Pledge Aid To Curb Sales to Minors**

(Continued from page 91)

lighted by charges hurled by Sen. Jack B. Tenney that the committee was a "creature of Artie Samish." (Samish is the self-styled lobbyist at the California Legislature. Chairman Lester McMillian, of the public morals committee, referred to Tenney as an "uninvited spectator and not under oath.")

This was the second time Tenney attended these hearings. Following the postponement of the initial session, the senator asked that Attorney General Fred Howser investigate the committee on his charges that it was operating illegally.

Sheriff Eugene Biscailuz and Capt. William Barron, of the sheriff's juvenile delinquency department, were among those heard the first day. They admitted that little or no enforcement of a 1911 law regulating the sale of tobacco to minors was practiced. However, they added, they had never received complaints from the public calling for the rigid supervision of vending machines. Strict compliance to the law could be accomplished only by the addition of man-power, they declared.

**Location Owners Heard**

The second day's session was devoted to location owners in the vicinity of schools in which vendors were operated. The afternoon session was marked by the refusal of Ed G. Chandler, CMASC executive director, and W. H. Hazzard, Canteen Company manager, to turn over their records showing earnings. Contempt citations that were filed were later dropped.

George Seedman, Rowe Service prexy, appeared as a voluntary witness during the closing minutes of the session and explained the operators' side of vending. When Attorney Jerome Weber for the committee asked for recommendations in combatting sales to minors, Seedman suggested that possession of cigarettes by a minor be made a violation.

Operators were quick to carry out their program of co-operating with the committee. Riddell said that the association plans to make reprints of section 308, California Penal

Code, covering the illegal sale of cigarettes, for distribution to operators. Copies of the 1911 law also will be posted on or near every cigarette vending machine. CMASC will distribute the stickers free to operators.

**Heavy Vender Expansion Seen**

(Continued from page 91)

14,600,000—a gain of a quarter-million over May and of 800,000 over June, 1949. The expanded employment figure in June was almost entirely the result of non-war activity. Employment gains were registered by manufacturers of all types of consumer durables, especially auto makers and suppliers.

**War Contracts**

While a shift to war contracts by some firms may simply result in stable employment with present employees being switched to war work, many others plan to continue their non-war production and expand their facilities to take care of war contracts. Cadillac, for example, has announced that its tank production will come from plant space presently idle, with motor car production to go right along.

The big surge in employment will come late this year when the impact of huge military expenditures will be reaching a crescendo. Military contracts let so far have obligated only funds authorized before the start of the Korean conflict. Months elapse between the time an appropriation is authorized by Congress and the time the money is actually obligated.

**Labor Problems**

Already there are signs that there may not be enough workers to go around. Census Bureau figures put number of jobless in June at 3,400,000—some 400,000 less than in June, 1949. The Labor Department is now planning fall drives to induce such unusual non-workers as housewives to take employment in war work.

Increased activity noted by vending machine operators in the Chicago area (*The Billboard*, July 29) is probably typical of most manufacturing areas. Among examples of increased factory employment in the period just before the Korean invasion were California, up 20,000 workers; Michigan, up 70,000; Indiana, up 9,000, and Pennsylvania and Ohio, up 10,000 each.

Accompanying the rise in industrial jobs has been an increase in the work weeks, which average 40.5 hours in late June—some two hours longer than a year earlier and a half-hour longer than in May. Reflecting the longer hours, factory workers' pay envelopes contained an average of a dollar more in June than in May. This brought the weekly average for a factory worker to a new record of \$58.89, according to BLS.

**Theater Ops Use Venders To Up Biz**

(Continued from page 91)

selling the ice cream idea to the theater owner. They overcome apprehension over dripping on seats or carpets by pointing out that the ice cream was firmly frozen. Too, they placed a receptacle near the refreshment stand in the lobby so that patrons could remove and dispose of the paper wrappers before going to their seats.

**To Add Cups**

Currently featured in the venders is the ice cream sandwich, with plans to add a Dixie Cup sundae line next year.

In addition to convincing the theater owner of the selling qualities of ice cream, Abel said it is necessary also to do the same job on the consumer. To this end, they arranged to run special trailers on the screen with the installation of the ice cream vender. Also, they instruct attendants at their counters to advise customers buying candy or popcorn that ice cream is also available. Another merchandising plan which they claim is successful is slipping free movie passes under some of the ice cream sandwich wrappers.

Abel and Silber state that during peak summer weeks, about 10,000 sandwiches are sold at the 15 theaters, with an average of 650 sales for each house. Ice cream volume, they report, represents 20 per cent of all concession sales. During winter months, they found, ice cream sales fall off only about 10 to 15 per cent.

"GREATEST ADVANCEMENT EVER MADE IN BULK VENDERS"



**CUTS SERVICING TIME AND COSTS IN HALF**

INTERCHANGEABLE SANI-CARRY GLOBE

Until you have actually operated 49s you have no idea of the time saved on location or in the service department... the amount of reduction in overhead... the extra time made available for handling additional machines... the accurate control of merchandise... the pleasure of knowing that your route is modern efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 49... test it... try it on your own route under your own conditions without risking a penny! Write for complete details today.

**KNOW WHAT'S GOING ON IN BULK VENDING**

Read *The Northwestern*... full of news, photos, helpful hints for vending machine operators. It's FREE.

**THE NORTHWESTERN CORPORATION**  
829 E. Armstrong St. Morris, Illinois

**SIMPLEST - STURDIEST LOW PRICED "KING OF VENDORS"**

**SILVER KING CHARM KING**

**2 GREAT VENDORS**

Sample, \$13.95

2 to 3, \$12.50

1 to 5 Cases, \$42.00 Case.

6 Cases or More, \$40.00 Case.

Packed 4 to Case.



**CAMEO VENDING SERVICE**

Main Office: 432 West 42nd St., New York City 18, N. Y.  
White Plains Branch: 8 Orawampum St., White Plains, New York

**WRITE FOR FREE ILLUS. CATALOG OF ALL TYPES OF MACHINES**

**TOPPER**

(Illustrated) Lots of 100, \$10.00 Sample, \$11.25

Victor's Universal

**JUMBO**

1" Ball Gum Vender Best Location Getter in Years! Immediate Delivery.

1/2 Dep. With Order, Bal. C. O. D.

**VEEDCO SALES CO.**

2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448



**Conn. Out-of-State Cig Buyers Called**

BRIDGEPORT, Conn., Aug. 5. — The State tax department started issuing subpoenas this week for those who have failed to pay the Connecticut tax on cigarettes bought from out-of-the-State mail-order houses.

State Tax Commissioner Dennis P. O'Connor said that his office has a list of hundreds of persons who purchased the cartons, that subpoenas are being served and that approximately 25 persons appear at the tax department daily.

Persons who fail to pay the tax are subject to a fine up to \$500 for the first offense, and \$200 up to \$2,000 for each subsequent violation. Imprisonment up to one year also is possible under the law.

**LARGEST?**

Yes. Rake stocks the largest selection of New and Used Coin Operated Vending, Amusement and other MONEY MAKING machines. We also stock complete assortment of Bulk Merchandise, Charms, Novelties and Accessories.

SEE THEM ON DISPLAY IN OUR WELL-STOCKED BUILDING... or WRITE TO DEPT. V FOR COMPLETE LIST OF COIN-OPERATED MACHINES AND SUPPLIES.

**Rake** COIN MACHINE EXCHANGE  
609 SPRING GARDEN ST. PHILA. 23, PA. LOMBARD 3-2676



PITTSBURGH OFFICE  
2120 Fifth Ave. Phone: Court 1-3842  
Distributors of Coin-Operated Machines and Salesboards



**TOPPER is tops!**

Victor's Topper reaches new heights in efficiency in vending charms and ball gum. Packed and sold 4 machines to the case. \$43.00 per case in lots of 1 to 5 cases

**\$10.00** per machine in lots of 25 cases

Investigate our 20-week TIME PAYMENT plan.

**ROY TORR**  
Lansdowne, Pa.

Consistently a Winner . .  
When You Vend  
JUMBO-SIZE BALL GUM



Vended Perfectly with  
**VICTOR'S JUMBO UNIVERSAL**  
Thousands of locations waiting for JUMBO  
UNIVERSAL and Jumbo-Size Ball Gum.  
Also the JUMBO UNIVERSAL SPECIAL  
with the tremendous capacity of 2,375 balls.  
SEE THEM TODAY AT YOUR  
DISTRIBUTOR

**VICTOR VENDING CORP.**  
5701-13 W. Grand Avenue  
Chicago 39, Illinois

Here is the New, Flexible

## ALKUNO

### CRACKER VENDOR

four columns with  
capacity of 100 packs  
of Austin Crackers  
or any similar size  
package not exceed-  
ing 3 1/4" x 2 1/2" x 7/8". Has  
large merchandise  
display and self-  
illuminating plexi-  
glas sign.

### MODEL 700

Metal Cabinet and  
Base.  
Ht. on Base, 60".  
Wt. on Base, 64 Lbs.

WRITE FOR  
NEW REDUCED  
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Immediate Delivery  
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Lustre Finish.  
Write for Catalog of  
Complete Line, In-  
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## BRAND NEW LUCKY BOY VENDORS



**\$9.75** EACH  
1¢ or 5¢  
MODEL

Nut and Charm Vendors hold 5  
lbs. Nuts. Ball Gum Vendors,  
800 Balls Gum. Fully guaranteed.  
1/2 Deposit, Balance C.O.D.

### FREE

5 LBS. NUTS OR BALL GUM, ONE  
WALL BRACKET WITH EACH  
MACHINE

**BLOYD MFG. CO.**  
VALLEY STATION, KY.

## Self-Service Wash Op Tells Biz Data

CHICAGO, Aug. 5.—Presenting a factual "operations picture" of the average self-service laundry, Walter Luhrsen, heading the Maywood Laundromat in that Chicago suburb, this week detailed his experience over the first six-month period following his opening shop in December. Luhrsen's business and customer findings parallels that of most self-service laundries contacted during recent months.

His original investment in the 20-washer store (with three fluff dryers, two extractors, one water softener) will be amortized after a two or two-and-a-half year period, according to Luhrsen. He figures the average customer spends \$1.70 per visit. In summer, 75 per cent of his patrons use the dryers; this jumps to 95 per cent in winter months, when out-of-door drying is difficult. Charges are 35 cents per load (eight pounds) including soap at 10 cents for use of the extractor. Extractor charge is eliminated when the dryer is used.

### Year Gross

During the first half-year of operation, Luhrsen's records show 5,500 customers used his equipment. He figures this out to approximately \$360 gross per week, or \$9,370 for the six months.

About 75 per cent of the customers are women, remainder men. Heaviest wash volume comes on Mondays, Tuesdays and Saturdays, with Saturday often the top volume day. This is due to two factors, Luhrsen believes; working wives take advantage of their single free day (on which the laundry is open) while housewives can "kill two birds with one stone" by getting their wash and week-end shopping done at the same time. Actual number of washes vary from a low of 37 on some summer Wednesdays (when the store is only open until noon) to 235 on Saturdays, when hours are from 8 a.m. to 5 p.m. The remaining days, hours are from 8 a.m. until 8 p.m.

### Seasonal Biz

Winter and summer seasons balance, volume-wise, according to Luhrsen. While the colder months would seem to invite greater patronage because "at home" washing and drying facilities are limited, he points out that summer brings increased use of lighter garments, which become soiled easier. For that reason summer volume matches that of the colder season.

## Chase Candy Intros Window Box Line

ST. LOUIS, Aug. 5.—Chase Candy Company announced this week it would introduce a new line of boxed candies during the Southern Wholesale Confectioners' Association's (SWCA) annual convention in Birmingham next week (6-9). W. A. Yantis, president, stated the seven-item line will be boxed in containers featuring "unusually large" acetate windows providing a clear view of the contents. Carton colors will be yellow, cerise and white.

The line will consist of chocolate drops, chocolate covered peanuts, chocolate bridge mix, chocolate covered midget caramels, malted milk balls, spiced jelly drops and orange slices.

## Cig Prices Go Up

INDIANAPOLIS, Aug. 5. — Coin machine cigarettes will advance to 23 cents here as soon as vending machines can be equipped with change-making devices. According to a spokesman for the tobacco business here, the new boost in cigarette prices cannot be absorbed by the vending machine operators. The spokesman said one earlier advance was absorbed by the operators.

## Claim Pa. Food, Drug Body's Fruit Drink Standards Arbitrary

BRIDGEPORT, Conn., Aug. 5.—The State Food and Drug Commission this week was accused of taking "arbitrary and discriminatory action" in setting standards for the identity and quality of uncarbonated fruit beverages. The charge was made in a public hearing at the State Office building as the commission proposed to end "deceitful" practices in the sale of such beverages.

Bottlers were unanimous in approving "classification and standardization" of uncarbonated beverages, but most asked specific exemptions to the proposed recommendations. One bottler stated that the standards, if accepted, would possibly force his company to withdraw from the Connecticut trade. Another bottler charged the commission had acted "without consulting" the bottling industry.

Food and Drug Commissioner Theodore J. Richard declared that the bottling industry would be given until August 3th to file briefs asking exceptions to the proposals.

## Pa. Out-of-State Cig Buyers Get Tax Bill

PHILADELPHIA, Aug. 5.—Pennsylvanians who tried to evade payment of the State's 4-cent-a-pack tax on cigarettes by making mail-order purchases out of the State are receiving notices to pay the tax or face prosecution. Notices were sent out by the Revenue Department's Bureau of Investigation and Collections.

Those who fail to pay the tax are liable to fines of \$1 to \$25 for each carton of untaxed cigarettes received. W. H. Beachy, head of the Bureau, declared.

"This department has received information that you have been receiving cigarettes by mail in violation of Act No. 25, approved the 24th day of March, 1949, and effective June 1, 1949," the notice states. "Act No. 25 assesses a tax of 2 cents for each 10 cigarettes, or 4 cents for each package of 20. Therefore, we are giving you an opportunity to voluntarily remit the tax to the Commonwealth in order to save you possible prosecution and embarrassment. Will you kindly forward the tax due the Commonwealth immediately to this office for any cigarettes received by mail."

Tax payments started to dribble into the Bureau soon after the first letters went out last week, Beachy said. Many of those making the payments pleaded ignorance of the law, Beachy noted. Under a federal law adopted about a year ago, out-of-State mail-order cigarette dealers are required to furnish the Revenue Department with the list of persons making purchases.

## Philly Dairy Expo To Add More Exhibs

ATLANTIC CITY, Aug. 5.—The Dairy Industries Exposition, to be held here in October in Convention Hall, and always of special interest to the vending machine trade, will be the largest single-industry exposition of 1950 here, according to the Dairy Industries Supply Association, Inc., sponsoring the show.

Compared to 1931, when 200,000 square feet of space was utilized, and again in 1948, when the show used 265,000 square feet, the floor space for this year's show is set at 300,000 square feet. All the association's past year expositions have been held in Convention Hall. This year, in addition to the normal exhibit space and side lobbies, the association plans to use areas opening off the Boardwalk lobby, all the side lobbies and the "Skyway of the States" under the roof, bringing the exposition to approximately seven acres in size.



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Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast-selling vending candies.

## LEAF GUM CO.

Div. of Leaf Brands, Inc.  
Chicago, U. S. A.

## SANDY MAC TIGHT BUYS

all his Leaf Ball Gum at  
FACTORY PRICES from  
**ROY TORR, LANSDOWNE, PA.**  
Better get on his quota, too

**NEW GUNS**

Load your machines with our guns and watch 'em empty faster than ever! Trial order will convince you. (Same size as illust.)

PLASTIC (6 Bright Colors) . . . \$4.25 per M  
NICKEL PLATED . . . . . 6.50 per M  
SILVER or GOLD PLATED . . . 7.50 per M

**Large Ass'd. SPORT CHARMS**  
(Baseball, Basketball, Boxing Gloves, Roller-Skate-on-a-Shoe, and Football)  
PLASTIC (6 Bright Colors) . . . \$3.75 per M  
COPPER PLATED . . . . . 6.00 per M  
GOLD OR SILVER PLATED . . . 7.00 per M

**Opportunity for Distributors**  
**PAUL A. PRICE CO., Dept. B**  
220 Broadway, New York 7, N. Y.

## 70 WONDERFUL CHARMS

Fruits, Vegetables, Flowers, Nuts, Birds, Animals, Faces, Coins, Musical Instruments, Military Insignias, Sports, Romance, Fashion, Wearing Apparel and Knick-Knack Charms—The most amazing assortment ever.

Plastic . . . . . \$3.75 per 1,000

Metal-Plated . . . . . 5.75 per 1,000

F.O.B. JAMAICA, N. Y.

IMMEDIATE DELIVERY

## EPPY

Samuel Eppy & Co., Inc.  
91-15 144th Place, Jamaica 2, L. I., N. Y.

# Candy Ops Cite Location Trends; List Leading Spots

(Continued from page 91)

lation means greater annual volume).  
 5. Predominance of male workers (men eat more candy than women).  
 6. General minimum employee staff of 100 persons (for older amortized equipment, a 50-60-person force may be adequate, but one leading operation requires a minimum worker force of 250).

### Service

Frequency of service depends upon individual plant requirements, and ranges from daily stops in high volume installations to at least twice a week in smaller demand plants. However, no more than three days are allowed to lapse between routemen calls in any event, operators state.

Operators appear divided on location contract thinking, with industrial installations taking the lead in written contract coverage. Generally, such contracts call for the exclusive sale of the item vended (candy) thru machines, or are based on a graduated commission, depending on volume. All include the length of time it (contract) will be in force, with an agreement on the commission rate (if not graduated). Another common item covered in location contracts is that of liability in event of injury thru use of equipment. Many operators use only verbal agreements, offering written contracts only when asked for same by plant management.

### Public Locations

On the public or non-captive location front, operators combine to report seven-point grouping of leading locations, by type. While such grouping may be applicable on a country-wide basis, it can be seen that the importance of specific types will vary in different sections.

According to the degree of volume potential, non-industrial locations are:

1. Schools (grade, high school, universities and colleges).
2. Office buildings.
3. Theaters.
4. Transportation terminals (bus, train, airplane).
5. Twenty-four-hour service stations, restaurants, bowling alleys.
6. Hospitals and similar institutions.
7. Department stores, ice cream parlors, various other retail outlets.

Depending on type of location and volume involved, servicing ranges from daily to once a week.

### Profit Potentials

Method of determining profit potential varies with different types of locations, but in general, operators check:

1. Probable income group in which customers fall.
2. Accessibility of vender location to maximum number of people.
3. Average attendance and seating capacity (in theaters, bowling alleys, restaurants).
4. Number of in-and-out-going trips (in bus, train, air terminals, to determine foot traffic).
5. In institutions, schools, office buildings, etc., the basic factor of "people present" is used.
6. Congeniality of location owners (mostly in retail, theater and like smaller-type location).

Location contracts are used by non-industrial candy operators, but there is no set pattern as to type of contract or type of location where it is used. Theaters appear to be most heavily covered by written contracts, with institutions and similar large-scale installations also coming in for prime contract coverage.

### New Locations

It is in the public or transient location field that new types of candy locations are most apparent. According to operators, they are:

1. Military bases, training camps.
2. Recreational fields (playgrounds, parks, etc).
3. Private clubs.
4. Self-service gasoline stations

(mainly in California).

5. Drive-in restaurants.
  6. Waiting rooms in public garages.
- Singling out some of the more interesting operator comments, compiled during the survey, individual thinking on the "location front" was as follows:

### School Stops

Nat Shapiro, Candymat Corporation, New York, maintains that his school stops show the highest per capita bar consumption over any other location. He holds that other top spots include utilities, where plant population is constant and lay-offs do not crop up season to season. Because men consume greater amounts of candy than women, Shapiro finds heavy industrial plants better stops, volume-wise. "If a plant can't be visited once every two weeks, it isn't worth operating," he states.

Plants employing piece-work principles are not the best location material, as workers take a minimum amount of time off. Summing up his industrial location thinking, Shapiro said: "The more men (in a plant) the better, and the younger the better. Candy consumption has a direct relationship to youth."

### Trailer Camps

Russell Candy Service, Milwaukee, finds that trailer camps and self-service laundries are among its important locations. Firm's airport installation gets up to three servicings a day. Curtiss Candy Company, Shreveport, La., finds drugstores and cigar stands among its top locations, with groceries coming up next as good stops.

The Canteen Company of Washington reports its best installations are in government buildings, with service ranging from twice a day to once a week.

### Bowling Alleys

According to L. J. Osler, Spokane candy operator, bowling alleys are his top spots, for the reason that pin-setters, bowlers and onlookers seem to have "plenty of appetite, money and time for eating candy." He services such stops every three or four days in winter and every two or three weeks in summer. Other good locations include all-night service stations, and big truck drive-ins or rest stations.

Herb and Bob Rousso, Food-O-Matic Sales Company, Los Angeles, claim that new location material now developing includes private clubs, swimming pools and bingo parlors. Private clubs are good candy locations as many of the clubs require tab signing, and are only too happy to get away from tabs for candy.

A number of operators in Minneapolis report trying such new locations as waiting rooms in public garages. Concentrating on garages where large parking volume is the rule, they state this type of spot is proving fairly good.

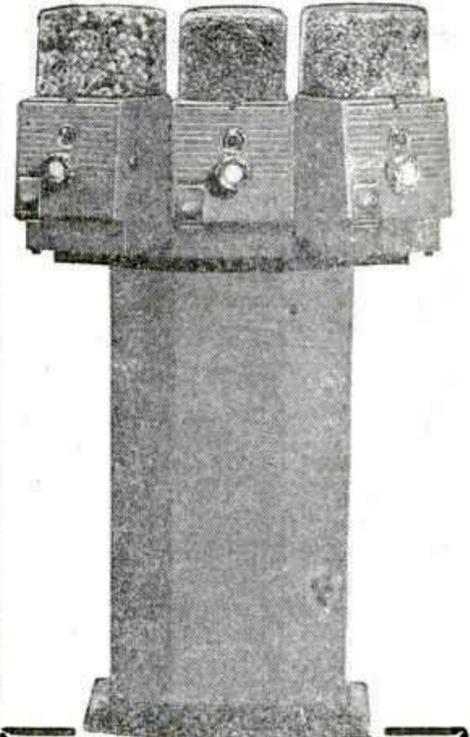
## Detroit Firm Changes Hands

DETROIT, Aug. 5.—Triangle Vending Company, operator of vending machines here for several years, has been taken over by the newly formed Colonial Vending Company, of Pittsburgh, following the death of Ben Filkoff last May. The other partners in the Triangle operation were Myer Brenner and Morris Richman.

Carl Young and Albert Buck have come here as representatives of the Colonial Company to manage the business, and are surveying the location situation. Headquarters will continue at 12046 Linwood Avenue. The firm has an estimated 1,000 machines, principally pistachio nut and gum venders.

**NOW!**  
**Bigger Profit**  
 FROM EVERY LOCATION  
 With the New  
*Northwestern*

**CABINET STAND**  
 FOR MODEL 49



**WRITE FOR DETAILS**  
 OR SEE YOUR DISTRIBUTOR  
**THE NORTHWESTERN CORPORATION**  
 829A ARMSTRONG STREET, MORRIS, ILL.

**GET \* NEWER CHARMS**

Lower prices from America's newest Charm manufacturer. Over 30 new and different series of Charms. Our prices are lower! Send 35c for complete samples.

**PENNY KING CO.**  
 415 Neptune Street, Pittsburgh 20 Pa.

For a Perfect Conversion on Your Cigarette Venders for Silver Quarter Use—All Slug Proof and Guaranteed To Work—GET IN TOUCH WITH

**STEINER MFG. CO.**  
 363 Hudson Ave. Brooklyn 1, New York  
 Triangle 5-0835  
 Est. Since 1927  
 Founder of UNEDA-PAK PRODUCTS CORP.

