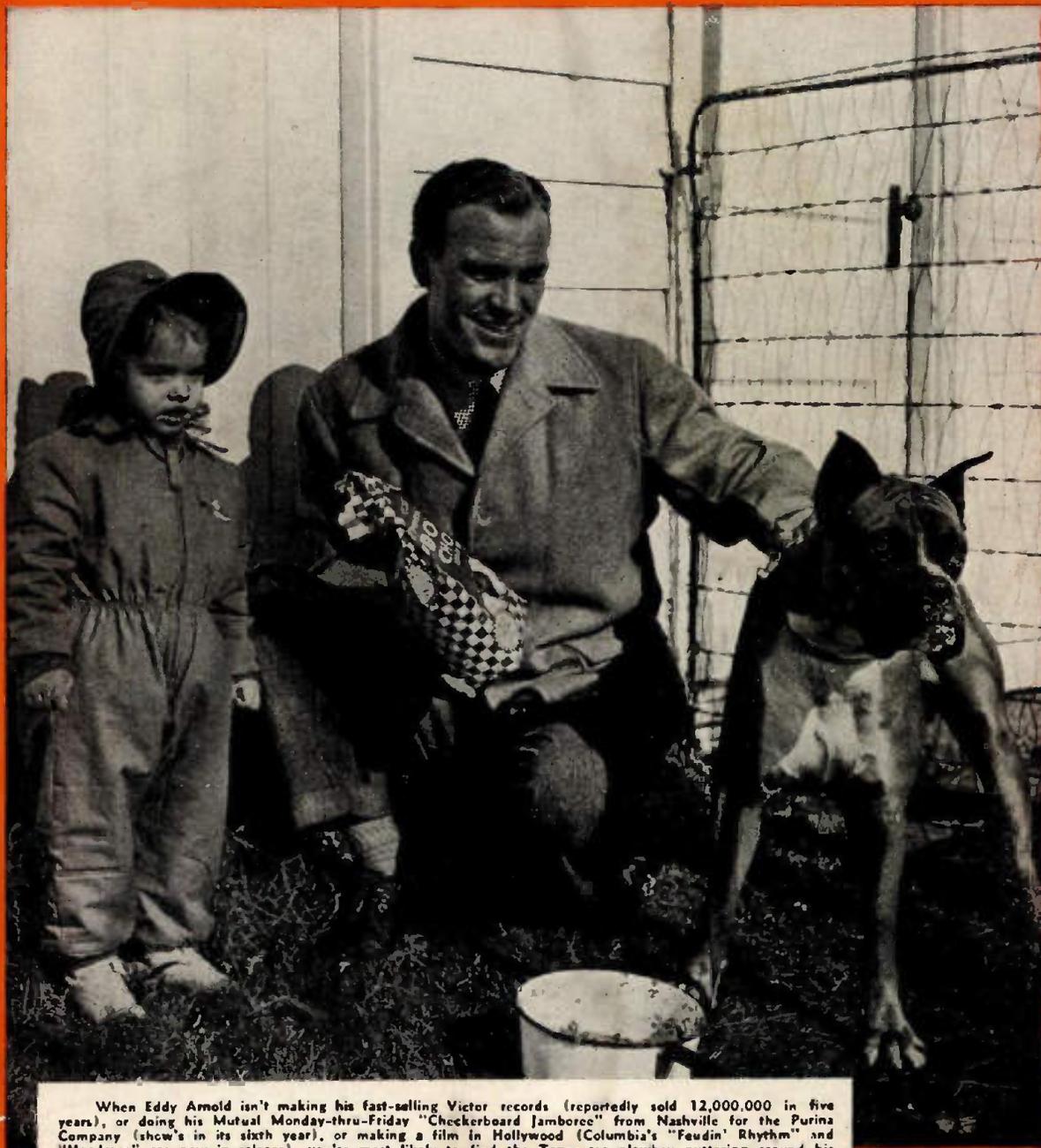


# The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

AUGUST 26, 1950



When Eddy Arnold isn't making his fast-selling Victor records (reportedly sold 12,000,000 in five years), or doing his Mutual Monday-thru-Friday "Checkerboard Jamboree" from Nashville for the Purina Company (show's in its sixth year), or making a film in Hollywood (Columbia's "Feudin' Rhythm" and "Hoedown" are now in release), you're most likely to find the Tennessee plowboy pattering around his Madison, Tenn., farm. He's seen above with his daughter, Jo Ann, feeding one of his sponsor's products to their boxer, Duke. On wax, current top sellers include "Cuddle Buggin' Baby" and "Enclosed, One Broken Heart." On the air, he starts an additional show for the Purina Company this fall, just waxed 14 quarter-hour Treasury Department shows and completed six guest spots on the Chesterfield TV and radio shows with Perry Como, Arthur Godfrey and Bob Hope. Arnold is managed by Tom Parker.

# Hear Eddy Arnold Sing...

Favorite  
Sacred Songs  
in **RECA VICTOR**

Record Album No. WP-261



Eddy Arnold, Mrs. Arnold, Dickie and Jo Ann on the steps of the community church in Tennessee

## • Favorite Sacred Songs

- Evil Tempt Me Not • The Lily of the Valley
- Hills of Tomorrow • Beautiful Isle of Somewhere
- Softly and Tenderly • When Jesus Beckons Me Home

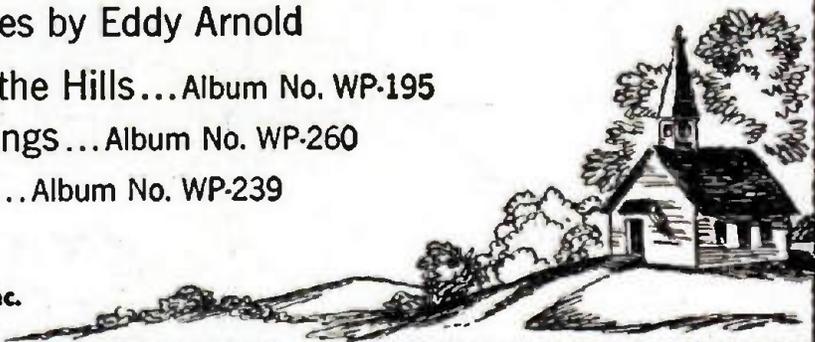
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More Favorites by Eddy Arnold

- All Time Hits from the Hills... Album No. WP-195
- Eddy Arnold Sings... Album No. WP-260
- To Mother... Album No. WP-239

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Exclusive Management: **THOMAS A. PARKER** • Box 417 • Madison, Tenn.