**MINIATURE METAL SCISSOR**  
 Vends Perfectly \* Nickel-Plated  
**\$10. per M.**  
 F.O.B. Jamaica, L.I., N.Y.  
**EPPY 91-15 144 Pl., Jamaica 2, N.Y.**

**VICTOR'S AMAZING NEW TOPPER**

Special August Offers  
 1 Case (4) Toppers PLUS 25¢ 210 Ball Gum or 25¢ Candy PLUS 1000 Charms. All for only **\$50.25** (with plastic globes) \$52.00

1 Double Unit Topper with Plastic Globes PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy P.L.U.S. 1000 Charms. All for only **\$36.00**

1 Triple Unit Topper with stand, plastic globes, PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy P.L.U.S. 1000 Charms. All for only **\$51.25**

**Samp. Topper, \$11.25**

Get today's top money maker—Topper DeLuxe 5¢ all Charm Vender. Sample .....\$13.95

**RAIN-BLO GUM**  
 140, 170 or 210 count, in 25¢ cartons, 28¢ lb. In lots of 150 or more with freight prepaid. 26¢ lb. less 2%.

**COLORED BALL GUM—All Sizes**  
 25 or 40¢ carton, 26¢ lb. 160 or 240 lb. with freight prepaid. **FULL CASH WITH ORDER**

**PISTACHIOS**  
 25 lb. carton Large, 49¢ lb. Extra Large, 53¢ lb. Full Cash With Order.

Plastic Auto-graphed Base-balls, \$5.00 per M Metal plated, \$8.00 per M.

**Write for our FREE Complete Charm List.**

1/3 Deposit, F. O. B. Brooklyn, N. Y. Balance C. O. D.  
 Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

**PIONEER VENDING SERVICE**  
 Exclusive Victor Distributor in N. Y. 461 SACKMAN ST., BROOKLYN 12, N. Y. Phone: Dickens 2-7992

**ADVANCE DUPLEX-E**

SITROUX TISSUE AND OTHER SANITARY NAPKIN AND TISSUE MACHINES AVAILABLE

Also Complete Advance Line Including HERSHEY BAR VENDOR IMMEDIATE DELIVERY

Order Sample Today! Write for Quantity Prices!

**LISTO SANITARY NAPKINS**

Sample and Prices on Request. Manufacturer and Distributor

**J. SCHOENBACH**  
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**POPCORN**

Find out about the original "Pop" Corn Sez PRE POPPED CORN. Scientifically popped and packaged to create profits for you. Shipped anywhere. It costs nothing to ask—means profits for you.

**WRITE, WIRE, PHONE**

**'POP' CORN SEZ CO.**  
 8329 Delaware Ave. UPPER DARBY, PENN. Phone: Allegheny 4-1019

**TOP VALUE--LOW PRICE!!**

Ask any operator using "Topper" Venders and you will find that these machines cannot be equalled in either performance or low price! "Topper" machines start at \$10.75 and drop to \$10.00 per machine on quantity orders. Send for free descriptive leaflet!

**R. H. ADAIR COMPANY**  
 6926 W. Roosevelt Rd. Oak Park, Illinois Phone: EUclid 6-9219

# Phono Sales Show Steady Rise

## Trade-Ins Off As Ops Start Modernization

### Mfrs. Review Problems

(Continued from page 90)

emergency arise. Few postwar model juke boxes are being received in trades these days, with only those phonos which have stood up since pre-World War II being used in exchange for new models.

### Grosses Off

Meanwhile, as the trade continues active, grosses on most equipment, both music and games, have shown sharp decreases in the past few weeks, especially in such cities as Chicago, New York, etc., where tavern business in general also has shown a heavy drop in biz. But this drop-off is normal for the summer months and with the industrial step-up which is expected this fall, ops look for heavy increases come the cooler months.

At this time there still is a definite difference between urban and rural preparations for the future. Buying of new equipment in the smaller areas has not increased nearly as heavily as it has in larger cities. But ops say their routes in the rural areas have been kept up to date to a greater degree and, in many cases, will not require as much modernization as those in the larger areas where a machine must be exchanged more often.

Too, grosses are apparently holding stronger in the rural areas, helped considerably by the heavy tourist trade and the vacationers visiting resorts in so many areas thruout the country. Many of the roadside stops are featuring new phonos as well as games this year (*The Billboard*, August 5), with much of this equipment well along to being amortized.

### Manufacturing Problems

Raw materials are going up and practically every manufacturer finds himself facing increased costs on practically all metals, woods and, in many cases, labor. These increased costs will eventually be passed along to the consumer, and even more importantly, coupled with shortages, may curtail output.

Manpower, as yet comparatively unaffected, is another concern of the manufacturer. Draft statuses, men belonging to the armed forces organized reserves and the National Guard and the natural shifting of factory personnel into other jobs are all factors to be reckoned with.

## Holliday Forms N. C. Mfg. Firm

CHARLOTTE, N. C., Aug. 5.—T. B. Holliday, music machine distributor here for the past five years, has formed the Arrow Manufacturing Company and will make amusement machines (coin-operated) as well as other equipment.

Associated with Holliday in the new firm are Frank Lemmond and J. W. Fisher. Headquarters of Arrow are at 1200 Morehead Street here.

Distributors will be appointed thruout the country to handle the coin machines produced by the firm. First unit, according to Holliday, will be ready to go into production within the next two weeks.

## Merchandising Music

**PICTURE PROMOTION . . .** Paul F. Miers, Easton, Pa., is a man of few words. In looking for ways and means to boost the income of the automatic phonographs, Miers says: "For further record promotion, put the picture of the performing artists, or artists, on each label." In line with the old saying that a picture is worth a thousand words, Miers may have something in his suggestion.

**OLDIES STILL GOOD . . .** In St. Paul, Lester Bruning, of Midway Vending, has found that many of the old favorite tunes still attract extra coins to his phonographs. Lester has increased his income in recent months by adding an old favorites section to each of his juke boxes. Each time he services the machines, he changes several of the oldies. Among the tunes he has been using are "Slipping Around," Blue Skirt Waltz, "Have You Ever Been

Lonely," etc.

**MOVIE TIE-IN . . .** Juke box patrons in Engelhard, N. C., now find many of the phonographs in their area featuring tunes which are themes of current motion pictures in their local theaters. And R. L. Jolly, who instituted this programming practice in his balliwick recently, says he has found that many of the patrons like to listen to motion picture tunes after they have (See *Merchandising* on page 108)

## Columbia Tests A "Better" 45

(Continued from page 15)

in Chicago, was not forthcoming until about two months ago, by which time 45 had become somewhat solidly entrenched. Previous to the actual marketing of the changer, Columbia had embarked on its promotion drive, encompassing radio, television, magazines and other media.

### Helps Changer Selling

Tradesters expect Columbia, at the close of its test period, to adopt 45 formally. Meanwhile, it was pointed out, Columbia is in a better position to continue selling its automatic changer. A sudden all-out venture into 45, it is felt, would have the effect of cutting down sales of the changer.

Despite a few hold-outs, the disk industry has in actuality been a three-speed industry for some time. Capitol started the trek, was followed by indies, and the pattern was decisively crystallized by Decca. The likely entrance of Columbia makes it all formal—sort of dots the I.

What's on the verge of happening, of course, is exactly what was broached at the original compromise meetings, attended by major diskery execs, about 18 months ago when Victor's 45 first joined battle with Columbia's LP.

## Denver Ops Find Juke Grosses Up

DENVER, Aug. 5.—Coin phonograph play is up as much as 25 per cent in most Denver locations, a survey of leading operators revealed.

Chief reason, operators declare, is the Korean situation which has brought more people out into neighborhood taverns to discuss the news. Locations in cocktail lounges and taverns are reporting the sharpest increase, but play appears on the rise in all locations.

## Janes Music Set In New Quarters

INDIANAPOLIS, Aug. 5.—The Janes Music Company is now in its new building, 809 North Delaware Street. The structure is built of steel and concrete and cost \$25,000. The floor space is 34 by 70 square feet, with parking space in the rear. The front is made of glass, with a record shop occupying 25 by 34 feet. The furnishings, including record racks, are finished in natural wood, and the shades are sun-resistant, green and amber. There are four listening booths and comfortable chairs for patrons placed at intervals thruout the shop. Fluorescent lighting fixtures and air conditioning are featured in the record shop, which is in charge of Mrs. Roberta Hunt, who is assisted by Donald Morton. To the rear of the record shop is a surplus stock room, private offices and wholesale section for the convenience of operators. The Janes Music Company is the local distributor for popular, hillbilly and sacred records.

A formal opening has been scheduled for early October. Mrs. Blanche Janes heads the company, and Clarence Hohman is the manager. Roberta Hunt heads the record shop and Donald Morton is in charge of mailing.

In addition to record distribution, the company is one of the largest coin-operated phonograph concerns in the city, with service night and day by Rex Hasler, Charles Settles, Hal Baily and Rover (Bob) Dee.

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in other departments of this issue of *The Billboard* are:

**COLUMBIA TESTS "BETTER" 45.** The diskery will give a limited tryout with two records in several markets (Music Department).

**U. S. SEES SHELLAC IN COMEBACK.** Government reports sharp drops in cost of shellac; sees record use hypo (Music Department).

**33 PRICE HATCHET MEN CASH IN.** Makers sit by; public is weaned to discounts which may be permanent (Music Department).

**TAX LEGISLATION MAY SMACK SHOWBIZ.** A stop-gap tax bill will affect about 95 per cent of all showbiz (General Department).

**RECORD MEN'S HEADS SWIM WITH 2 MORE SPEEDS.** Wagner-Nichols announces a 14 r.p.m. speed; Zenith speaks of 16 r.p.m. (Music Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and a special *Billboard* feature—a page devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

## Location Biz Varies, Comm. Survey Shows

### Reflects Juke Grosses

WASHINGTON, Aug. 5.—Business of eating and drinking places, which directly affects the average juke operator's income, varied widely in June, Commerce Department reported this week. In a survey of 17 cities, Commerce found that restaurants and taverns in eight cities had less business than in June, 1949; seven cities better business and three were even.

The June business barometer for eating and drinking spots in comparison with June, 1949, ranged from Houston, where business was up 10 per cent, to Atlanta, where it was off 16 per cent.

Cities having a business increase for eating and drinking places were Houston, 10 per cent; Dallas, 9 per cent; San Antonio, 1 per cent; Fort Worth, 9 per cent; St. Louis, 5 per cent, and Omaha, 4 per cent.

Cities showing declines were Atlanta, 16 per cent; Minneapolis, 1 per cent; Salt Lake City, 3 per cent; Norfolk, 8 per cent; Richmond, 1 per cent; Birmingham, 5 per cent; Providence, 6 per cent, and Hartford, Conn., 1 per cent.

Cities having about the same business in June, 1950, as in June, 1949, were Boston, Washington and Baltimore.

## Roberts Building Goodwill for Juke Industry in Colo.

DENVER, Aug. 5.—Donating over \$10,000 worth of phonographs to charitable locations is the means by which Wolf Roberts has built much prestige and goodwill for phonograph operators in general.

Roberts, who has spent 45 years in coin machine operation, has received the benefit of scores of newspaper articles as the result of his phonograph bequests. Almost all Colorado newspapers have carried feature articles on such gifts, usually with a photograph of Roberts making the presentation.

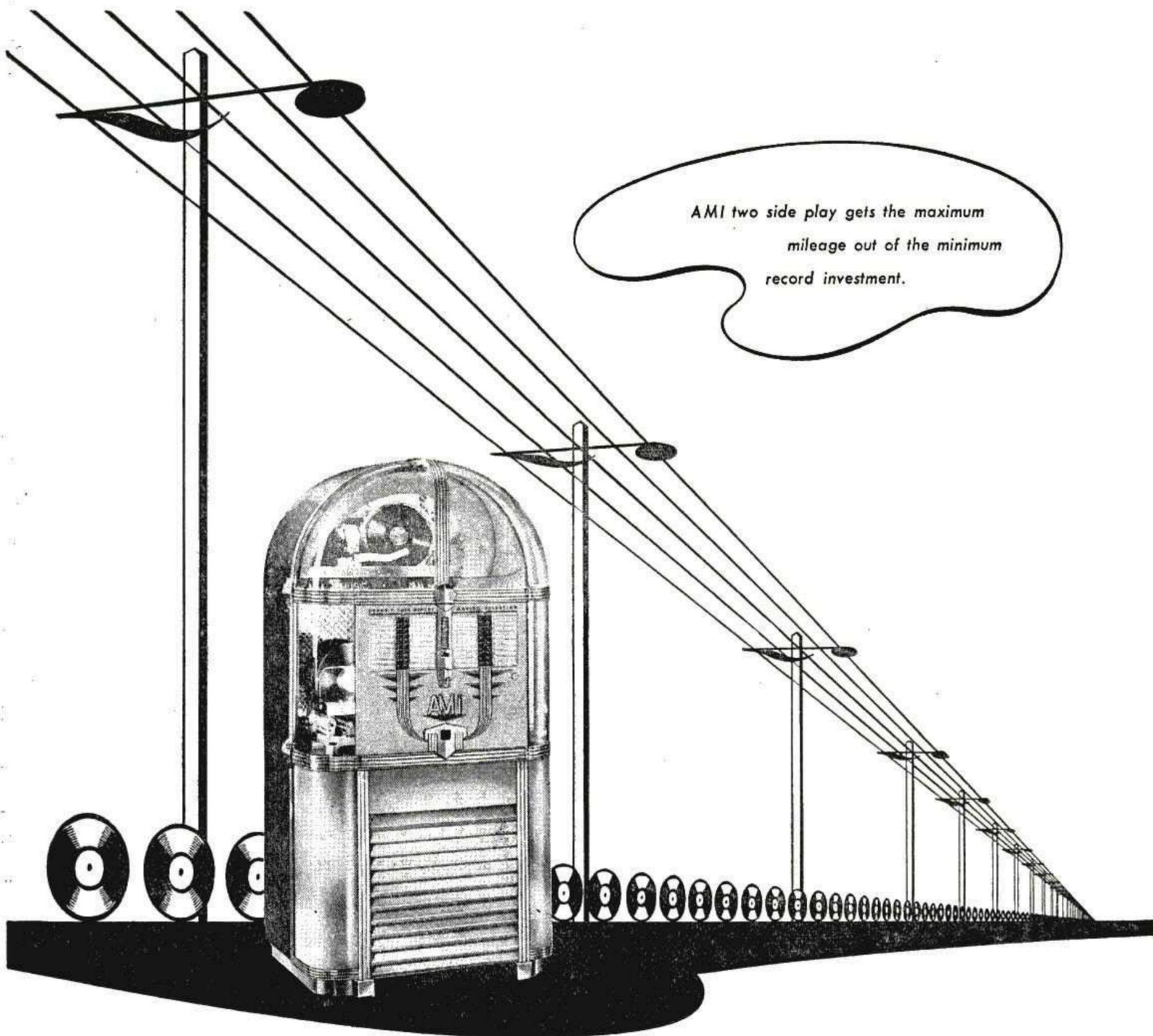
Phonographs delivered with compliments of Peerless Music Company, the Denver operator's firm, are all in top condition, most only a few years old, and thoroly serviceable. Along with the free gift, Roberts assumes full maintenance for as long as they are used.

Among the institutions which have benefited from the Denver op's programs are the Colorado Industrial School for Boys, at Golden, Colo.; the Teen Age Canteen, several Catholic hospitals, Father Flanagan's Boys' Town and similar organizations. Others have gone to the National Jewish Hospital in Denver.

Currently president of the new Colorado Music Guild, Roberts will guide the membership in like donations to other worthwhile causes in following years, he has announced.

## Fire Hits Record Exchange

CHICAGO, Aug. 5.—The Used Record Exchange here is rebuilding and enlarging the firm headquarters following a fire which destroyed a large portion of the warehouse several weeks ago. The Exchange, at the time, was closed for a group vacation.



AMI two side play gets the maximum  
mileage out of the minimum  
record investment.

## 3½ miles of music on AMI

Save your dollars! Save your time—which is even more precious than dollars! Save the stress and strain of extra typing, titling, inventory-keeping—the clerical detail that tires and depresses! A minimum investment in 20 records which the willing AMI speedily plays on both sides to render 40 selections, gives over 3½ miles of music (by measure of groove-lengths). More

than two hours of solid entertainment! The public likes 40 selections and the location does, too—patron wastes no time in trying to find the title he wants to play. The “C’s” menu of music is so varied that it satisfies every taste instantly, so comprehensive that it always has just a little bit more music than the public will ever ask for!

**AMI** Incorporated

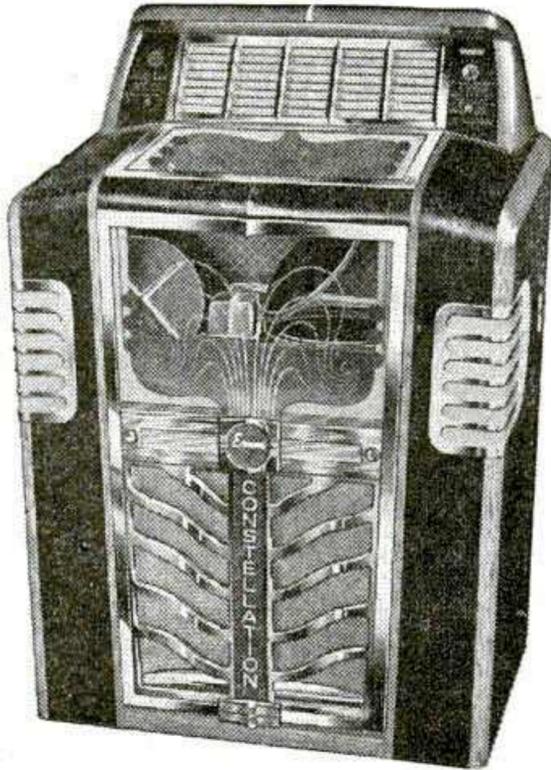
**S-T-R-E-T-C-H**  
**YOUR PHONOGRAPH MILEAGE**  
 with  
**EVANS' 1950**  
**20 RECORD, 40 SELECTION**  
**CONSTELLATION**

Built to meet tomorrow's operating problems, as well as those of the present, Evans' Constellation offers performance "mileage" far greater than your investment might indicate. Beneath the "years-ahead" styling of the cabinet is incorporated all that's best in phonograph mechanics and electronics . . . assurance of trouble free, economical, profitable operating for years to come.

Get the facts from your Evans Distributor or write Factory direct.

AVAILABLE NOW — Evans' Record Play Meter for Original Constellation.

GENUINE PARTS for Mills Throne of Music, Empress, Original Constellation.



**H. C. EVANS & CO.**

1528 W. Adams St.

Chicago 7, Illinois

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 Distributors

**Record Reviews**

(Continued from page 36)

**RATINGS**  
 OPERATOR  
 RETAILER  
 DISK JOCKEY  
 OVER-ALL

ARTIST  
 LABEL AND NO. TUNES  
 COMMENT

ARTIST LABEL AND NO.	TUNES COMMENT	OPERATOR RETAILER DISK JOCKEY OVER-ALL
<b>DANNY O'NEILL</b> Oriole 101	<b>POPULAR</b> <b>When Lola Plays the Pianola</b> Old-hat two-beat novelty may attract a coin or two on the tavern belt but has little other significance.	57--55--55--60
	<b>Emma Lou</b> Pleasant girl friend ditty warbled amiably if not well by O'Neill, who is supported by a neat, clefted two-beat backing.	68--70--67--67
<b>LUCILLE LINDEN</b> Big Nickel 1001	<b>Mister Morty, Fat and Forty</b> Slight rhythm novelty is rendered by an unconvincing thrush with chuggy, unattractive ork backing.	37--35--35--40
	<b>Oh, Oh, Jo-Jo</b> Another fairly uninspired novelty slicing with the thrush trying to make like an Eileen Barton.	40--40--37--44
<b>RAY BLOCH ORK- JIMMY SAUNDERS</b> Signature 15277	<b>When My Dreamboat Comes Home</b> Old-hat pianola taste injected into modern dance mold establishes a pleasant foundation for a Saunders' vocal set against background ensemble patter fill-ins. Tasteful diskling could score juke and spinner action.	78--80--75--79
	<b>National Emblem March</b> Well executed swing conception of the noted march for the dance mob. A worthwhile waxing which should find spinner favor.	70--75--70--66
<b>FRANKIE FROEBA</b> Decca 27142	<b>Snooky Ookums</b> Gang vocal and Froeba's barroom piano are appropriate to the ragtimey Berlin oldie.	73--72--72--75
	<b>At Sundown</b> Rippy-tippy piano styling is in the vein of the Frank Petty Trio version and should grab a hunk of the money.	76--75--76--77
<b>JOHNNY BOND ORK</b> (Rosemary Calvin) MGM 10751	<b>Hey-Ho Virginia Reel</b> The talented Rosemary Calvin suffers from poor presence in the recording. Novelty is cute, innocuous stuff.	65--66--64--66
	<b>Heart of Gold</b> Pop-corn shuffle tune has been around without showing signs. Group gives it a competent go.	69--70--68--70
<b>ART LUND</b> MGM 10750	<b>You Wonderful You</b> Lund turns in one of his warmest warbling jobs on a pretty ballad from "Summer Stock." Could be a big one if the tune clicks.	80--80--80--80
	<b>Francie</b> Lilting "Peep Show" excerpt has been around some weeks, but gets one of its best selling jobs here.	77--78--77--77
<b>CONNIE HAINES</b> Coral 60260	<b>No Other Love</b> Miss Haines surprises with a church-choir quality on the pretty Chopin adaptation. The Stafford competition is strong however.	73--74--72--72
	<b>La Vie En Rose</b> Connie shows off her French on the complete second chorus. Thoroughly winning bit of chanteusing on the big song, tho with many versions to choose from, this could get lost.	75--74--75--78
<b>GUY LOMBARDO</b> Decca 27127	<b>La Vie En Rose</b> The almost machine like consistency of the Lombardo crew continues in making a handsome dance version of the growing French import.	81--81--82--80
	<b>It All Begins and Ends With You</b> More proficient dance music by Lombardo on pleasant bounce ballad sung nicely by Bill Flanagan.	75--75--75--75
<b>WARREN GALJOUR</b> Children's Record Guild 5006	<b>CHILDREN</b> <b>On Lemmer Lemmer Street (1 and 2)</b> This is children's material in the great folk tradition. The music and story are from old Dutch sources, here transcribed brilliantly by Leo Israel (words) and Rudolph Goehr (music). Galjour sings the entire little cantata in a virile bari and Goehr directs his own colorful orking, which is among the most imaginative on disks. Ideal stuff to cultivate taste in early school-age tots.	86--86--86--NS
<b>JIMMY WAKELY</b> Capitol 1151	<b>COUNTRY &amp; WESTERN</b> <b>Steppin' Out</b> Switcheeroo on "Slippin' Around" gets a robust rendition here.	75--76--75--75
	<b>Mona Lisa</b> Treatment here is very similar to that of the Moon Mulligan version. Should click with the many Wakely regulars.	80--80--80--80
<b>HANK SNOW</b> Victor 21-0356	<b>I Cried But My Tears Were Too Late</b> Morbid weeper is about a departed lover who was to have been a bride. Recitation in middle is effective. Number is in the vein of several hits of a couple years back.	72--73--72--72
	<b>The Night I Stole Old Sammy Morgan's Gin</b> Backwoods novelty has old-fashioned flavor of another sort using a folk melody of the "Red River Valley" family.	68--70--68--67
<b>MOON MULLIGAN</b> King 886	<b>Mona Lisa</b> Melody of the smash lends itself neatly to a country beat and infection. This potent rendition should open up new neighborhoods for the number.	80--80--80--80
	<b>Goodnight, Irene</b> Strong coupling here. Both sides should get plenty of country juke play. Moon supplies some new lyrics.	77--76--76--78
<b>COWBOY COPAS</b> King 885	<b>Steppin' Out</b> "Slippin' Around" theme is handled in reverse here. Treatment is strong.	71--72--70--70
	<b>My True Confession</b> Routine ballad is delivered in heartfelt fashion by Cowboy.	71--72--70--70
<b>GENE AUTRY</b> Columbia 33906	<b>Blue Canadian Rockies</b> Conventional-type of atmospheric Western, in vogue several years back, is for Autry regulars.	76--77--76--75
	<b>Ontoera</b> Similar stuff, with the "great outdoors" feeling.	71--72--72--70

(Continued on page 102)

**Operators!**  
**Now You Can Make**  
**PROFITS**  
*from the*  
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Here for the first time is a MUSIC BOX that means PROFITS for YOU from the small locations . . . spots that do not warrant the expense of a large juke box. Designed specifically for these small locations, RISTAUCRAT '45' is not in competition with major juke box spots. Compact, low cost RISTAUCRAT '45' gives you fast, steady profits from spots such as Motels, Resorts, Road Stands, Small Taverns, Drug Stores, and dozens of similar places.

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The RISTAUCRAT '45' is the only successful small phonograph ever built for juke box spots. This precision engineered, coin operated machine plays twelve 45 RPM records, rejecting and *restacking them automatically!* Its sparkling clear tone is made possible by the lightest weight tone arm ever made (5 grams) . . . which also enables it to play badly warped records with the same trueness and clarity of new, perfectly shaped discs. The remarkable RISTAUCRAT '45' offers unlimited possibilities to coin men with force and imagination. For here is a machine that turns the smallest locations into profitable operations with a minimum investment.

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# Record Reviews

(Continued from page 100)

RATINGS  
OPERATOR  
RETAILER  
DISK JOCKEY  
OVER-ALL

ARTIST LABEL AND NO.	TUNES COMMENT	
<b>COUNTRY AND WESTERN</b>		
<b>GEORGE MORGAN</b> Columbia 20730	<b>So Far</b> Nothing special here, tho Morgan does his usual warm job.	71--71--71--70
	<b>You Win the Bride</b> More penetrating throbber here and Morgan turns a fine tear-laden phrase.	78--78--78--77
<b>LATIN AMERICAN</b>		
<b>PEREZ PRADO ORK</b> Victor 20-3873	<b>Mambo De Chattanooga (Chattanooga Shoe Shine Boy)</b> Beautifully recorded instrumental from Mexico, originally on the Victor Latin series, is now on the pop label for the greater distribution it deserves among rumba and modern jazz addicts.	77--78--77--77
	<b>More Mambo Jambo</b> Successor to Prado's exciting "Mambo Jambo" is a bit less so, but still tops in the current mambo crop. Fine for the Yankee market.	84--85--83--83
<b>NORO MORALES ORK</b> MGM 10742	<b>Flower of My Dreams</b> Pleasant, easygoing piano rumba is okay for Yankee rhumbugs. Nothing overly exciting, tho the beat is strong.	71--70--72--70
	<b>Sad Eyes</b> Noro's pianistic personality is stronger on this more characteristic medium bolero. Accents make for a more dynamic dance offering.	73--73--75--72
<b>NORO MORALES</b> Decca 21310	<b>Solamente Los Dos (bolero mambo)</b> The pianist-maestro uses a conjunto with trumpets and warbler Vicentico Valdes on a pretty, danceable side Okay for natives and gringos both.	79--80--79--79
	<b>Poquito A Poco (bolero mambo)</b> Another excellent rumba production that could presage a big new direction for Morales.	78--78--78--78
<b>ALBERTO IZNAGA</b> Decca 21309	<b>La Pelota (son mambo)</b> Casito Morales is the lusty Afro chanter on a highly exciting native side with powerful rhythm chorus and full band.	79--80--78--78
	<b>En La Arena Del Desierto (bolero moruno)</b> Hunk of Latin exotica is danceable and has ear-appeal in this imaginative scoring. Morales does some fine warbling.	76--76--76--75
<b>HOT JAZZ</b>		
<b>GENE AMMONS</b> Prestige 717	<b>Gravy</b> Neatly fashioned, melodic medium jump bopper spots nice Ammons' tenoring and Bennie Green tram; well-recorded and fine ensemble scoring and execution.	76--78--75--75
	<b>I Wanna Be Loved</b> Ammons follows his "My Foolish Heart" with another Hawkins-ish tenor solo of this current hit ballad, following melody line almost all the way. Sturdy for r & b quarters as well as jazz bugs.	79--80--77--80
<b>LESTER YOUNG QUARTET</b> Mercury 8927	<b>Polka Dots and Moonbeams</b> The Prez plus fine rhythm section dishes out a delightful slice of his tenor styling on this 1938 beauty. Could have added meaning in current revival of pop ballad acceptance in r & b quarters.	75--77--75--72
	<b>Up 'n Adam</b> Brilliant, driving tenoring by Young spelled by some neat Hank Jones 88-ing on an original. Buddy Rich's tubs keeps things swinging. A prize dishing for the jazz collecting clique.	73--80--73--66
<b>SONNY STITT</b> Prestige 718	<b>Count Every Star</b> Tasteful, rich tenoring by Stitt in a deep mood instrumental delineation of the current pop ballad hit. Current trends should make this worthy rhythm and blues fare an addition to the jazz collector potential.	79--80--78--80
	<b>Nice Work If You Can Get It</b> The rhythm oldie serves as a fly vehicle for a happy boppish tenor go by Stitt. This one should find favor with jazz collectors, especially those on a modern kick.	74--77--74--70
<b>OSCAR PETERSON</b> Mercury 8926	<b>Little White Lies</b> The brilliant Canadian pianist does a spellbinding performance of this standard. Great meat for jazz collectors and keyboard fanciers.	72--79--72--65
	<b>Lover</b> Peterson turns from impressionistic interpretation to a dazzling display of clean, speedy bop keyboarding built around the standard.	72--79--72--65
<b>DON BYAS QUARTET</b> Savoy 628	<b>Old Folks</b> Taking advantage of the recurring trend to tenor solos, label has reissued this disk. Cleanly played Byas tootling is as good as ever.	72--72--71--72
	<b>London-Donnie</b> Despite the title, this is "Danny Boy." Nicely played, too.	71--71--70--71
<b>SPIRITUAL</b>		
<b>FREDDIE EVANS-GOSPEL TRIO</b> Savoy 4018	<b>Even Me</b> Slow gospel chant is led with profound effect by Evans, a male version of Mahalia Jackson.	77--76--77--NS
	<b>When the Pearly Gates Unfold</b> Musically this one is more interesting and Evans holds it together for a highly effective hunk of gospel wax.	78--78--79--NS
<b>SACRED</b>		
<b>JAMES-MARTHA CARSON</b> Capitol 1129	<b>Man of Galilee</b> Hillbilly sacred duet should register a good mark in the South. Fine harmony and tone.	75--75--76--NS
	<b>He'll Set Your Fields on Fire</b> Bright, rousing, tangy prayer-meetin' song is highly contagious in this strong rendition.	76--76--76--NS

## Servicemen in Upper Michigan Being Organized

DETROIT, Aug. 5.—Formal organization of the up-State juke box field is well under way as the result of current promotional activity, according to William E. Bufalino, business manager of Local 985, Service Drivers and Helpers Division, Teamsters' Union, who has just returned from a trip thru the State. Besides personal contact, the strength of the union drive may be gauged by the insertion of a recent \$300 advertisement in the *Michigan Beverage News*, publicizing the union label.

Juke box servicemen in Grand Rapids, Muskegon and Lansing, are now in the union, Bufalino reported, with other areas expected to follow suit.

## NPMWA Forms Local In Cincinnati Area

CINCINNATI, Aug. 5.—Edward J. Duck, president of the National Phonograph Machine Workers of America (NPMWA) was in town this week to conduct an organization meeting for the union's Local 6 here, held Friday (4) night in the Sinton Hotel. The local has set up offices at 720 Main Street, Duck reported.

Duck said that the national organization now has a staff of 12 organizers ready to go into the field. The meeting, he said, was devoted to campaigning for local members and an explanation of the union's aims, by-laws, constitution, etc.

National offices of the employees' union are maintained at 600 Michigan Building, Detroit, where Duck spent the previous week conducting union affairs.

## Miami Regulates Juke Range

MIAMI, Aug. 5.—Outdoor juke box locations here, including barbecue stands, drive-ins and indoor spots such as bars, etc., will have to tone down their equipment, according to an ordinance passed by the city commission this week. The new regulation places a 100-foot limit on noise, including music, the distance being measured from the building where the sound emanates. A previous ordinance placed a 300-foot restriction on sound.

## SET HEARING

(Continued from page 90)  
Distributors of the machines would be taxed \$1,500 plus an additional \$200 for each disk-operated machine and \$300 for machines costing more than 5 cents to play. Rucker emphasized that juke boxes were exempt.

The county taxes would supplement State taxes of \$1,000 on distributors and an additional \$25 for each machine.

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**THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, N. Y.**

# PREP 1950-'51 LEAGUE PLAY

## Present Plans Call for More Loop Activity

### Include Army Camps

CHICAGO, Aug. 5.—With Labor Day and the start of the 1950-'51 league season approaching, plans are being made by most manufacturers and all established leagues thruout the country to get play off to a record start. Rock-Ola, with its Standard Shuffleboard League, American, which was one of the most active manufacturers in the organized play field during the 1949-'50 season, National, Penn, Monarch and Purveyor all report plans are nearing completion, and that the new league set-up shapes up as the largest in the history of the game.

Most active city planning to date has taken place in Detroit, where the Detroit Shuffleboard Association is conducting a "grass roots" campaign in an effort to line up new leagues for the fall-winter season (*The Billboard*, August 5).

Other communities where shuffleboard competition via leagues is expected to increase this year are Cleveland; Peoria, Ill.; Fort Wayne, Ind.; Chicago, Milwaukee and LaCrosse, Wis. All have been pointing toward the new season by setting up new locations, forming additional loops, and starting the ballyhoo for leagues in their own baliwicks.

### Army Installations

From an operator viewpoint, the stepped-up defense program in this country indicates shuffleboards will move into these enlarged and the re-activated training centers at an accelerated pace during the next few months. Recreation barracks in company areas are large enough to accommodate the boards and, with servicing a minor problem, as compared to other types of equipment, it is known that special services officers in the armed forces look with favor on the boards.

Thus, competition will be built up via inter-camp league play and, most important, trainees will get acquainted with the game, the majority for the first time, during their stay in uniform. This introduction to the game is expected to have its effect on public locations at a later date as men complete their training and, barring a full-scale war, return to civilian status.

### Location Renovation:

## Selling Shuffleboard Space An Art With Hartford Op, Whose Promises Pay Off Well

HARTFORD, Conn., Aug. 5.—"Suggest renovations!" That's how Abe Fish, owner of General Amusement Game Company here has been able to double his shuffleboard business during the past year.

"When I first started trying to locate shuffleboards in profitable spots, I found that too many places did not have enough room to install a shuffleboard set-up," Fish said. "That called for some fast thinking. I knew better than to come out and say, 'Look here, Jack, I know your tavern better than you do yourself. Tear out that wall or this wall and we'll install a shuffleboard that'll make a pile of money for you!'"

"I knew that if I approached the average location owner with that sort of suggestion, I'd get tossed out. So I used subtle suggestions, such as 'Wouldn't this place look better with something new, like a shuffleboard? You wouldn't have to do too much alteration and the added attraction of this shuffleboard will bring back

plenty of your old trade, along with new customers."

Before Abe knew it, such talks were bringing in orders for the General Amusement shuffleboards.

"I made it a point, however," Fish added, "not to assume the position of a know-it-all businessman. I spoke briefly, stressing specific points concerning better trade, and then let the location owner take the conversation from there. I found that if the owner was half-convinced about the possibility of new trade, he'd go for my suggestions 100 per cent."

"I didn't make the mistake," he continued, "of trying to suggest a possible renovation in an 'unknown' location. That is, I knew the locations thoroly—from my coin machine trade—before trying to suggest any changes that would help installation of my shuffleboards."

The majority of locations in which Fish suggested minor and major renovations found additional business coming their way

## Detroit Preps For Labor Day Loop Kick-Off

### See Record Season

DETROIT, Aug. 5.—Preliminary organization of a large group of shuffleboard leagues in the Detroit area was well under way this week, under the supervision of John Westerdale, director of league play for the Detroit Shuffleboard Association (DSA). Plans call for completion of all league schedules by Labor Day.

Pointing out that the DSA, like any trade group, is "a necessary adjunct to your business," Fred Chlopan, executive director, who is also president of the Table Shuffleboard Association of America, urged all operators to give full support to both local and national groups.

## Merchandising Can Maintain Biz: Chlopan

### Speaks for TSAA Org

DETROIT, Aug. 5.—Application of sound merchandising principles can maintain business at a satisfactory level in the face of a recessive tendency, Fred Chlopan, president of the Table Shuffleboard Association of America (TSAA), said this week. Admitting that "the peak of the shuffleboard business has subsided somewhat," Chlopan declared: "Our industry, properly organized, can still make a fine living for the average operator. Therefore, let's so control our activities that all can continue to stay in business."

"It is only in places where shuffleboard associations are not functioning that the game is slowly passing out of the picture. It is the hope of the officers and members of the TSAA that every operator, manufacturer and player will this year make an all-out effort to elevate shuffleboard playing to the level of a recognized national sport."

"Never before has there been a greater need for co-operation between all branches of the industry. Proper co-ordinated attention must be accorded each and every situation. I hope that every interested shuffleboard player, operator and manufacturer will use the services of TSAA as a clearing house for all shuffleboard problems."

## Como Ups Output For Conversion

CHICAGO, Aug. 5.—Production has been trebled on the Como conversion of the automatic pinsetting unit for the Bally Shuffle Bowler, it was announced this week by Bill Billheimer, vice-president.

The conversion is being made with the same tools and dies used to manufacture parts for the Bally Speed Bowler and when the Como conversion is installed it looks like a regular game rather than a conversion.

Conversions are made at the new Como factory, which also is producing the Hollycran

## PUCK PATTERN

### Chicago:

The Shuffle Alley De Luxe conversion unit being produced and delivered by United Manufacturing Company is in heavy demand by operators of original Shuffle Alley games, Billy DeSelm, general sales manager of the firm, reports. Unit, which is also available for Super Shuffle Alley features disappearing pins and a new, and eye-catching, backglass. Unit can be installed on location in less than 15 minutes, and matches the original cabinet design.

Herb Perkins, head of Purveyor Shuffleboard, is looking to a record season this year, what with league play on the upgrade, and with mili-

tary installations adding the longboards. Herb, who with Tom McNeill, Purveyor road man, conducted a three-day Atom Jet showing in Indianapolis last week, said operator interest in shuffleboard is heavy thruout the State, according to the reports he got from ops attending the show.

### Wally Finke and Lou Kline, owners of First Distributors, report operators of shuffleboards are already lining up premiums to be used this fall when shuffleboard play resumes on a large scale. Firm, which handles a complete line of premiums for operators, also has been busy with shuffle games during the past few months.

### Detroit:

T. H. Deharde, who left the railroad business to go into coin machines six months ago, is expanding his shuffleboard operation. . . . Henry Solomon, president of the Edelco Manufacturing Company, is vacationing for two weeks with his uncle, Isidor Edelman, founder of the company, at Schroom Manor in the Adirondacks. . . . Gertrude Epstein reports the new shuffleboard service department established by Edelco is in operation.

### Micon Joins World Wide

CHICAGO, Aug. 5. — Leonard Micon, formerly associated with the Pacific Coast Distributing Company, Los Angeles, has returned to Chicago and joined the sales division of World Wide Distributing. Appointment was announced this week by Al Stern, head of the Chi firm.

<p><b>USED SHUFFLEBOARDS and SALESBOARDS</b> \$49.50 up</p>	<p><b>PURVEYOR FOR VALUES</b></p>	<p><b>ATOM JET</b> Sensational New Remote-Controlled Pin-Ball Wall Type Game. WRITE.</p>
<p><b>USED SHUFFLE GAMES</b></p> <p>Nationwide Shuffle Baseball ..... \$179.50                  United Shuffle Alley ..... 89.50                  United Shuffle Alley (Flying Pin Conversion) ..... 149.50                  United Express ..... 199.50                  United Twin Bowler ..... 169.50                  Metro Bowl (Shuffleboard Conversion) ..... 49.50                  Exhibit Shuffle Conversion ..... 89.50                  Exhibit Strike (Floor Sample) ..... 219.50                  Flying Pin Conversion ..... 69.50                  Genco Glider ..... 49.50</p>	<p><b>SHUFFLEBOARD SUPPLIES</b></p> <p>Purveyor Playing Weights (Pucks), set of 8, chrome-plated ..... \$12.00                  Score Sheets, 100 sheets per pad, 10 pads per bundle ..... 5.00                  Powdered Wax, 24 1-lb. cans per case ..... 7.20                  12 1-lb. cans per case ..... 5.95                  Bowling Game, 10 weighted pins, 2 racks, score sheets not included ..... 12.50                  Purveyor Shuffleboard Fluorescent Lights, pair ..... 15.00                  Climatic Adjusters ..... 18.00</p>	<p><b>PREMIUM SPECIALS</b></p> <p>26 Pc. Knife Set ..... \$6.25                  26 Pc. Silverware ..... 6.25</p>
<p><b>5-BALLS and ROLLDOWNS</b> \$29.50 up</p>		
<p><b>Purveyor Shuffleboard Co.</b> 4322-24 No. Western Ave. Chicago, Ill. Phones: JUniper 8-1814, 8-1815, 8-1816</p>		

## Resort League

ATLANTIC CITY, Aug. 5.—Shuffleboards and shuffle bowling, which have captured the fancy of the vacationists here and at all the South Jersey resorts, have received added impetus with the establishment of an inter-resort league. Neighboring Ventnor staged a series of play-offs, with 28 players participating in a series of "Red" and "Black" tournaments—the "Red" team getting the call to play a team from near-by Ocean City.

# COINMEN YOU KNOW

## Chicago:

The DH Day showing at World Wide meant double hustle for the entire crew. **Al Stern** and **Monty West** had a difficult time greeting the many operators who wanted to talk to them about the Williams Double Header game. West is anxious to make a road trip in his new convertible. . . . **Col. L. Lewis**, of Allied Coin Machine Company, is getting ready for a swing thru the South in the interest of the Whiz Bowl conversion. **Billy Knapp** and **Vic Weiss**, meanwhile, are busy handling inquiries stemming from this area and the Midwest in general.

First Distributors is doing a rushing business in late model shuffle games. Last week the firm had to hold its service department over far into the night to keep promises on early delivery of refurbished shuffle games.

Work continues at Rock-Ola on the firm's Rocket 50 phonograph, which will be introduced next month via National Rock-Ola Days in all parts of the country. **Art Weinand**, vice-president and director of sales, says the tooling program on the new juke box was delayed a bit due to the Korean situation, but everything (See Chicago on page 106)

## Milwaukee:

Recent floods due to heavy rains in Southern Wisconsin caused much damage to coin machine equipment on location. The **C. S. Pierce** firm recovered music boxes and cigarette venders from spots which had been under five feet of water in Darlington where the flood reached its peak.

News from Madison ops is all rosy. Biz is good. **H. B. Cameron**, of Cameron-Smith Music Company, says all he needs these days is a crystal ball to aid him in buying the right records.

**Frank (Moon) Mullinaro**, Modern Specialties, hit the sport pages recently when he scored a hole in one while playing at the Nakoma Golf Club. This is the second one that Mullinaro has under his belt. He also is a top ranking bowler and is teamed up with **Connie Schwoegler**, national match game champ.

Modern Specialties toppers, **Glass, Greenberg** and **Mullinaro**, proudly display letters on the office bulletin board from the Madison public schools and the Blessed Martin House for the company's donation of shuffleboard equipment for their recreational programs. In addition, the boys also recently donated music equipment and a public-address system to two synagogues here.

**Vivian Sweet** returned from her New York vacation. She found lit- (See Milwaukee on page 106)

## Philadelphia:

**Sheron Rodstein**, daughter of **Bill Rodstein**, amusement machine arcade operator and one-time president of the local Amusement Machines Association, has been selected "Miss Waterman School" in Cranston, R. I., where she is attending that school. . . . **Bill King**, music machine operator and one-time head of the music machine operators' association, has given up his music route, as well as his music and appliance store, to purchase and personally operate the Emerald Showbar of the Blackwood Hotel in Wildwood, N. J., near-by summer resort.

## Twin Cities:

**Andy Oberg**, Grand Forks, N. D., coinman, finally has all of his machines dried out and in working order, following the floods earlier this year. He is back in business with more vim than ever, he reported on a visit here. . . . **Mr. and Mrs. Verling Geid**, of Deadwood, S. D., were in the Twin Cities buying equipment for their route. . . . **Jonas Bessler**, sales manager for Lieberman Music Company, is busy with architects and contractors as he is building a new rambler home in St. Louis Park.

## Washington:

**Forrest H. Rarick** now is sole owner of the hosiery vending operation he formerly owned with **Walter Mitchell**. Rarick reported that he had more than doubled locations since he and Mitchell first acquired the machines about a year ago. Known as the Miracle Automatic Sales Company, the firm vends hosiery under the "Miracle" brand name. Locations are primarily in government buildings and a number of machines are in large super markets, according to Rarick. Mitchell is now in England.

**Meyer Gelfand**, sales manager of the G. B. Macke Company, has been making appearances this summer in (See Washington on page 106)

## Los Angeles:

**Walt Tatum**, who is in partnership with **Art Narath** in Anaheim, in town and stopping off at the Minthorne Music Company. . . . **Helen, Morgan**, Minthorne bookkeeper, is on her annual vacation. . . . **Marvin Jones**, who was with General Music Company, has returned to the operating end of the business. **Joy Jones**, of Inyokern, Marv's brother, was in town for equipment. . . . **Ed Wisler**, Minthorne Music traveling representative, back in town after treks thru Arizona and Nevada. **Mac McClure**, who handles the traveling showroom of (See Los Angeles on page 107)

## Detroit:

**George Rambaum**, manager of the Lemke Coin Machine Company, is leaving for a vacation at Van Ettan Lake. . . . **Henry C. Lemke**, who is now specializing in Photomatic operation, enjoyed a short vacation trip thru Southern Michigan. . . . **William E. Bufalino**, business manager of the Service Drivers and Helpers' Union, Local 985, has returned from a week's visit at Wilkes-Barre, Pa., his old home town, where he still maintains a law office.

**Michael J. Gaydos**, sole owner of the Gay-Dal Music Company of Wyandotte, is leaving for an extended stay in Florida because of the ill health of his wife. During his absence, the business will be operated by **Marty Rice**, of the Rice (See Detroit on page 106)

## Cincinnati:

Members of the Automatic Phonograph Owners' Association extended their sympathy to **Mrs. Charles Kanter**, whose mother, **Mrs. Minnie Bartel**, passed away July 28. . . . The association will not hold its regular monthly meeting Tuesday, August 8, due to the warm weather and members on vacation.

**Abe Villinsky**, who operates the A & B Music Company, became a grandfather when his daughter, **Sonia Luddeke**, who resides in Washington, gave birth to a daughter whom they named **Susan Carol**. Mr. and Mrs. Villinsky spent the week-end in Washington. Mrs. Villinsky will stay on for two weeks.