# CHEAPER PROPS PROP LEGIT

## Pop-Priced Show Circuit In the Works

### IATSE Gets the Word

DETROIT, Aug. 19.—The Shuberts are considering the establishment of a nationwide circuit of popular-priced shows this season. Only sketchy details of the plan were disclosed this week at the biennial convention of the International Alliance of Theatrical Stage Employees (IATSE) here, where the union's executive board considered a suggestion by the Shuberts that IATSE revise its scales downward to make the circuit possible.

The board decided that the issue is one for each individual Local to decide. If the Locals affected should (See IATSE Re-Elects on page 39)

## All Electronics Geared To Help U. S. in Crisis

NEW YORK, Aug. 19.—The electronics industry is and will continue to be in great shape to do the most effective possible job for the nation in the current international crisis, while at the same time maintaining enough civil production to keep our economy in sound balance. That was the opinion expressed to the Billboard this week by Frank Fol-

## Dallas Fair Envisions 300G For "South Pacific"; Other Features May Beat '48 Gate

"Drunkard," "Ice Cycles," Etc., May Top 2,047,540

DALLAS, Aug. 19.—State Fair of Texas, the nation's biggest annual, has not pulled in its horns since the Korean outbreak. Instead, it continues to expand an already lengthy list of special events and features in an effort to top the previous gate record of 2,047,540 set last year. South Pacific will be the auditorium attraction, with approximately 103,000 seats available for 24 performances, including eight matinees. If the show is sellout, and indications at this time are that it will be, gross will run in excess of \$300,000. Over-counter sales of tickets will begin September 5, but few tickets are expected to be left by then. Mall order sale has been very heavy.