**Mr. and Mrs. Abe Salmon** and their daughter are leaving for a two-week vacation at Miami Beach.

## Denver:

**Gibson Bradshaw**, president of Denver Amusement Company and a veteran of many years in Denver coin machine operation, left for the Mayo Clinic, Rochester, Minn., following a protracted illness. Bradshaw has been absent from his desk most of this year because of ill health. . . . Following a siege of illness and hospitalization, **Wolf Roberts**, head of Empire Distributing Company and Peerless Music Company here, has returned to his desk. Roberts became ill while planning formation of the Colorado Music Guild, new coin-operated phonograph men's association here.

## New York:

**Herb Semel** and his bride, the former **Ann Luxenberg**, are honeymooning following their marriage July 30, at the Hotel Pierre here. Herb and his father, veteran coinman **Jack Semel**, are associated with **Dave Lowy** in the operating firm of Lowy & Semel.

Automatic Products prexy **Sam Kressberg** is back from a Lake George vacation. Sam, long recognized as one of the top salesmen in the industry, topped all past achievements while he was away by selling a State fish and game warden an unusual bill of goods—that the striped bass he had caught were really white pike. Striped bass were not in season at Lake George.

**Margaret Klein**, **Sam Sacks's** assistant at Acme Sales, is on vacation. Sam predicts big things for **Shu Shine Joe**, the newest twist on his firm's Uneeda Shoe Shine machine. . . . **C. Bilotta**, of Bilotta Music Company, Newark, N. J., operating firm, was a 10th Avenue visitor last week.

According to **Joe Young**, Young Distributing Company, which recently added an automatic (not coin- (See New York on page 106)

## Hartford, Conn.:

**Izzy Goldman**, general sales manager of Seaboard Distributors, was a recent patient at St. Francis Hospital. . . . **Ossie Cavallo**, general manager of Seaboard, was in New York for a few days on business. . . . **Nate Altman** has joined the Seaboard sales crew, according to Cavallo. Altman will be in charge of Tele-King television set sales. Seaboard has added distribution of Smokeshop cigarette vending machines and Refresh-o-Mat cup vending soft drink machines to its line. These two new items are being distributed by Seaboard thru its regular territory of Connecticut and Western Massachusetts.

**Ralph Colucci**, president of Seaboard, was at White Sands Beach, Conn., shoreline resort town, for a few days. He reports that his twin (See Hartford, Conn., on page 106)

## Indianapolis:

**Irvin Schwartz**, Midland Music Distributors, Inc., and **Richard Wagner**, salesman, were visiting operators over the State last week. . . . **Don Erwin**, of the service department, Calderon Distributing Company, Rock-Ola distributor, is planning to spend his vacation in Kentucky. . . . **Maxine Anderson**, secretary, Calderon Distributing Company, is visiting her brother in Kansas City, Mo.

**Charles Settles**, serviceman at Janes Music Company, and his family are vacationing in the lake regions of Northern Indiana. . . . Operators visiting coin row last week were **Fred Keidaish**, Keidaish Music Company, Cromwell, Ind.; **Victor Kilmer**, Kilmer Music Company, Muncie, Ind.; **Jacob Wagmier**, Elwood, Ind.; **Tom Birch**, Birch Music Company, Muncie, and **Robert Shepherd**, Adams Music Company, Vincennes, Ind.

## Vital Statistics

### Births

A son to Mr. and Mrs. James Rudolph recently in Hartford, Conn. Father is field supervisor, music machines department, General Amusement Game Company, Hartford.

A daughter to Mr. and Mrs. Monte West in Chicago last week. West is sales manager for World Wide Distributors.

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Consists of 15 Music, 40 Pins and Shuffles on location. Northern Westchester Association Member. Price reasonable. Box 566, The Billboard, 1564 Broadway, New York 19, N. Y.

**Hartford, Conn.:***(Continued from page 105)*

eight-year-old sons, **Robert** and **Ralph Jr.**, have joined the White Sands Junior Softball Team, with Robert pitching and Ralph Jr. playing second base. . . . The welcome mat is out all the time to visitors at **Pitney-Bowes, Inc.**, Stamford, Conn., manufacturer of postage stamp vending machines. Pitney-Bowes gives visiting hours as 10 to 4, and indicates that parking space is available. . . . A report on examination of foods, drugs and cosmetics sold within Connecticut has just been issued by the Department of Analytical Chemistry of the Connecticut Agricultural Experiment Station. A total of 1,133 samples were analyzed, a decline of 537 samples from the number examined the previous year. The largest class of samples examined represented foods suspected of contamination or decomposition; Vitamin D milk inspected ranked second in number of samples, while carbonated beverages made up the third largest category. The latter class was examined mainly for suspected misbranding.

**Abe Fish**, of General Amusement Game, and president of Connecticut State Coin Association, leaves Hartford August 15 for a three-week vacation in New Hampshire.

**Detroit:***(Continued from page 105)*

Music Company. . . . **Jeanette Sterling**, office staffer at the Michigan Automatic Phonograph Owners' Association, has left for a three-week vacation in Florida. . . . **Morris Goldman**, of the Morris Music Company, has returned from a three-week vacation in New York and Atlantic City.

**Ben Okum**, of the Okay Vending Company, has returned from a business trip to New York City. . . . **William J. Patterson**, of the Patterson Music Company, who recently suffered a heart attack, has returned to his route operation. . . . **Joe Auton**, who was sales manager for the King Pin Equipment Company in Kalamazoo for several years, has been named manager of the Detroit branch, King-Pin Distributors, which has functioned without a regular manager for the past year. **George R. Pieters**, head of the firm, has been making occasional trips to the Detroit branch. Auton reports the Ristaucrat phonograph is selling well here.

**COINMEN YOU KNOW****Washington:***(Continued from page 105)*

a couple of local tennis tournaments. He hopes to enter another such competition shortly.

**Shipley's Launderettes**, in Alexandria, Va., are advising customers, via newspaper ads to "take a vacation from heat and hard work" by bringing blankets, spreads, and dyeing work to Shipley's

**Jack J. Sapienza**, of Takoma Park, Md., says the **Gordon Jenkins-Weavers** waxing of "Tzena, Tzena, Tzena" is the big hit on his juke. Like other operators in this area, Sapienza plans to hang on to his old equipment during the Korean war.

Concurring on the popularity of "Tzena, Tzena, Tzena" and its flip-over, "Goodnight, Irene," is **Arthur E. Selnick**, of the Kaufmann-Washington Company, Decca distributor. Another Decca hit is the **Bing and Gary Crosby** "Simple Melody" platter, while a top up-and-coming number is **Louis Armstrong's** "C'est Si Bon" with "La Vie En Rose." Selnick is planning a breakfast for about 20 Washington area disk jockeys in the next few weeks. He is hoping to have some guest recording artists there as well.

The remodeling program at the Hirsch Coin Machine Company is nearing completion. . . . **Max Silverman**, of the Quality Music Company, says that business is easily holding its own with last year's record.

The Columbia Laundromat, in Arlington, Va., is advertising a new slogan—"Laundry as you like it." For greater emphasis, the firm is using white printing on a black background for its newspaper ads.

**New York:***(Continued from page 105)*

operated) ice cube machine to his Wurlitzer line, the new ice making unit is being well received by the local saloon trade. . . . **Lester Klein**, **Al Meyers'** right-hand man, makes at least one visit a week to coinrow. . . . **Tony (Rex) De Renzo** and **Leo Knable**, partners in Rex-Lee Enterprises, are trying to figure out how they can spare time for the vacations they want and need.

**Milwaukee:***(Continued from page 105)*

the hostess equipment out that way. She was impressed, tho, by the large number of Seeburg 100s on location in drugstores.

Weekly sessions of a group of Milwaukee's key operators are continuing thru the summer at Joe Deutsch's Cafe. Each Wednesday evening at 6 the ops get together to discuss coin machine problems. Ops usually in attendance are **Joe Beck**, **Doug Opitz**, **Matt Schaefer**, **Sam Hastings**, **Ken Kulow**, **Mike Rischman**, **Clyde Nelson**, **Red Jacomet**, **Bob Puccio**, **Joe Pelligrino**, **Leonard Caspar** and **Bob Caspar**.

**John Tuska**, J. T. Novelty Company, Cudahy, is vacationing up north. . . . **Ray Homer**, former West Coast resident, is calling on the ops in this area for James Martin Company, record distributor. Ray formerly represented artist **Jack Teter** and his trio.

**Happy Halberstadt**, Racine op, had the scare of his life recently when his son, **Carl**, lost control of his canoe and catapulted over a 25-foot waterfall. The boy escaped with some injuries. Happy is meanwhile looking forward to celebrating his 50th birthday.

**Kwik-Kafe** chief, **Mrs. Ruth Bender**, is heading for Philadelphia for a biz confab with headquarters next week. Ruth is being kept busy with more requests for equipment than she can handle.

**Andy Waterman**, Wisconsin Dells, reports biz at a fine level with the tourists finally coming thru in large numbers. Vacationers were a bit late this year, according to **Andy** and **Cliff Henry**, Arcade operator there.

The Wisconsin Hotel showing last week of the Purveyor Company's new Atom Jet unit was successful, according to **Prexy Herb Perkins**. On hand to explain the game and write orders were **Tom McNeill**, **Bill Greco** and **Charles Peters**. Perkins said the showing was highly satisfying with ops from all over the State attending.

**Art Vaillancourt**, Gem Novelty, of Racine, informs that the top disk on his music boxes the past few weeks is "Simple Melody" by **Bing Crosby**.

**Dan Savage Novelty Company**, Beloit, Wis., is doing business at its new location at 628 3d Street. New quarters include showrooms, offices and storage space, according to **Dan Savage** and partner, **Sam Sanborn**. Firm acts as distributors for Rock-Ola and the new Ristaucrat machine and plans call for adding a line of bulk vending equipment.

According to **Rosemary Meyer**, office girl for the Goreck Music Company, of Manitowoc, Wis., their top nickel grabber on the music boxes these days is "Goodnight, Irene."

Catching up on her records at Johnson Electric in Manitowoc, recently, was **Mrs. Norma Stenz**, top-per at the Manitowoc Wired Music. Biz, according to Mrs. Stenz, is gratifying of late.

**Don Jergens**, Johnny O'Brien's Mercury rep in Northeastern Wisconsin, making the rounds in Green Bay and racking up good-sized orders among the ops. . . . Milwaukee and Sturgeon Bay, Wis., are slated to receive large shipments soon of Magee-Hale parking meters.

Wisconsin Phonograph Operators' Association members are laying plans to do some radio plugging of top records with the co-operation of some of the leading disk jockeys.

**Chicago:***(Continued from page 105)*

is coming along close to schedule now. Meanwhile, firm continues active with its game and shuffleboard lines, **J. Raymond Bacon**, executive vice-president, reports.

**Herb Perkins**, head of Purveyor, returned last week from a three-day showing of the Atom-Jet counter game in Indianapolis, and reported the unit met with the same enthusiastic response which greeted it in the Milwaukee showing a week earlier. **Tom McNeill** was again on hand at the Claypool Hotel, Indianapolis, to help Perkins greet operators.

**Victor Weiss** and **Billy Knapp**, heads of Allied Coin Machine Exchange, are about ready to sign the lease for their new quarters. Firm is now handling Keeney products, and expects to add a music line shortly. **Col. L. Lewis**, in town for a few weeks, is on his way to Miami for the company. **Irving Wexler**, Kansas City, was a visitor at the Allied headquarters last week.

**Ed Ratajack**, Western sales representative for AMI, who headquarters in Chicago, back at work last week after a quick one-week vacation. . . . With vacations now in full swing, and with Chicago suffering under blistering temperatures the early part of last week, there were fewer out-of-towners on hand. However, many plants report visiting ops and distribs plan to come here during August, not only on business, but to take in the Chicago Fair along the lakefront.

**Vince Shay**, president of Bell-o-Matic, back in town after a short vacation trip to Colorado. Also back at the firm's headquarters is **Grant Shay**, vice-president and director of advertising. Visitors at the Fullerton Avenue plant last week included **Bill Marmer**, Sicking, Inc., Cincinnati, and **Harry Hillard**, Central Service Sales, Dania, Fla. **Charlie Zender** reports his Paw Paw Lake summer home is a regular coin machine center these warm week-ends.

Wurlitzer 1250 sales in this area are "brisk" according to **Ben Coven**, whose distributing firm handles the Wurlitzer line in this area. **Harold Saul** also reports that the Bally line is also getting its share of attention from area ops. Play on both the phonograph and shuffle games dropped off here the last few weeks as sizzling temperatures drove Chicagoans into the country or shore resorts for relief. However, ops report that the drop is only seasonal, and is no worse than it was in previous years.

**Mike Spagnola**, vice-president of Automatic Phonograph Distributing Company, reports music operators are perking up their orders for the shuffleboard games again, following several weeks' lull. . . . **Paul Koenig**, serviceman for **Adolph Raymond's** A & M Music Company, is sporting a new 1951 Kaiser sedan. He's a year ahead of the times, Raymond says.

**Paul M. Brown**, head of Western Automatic Music, is enthusing over initial results achieved in one location where he placed a Ristaucrat non-selective phonograph. Unit is spotted in an all-night hamburger stand.

Vendall Company will offer a preview showing of its "Modern Merchandising" candy vender, featuring an entirely new console cabinet, to operators early this month. Initial deliveries are scheduled for late September, President **A. Garrick Alex** reports. . . . **H. F. Burt**, head of Silver King Corporation, sees a real potential for operation of nickel pistachio venders, especially in the larger cities, where they can complement penny bulk equipment.

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**ILCO**

# Joker Poker Kit Conversion for Pokerino Units

NEW YORK, Aug. 5.—The Joker Poker Sales Company, 218 Berry Street, Brooklyn, has placed in production a conversion kit designed to stimulate player interest in Pokerino, staple arcade unit for many years.

Consisting of a new back glass, eight decals and an instruction brochure, the kit will start moving to arcade operators within 10 days, according to Bill Sladky, manager. He claimed the conversion takes only a few minutes to complete. In addition to replacing the back glass and adding the decals, he said all that is required is to cut and resplice three wires.

Two separate games may be played on a converted unit. In Joker Poker, the ace of diamonds hole is redesignated the joker, and may be used by the player to fill any combination. One of the two club aces is then assigned the ace of diamonds role. In the other variant, the diamond ace hole is called "Double Win." If the player throws a winning combination with four balls, and sinks the double win with the fifth, his price is then doubled.

The conversion has been tested in Sladky's arcade in Wildwood, N. J., since Decoration Day. He said the pay-out pattern in joker poker, on a one-for-one basis, is 50 per cent. The pay-out in double win, on a one-for-one basis, is 25 per cent, according to Sladky. The kit lists at \$14.50.

## Block Marble Certificate

PHILADELPHIA, Aug. 5.—Block Marble Company, amusement machine equipment supply house at 1425 North Broad Street here, listed the following as owners of the business in filing a certificate for the conduct of its business: Harry Block, Byron S. Block, Alfred Block and Alfred F. Block, all of Philadelphia. Application filed July 19 by Gerald Mandell, attorney for the Block firm, is required under the State's business or assumed name act when a new business is established or when there is any change in designation of persons interested in a business.

## Raytheon Elects Allen

NEW YORK, Aug. 5.—Cecil S. Allen has been elected executive vice-president and general manager of Raytheon's Russell Electric Company division, Chicago, it was announced by Charles F. Adams Jr., president. Firm manufactures fractional horsepower motors used in coin machines.

# COINMEN YOU KNOW

## Los Angeles:

(Continued from page 105)

Seeburg equipment for **Jean Mint-horne**, is showing in Central California.

**Mike Kurlan**, manager of Modern Distributing Company, is greeting juke box operators at his West Pico location. Kurlan is handling the Coral, Brunswick, Imperial and 4-Star labels. . . . **Voyd Robinson** in town from his bailiwick, Parker, Ariz.

**Sam Weitzman**, president of Oak Manufacturing Company, and **Harold Probasco**, Oak's treasurer and production manager, back from a fishing trip in Mexico. **Sid Bloom**, Oak's secretary, is expected back at his desk soon following a trip to Europe. . . . **John Hawley**, of the Hawley Distributing Company, reports he is planning a large production of the Hawley adapter, a device which allows operators to use ordinary boxes with the Seeburg 100. Hawley's store is soon to be remodeled with a new front for the firm is expanding and adding a line of wholesale merchandise. **Richard Hursch**, **Lee Moyer**, **Jay Williamson** and **Phil McDermott** were recently added to the Hawley staff and aid in carrying on the novelty and coin machine business. . . . **Wayne Jones**, who was formerly with Hawley Distributing, is now devoting his time to his own route. . . . **Jack Ryan**, of Sicking Distributing Company, is back on the job following a fishing jaunt in Mexican waters.

**Tom Wall**, of California Games, an operator, back in the city following a business trip to San Diego. . . . **M. S. Tilliston**, Long Beach operator, making his weekly buying trek. . . . **Bill Happel Jr.**, of Badger Sales Company, landed two good-sized albacore on his recent fishing jaunt to Balboa.

**Ray Ebberts**, music operator, back from a trip to Oregon and other Pacific Coastal States. . . . **Walter Ross**, formerly a Long Beach operator, returned from a selling trip thru Arizona and Texas. . . . **Jerry Inglis**, who was with **Paul Laymon** until about 1939 and now operating in Boise, Idaho, in the city for a brief visit and taking the time to renew acquaintances.

**Clyde Denlinger**, of Balboa, a visitor. . . . **Al Cicero**, Santa Maria operator, is vacationing in Carson City, Nev. . . . **Harry Van Stelten**, of Whittier, noted on coin row. . . . **William Black**, a visitor from Bakersfield. . . . **Al Zaboski**, of Gardena, on the row. . . . **Ivan Wilcox** down from Visalia.

**Red Cresswell**, mechanic at Paul Laymon's, is taking advantage of his new car to trip around during his vacation. . . . **Barney Smith**, of Bellflower, a visitor at Badger Sales. . . . Same for **J. H. Bowman**, of San Bernardino. . . . **Ed Wilkes**, of Laymon's, takes off on his annual vacation with his wife and two sons; they will vacation near Balboa. Prior to leaving, Wilkes feted his older son, Tommy, at a birthday swimming party.

**Mary Solle** has installed a "hit" board at the Leuenhagen Record bar. The board gives the top numbers on juke boxes in the pop, Western, Rhythm and Spanish fields. . . . **Lee Woods**, of Decca, and **Lee Palmer**, of Mercury, making the coin machine spots and stopping in at Leuenhagens. . . . **Leo Palmer** took time out from his selling to attend Mercury's party for disk jockeys on Thursday. More and more of the Mercury artists are coming to the Coast.

## Nathan B. Thorp Dies

SAN JOSE, Calif., Aug. 5.—Funeral services for Nathan B. (Nate) Thorp, West Coast coin machine operator, were held Wednesday (26). Thorp, owner of the San Jose Novelty Company and president of the Burbank Amusement Company, died Sunday, (23) of a chronic heart ailment.

Thorp at one time was part owner of the Sacramento Amusement Company. He leaves a wife, Marion; a brother, Burney, of Sparks, Nev., and a sister, Mrs. Maude Howe, of San Jose.

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	Genco Glider	49.50	1-2-3	64.50
	Genco Total Roll	24.50	Yanks	44.50
	Genco Advance Roll	24.50	Virginia	39.50
	Genco Advance Roll	24.50	Wisconsin	34.50
	Genco Bing a Roll	89.50	Bermuda	29.50
	Bally Hy Roll	69.50	Spinball	29.50
	Triple Action	39.50	Catalina	29.50
	Trade Winds	39.50	Thrill	39.50
	Mardi Gras	39.50	Stormy	39.50
	Merry Widow	44.50	Sunny	39.50
	Screwball	49.50	Humpty Dumpty	39.50

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Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan

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 3130 WEST LISBON AVENUE MILWAUKEE 8, WISC.      2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN.      KENWOOD 6612  
 Division 4-3220

## BIG PROFITS — LOW COST!

**METEOR:** Coin Operated — FRUIT REELS, 1¢ or 5¢ play. Also available in non-coin model in 1¢ or 5¢ play. (Non-coin TAX FREE.) Size 8½"x9½"x8".

**COMET:** Non-coin operated — CIGARETTE REELS, 1¢ or 5¢ play. TAX FREE. Also available in coin-operated model, 1¢ or 5¢ play. Size 8½"x9½"x8".

**CIGGY:** FRUIT or CIGARETTE REELS, 1¢, 5¢ or 10¢ play. Ball gum vender. 75-25% coin divider. Size 6"x6½"x8".

**MITE:** CIGARETTE or FRUIT REELS, 1¢, 5¢ or 10¢ play. Ball gum vender. 75-25% coin divider. Size 5"x5½"x6½".

**KING:** 5 REEL POKER PLAY, 1¢, 5¢ or 10¢ play. Ball Gum Vender. 75-25% coin divider. Size 5"x5½"x6½".

SPECIFY TYPE REELS AND COIN PLAY DESIRED. WRITE FOR QUANTITY PRICES. We Stock Parts for Daval Counter Games.

### COMET INDUSTRIES, Inc.

2845 W. Fullerton Ave., Chicago 47, Illinois (Tel.: Dickens 2-2424)



## CORRECTION!

Due to an error in last week's Billboard, the word "FOR" was omitted from our offer of "Disappearing Pin Conversions." The ad should have read . . .

# ★ DISAPPEARING PIN CONVERSIONS ★

## FOR . . .

UNITED and CHICAGO COIN

**MIKE MUNY'S**

577 10th Ave. (at 42nd), N. Y. 18, N. Y. BRYant 9-6677

## SHUFFLE GAMES—COUNTER GAMES

### READY FOR LOCATION

UN. TWIN BOWLER	\$159.50
UN. SHUFFLE ALLEY	95.00
UN. SHUFFLE ALLEY, fly back pins	150.00
UN. SUPER SHUFFLE ALLEY	185.00
UN. SHUFFLE ALLEY EXPRESS	235.00
KEENEY TEN PINS	85.00
KEENEY PIN BOY	105.50
GENCO GLIDER	69.50
BALLY SPEED BOWLER	279.50
WMS. TWIN SHUFFLE	115.00
TELEQUIZ	100.00

### RECONDITIONED

AMERICAN EAGLES MARVELS

COIN OR NON-COIN \$19.75 EA.



## MID-STATE CO.

1/3 DEPOSIT WITH ORDER, BAL. C.O.D.

2371 MILWAUKEE AVE. CHICAGO 47, ILL. DICKENS 2-3444

GIVE TO THE DAMON RUNYON CANCER FUND

# Merchandising Music

(Continued from page 98)

left the theater, and by placing these tunes in his phonos, the patrons can, and do, hear the music once again  
AD AID . . . John P. Scott, Meigs

# Runzel

**PUSHBACK WIRE**  
18 OR 20 STRANDED

NOW AVAILABLE IN  
**90**

COLOR COMBINATIONS

This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry. Cuts production costs . . . Simplifies wiring diagrams . . . Facilitates field repairs . . . Insures positive accuracy . . . Saves time.

Service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

**Immediate delivery from stock**  
MANUFACTURERS . . . our facilities for building wiring harness to meet your specifications is unexcelled. Some of the world's largest manufacturers of coin and vending machines are our customers. We also maintain an expert staff of engineers and harness designers for best results in your equipment. Send blueprints and specifications.

We specialize in Telephone cords, wire and cable. Inter-Com cable requirements solicited.

**RUNZEL**  
Cord and Wire Co.  
4723 W. MONTROSE AVE.  
CHICAGO 41, ILL.

ARCADE AND LOCATION EQUIPMENT



**HOT-A-HOMER** . . . \$27.50  
AUG., 1950, ILL. CAT. ON REQUEST.

**MIKE MUNYER**  
577 10th Ave. (at 42nd), N. Y. 18, N. Y.

**WANTED FOR EXPORT**  
Rotaries, Diggers, Grandmother, K. O. Fighters, Vitalizer, Astroscopes, Kiss-o-Meter, Shoot-o-Matic, Open Doors, Post War Phonographs, Exhibit Meters, Kidie Mutoscope Reels, Exhibit Cockey Circus, Chicken Sams.  
**WRITE, GIVING DETAILS AND PRICE**  
BOX NY-122, c/o The Billboard  
1564 Broadway New York 19, N. Y.

Music company, Pomeroy, O., has come up with some good merchandising tips in the past. Now he has another idea which he'd like to pass along. John says: "Advise record manufacturers to give phonograph operators a plug—at various times—in their national advertising programs." This idea has been followed by other manufacturers (mainly juke box firms) in years gone by, and Scott thinks a few more of these public promotions would help.

**OAKLAND REPORT . . .** From two operations in Oakland, Calif., come a suggestion and a business report. **Crest Amusement** has found that recent extremely hot weather hurt some units, but that juke boxes on location at beaches and resorts were more than holding their own. Overall, say Crest officials, collections are good. . . **E. & H. Vending** says that it would be a big help if recording companies would send operators advance notices of only those records which they believe are possibly juke box winners, instead of sending out advances on all releases.

**ABOUT 45 DISKS . . .** The **Suburban Music Service** of Berwyn, Ill., likes 45 r.p.m. disks, but finds warpage a major problem at this point. Firm says it would like to continue to use the new speed disks on their phonos if this problem could be overcome as the disks have longer life, better tone and cost less than the standard 78 r.p.m. records.

## Plug Tele-Magnet As Op Service Aid

PHILADELPHIA, Aug. 5.—The Scott-Crosse Company, coin machine outlet, is offering operators the Tele-Magnet, a device to record telephone messages automatically. Plugged as an aid to the small operator, the machine does away with the need for an answering service.

When the operator leaves his office for route calls, he places his telephone on the Tele-Magnet. If a call comes in, the receiver is automatically lifted and a record is played explaining to the caller that the proprietor is out. He is asked to leave a message, which is recorded on wire. On his return, the operator can play back all calls received.

## Conn. Tax Report

BRIDGEPORT, Conn., Aug. 5.—With income and corporation taxes leading the way, Connecticut federal tax collections dropped \$50,000,000 in the fiscal year ended June 30, according to a preliminary statement of the Internal Revenue Bureau.

Individual income taxes dropped from \$330,092,000 in 1948-'49 to \$310,180,000; corporation income and profits taxes from \$161,446,000 to \$147,426,000.

## Tinfoil Topic

WASHINGTON, Aug. 5.—Venders can expect an end to tinfoil packaging of such items as candy and cigarettes. During hearings on the controls bill, Commerce Secretary Charles Sawyer told the Senate Banking Committee that allocations are expected to be applied to tin, copper, aluminum and lumber, as well as steel.

Despite probable allocations, tin still will be available as a container for the juices which venders dispense, but tinfoil is almost certain to be an early casualty. Tin stocks are now figured to be sufficient for three years of normal demand, but the big wave of defense orders coming up will cut heavily into this stockpile.

# ADVANCE RECORD RELEASES

(Continued from page 38)

- He Saved My Soul—Hamm Brothers (When He) Bullet 709
- He'll Set Your Fields on Fire—James-Martha Carson (Man of) Cap 1129
- I Can Feel His Power Divine—R. Shaw (Just One) Coral 65036
- I Heard My Mother Call My Name—Sister Rosetta Tharpe (Natural Facts) Dec 48116
- I'm Going Through Jesus—M. Shiner (Great Speckled) Dec 14527
- Just One Moment in My God's Kingdom—R. Shaw (I Can) Coral 65036
- Man of Galilee—James-Martha Carson (He'll Set) Cap 1129
- Natural Facts, The—Sister Rosetta Tharpe (I Heard) Dec 48166
- When He Reached Out His Saving Hand—Hamm Brothers (He Saved) Bullet 709
- When the Pearly Gates Unfold—F. Evans-Gospel Trio (Even Me) Savoy 4018

## HOT JAZZ

- Cherokee—K. Edelhagen Ork (Explosion) Empire DI 504
- Cool, Cruel Mama—A. Jackson (It Ain't) Roost 608
- Empire Bounce—K. Edelhagen Ork (Interlude) Empire DI 502
- Explosion—K. Edelhagen Ork (Cherokee) Empire DI 504
- Interlude—K. Edelhagen (Empire Bounce) Empire DI 502
- It Ain't Gonna Be Like That—A. Jackson (Cool, Cruel) Roost 608
- London-Donnie—Don Byas Quartet (Old Folks) Savoy 628
- Old Folks—Don Byas Quartet (London-Donnie) Savoy 628
- Sweetie Pie—S. Getz Quartet (Yesterdays) Roost 512
- Yesterdays—S. Getz (Sweetie Pie) Roost 512

## LATIN-AMERICAN

- Aguelita, Que Hora Son?—Libertad Lamarque (La Cieguita) V(78)23-5151; (45)51-5151
- Antier, Ayer Y Hey—L. Pla (Esta Noche) V(78)23-5164; (45)51-5164
- Con Un Polvo Y Otre Polve—M. Mejia-M. De S. Vargas (Mi Preferida) V(78)23-5166; (45)51-5166
- Copacabana—Trio Hermanos Rigual (Mi Enamorado) Dec 21312
- Besame La Bombita—C. Dominguez (Que Grande) V(78)23-5163; (45)51-5163
- El Tamber De La Alegria—P. Arvele (Tu Le) V(78)23-5162; (45)51-5162
- Enojate—E. Garza (Mentira) Seeco 7050
- Esta Noche A Las Diez—L. Pla (Antier, Ayer) V(78)23-5164; (45)51-5164
- Flower of My Dreams—N. Morales Ork (Sad Eyes) MGM 10742
- Juan Leyva—Sanitago Jimenez (Mujer Fatal) V(78)23-5167; (45)51-5167
- La Cieguita—Libertad Lamarque (Aquelita, Que) V(78)23-5151; (45)51-5151
- La Habana—L. Xey (Maria Dolores) V(78)23-5165; (45)51-5165
- La Vie En Rose—N. Morales (Querida Mia) Dec 21313
- Mambo Sabroso—P. Campo (What Is) Seeco 4122
- Maria Dolores—L. Xey (La Habana) V(78)23-5165; (45)5165
- Mentira—E. Garza (Enojate) Seeco 7050
- Mi Enamorado Corazon—Trio Hermanos Rigual (Copacaban) Dec 21312
- Mi Preferida—M. Mejia-M. Parra (Con Un) V(78)23-5166; (45)51-5166
- Mujer Fatal—S. Jimenez (Juan Leyva) V(78)23-5167; (45)51-5167
- Por Caminos Distintos—M. Lusía Landin (Senda Maldita) V(78)23-5150; (45)51-5150
- Que Grande Es—C. Dominguez (Besame) V(78)23-5163; (45)51-5163
- Querida Mia—N. Morales (La Vie) Dec 21313
- Sad Eyes—N. Morales Ork (Flower of) MGM 10742
- Senda Maldita—M. Lusía Landin (Por Caminos) V(78)23-5150; (45)51-5150
- Tu Le Que Ta Es Berrazhe—P. Arvele (Tu Le) V(78)23-5162; (45)51-5162
- What Is This Thing Called Love?—P. Camp (Mambo Sabroso) Seeco 4122

## INTERNATIONAL

- Baseball Polka—J. Vadnal Ork-Carrell Sisters (Polka Recipe) V(78)25-1167; (45)51-1167
- Casinha De Un Pobre—A. Ribeire (Marco Do) V26-0501
- Dans La Feret—Y. Giraud Ork (Maitre Pierre) V(78)26-7050; (45)53-0501
- Don Etychesymbonia Na Zitisis—I. Georgakopouleu-V. Tsitsanis (Ta Orfana) V 26-8246
- Don't Cry, Joe—W. Kross Ork (Woo Woo) Polo 142
- Dimmi Ancora—N. Ossani (Solitario Dell) V 25-7141
- Dutch Stomp Schottische—"Whoopie" J. Wilfahrt (Ring the) Dec 45110
- First Kiss Waltz, The—L. Duchow-Red Raven Ork-L. Rohan (Quack, Quack) V(78)25-1169; (45)51-1169
- Flying Red Horse Polka, The—T. Maksymowicz (Tzena, Tzena) Dec 45109
- Good Luck Polka—B. Wyte Polka Band-A. Malvin (Roll Up) V(78)25-1168; (45)51-1168
- Klarinettpolka — G. Westerlund (Lordagsvalsen) V 26-0060
- Le Reel Du Gros Bill—O. Dumas (Marie Madeleine) V(78)26-7051; (45)53-1003
- Lordagsvalsen — G. Westerlund (Klarinettpolka) V 26-0060

- Maitre Pierre-Chanson Marche—Y. Giraud Ork (Dans La Feret) V(78)26-7050; (45)53-0501
- Marco Do Correio—A. Ribeire (Casinha) V 26-0501
- Marie Madeleine—O. Dumas (Le Reel) V(78)26-7051; (45)53-1003
- Nocturne—R. Wilson (When the) V 26-9503
- Od Krakowa—W. Ossowski Ork (Oj-Da) V(78)25-9227; (45)53-4509
- Oj-Da Dana—W. Ossowski-H. Obshleger (Od Krakowa) V(78)25-9227; (45)53-4509
- Pexe Christo To Bousouki—Pr. Tsousakis-M. Ninou (Pou Tha) V 26-8245
- Polka Recipe—J. Vadnal Ork-Carrell Sisters (Baseball Polka) V(78)25-1167; (45)51-1168
- Pou Tha Pas Peu Tha Ta Vris Stromena—Pr. Tsousakis (Pexe Christo) V 26-8245
- Quack, Quack, Polka—L. Duchow-Red Raven Ork-L. Rohan (First Kiss) V(78)25-1169; (45)51-1169
- Ring the Banjo Polka—"Whoopie" J. Wilfahrt (Dutch Stomp) Dec 25110
- Roll Up the Carpet—B. Wyte Polka Band-A. Malvin (Good Luck) V(78)25-1168; (45)51-1168
- Solitario Dell Stelle—N. Ossani (Dimmi Ancora) V 25-7141
- Ta Orfana—I. Georgakopouleu-V. Tsitsanis (Don Etychesymbonia) V 26-8246
- Tzena, Tzena, Tzena—T. Maksymowicz (Flying Red) Dec 45109
- When the Heather Gleans Like Stardust—R. Wilson (Nocturne) V 26-9503
- Woo Woo Woo Polka—W. Kross (Don't Cry) Polo 142

## CHILDREN'S

- Punky Punkin—F. Allison (Ricky Rocky) V(45) 47-0253
- Ricky Rocky—F. Allison (Punky Punkin) (45) 47-0253
- On Lemmer Lemmer Street—W. Galjour (I and II) Children's Record Guild 2
- Mother Goose Playtime Songs Album—F. Luther, Dec K-7
- Brownies March; Dance Little Pony Dance; Down at the Beach; How Does the Cow Go; In and Out the Window; Little Train, The; Looby Loo; Quaker's Wife, The; Santa Claus Is Coming; See-Saw Margery Daw

## POP ALBUMS

- Abe Burrows Sings Album—A. Burrows-M. De Lugg Ork (1-10") Col(33)CL-6128—Boulder Dam (Part I & II); Brooklyn; Gypsy's Violin, The; Lopin' Along; Sea Chanty; Sweet Memories; Upper Peabody
- Chicago Jazz Classics Album—B. Goodman & His Boys (1-10") Col(33)BL-58015—After Awhile; Blue; Jazz Holiday, A; Jungle Blues; Muskrat Ramble; Room 1411; Shirt Tail Stomp; Wolverine Blues
- Dixieland Jazz Battle (Volume One) Album—Pete Daily & His Chicagoans-Phil Napoleon & His Memphis Five—Dec(78)A-770, (33)DL-5261—Alabama Blues; Blue Danube Goes Dixieland, The; Fair Jennie's Lament; Red Light Rag; Roundhouse Rag; Skeleton Jangle; Sugar Foot Strut; When the Saints Go 'Marching In. Drifting and Dreaming Album—R. Smeck (1-10") Coral(33)CRL-56013—Always in My Heart; Drifting and Dreaming; Hawaiian Sunset; Moon Over Miami; On a Little Street in Singapore; Red Sails in the Sunset; Yours Is My Heart Alone
- Hits of the Golden Twenties Album—M. Gould Ork (1-10") Col (78) MM-932; (33) ML-2132
- Avalon; Charleston; Diane; I Love You; I'll See You in My Dreams; Moonlight on the Ganges; Nobody's Sweetheart; Stumbling
- Ken Griffin at the Organ Album—K. Griffin (1-10") Col(33) CL6120—All Alone; Always; Easter Parade; Girl That I Marry, The; I Can't Do Without You; Remember; Song Is Ended, The; When I Lost You
- Dorothy Kirsten Sings Songs of George Gershwin Album—D. Kirsten-P. Faith Ork (1-10") Col(33)ML-2129
- Do Do Do; Embraceable You; I've Got a Crush On You; Love Is Here To Stay; Love Walked In; Mine; Someone To Watch Over Me; Soon
- Tony Martin Album—T. Martin (1-10") Mer(33)MG-25036—All the Things You Are; As You Desire Me; I Don't Know Why; I Kiss Your Hand, Madame; I Never Loved Anyone; If I Love Again; Make Believe; Years and Years Ago
- Piano Roll Favorites Album—J. August-Bay Rum Boys (1-10") Mer(33)MG-25042—Day at the Seashore; Egyptian Elia; Good Old Pianola; Little Grey Home in the West; Meet Me Tonight in Dreamland; Old Piano Roll Blues; Spaghetti Rag; Spain
- Richard Rodgers and Oscar Hammerstein II Songs Played by Carmen Cavallaro Album—C. Cavallaro (1-10") Dec (33) DL 5032
- If I Loved You; It Might as Well Be Spring; June Is Bustin' Out All Over; Oh! What a Beautiful Mornin'; People Will Say We're in Love; Some Enchanted Evening; Wonderful Guy, A
- Three Little Words Album—A. Previn-B. Bain-L. Pratt-R. Collier (3-10") V(78)P-291; (45)WP-291—All Alone Monday; Nevertheless; Thinking of You; Three Little Words; Where Did You Get That Girl; Who's Sorry Now
- Three Little Words Album—F. Astaire-R. Skelton-A. Dahl-G. De Haven (4-10") MGM 53
- All Alone Monday, 30242; I Love You So Much, 30240; I Wanna Be Loved By You, 30241; My Sunny Tennessee, So Long—Three Little Words, 30241; Nevertheless, 30240; Thinking of You, 30239; Where Did You Get That Girl, 30239; Who's Sorry Now, 30242
- Your Dance Date With Tony Pastor Album—T. Pastor Ork (1-10") Col(33)CL-6122—Beyond the Blue Horizon; Exactly Like You; It Happened in Monterey; Little White Lies; On the Sunny Side of the Street; Time On My Hands; You Brought a New Kind of Love to Me; You're Driving Me Crazy

# RHYTHM & BLUES RECORD REVIEWS

(Continued from page 32)

<b>KING PERRY</b> Specialty 367	<b>Everything's Gonna Be All Right Tonight</b> A resounding good rocker with tremendous rhythmic drive, hard-hitting ork work and a lusty shout by Perry should score solidly.	85--85--84--85
	<b>Mellow Gal Blues</b> Ordinary material lacks the interpretive excitement of the topside.	69--70--68--70
<b>BOBBY SMITH ORK</b> Apollo 804	<b>After Hours</b> Smith and a group of former Erskine Hawkins' sidemen recreate the highly effective mood blues instrumental Hawkins' hit. Could pick up new coin for the ditty. It's done well.	73--76--69--73
	<b>Tippin' In</b> Smith had a hand in writing this second Hawkins' hit which makes up the coupling. The neat jumper is well done by Smith's clean small ork. Practically a duplicate of the original.	70--72--66--72
<b>THE RIVALS</b> Apollo 1166	<b>Rival Blues</b> A fine new vocal group, fashioned after the Ravens', delivers a swinging blues effort, best noted for the performance than the song.	70--72--66--72
	<b>Don't Say Your Sorry Again</b> Lead bass-bary voice carries this ineffective ballad. It's a nice job wasted on poor material.	65--65--65--65
<b>JOHNNY OTIS ORK</b> Regent 1021	<b>Freight Train Boogie</b> A hard-driving, beatful train boogie blues instrumental has all the ingredients of a big coin getter.	85--85--84--85
	<b>Good Time Blues</b> Superb good rocker shout by Redd Lytte with driving Otis orking pushing the etching all the way. Should prove attractive in city locations.	83--85--80--83
<b>THE X-RAYS</b> Savoy 760	<b>You Got To Love Me Baby Too</b> Lightweight medium jump blues ditty is handled neatly by the small crew with Brownie McGhee turning in a rather uninspired vocal chore.	61--60--60--63
	<b>Feed Me Baby</b> Typical jump blues built lyrically around uptown food faves, warbled by McGhee.	62--60--60--65
<b>LOU ELLIOTT</b> Apollo 1167	<b>Brand New Kind of Love, A</b> This thrush recently took off from the Ellington crew for a fling on her own. This is a pleasant tho unexciting first disk.	59--66--56--56
	<b>I'll Close My Eyes</b> The thrush does a fine warbling job with this pop ballad hit of a some years ago. She has a pleasant sound and shows signs of compromising with the current note-bending styles on the market.	72--72--67--70
<b>MABEL SCOTT</b> King 4386	<b>Fine, Fine, Baby</b> This fine thrush delivers a medium blues with beat and style. Material isn't particularly noteworthy but fly ork backing gives the disk added substance.	73--75--71--73
	<b>Have You Ever Watched Love Die</b> The chirp delivers an effective slow blues warble of one of her own ditties. Neat mood orking enhances.	76--78--75--75
<b>PEE WEE CRAYTON</b> Modern 20-763	<b>Answer to Blues After Hours</b> A sequel disk follows in the footsteps of "Blues After Hours" with earthy blues guitar strumming by Crayton in a well-established deep mood setting. Should score, tho not as well as original.	80--80--80--80
	<b>Louella Brown</b> Crayton sings and strums his guitar effectively on a handsome slow beat blues disk. Particularly strong for Coast and Southern markets.	84--84--84--84
<b>LEADBELLY</b> Atlantic 917	<b>Good Morning Blues</b> Pressing from an old master will find a market in authentic folk collectors in addition to the r & b field. Guitar and vocal both fine.	74--77--74--72
	<b>Goodnight, Irene</b> Competition on this is probably too heavy for the disk to come thru, even tho it's the original master and well done.	76--80--75--72
<b>HATTIE NOEL</b> MGM 10752	<b>Grandma's Boogie</b> Grandma's plea for a man doesn't impress in this disk.	60--58--60--62
	<b>Evil Daddy Blues</b> Medium-slow blues is better material.	62--60--62--64
<b>TINY BRADSHAW</b> King 4376	<b>After You've Gone</b> Much intimate feeling in this slow and persuasive version of the oldie.	78--78--76--80
	<b>Boodie Green</b> Title refers to a new dance step lightly glossed over in the lyric. Honking tenor and light rock save the side.	68--70--65--68
<b>JIMMY WITHERSPOON</b> Modern 20-764	<b>Don't Ever Move a Woman Into Your House</b> Cry of the harried husband is ably shouted by Witherspoon while the ork really rocks.	82--82--82--84
	<b>Doctor Blues</b> Double-entendre disk moves at a brisk pace but doesn't compare to top side.	78--NS--78--78

# Sicking To Move Indpls. Location

INDIANAPOLIS, Aug. 5.—Sicking Company, Inc., will move from its present location, 927 Fort Wayne Avenue, to 1312 Capital Avenue, September 1.

The new building includes 3,000 square feet of floor space, again as large as its present quarters, according to Mrs. Lottie Berman, head of the local concern.

# War Clouds Bring Life to Old Games

(Continued from page 90) a hitherto secondary location to see if the game's pulling power has been upped. Ordinarily he reserves good new games for his best locations.

### TV Problem

In general, the war scare is not the big problem facing operators today, he said. Far more significant, at least momentarily, are the inroads of TV. Phillips cited a recent Saturday double-header that lasted from 6:30 to 11:30—the period when machines in tavern locations customarily get their best play. With taverns closing at midnight, the Saturday night machine play was virtually halted, he said. Not only are the music boxes silent, Phillips pointed out, but in many instances the pinballs are shut off as well on the grounds that ringing bells annoy listeners and that electric flashes cause interference with TV.

Phillips opines, however, on the basis of what happened in the early days of radio, that television will soon cease to be a novelty and that taverns will play it down.



# \$139<sup>50</sup>

## BRAND NEW ROL-A-TOPS

5c-10c-25c PLAY

1 Cherry Pay 2—1 Cherry Pay 3  
—Mystery 3-5 Payout; Standard—  
Mystery 3-5 Payout, Club—No  
Lemon on First Reel.

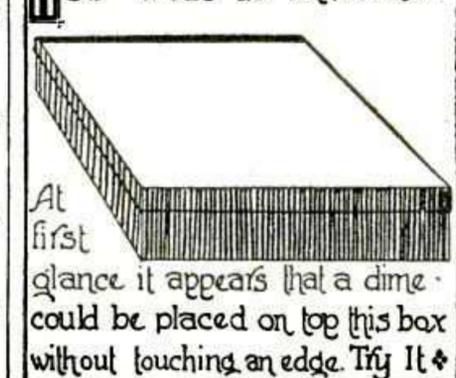
Above Prices F. O. B. Chicago

### WATLING MFG. CO.

4650 W. Fulton St.  
CHICAGO 44, ILL.

Est. 1889—Tel. COLUMBUS 1-2772  
Cable Address: "WATLINGITE," Chicago

## How Wide is This Box?



## How Large Is a Cash Box?

How many dimes will it hold?  
? ? ? ? ? ? ? ? ? ? ? ?  
At first glance it appears that an equal number of dimes can be found in any shuffle game cash box. However, every operator who has bought Keeney's DOUBLE BOWLER swears that more dimes will always be found in a DOUBLE BOWLER cash box than in any other.  
**TRY IT!**

GOOD NEWS! By popular demand, DOUBLE BOWLER is now available in the 8 foot size in the same de luxe, chrome trimmed cabinet as the record breaking 9 1/2 foot game.

**FINAL CLOSEOUT!**  
Rock-Ola SHUFFLE LANE, brand new, original crates. Very special! Only a few left. Write or phone!

Write for the finest **PREMIUMS** at lowest prices. Write for illustrated circular.

**1<sup>ST</sup>** Evans TEN STRIKE, Uncrated, \$39.

**SHUFFLE GAMES**

Reconditioned Guaranteed, Playing Fields Resurfaced.

United SHUFFLE ALLEY EXPRESS .....	\$245
Williams DELUXE BOWLER .....	219
Universal TWIN BOWLER With Lite-a-Pin Conversion .....	175
Universal TWIN BOWLER .....	165
Chi. Coin BOWLING ALLEY .....	165
Chi. Coin BOWLING ALLEY With Lite-a-Pin Conversion .....	175
Rock-Ola SHUFFLE JUNGLE, Floor Sample .....	159
Bally SHUFFLE BOWLER .....	119
Genco BOWLING LEAGUE, 10 Ft. ....	95
United SHUFFLE ALLEY .....	95
Genco GLIDER .....	45

**FIRST Distributors** Dickens 2-0500  
1748 W. North Ave. Chicago 22, Ill.  
Exclusive Keeney Distributors State of Indiana



## CUE-ETT GAME

**DISTRIBUTORS AND OPERATORS**—Here's the table you've been waiting for. Pool table now comes equipped with attached score rack. No chalk, erasers or blackboard to mess with.