Ice Cycles of 1951 will be presented for 23 performances. The popular show is always one of fair's biggest draws and sold out 16 out of 22 performances last year.

Midway skating rink will be utilized as a beer garden where The Drunkard will be presented. Garden will open at noon and first performance of mello will be given at 6 p.m. Fair is negotiating for name talent to present other types of entertainment between performances of the play.

Midway free acts will be Loos Rios and the Great Ortons. Acts are presented on Magnolia Stage at 2 and 7:30 p.m.

Velare Bros.' Sky Wheels will be (See Dallas Adds Features, page 51)

## Pitchmen Clean Up in Video; Knock PI Deals in the Head

By Alan Fischler and June Bundy  
NEW YORK, Aug. 19.—The pitchman, having switched his hoopla from the midways and street corners to the video studio, has all but put the crusher on another old and maligned form of peddling; the per inquiry (PI) deal. Merchandise has moved so quickly via the stand-up-straight-and-sell method, that it has become

far more profitable to sell everything from household gadgets thru sheet music to major appliances by simply buying time at straight card rate rather than to cut in the stations on a percentage deal, as has long been a shady radio custom.

The biggest direct sales outfit in broadcasting, the Mail Order Network (MON), which was set up a year ago on almost an entirely PI basis, now is buying more than 85 per cent of its time, and is seeking to dispose of the remaining 15 per cent of its deals, which are still PI. However, some outlets are insisting on carrying thru the lucrative PI deals set months ago. MON now is merchandising nationally advertised products such as Bulova, Helbros, Benrus, Gotham and Elgin watches, and is adding various other top-name products, such as the General Electric line.

Why MON has dropped PI in favor of pitchmen is shown by its bookkeeping on a current deal worked with the MGM Big Three (Robbins, Feist & (See Every TV Home on page 8)

## Survey Shows Films Via TV Peril Flesh

### Even Kine Is Hit

HOLLYWOOD, Aug. 19.—Local video programmers are asking "What price creative live programming?" Public, it seems, prefers old vintage film fare to slicked-up live musical, variety or other type shows. Even the high-powered, big-budgeted New York kine shows are falling prey to films, at least insofar as local ratings go. A comparative study of Tele-Que ratings for the past several months reveals a growing trend toward films and a lessening in popularity of live or kine shows.

July Tele-Que ratings revealed that nine of the first 15 shows here were film. Of remainder, wrestling won two places, leaving only four live (See TV Films Peril on page 7)

## Col Opening Purse Strings In Pop Field

### Loading Up on Names

HOLLYWOOD, Aug. 19.—Adding a 10-year renewal paper with Doris Day to the recent inkings of Jo Stafford, Sammy Kaye and Paul Weston, Columbia Records apparently has opened the purse strings wide to pave the way for a resurgence in the popular phase of the disk business. Having allowed its pop product to slow down to a walk in the past couple of years while the diskery was concentrating on pushing the long-play system over the hump, the waxery now has taken the initiative to build the pop de-

## Schnoz, 30G in Bid For NBC Sun. Hype

NEW YORK, Aug. 19.—Jimmy Durante this week was definitely booked for NBC's gigantic new Sunday night 90-minute radio show, which will go into the 6:30 to 8 p.m. slot, starting October 15. Radio Program Veepee Bud Barry is skedded to leave for Hollywood next week to set additional talent. He will huddle there with Groucho Marx, Fibber McGee and Bob Hope, among others. Barry also will wrap up arrangements for the upcoming Hedda Hopper variety stanza.

Writers on the \$30,000 Sunday extravaganza would appear to be Frank Wilson and Weibourn Kelley, who will draw in the vicinity of \$3,000 for the chore. They will work closely with Producer-Director Dee Engelbach, who comes East from Hollywood to take over.

## 25% Cut May Help TV, Too, In New Plan

### One-Shop Co-Op Idea

NEW YORK, Aug. 19.—Legit and TV have suddenly latched on to a new technique for slicing scenery costs 25 per cent—thereby presaging an important stimulus to entertainment fields heavily saddled with economic problems.

The turnabout is being achieved by means of a plan whereby purchasers of scenery band together and buy their sets from one shop. Their workers now being guaranteed 40 weeks work in contrast to a previous maximum of 24, and the scenic firms can get better help at slightly reduced costs. They can also plan and schedule work weeks in advance, thereby removing the costly overtime factor.

The scheme's application to TV where skyrocketing production costs have driven excess batty is obvious. With these scenery shops to give webs who build and paint sets competition, the video nets may be forced to make better deals or else agencies will go elsewhere.

The idea is the brainchild of Arthur Segal, proxy of the Studio Alliance, who presented it to the Committee (See Legit, TV Cut Cost on page 42)

## Now There's 16 RPM Fono In the Offing

### Zenith-McDonald Idea?

NEW YORK, Aug. 19.—Tho he has long been recognized as one of the stormier petrels of the radio-phonograph manufacturing business, Comm. E. F. McDonald Jr., president of Zenith Radio Corporation, currently has other industry toppers asking, "What's with the commander?"

Mc's latest pitch is one he casually tossed into Zenith's last stockholders' meeting, to the effect that Zenith was making an automatic changer designed to play records at any speed from 10 to 85 r.p.m. Coming just about the time when the record industry seemed to be staggering out of (See What's With McDonald? on 37)

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## Vinyl Products Strike Perils 45, 33 Disks

NEW YORK, Aug. 19.—Because of a stoppage in the production of chlorine and chloride products, essential constituents of vinyl plastic, the record industry is now confronted with a curtailment of vinyl supplies vital in the manufacture of 45 and 33 r.p.m. platters.

The chlorine stoppage stems from an industry strike in five principal (See Strike in Plants on page 12)

# Controls To Hit Show Business

## Credit Curbs Due on AM, TV & Fono Sales

### Steel Allocations Coming

WASHINGTON, Aug. 19.—With Congress putting the final licks on the controls bill, the situation for showbiz now shapes up like this:

Credit curbs on radio and TV sets and phonos are to go into effect about Sept. 1. Fixed will be minimum down payments and maximum time to pay. Federal Reserve Board (FRB) will handle the curbs.

Steel allocations will be ordered around September 15. Present plans are to have only two classifications for steel users—essential and non-essential. Showbiz construction will fall in the latter class. After essential needs are met, non-essential purchasers will scramble for what is left. Commerce Department will be in charge of allocations.

No price control on any item is presently contemplated, despite permissive powers granted the President under the controls bill. Prices may be controlled around January 1 if considered necessary.

There will be exemptions for admissions and for radio-TV time rates even if general price control is ordered. Sets, disks and nitery charges, however, would be controlled. Commerce Department would probably handle controls initially, followed by a new agency.

Wage controls are hinged to price controls. A freeze on salaries, generally, will go into effect if and when prices are fixed. Many performers will be exempt from any wage freeze thru being classed as "professional workers." Labor Department, which would administer wage controls, has yet to draft even stand-by rules. It appears, however, that entertainers contracting for services on a performance, run-of-the-show, or single engagement basis will be exempt from a wage freeze. Salaried employees of radio-TV stations, shows and niteries will probably come under any freeze.

If price control comes, it will probably come in first by way of the back door thru a clamp on raw material prices. Thus, an attempt would be made to hold down the retail price of appliances by fixing the price of sheet steel; to hold down the cost of newsprint by controlling pulp wood prices. Such controls would be easier to administer. Their failure would be followed by retail controls.

## New York Plans 75c Floor on Hr. Wage

ALBANY, N. Y., Aug. 19.—A basic minimum wage rate of 75 cents an hour, with variations according to occupation and size of city, has been recommended for employees of the amusement and recreation industries in New York State, Industrial Commissioner Edward Corsi announced this week. The recommendation was included in a report of the amusement and recreation industry minimum wage board submitted to the head of the State labor department.