**SALESMEN**—We have an attractive proposition to offer you that can be handled along with any other line of coin-operated equipment.

**EXCLUSIVE FRANCHISE** open for some States. **OPERATORS**—If your distributor cannot supply you, write direct. Give your location a real money-maker.

**FOR YOUR BEST BET—TRY CUE-ETT**  
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IN THE NATION

Do not confuse our Reconditioned Equipment with so-called "Close-Outs" or "As Is" Equipment. Every machine we sell is in

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UNIVERSAL TWIN BOWLER **\$129.50**  
Thoroughly Reconditioned  
WITH LITE-UP PINS—\$15.00 EXTRA

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WILLIAMS DELUXE BOWLER **\$199.50**  
ORIGINAL FLY-UP-PIN  
BOWLING ALLEY—Like New

FLY-UP-PIN CONVERSION FOR ORIGINAL UNITED SHUFFLE ALLEY  
As well made and attractive as all other high priced conversions.  
**ONLY \$49.50** IMMEDIATE DELIVERY

FLY-UP-PIN CONVERSION MADE BY BALLY FOR BALLY SHUFFLE BOWLER  
Gives the appearance and performance of "Speed Bowler."  
**\$89.50**  
1/3 With Order, Balance C. O. D.

**Scott-Crosse Co.**  
1423 Spring Garden Street  
Philadelphia, Pennsylvania  
RIttenhouse 6-7712

**FOLK TALENT AND TUNES**

(Continued from page 34)  
**DISK JOCKEY DOINGS**

Sammie Malezzo doing daily shots over KNSG, Hanford, Calif. . . . Walter Wilkerson handling the rustic mike chore at WKLV, Blackstone, Va. . . . Bob Edwards reports that the Skyland Drive-In, which he plugs over his WESC, Greenville, S. C., daily shows, did capacity biz July 20 with Hank Snow. . . . Dave Miller, WPAT, Paterson, N. J., is staging shows for the Bronx (N. Y.) Veterans' Hospital every third Monday. He uses any top names in his vicinity. . . . Pee Wee King reports that he drew 4,000 recently at the new Hidden Valley Park, Mishawaka, Ind. . . . The Carter Brothers, winners of Frank Porter's talent contests, WXGI, Richmond, Va., have been inked as permanent members of the Old Dominion Barn Dance, WRVA, Richmond.

Al Scott, KCLW, Hamilton, Tex., is sending out membership cards to his Society for the Advancement of Hillbilly Music in America. . . . Harry O'Conner, KMAC, San Antonio, is working personals with his Texas Jamboree roadshow. Show stars Bill Lister and Del Dunbar. . . . Marge Tillman, KLEE, Houston, reports that Biff Collie has moved to her station from KNUZ, Houston. . . . Cousin Herald Goodman, WBAP, Fort Worth, has set Dave Landers on a Texas tour, starting September 29.

Harry Stone, for 22 years manager of WSM, Nashville, has left the station to go into business as a radio consultant. Jack DeWitt Jr., WSM prexy, replaces him. . . . Leon McAuliffe and his manager, C. M. Cooksey, are operating their own ballroom, the Cimarron, in Tulsa, Okla. The spot is equipped to operate as concert hall or ballroom. McAuliffe and his Columbia recorders work two dates per week and are also booking in pop and h. b. and Western names. . . . Dee Kilpatrick has been made chief of Capitol's h. b. and Western a. and r. set-up.

Sally Starr, disk jockey frau of Jesse Rogers, reports that she and Rogers and his 49'ers played the Strand, St. Louis, for a week recently. They are also set for the New Jersey State Fair, Trenton, and Wisconsin State Fair, Milwaukee. Stan Broza and Bix Reitchner, managers of Rogers, are planning a series of TV films starring the Victor recorder in fall. Miss Starr is plugging the new Circle A Ranch, Deer Park, N. J., via her daily shots over a Philadelphia station. . . . The Sleepy Hollow Ranch show is no longer aired over ABC.

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

**Bell-o-Matic Issues New Parts Catalogs**

CHICAGO, Aug. 5.—Bell-o-Matic Corporation has started a mailing of a new parts and service manual covering the firm's late model bell equipment. It bears the form number F158-A and contains 24 pages.

Vice-President Grant Shay stated that the new manual is full of operator tips on servicing and includes photographs of complete units, assemblies and parts. It also lists prices on all parts.

**Bally To Hold August School**

CHICAGO, Aug. 5.—Bally Manufacturing Company will hold its next service school at the plant August 21-23 under the direction of Chief Engineer Bob Breither. The July school, held recently, was attended by operators and servicemen from several States.

The first day will be devoted to discussions and protective maintenance on jumbo pin games (principally one balls). August 22 has been set aside for console sessions. The final day will be devoted to shuffle games. Interested coinmen may attend any or all three days. Those interested should drop a post card to Breither giving the dates they will be present.

**Intro New Cleaner For Coin Machines**

CHICAGO, Aug. 5.—A New type cleaner suitable for use on glass, chrome, plastic, paint, varnish and other finishes maintained by coin machine operators was introduced recently by Robert Archer & Company here. The firm announced the cleaner, called Glass-Klenz, is bottled for operators in gallon sizes at \$3.49 per gallon.

Officials stated the cleaner contains no wax, does not form a powder or dust on surfaces cleaned, and is non-toxic so it may be safely used around candy, gum, bulk beverages, etc. It is said to resist finger marks and dust. Several major music and venter operators have been testing the cleaner on their equipment during recent weeks, according to firm officials.

Parlon to Yale & Towne  
STAMFORD, Conn., Aug. 5.—Yale & Towne Manufacturing Company announced the appointment of Thomas Parlon as sales manager of the New York regional office of the Philadelphia division.

★ **DISAPPEARING PIN CONVERSIONS** ★

FOR . . .  
UNITED . . . . . \$49.50  
CHICAGO COIN.. \$54.50

Also Conversions for Bally, Williams and Rock-Ola to Order  
Discounts in Quantity

Are YOUR Shuffleboards Scratchy, Grooved?  
**CHANGE TO . . . FORMULA "77" REMARKABLE SHUFFLEBOARD POWDERED WAX**  
**\$3.25** 22c per can  
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<b>ROYAL DELUXE LITE-A-PIN CONVERSION</b> Fits all Shuffle Games. Write for Special Prices. Specify game.	<b>STILL AVAILABLE! "POP CORN SEZ,"</b> <b>\$44.50 EA.</b> 10¢ Units, \$49.50 Ea. Perfect Condition!	<b>DISAPPEARING PIN CONVERSIONS</b> for Chicoin Bowling Alleys, United Shuffle Alleys, Bally Bowlers Write for Prices
<b>\$17.50 EACH</b>	<b>RECONDITIONED—READY TO OPERATE!</b>	<b>\$17.50 EACH</b>
Give 2nd and 3rd Choice Big League—Broncho—Coed—Cyclone—Dynamite—Fast Ball—Fiesta—Havana—Kilroy—Laura—Lucky Star—Midget Racer—Playboy—Ranger—Shooting Star—Smarty—Superliner—Superscore—Surf Queen—Suspense—Tornado.		
Write for latest list new and reconditioned 5-Balls, 1-Balls, Consoles, Arcades, Boils, Etc. Canadian and Foreign Operators—You'll Do Better at Monarch! Terms: 1/2 Deposit, Balance C. O. D.		

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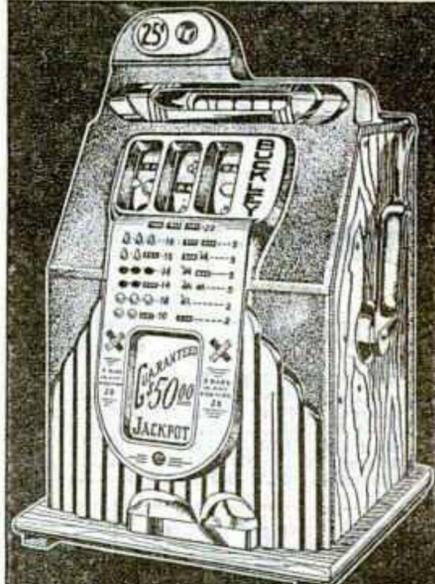
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ANY QUANTITY OF POSTWAR MUSIC. UNIVERSAL'S PHOTO FINISH. LATE PIN BALLS.  
INTERESTED IN ALL POSTWAR EQUIPMENT  
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"Leveomatic," the automatic leg leveler, is the answer to that achin' back! No need to crawl under your shuffle alleys for leg leveler adjustment, as this leveler ADJUSTS ITSELF AUTOMATICALLY! Truly amazing... try 'em and you'll buy 'em for all your alley equipment!! \$50 per sample set of two. Full payment with order. Our supply limited!  
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CHI. PIN BOWLER  
UNITED ARIZONA  
EXH. JUDY

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Univ. WINNER  
Bally TURF KING  
Bally CHAMPION, F.P., write

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EVANS' CONSTELLATION, 40 Selec. .... Write

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UNITED SHUFFLE ALLEY ..... \$114.50  
With United's Disappearing Pin Conv. Installed .. 189.50  
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**United's Shuffle Alley**  
DeLuxe Disappearing Pin  
Conversion, Easily \$79.50  
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BALLY TRIPLE BELL, 5-10-25¢ .... \$295.00
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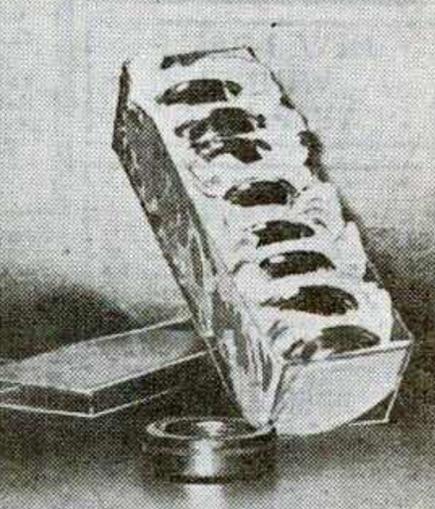
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### NEW SHUFFLE GAMES

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8 Ft., 9 1/2 Ft.  
  
United TWIN SHUFFLE  
ALLEY, Rebound, 8 Ft.  
  
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now ready! You've  
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All hard-to-get  
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Bally CLOVER BELL  
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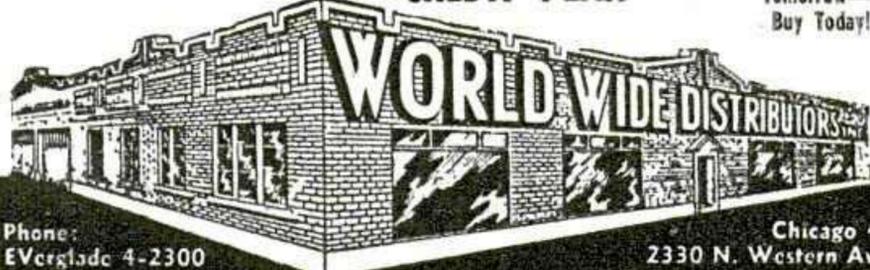
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### ONE BALLS

Bally CHAMPION  
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### Reconditioned and Refinished SHUFFLE GAMES

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Williams DeLuxe Bowler .....	195

### RECONDITIONED 1-BALLS

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Citation .....	245

**Don't Accept  
a Substitute!**

### DISAPPEARING PIN CONVERSIONS

for  
United Shuffle Alley  
Chicago Coin Bowling  
Alley  
Bally Shuffle Bowler  
Made by the factories  
that know the game!  
(15 minute installa-  
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### Completely Reconditioned and Refinished PHONOGRAPHS

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Model "A" .....

Terms: 1/3 Deposit, Balance C. O. D.

### PIN GAMES

Canasta  
Triplets  
Judy  
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Sweetheart  
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Select-a-Card—Write

### NEW FALCON SHOE SHINER, \$125.00

### GAMES—Ready for Location

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Stormy .....	49
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Maisie .....	47
Rainbow .....	47
Gold Ball .....	39
Suspense .....	49
Shooting Star .....	35

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Recorder .....	450.00
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Machine .....	150.00
Falcon Shoe Shine .....	
Machine .....	150.00

### SLOTS

5¢ Silver Chief .....	\$ 65.00
50¢ Brown Front .....	150.00
10¢ Silver Chief .....	75.00
5¢ Black Cherry .....	95.00
10¢ Black Cherry .....	105.00
5¢ Blue Front .....	65.00
10¢ Blue Front .....	75.00
25¢ Blue Front .....	85.00
10¢ Pace .....	50.00
10¢ Golden Falls .....	115.00
5¢ Chrome Bell .....	75.00
10¢ Chrome Bell .....	85.00
10¢ Glitter Gold .....	75.00
5¢ Roll A Top .....	50.00
10¢ Treasury .....	45.00
10¢ Comet .....	45.00
5¢ Extraordinary .....	75.00
10¢ Extraordinary .....	85.00
25¢ Dixie Bell .....	75.00
Columbia .....	75.00
10¢ Mills Q.T. ....	65.00

Sensational New,  
Different  
Counter Game

## HIT-A-HOMER

FREE PLAY FEATURE

- Automatic Score Totalizer
- 5 Simulated Baseballs
- Real Baseball Play
- 1c or 5c Play Only \$27.50



### COUNTER GAMES

10 5¢ Gushers, new .....	\$18.50
A.B.T. Electric Skill .....	
Guns, new .....	49.50
Silver King Target .....	
Gum Vendor, new .....	32.50
Silver King Target .....	
Gum Vendor, used .....	19.50
A.B.T. Challenger, .....	
used .....	20.00
Acme 1¢ Shockers, new .....	19.50
Five Jacks, 1¢, new .....	59.50
Three of a Kind, new .....	18.00
Punch a Ball, new .....	18.00
Kickers & Catchers, .....	
new .....	32.50
20 Used A.B.T. Electric .....	
Guns, each .....	32.50
Victor's Basketball .....	32.50

### CIGARETTE MACHINES (used)

Monarch, 8 & 10 Col. ....	\$85.00
National 950's .....	85.00
National 9A's .....	85.00
Unedapak 500, 9 col. ....	65.00
Unedapak 500, 15 col. ....	75.00
DuGrenier Challenger, .....	
7 col. ....	85.00
DuGrenier, 7 col. ....	45.00
Rowe Imperial, 6 col. ....	53.00
DuGrenier W's, 9 col. ....	53.00
Rowe Royal, 10 col. ....	65.00
Rowe President, .....	
10 col. ....	75.00

### WANTED

Rotary Pusher-Type,  
Mills Golf Ball Ven-  
dors and Diggers.

### SLIGHTLY USED ALLEYS

In excellent condition—  
guaranteed.

Pin Boy .....	\$125.00
Flying Discs .....	75.00
Bowl-a-Matic, F.S. ....	225.00
Bowlette .....	100.00
Keeney Ten Pins .....	100.00
Shuffle Pool, F.S. ....	225.00
ABC Bowler .....	125.00
Chicago Coin Bowling .....	135.00
Genco Bowling .....	100.00
Universal Twin .....	
Bowler .....	135.00

TERMS:  
1/3  
deposit  
with all  
orders,  
balance  
C. O. D.



M.S. GISSER, SALES  
MANAGER

AMI DISTRIBUTORS FOR NORTHERN OHIO  
Attractive Financing  
Available

## CLEVELAND-COIN MACHINE EXCHANGE, INC.

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## AUTOMATIC COIN



### LATEST BELLS, RECONDITIONED BY THE FINEST MECHANICS IN THE BUSINESS!

MILLS 5¢, 10¢ or 25¢ 1948 MELON BELLS .....	
MILLS 10¢ or 25¢ 1948 BLACK GOLD HANDLOAD .....	
MILLS 10¢ or 25¢ 1947 BLACK CHERRY BELLS .....	
MILLS 10¢ or 25¢ 1948 JEWEL BELLS .....	
MILLS 5¢ or 10¢ 1949 BLACK BEAUTY .....	
MILLS 5¢, 10¢ or 25¢ 1949 TOKEN BELL .....	
MILLS 5¢, 10¢ or 25¢ 1949 '21' BELL .....	
MILLS 50¢ BLACK GOLD HANDLOAD .....	
MILLS 50¢ BLACK CHERRY, 2/3 .....	
JENNINGS 10¢ DELUXE LITE-UP .....	
JENNINGS CHALLENGER, 5/25 .....	
REBUILT 10¢ JEWEL BELLS, IN NEW CABINETS .....	

**WRITE  
FOR  
PRICES**



Limited Quantity—Brand New  
**MILLS  
VEST POCKET  
BELLS, \$65.00**

NOW DELIVERING MILLS  
SENSATIONAL NEW 21-BELL  
AND BRAND-NEW BLUE BELL,  
BLACK BEAUTY, TOKEN BELL,  
BONUS BELL. Write for Details.

### EXCLUSIVE! KEENEY'S BOWLING CHAMP CONVERSION for SHUFFLEBOARDS **DOUBLE BOWLER—**

9 1/2 ft. Rebound, 1 or 2 Players  
8 ft. Rebound, 1 or 2 Players  
**KEENEY ELECTRIC  
CIGARETTE VENDOR**  
ALSO DELIVERING:  
Chicago Coin—Universal—United—  
Williams—Exhibit—Gottlieb—Genco  
New Shuffle and Pin Games.

### RECONDITIONED GAMES KEENEY TEN PINS .....

.....	\$99.50
Bally DeLuxe Draw Bell .....	\$189.50
Bally Citation, F.P. ....	239.50
Keeney Twin Bonus Super Bell, 5¢-25¢ .....	279.50
Latest Model Triple Switch Dale Guns, .....	
like new .....	99.50
Buckley Track Odds .....	149.50

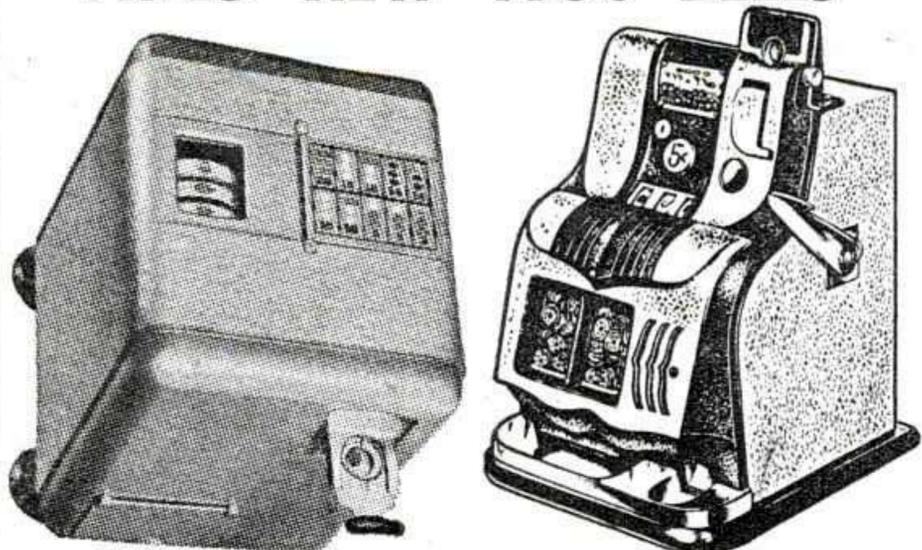
### ROYAL CONVERSIONS FOR CHICAGO COIN SHUFFLE GAMES .....

..... \$14.50  
Terms: 1/3  
Dep., Bal.  
C.O.D. Write for Prices on Coin Counters, Coin Changers  
and Single, Double and Triple Safe Stands for Slots

**AUTOMATIC COIN**  
MACHINES & SUPPLY CO.  
TELEPHONE: CAPitol 7-8244  
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GIVE TO THE DAMON RUNYON CANCER FUND

# MILLS' NEW 1950 BELLS



**MILLS' NEW VEST POCKET BELL** Operates on 3-5 Mystery Payout System  
 5¢ Play .....\$65.00    25¢ Play .....\$89.50

**MILLS' NEW QT** A "Pony-Size" Bell. Weighs only 25 lbs.  
 5¢ Play, \$115.00; 25¢ Play, \$137.50  
 WRITE FOR QUANTITY PRICES.

"21" BELL    BLUE BELL    BLACK BEAUTY    BONUS BELL    TOKEN BELL  
 5¢-10¢-25¢-50¢ PLAY    WRITE FOR PRICES

New Box Stands, Single, Double and Triple Safes for All Bells.  
**GUARANTEED RECONDITIONED MILLS** Jewel Bells, Black Cherry Bells, Bonus Bells, Blue Fronts, Brown Fronts, Q. T. Bells, Vest Pocket Bells.    WRITE FOR PRICES.

Mills Used Club Console Bells, 5¢, 10¢, 25¢ Play .....\$149.50 Ea.

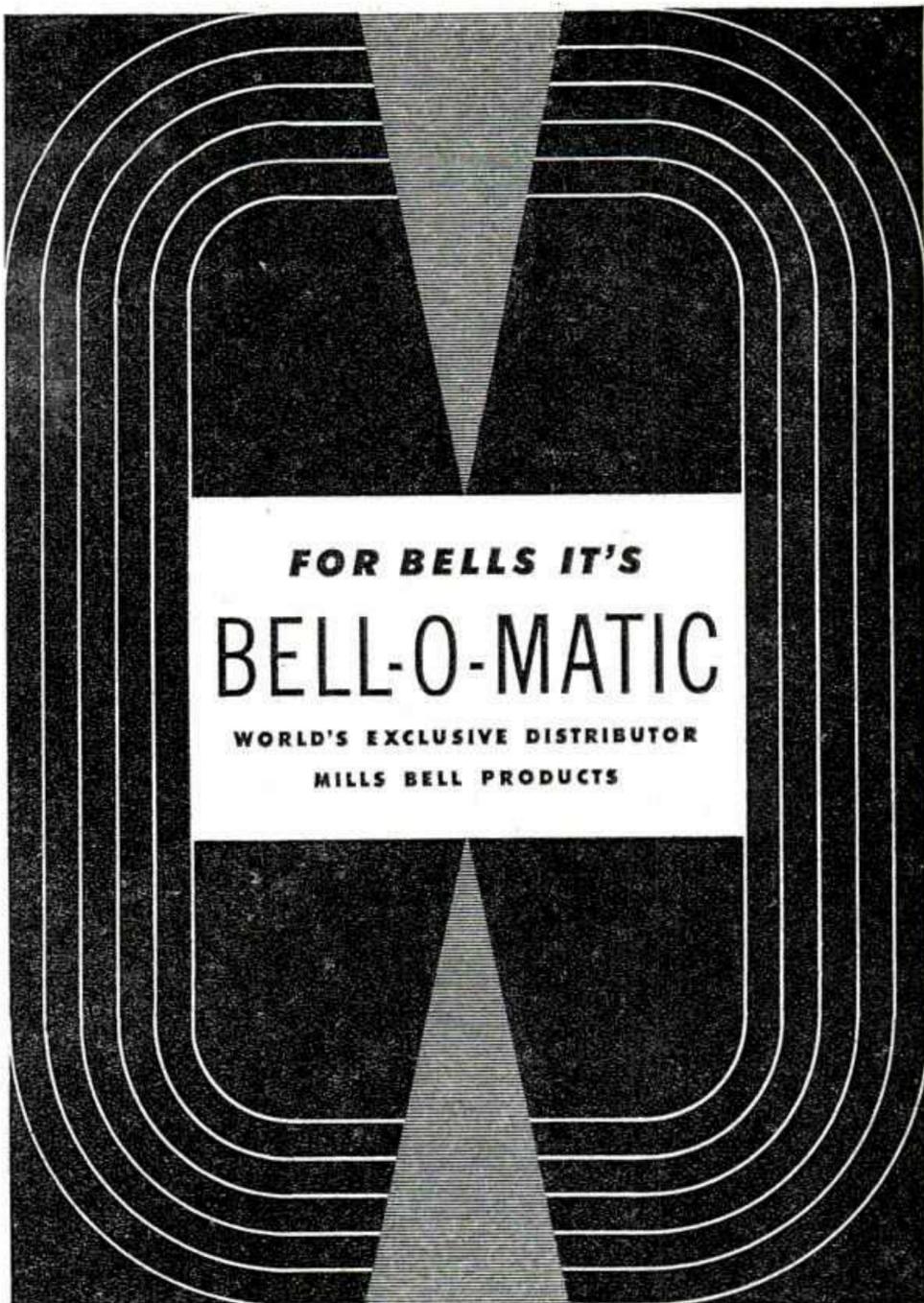
We Have in Stock at All Times

EVERY NEW COIN MACHINE MANUFACTURED

Write for Circular and Price List. 1/3 Deposit With All Orders.

**SICKING, INC.** America's Oldest Distributor    Established 1895    1401 CENTRAL PARKWAY CINCINNATI 14, OHIO

Associated with } SICKING DIST. CO., 2833 W. Pico Blvd., Los Angeles, Calif.  
 SICKING, INC., 927 Ft. Wayne Ave., Indianapolis, Ind.



## NEW LOW PRICES from SOUTHERN!

NEW GAMES — IMMEDIATE DELIVERY

COTTLIEB: Triplets    GENCO: Canasta    CHICAGO COIN: Shuffle Baseball  
 EXHIBIT: Judy    BALLY: Turf King    BALLY: Speed Bowler

FIVE BALLS: REFINISHED AND RECONDITIONED—  
 READY FOR LOCATION

JEANIE .....\$179.50	JUST 21 .....\$99.50	PARADISE .....\$39.50
BANK-A-BALL ..... 169.50	ST. LOUIS ..... 99.50	DEW-WA-DITTY ..... 39.50
MERCURY ..... 169.50	AQUACADE ..... 89.50	ALI BABA ..... 39.50
BE-BOP ..... 159.50	CAROLINA ..... 74.50	JACK & JILL ..... 39.50
LUCKY INNING ..... 159.50	SUPER HOCKEY ..... 74.50	CINDERELLA ..... 34.50
BUFFALO BILL ..... 154.50	MAJORS ..... 69.50	ROBIN HOOD ..... 34.50
SOUTH PACIFIC ..... 154.50	FLOATING POWER ..... 69.50	STAR DUST ..... 34.50
SHANTY TOWN ..... 129.50	SARATOGA ..... 59.50	SAMBA ..... 34.50
SELECT-A-CARD ..... 129.50	HARVEST MOON ..... 59.50	HUMPTY DUMPTY ..... 34.50
TAHITI ..... 119.50	RAMONA ..... 54.50	TRADE WINDS ..... 29.50
BOSTON ..... 119.50	SHOW BOAT ..... 54.50	MONTERREY ..... 29.50
TUMBLEWEED ..... 119.50	BUCCANEER ..... 54.50	WISCONSIN ..... 29.50
UTAH ..... 114.50	BARNACLE BILL ..... 49.50	MANHATTAN w/f ..... 24.50
PLAYTIME ..... 114.50	SERENADE ..... 49.50	TROPICANA w/f ..... 24.50
MARYLAND ..... 109.50	MOON GLOW ..... 49.50	SINGAPORE w/f ..... 24.50
TAMPICO ..... 109.50	ONE-TWO-THREE ..... 49.50	NEVADA w/f ..... 25.50
OKLAHOMA ..... 99.50	GIZMO ..... 44.50	HAWAII w/f ..... 24.50
CHAMPION ..... 99.50	BLUE SKIES ..... 44.50	RIO w/f ..... 19.50
GOLDEN GLOVES .. 99.50	SUMMERTIME ..... 44.50	BERMUDA w/f ..... 19.50

### SPECIAL

COTTLIEB SELECT-A-CARD .....\$135.00 | COTTLIEB BOWLETTE .....\$100.00  
 BOTH NEW AND IN ORIGINAL CRATES

### USED SHUFFLE GAMES

BALLY Speed Bowler .....\$249.50	CHICAGO COIN BOWLING ALLEY w/Pins .....\$135.00
CHICAGO COIN Shuffle Baseball ..... 135.00	CHICAGO COIN BOWLING ALLEY ..... 125.00
BALLY Shuffle Bowler w/Plastic Pins 135.00	UNITED SHUFFLE ALLEY ..... 89.50
BALLY SHUFFLE BOWLER ..... 125.00	GOTTLIEB Bowlette ..... 94.50

**WANTED! CASH REWARD FOR**  
 A.M.I. "A's," "B's" and "C's"  
 Seeburg Bear Guns

CALL! WRITE! WIRE!  
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**SOUTHERN AMUSEMENT CO.**

628 Madison Ave.    Phone 5-3609    Memphis, Tenn.  
 "Your A. M. I. Distributor"

### MOTORS WANTED!!!

Any quantity of Motors in good condition. New and used—Drive and turntable. Seeburg, Rock-Ola, Wurlitzer, Mills.

BOX D-409

c/o THE BILLBOARD CINCINNATI 22, O.

### CAN USE

Any quantity of Watling, Pace, Mills, Buckley and Jennings Slots and Slot Parts. We are wholesalers, so quote us your lowest quantity prices.

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## GUARANTEED SATISFACTION OR MONEY BACK RECONDITIONED PHONOGRAPHS

**WURLITZER**  
 1100, 1015, 1080—  
 Write

**SEEBURG**  
 100 Record Photo—  
 New—Write

**ROCK-OLA**  
 Magic Glo, 1950—  
 Write

These machines are complete and in working order. Each is available, completely overhauled, professionally refinished, unconditionally guaranteed for an additional \$35.00.

WURLITZER 1017 .....WRITE	ROCK-OLA COMMANDO .....\$50.00
WURLITZER 750 .....WRITE	ROCK-OLA STANDARD ..... 39.50
WURLITZER 700 .....WRITE	AIREON DELUXE ..... 64.50
WURLITZER 616 .....\$44.50	SEEBURG HITONE ..... 74.50
WURLITZER 81 ..... 44.00	SEEBURG LOTONE ..... 84.50
	PACKARD WALLBOXES ..... 10.00

### ONE BALLS

Champion ..... Write
Photo Finish .....\$295.00
Citation ..... 235.00
Gold Cup ..... 119.00
Jockey Special ..... 74.00
Special Entry ..... 59.00
Victory Special ..... 39.00
Gott. Daily Races ... 29.00

### CONSOLES

Clover Bell, New...WRITE
Keeney Bonus Bell...WRITE
Evans Banstall.....\$35.00
Big Top..... 35.00
Club Bell..... 35.00
Track Time..... 40.00
Bakers Paces..... 40.00
Big Game..... 40.00
Silver Moon..... 40.00
Fast Time..... 40.00

### IN STOCK

BALLY'S TURF KING, 1 BALL or 5 BALL. We will guarantee Bally TURF KING to be greatest profit producer. Return in 2 weeks for full refund if not satisfactory.

### SLIGHTLY USED ALLEYS

POSITIVELY THE LARGEST STOCK BALLY, UNITED, KEENEY, WILLIAMS, CHICAGO COIN, UNIVERSAL, SHUFFLE BOWLING ALLEYS IN THE UNITED STATES.

### SPECIAL!!! MISCELLANEOUS

7 HI BELGIAN POOL TABLE...\$84.00	EDELCO NEW DOUBLE DOUBLE...\$265.00
ATOM JET (new) .....WRITE	MILLS VEST POCKET (new)....WRITE
WILLIAMS QUARTERBACK ..... 99.00	MILLS PANORAMS ..... 165.00
MILLS & JENNINGS SLOTS (new) WRITE	LARGE STOCK USED SLOTS, PRICES REDUCED.

### NEW ENGLAND OPERATORS:

NEW PIN BALLS: Exhibit JUDY, Chicago Coin PIN BOWLER, Gottlieb TRIPLET, United ARIZONA, Genco CANASTA.

LARGE STOCK OF ALL USED FIVE BALLS

**WANTED:** Wurlitzer 1017 and 3020 Wallboxes, Bally Eurekas, One Balls, Photo Finish, Late Five Balls, Brand New Five Ball Closeouts, Bally Speed Bowlers and Shuffle Champ, Seeburg 100 Selectomatics. WE WILL BUY ALL MAKES AND MODELS USED PHONOGRAPHS.

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 BRANCH OFFICE: 811 Union Street    West Springfield, Mass.  
 PHONE: Springfield 6-5418

**KEENEY DOUBLE BOWLER 8' & 9 1/2'**

**Fastest Scoring Two Player Rebound Bowling Game!**  
**PRICED RIGHT!**  
**Come in and See It in Action!**  
**WE'LL ACCEPT TRADES**

**SPECIALS!**  
 Keeney Pin Boy .....\$100.00  
 Keeney Ten Pin ..... 40.00  
 Bally Shuffle Bowler ..... 100.00

Available for immediate delivery —  
**KEENEY ELEC. CIG. VENDOR**

**DAVE LOWY & CO.**  
 Exclusive Distributor for Keeney Products  
 in the Metropolitan Area and No. N. J.  
 594 Tenth Ave. NEW YORK, N. Y.  
 Phone: CHickering 4-5100

free  
buyers  
guide

**FOR OPERATORS**

**RECONDITIONED PIN GAMES  
 READY FOR LOCATION**

Baby Face .....	\$ 52.50	Just 21 .....	\$112.50
Bowling Champ .....	79.50	Robin Hood .....	27.50
Carolina .....	47.50	South Pacific .....	152.50
Dallas .....	77.50	Temptation .....	39.50
Humpty Dumpty .....	27.50	Utah .....	119.50

**ONE BALL  
 GAMES**

Citation .....	\$189.50	Victory Special..\$	25.00
Photo Finish .....	300.00	Favorite .....	47.50
Hot Tip .....	\$39.50		

**BOWLING  
 GAMES**

Keeney Lineup .....	\$ 45.00	Universal Twin Bowler .....	\$125.00
Keeney ABC Bowler .....	125.00	United Double Shuffle....	175.00
Rock-Ola Shuffle Lane, 9 1/2'	119.50		

**NOW DELIVERING NEW EQUIPMENT**

Universal Winner, Bally Turf King, Keeney Duck Pins, Keeney Double Bowler, Keeney Bowling Champ, Pin Bowler—Triplets—Canasta; New Mills Vestpockets, \$65.00; Keeney's Electric Cigarette Vendor, Mills Wild Deuce, Mills "21" Bell, Mills Blue Bell, Mills Black Beauty, Mills Bonus Bell, New Regal Cabinets for All Mills Bell Machines, Downey-Johnson Coin Counter.



**ROY MCGINNIS CO.**

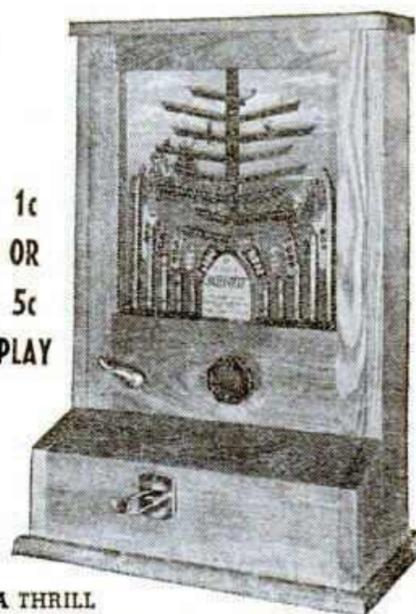
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12 O. D. Jennings Cigarolas. Eight have the Combination 10¢ Device so you can make straight purchase. Four straight 5¢ play. Each, \$85.00; lot, \$75.00 each.

**MONTCALM MUSIC CO.**  
 220 N. Marable St. Bastrop, La.

**SKILL TEST**



1c  
OR  
5c  
PLAY

**A THRILL GIVING MACHINE**  
 FOR COUNTER OR ARCADE. TRAINING AND CO-ORDINATING EYE, NERVE AND MUSCLE.

**WRITE FOR PRICES**

**GROETCHEN TOOL & MFG. CO.**

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 Phone: RAndolph 6-2807

**Put New Life Into Your Shuffle Alleys!**

**UNITED'S**

**Shuffle Alley Deluxe**

**New Disappearing Pin  
 CONVERSION UNIT**

New Flashy  
Back Glass

Turns your original Shuffle Alley  
 into a  
**New Shuffle Alley Express**

ALSO AVAILABLE FOR  
 SUPER SHUFFLE ALLEY • DOUBLE SHUFFLE ALLEY

- Easily Installed on Location
- Takes Only 15 Minutes
- No Switches Added
- No Electrical Changes Needed
- Matches Cabinet Design

Made by the Originators  
 of Automatic Scoring  
 Shuffle-Type Bowling Games

SEE YOUR DISTRIBUTOR

**UNITED MANUFACTURING COMPANY**  
 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



**MILLS BELLS!**

We have all Mills latest Bells  
 in stock.

**FRIEDMAN**

**AMUSEMENT COMPANY**

441 Edgewood Ave. S. E., Atlanta, Ga.  
 AUTHORIZED BELL-O-MATIC DISTRIBUTOR

**WANT TO BUY**

**WURLITZER 750, 1015,  
 1100**

**AMI MODEL A and B  
 ROCK-OLA 1422 and 1426**

Will pay spot cash—Must be in working  
 condition—Original parts—No junk!

**WRITE—WIRE—PHONE**

**BILL BOYD SALES CO.**  
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**FOR 43 YEARS . . .**  
 the foremost name in  
 coin machines . . . for  
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 "OUTSTANDING"**

"NOTHING LIKE IT!"  
 These are typical comments about our  
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 CATALOG #20 for Coin Machines. Have  
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# CENTRAL OHIO COIN'S QUALITY BUYS!!

Universal's 1 BALL SENSATION  
"WINNER"

**SPECIAL THIS WEEK**  
'46 Seeburg HIDEAWAY, Metal Cabinet,  
Very Clean—\$325.00.

## NEW PIN BALLS

Gottlieb—TRIPLETS; Exhibit—JUDY; Chi Coin—PINBOWLER;  
Genco—CANASTA; Bally—TURF KING

We have many used Shuffle Alleys at reduced prices for prompt shipment.

### SLOTS

#### New and Used

5¢ Blue or Brown Fronts	\$ 69.50
10¢ Blue or Brown Fronts	74.50
25¢ Blue or Brown Fronts	79.50
5-10-25¢ Melon Bells	85.00
5¢ Black Cherrys	94.50
10¢ Black Cherrys	99.50
25¢ Black Cherrys	104.50
50¢ Black Cherrys	195.00
50¢ Jewel Bells	245.00
5¢ New Vest Pockets	69.50
5¢ Mills Q.T., A-1	65.00

### ARCADE EQUIPMENT

#### Specials

Exhibit Dale Guns	\$ 99.50
Total Rolls, A-1	49.50
Bang-a-Deers, 10¢ (2)	75.00
Chicago Coin Pistol	149.50
Undersea Raider—Bally	99.50
Sky Fighter	79.50
Keeney Submarine	79.50
Bat-a-Ball Sr., New, With Base	49.50
Pitchem & Batem, Floor Sample	250.00
Voice-o Graph, Like New	325.00
Premier Skee Roll, Like New	165.00
Genco Gliders New	175.00
18' & 22' Shuffleboards	175.00
Chicago Coin Roll Down, New	195.00
Gottlieb Triple Grippers, New	32.50

### CONSOLES

Mills Jumbo Parade, CP	\$ 49.50
Keeney 3-Way, 5-10-25¢, Like New	375.00
Keeney 2-Way, 5-25¢, A-1	295.00
Mills 3-Bells, Late Model	295.00
Evans Racers, Comb. CP-FP	395.00

### DISAPPEARING PIN CONVERSIONS

#### UNITED FACTORY ORIGINALS

SHUFFLE ALLEY DELUXE	\$79.50
SUPER SHUFFLE ALLEY	89.50

### NEW SAFES

#### "DELUXE" LINE

SINGLE, REVOLV-A-ROUND	\$132.00
DOUBLE, REVOLV-A-ROUND	192.00
TRIPLE, REVOLV-A-ROUND	288.00

#### "UNIVERSAL" LINE

SINGLE, REVOLV-A-ROUND	\$ 87.50
DOUBLE, REVOLV-A-ROUND	128.50
SINGLE, BOX STAND	26.00

#### HEAVY SAFES

SINGLE, TURNABOUT	\$139.00
DOUBLE, TURNABOUT	275.00
TRIPLE, TURNABOUT	325.00

WRITE • WIRE • PHONE • ADAMS 7254



**CENTRAL OHIO COIN MACHINE EXCHANGE**

525 S. HIGH STREET

COLUMBUS 15, OHIO

# BIGGER PROFITS FROM YOUR BALLY SHUFFLE-BOWLERS

**NEW  
CONVERSION  
WITH REALISTIC  
UPRIGHT PINS  
THAT DISAPPEAR  
AS ROLL-OVERS ARE HIT**

**PINS AUTOMATICALLY SET  
EXACTLY AS ON  
BALLY SPEED-BOWLER**

**INSTALLED ON LOCATION  
IN A FEW MINUTES...  
IT'S FAST!**



New, low-cost conversion gives your Shuffle-Bowlers all the features of the famous Bally Speed-Bowler. Easy to attach on location in just a few minutes. Write at once for complete details and prices.

**COMO**

MANUFACTURING CORPORATION  
5013-5025 N. KEDZIE AV., CHICAGO 25, ILL.  
PHONE INdependence 3-7600

**FAST PLAYING!  
BIG PAYING!**

GENCO'S

**CANASTA**



ENTHUSIASTIC  
REPORTS  
FROM ALL  
TEST  
AREAS

MILLIONS  
TO SCORE!  
"Game Over"  
Light-up  
feature on  
playboard.

EXCITING!  
INVITING!  
Draws Play  
All Day!  
MULTIPLE  
REPLAYS

NEW  
Mechanical Gate  
STOPS  
Runaway Balls!

WRITE,  
WIRE OR  
PHONE  
YOUR  
DISTRIBUTOR  
NOW!

**GENCO**  
2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

# Profits ARE JUMPIN' with Judy!

Here's the new, fast-action, profit-pulling "FIVE BALL" that stands out for—

**SCORING SIMPLICITY  
SUPER-HIGH SCORES  
BOBBLE BUMPERS  
3 "SPECIALS" FOR FREE GAMES  
LAST-CHANCE POP-OUT**

Plus unique new *FLASH* that means new *CASH* to operators! And *ONLY* Exhibit has it! Let *JUDY* jump your profits! See "Judy" at your distributor Now!



**THE EXHIBIT SUPPLY COMPANY**  
4222-30 West Lake Street • Chicago 42, Illinois • Established 1901



In Cincinnati it's  
**SOUTHERN AUTOMATIC**

and

**AMI JUKE BOXES . . .**

**Everything You Want in a  
Phonograph . . .**

**Everything You Need in Service!**

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**"THE HOUSE THAT CONFIDENCE BUILT"**

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Not ONE... Not TWO... But **THREE...**  
 Yes, 3 Fascinating Scoring Opportunities  
 with **TRIPLE** Earning Potential In  
**GOTTLIEB'S TERRIFIC**

# TRIPPLETS



**SPELL TRIPPLETS**  
**VARIABLE BONUS AWARD**

**SIDE ROLLOVERS**  
 Alternate for Free Play when Triplets  
 Sequence completed.

with Fast Action  
**DROP COIN CHUTE**

"POP" Bumpers  
 Flippers

ORDER FROM  
 YOUR  
 DISTRIBUTOR

*D. Gottlieb & Co.*  
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 CHICAGO 51, ILLINOIS

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**BUY...**



**BIG**  
**12 1/2" PICTURE**  
**ONLY \$199.50**  
LIST PRICE

25% WITH ORDER  
 BALANCE C.O.D.

EXCLUSIVE DISTRIBUTOR  
 FRANCHISES AVAILABLE  
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**TELEVISION CORP.**

Manufacturers of RCA Licensed  
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 ASbury Park 2-7447



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**COIN OPERATED**  
**TELEVISION**

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 Please rush ..... 12 1/2" TRADIO COIN  
 OPERATED TELEVISION SETS @ \$199.50 Ea.  
 Enclosed find check for 25% deposit.

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 with **NEW ADDED**  
**FEATURE!**



**VISIBLE ODDS 10 TO 1 UP TO 100 TO 1!**  
**ALL COIN PAYOUT!** *Twin Payout Tubes!* **No Tokens!**  
**THESE EXTRA WINTER BOOK ADVANTAGES SHOW**  
**WHY WINTER BOOK OPERATING IS PROFITABLE!**

• Faster Action! Steady Play! Location Security! Mechanical Reliability PLUS! • Sensational Winter Book Odds! No Build-Up Necessary! • Nonpareil 7-Coin Head, history-making improvement! • Takes in up to 7 coins every game! Don't be satisfied with less! • Precision Engineered! Custom Built Cabinet! 5c or 25c Play.

Order From Your Distributor or Write Direct

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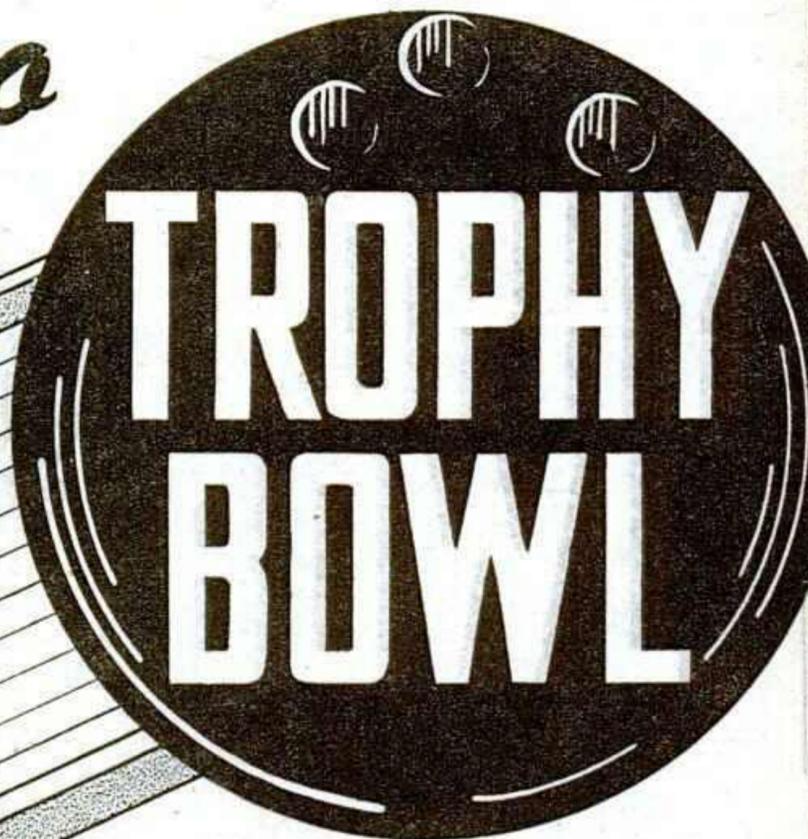
1528 W. ADAMS STREET

CHICAGO 7, ILLINOIS

SEE EVANS' CONSTELLATION AD ON PAGE 100

THE GAME THAT HAS EVERYBODY TALKING!

Chicago  
Coin's



SHUFFLE  
BOWLING  
AT ITS  
BEST

1 OR 2  
CAN PLAY!  
10¢ AND 20¢

8 FT.  
LONG!

- DISAPPEARING PINS
- AUTOMATIC SCORING
- ATTRACTIVE CABINET DESIGN
- *Speed!* - 45 SECOND PLAY!
- REBOUND ACTION - FAST! SILENT!
- Simplified Easy To Service Mechanism!

CHICAGO COIN MACHINE COMPANY

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**BEST PREMIUM BUYS!** *New Premiums Added Every Week*  
**FANS** Lots of Chrome & Flash! **\$2.69** EA.  
*THIS WEEK'S SPECIAL!* 8" Electric

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**WE HAVE ONE-BALLS!**

**BALLY SHUFFLE BOWLERS**  
(Flyaway Pins)  
**\$199.50**

**ORDER NOW BALLY TURF KING**

**USED WURLITZER PHONOS—RE-ENGINEERED!**

1100	\$395.00	850	\$135.00
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950	89.50	750E	135.00
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**LIKE NEW!**

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**NEW KEENEY BOWLING GAMES**  
9 1/2 Ft. and 8 Ft. Double Bowlers

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Keeney Gold Nuggets (5-5)	\$125.00
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Seeburg 100  
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# SENSATIONAL! "WINNER"

UNIVERSAL'S

**FIRST  
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OF  
**ALL  
PLAYERS**

TAKE ADVANTAGE OF THESE PLAY-INVITING  
**ENTRY FLASH**  
FEATURES FOR GREATER PROFITS THAN EVER!

- \* **DAILY DOUBLE**... Returns ball after a winner, with odds remaining at same level for start of next game!!!
- \* **EXTRA NEW SELECTIONS**... Boot—Saddle—No. 4's, etc., advance for better advantages and **STAY LITED UNTIL A WINNER IS MADE FROM THESE LITES!**
- \* **LITES FEATURE RACE**... Gives player an additional method of "buying" Feature Race!
- \* **ADVANCES ODDS**... One of the greatest incentives for additional play!
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- \* **ADDITIONAL SELECTIONS:** 3, 4, 5, singly or in combination.

ADDED ENTRIES  
A-B-C-D BUMPERS  
SPELL NAME  
MYSTERY TYPE  
ADVANCING ODDS

**UNIVERSAL'S  
FEATURE BELL**

Packed with  
**EXTRA  
FEATURES!**

*New!*  
**KICK PLATE  
ON FRONT DOOR**

SAVING THE DAY FOR SHUFFLEBOARDS...  
**UNIVERSAL'S "SHUFFLE TOURNAMENT"**

**45 SECONDS  
OR LESS  
PER GAME!**

**FITS  
ALL  
SHUFFLE-  
BOARDS**

Easy to Install  
or Remove

**AS MANY AS  
4 PLAYERS!**

Converts your shuffleboards into  
2 Super Twin Bowlers

Write • Wire • Phone See Your Universal Distributor

*Order  
TODAY!*

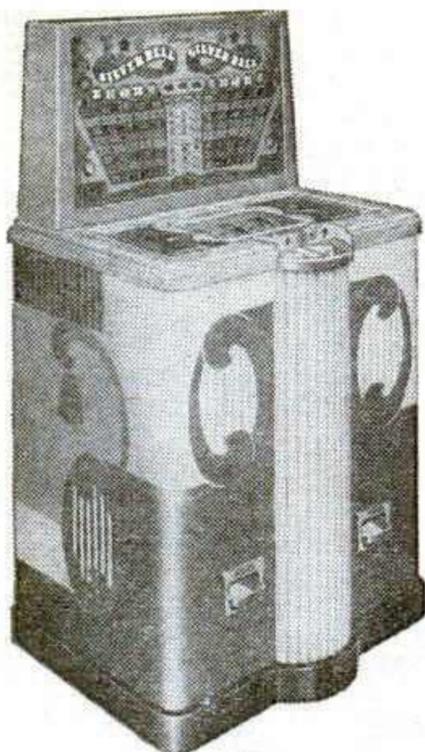


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# See

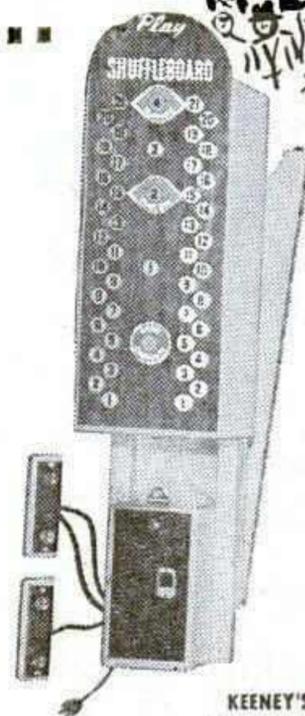
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### New! KEENEY'S 2-WAY CONSOLE SILVER BELL

- Brand new scoring innovations
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- Built for the operator

KeeneY's Model 1B SHUFFLE BOARD SCOREBOARD with folding hinged support



KEENEY'S PYRAMID Regular Bell or Criss-Cross



### Install KEENEY'S BOWLING CHAMP

Designed by the Originators of LITE-UP PINS J. H. KEENEY & CO., INC.

BIG JUMBO 5" LITE-UP PINS

Yes! YOU CAN SWITCH BACK AND FORTH FROM SHUFFLEBOARD TO BOWLING CHAMP... NO ALTERATIONS!



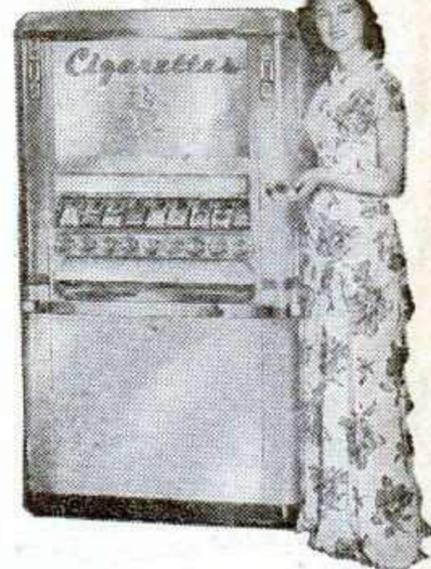
SCORES ALL SPLIT SHOTS

FITS ALL 20" ALLEYS

EQUIPPED WITH AUTOMATIC COIN BOX

3 TIMES THE SPEED! TRIPLE EARNINGS! 2 PLAYERS—2 MINUTES!

KeeneY's Deluxe Electric CIGARETTE VENDOR



Everything COMPLETELY AUTOMATIC!

SHREWD SHUFFLEBOARD OPERATORS EVERYWHERE ARE SWITCHING TO KEENEY'S "BOWLING CHAMP" AND ARE ENJOYING RICH EARNINGS....

KeeneY's DOUBLE BOWLER SPEEDIEST REBOUND BOWLER

Write—WIRE—PHONE—

SEE YOUR

KEENEY

DISTRIBUTOR

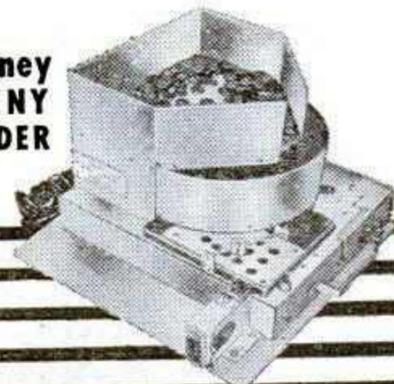
KeeneY's DOUBLE BOWLER for locations where space is limited.

SIZE: 8 Ft. Long 2 Ft. Wide

2 PLAYERS OR ONE

SIZE 9 1/2 FT. L. x 2 FT. W.

KeeneY PENNY LOADER



J. H. KeeneY & CO., INC. 2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS



*Williams*

# DOUBLE HEADER

**HIGH SPEED REBOUND BASEBALL GAME**

- Men Actually Run Bases on Field!
- Opposing Team Actually in Position on Field!

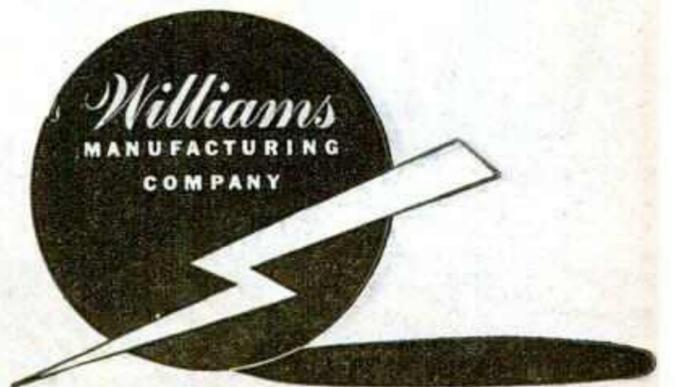
**1 or 2 Players 10¢ Play**



**8 FEET LONG!  
2 FEET WIDE**

**SEE IT—BUY IT AT  
YOUR DISTRIBUTOR  
NOW!**

Protected Under Patent  
Nos. 2459011, 2296548,  
2296549, 2240276. Other  
Patents Pending.



**CREATORS OF DEPENDABLE PLAY APPEAL!**  
4242 W. FILLMORE STREET, CHICAGO 24, ILLINOIS

# Bally TURF KING

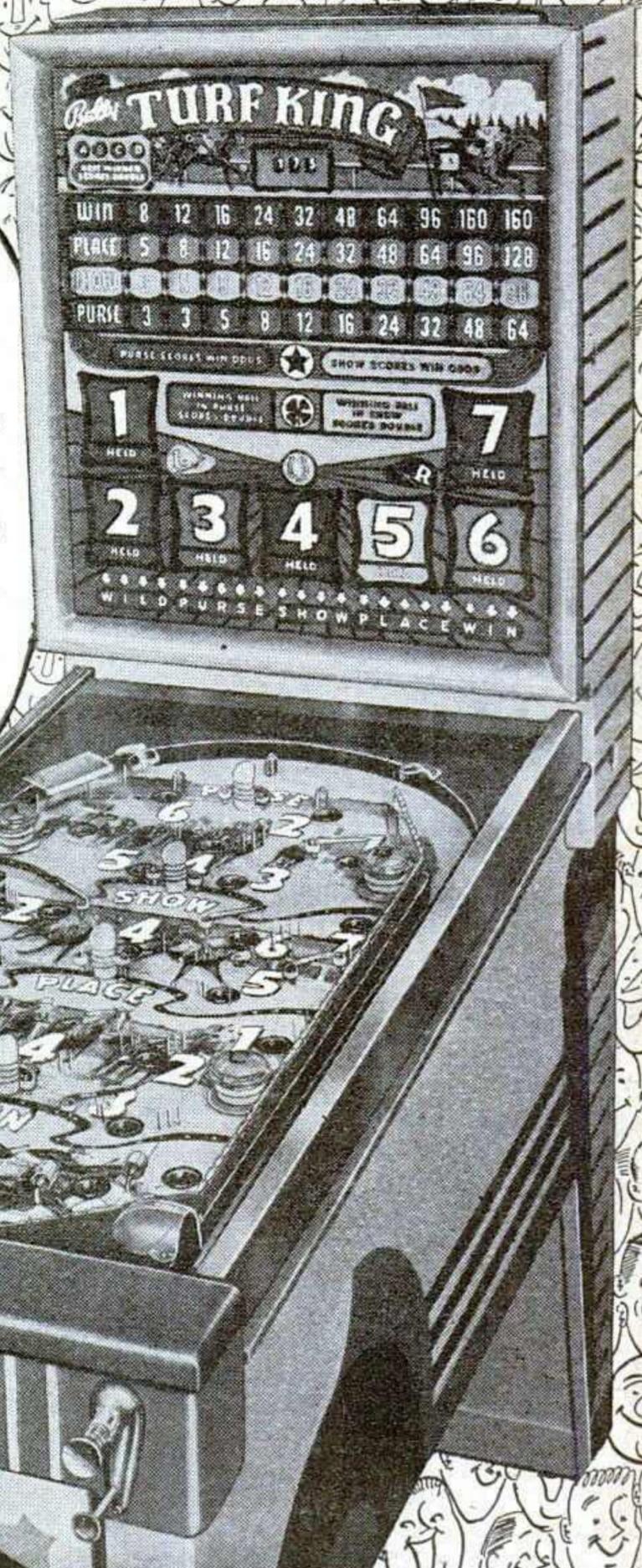
## gives MORE fun to MORE people, earns MORE money for operators

**NEW**  
**Player's Choice Idea**  
 attracts record-smashing play

TURF KING gives every player what he wants. The fellow with the loud tie fights for Odds. The guy with the glasses goes for Selections. His buddy gets a bang out of Double Scores. The Feature-fancier drums tunes on the Pennant-button. The result is complete player-satisfaction and the greatest continuous earning-power in pinball history.

Get your share of the record-smashing TURF KING profits. Get TURF KING today.

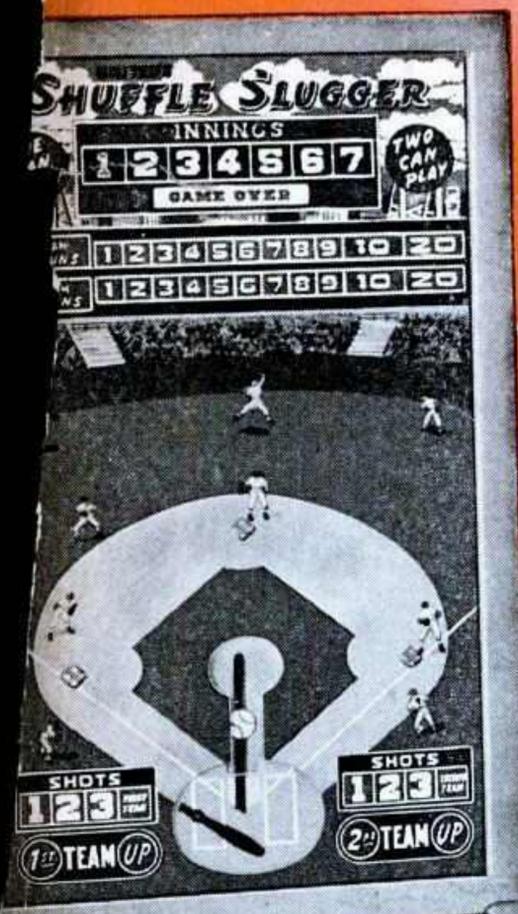
**NEW**  
**PLAYER'S**  
**CHOICE**  
**BUTTONS**



**Bally** MANUFACTURING COMPANY  
 DIVISION OF LION MANUFACTURING CORPORATION  
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# SHUFFLE SLUGGER™

A FAST REBOUND BASEBALL GAME



**1 OR 2  
PLAYERS**

**BASE RUNNING  
ANIMATION**

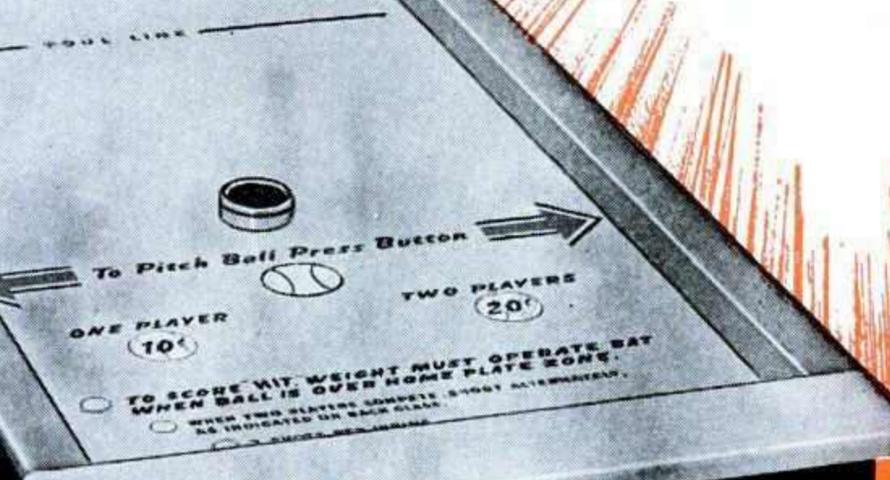
**PLAYER PITCHES  
AND BATS BALL**

**WATCH BALL IN  
FLIGHT AS SINGLES,  
DOUBLES, TRIPLES AND  
HOME RUNS ARE MADE**

**AUTOMATIC SCORING  
TOTALLED FOR EACH PLAYER  
... INNING BY INNING**

**COMPLETE MECHANISM  
IN BACK BOX...  
EASY TO SERVICE**

**CATCHER**  
**CONTROL  
BUTTON**  
on each side of  
**CABINET**



**UNITED'S PROVEN  
DROP CHUTE**



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NEW FAVORITES		WALTZES & POLKAS		POP TUNES & ROMANCES		CLASSICAL SELECTIONS	
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9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	32
33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48
49	50	51	52	53	54	55	56
57	58	59	60	61	62	63	64
65	66	67	68	69	70	71	72
73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88
89	90	91	92	93	94	95	96
97	98	99	100				



**PROPER PROGRAMMING UNDER THE 5 BASIC MUSICAL CLASSIFICATIONS**

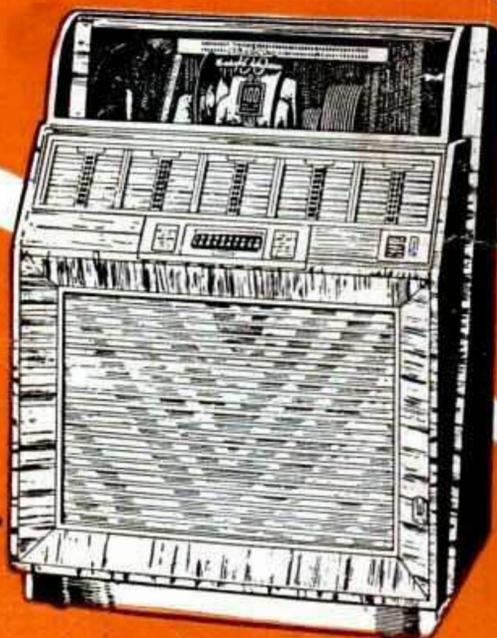
The selector panel of the Select-O-Matic "100" displays 100 selections — all visible at one time . . . cataloged under the 5 basic musical classifications for fast reference . . . easy selection.

# 100 Selections

*"music for everyone"*

**FOR TOTS, FOR TEEN-AGERS, FOR OLD-TIMERS** The public wants to hear the music of its choice . . . properly reproduced by favorite artists. Only Seeburg Select-O-Matic "100" Music Systems provide this greater music service.

*at the phonograph*

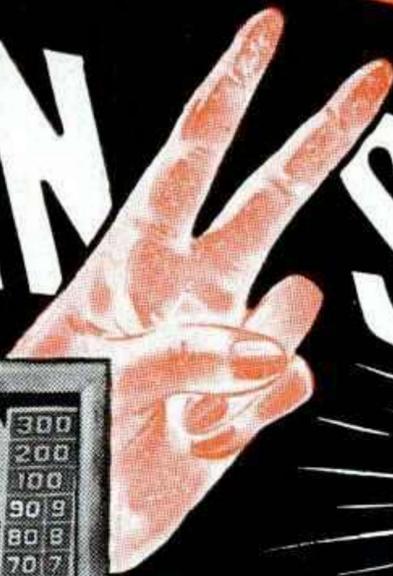


*anywhere in the location*

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
Chicago, Ill.



# TWIN



UNITED'S

# SHUFFLE ALLEY REBOUND

## FAST PLAY

45 SECONDS

### DISAPPEARING PINS

### 1 OR 2 CAN PLAY

### 20-30 SCORING

THE PREFERRED

### HINGED PLAYFIELD FOR EASY SERVICE

SMOOTH, QUIET  
OPERATION

SEE

### YOUR DISTRIBUTOR

UNITED'S  
PROVEN  
**DROP  
CHUTE**

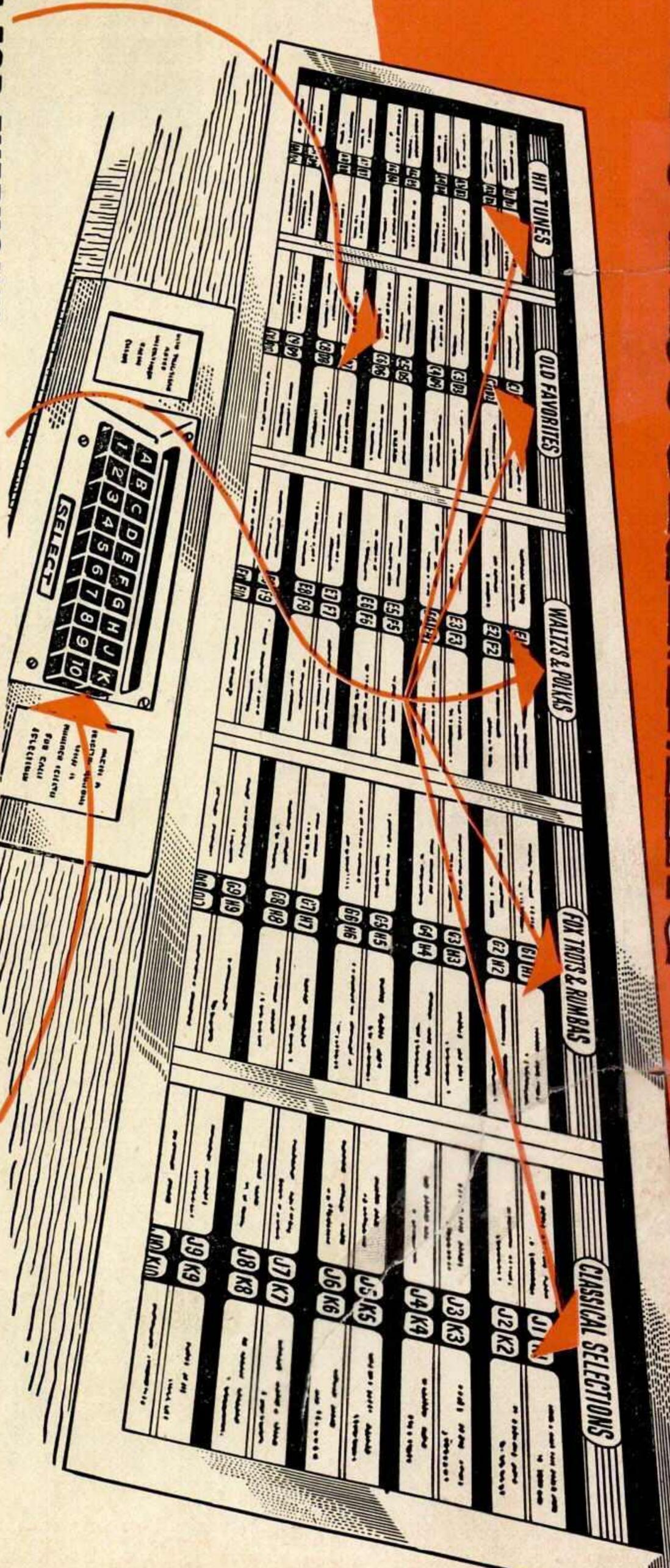
8 FT. x 2 FT.



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# PROPER PROGRAMMING



## "MUSIC FOR EVERYONE"

There they are! 100 selections—all visible at one time—to bring "music for everyone"—music for tots, for teen-agers, for old-timers.

## FAST REFERENCE

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## EASY SELECTION

Conveniently located letter-button-number-button selection system. Single coin chute—1 play, nickel—2 plays, dime—6 plays, quarter.

Be 100% with Seeburg...

only Seeburg has

# Seeburg

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Chicago, Ill.

SELECTIONS