At the same time, Commissioner Corsi announced that, in accordance with law, public hearings will be held on the board's report, preliminary (See *New York Plans* on page 38)

## Omnibus Security Bill Now Strictly Up to Prez Truman

WASHINGTON, Aug. 19.—The omnibus Social Security bill, blanketing in all of showbiz and writing into law the Supreme Court ban against the old Form B contracts of the American Federation of Musicians (AFM), went to the President's desk this week (17) following its overwhelming passage by the House and Senate. In view of the House's failure to cut out a portion of the bill objectionable to the President, he is expected to sign the measure, with a message of protest. Earlier, he had indicated a possible veto.

Increased benefits under the bill will go into effect October 1. Showfolk now classed as independent contractors will come into the Social Security system January 1. Their tax payments, however, will not be due until March 15, 1951. Rate of the tax on the self-employed is set at 2½ per cent of the first \$3,600 of annual income. Show people already covered by Social Security will receive increased benefits on retirement but will continue to pay only the present 1½ per cent for the next five years, after the bite will go up slowly over the following decade to a maximum of 3 per cent.

Enactment of the bill ends for at least the next two years any chance of a revival of the AFM contracts making locations rather than band-leaders responsible for musician Social Security. The Social Security system is not scheduled to be touched again until 1952 when a reappraisal is to be made. At the request of AFM, the House last year okayed the Form B contract in its version of the present bill. The Senate, however, refused to go along, and the House backed down.

## U. S. Uncovers Moppet Players

WASHINGTON, Aug. 19.—Tightened child labor regulations issued by the Labor Department last week reaffirm the complete exemption for showbiz kids, an agency spokesman told *The Billboard*.

Regulations are based on recent amendments to the Fair Labor Standards Act enacted by Congress. Except for exemptions to showbiz, newspaper delivery and agriculture, the broadened rules prohibit any regular employment for children under 16.

The Department permits employment of moppets in movies and theatrical, radio and TV productions; the agency rules do not supercede any State or local regulations.

## "Miss Washington's" Charms Bumps the Capital's Dignity

WASHINGTON, Aug. 19.—Despite a veto by playwright Paul Green, the capital's new amphitheater, where Green's symphony drama is being staged, was the site this week for the formal selection of "Miss Washington." Green didn't want the place used for the beauty contest finals because he felt the ceremony wouldn't contribute dignity to the amphitheater in keeping with his pageant, *Faith of Our Fathers*, which is playing there nightly except Mondays. The National Sesquicentennial Commission nevertheless voted permission

## Tax Changes To Hit Game Devices, TV

### DuMont Protest Ignored

WASHINGTON, Aug. 19.—The only showbiz excises to be changed in the pending tax bill in Congress are those on gaming devices and TV sets, the Senate Finance Committee decided this week. The committee turned over to staffers for further study a proposal for stiffer "luxury" taxes made by Herbert Hoover, head of the Hoover Commission on Reorganizing Government Operations.

Before approving the tax bill, the committee heard a protest from Allen B. DuMont, DuMont Laboratories, against applying the 10 per cent radio tax to TV sets. However, it was decided to add the levy as well as to boost the \$100 gaming device tax to \$150.

The bill, which is to reach the Senate floor next week, also boosts individual and corporation taxes and provides for closing a number of loopholes in existing tax laws.

Increased excise levies on admissions, niteries, liquor, tobacco and coin machines will come up for consideration again next year when a new revenue bill will be written. Odds at this time, however, are against hikes in such taxes.

Opponents of increases in showbiz excises claim raising levels would probably result in lowering revenues. They point to the 30 per cent cabaret tax that was in effect for several months during the last war. Revenues slumped, so the levy was dropped to its present 20 per cent.

Also due for study over the next few months by the Senate tax group is the proposal for a general manufacturers' tax on all products except food (*The Billboard*, August 19). Such a tax is designed to replace all excises except those on liquor and tobacco.

### Jersey Bistros Get Break

CAPE MAY, N. J., Aug. 19.—Advancement of the closing hours of liquor license establishments from 2 a.m. to 3 a.m. for the summer only was okayed by the city commissioners at this South Jersey seashore resort. No objections were raised at a public hearing when the measure was being considered. Additional hour will now remain in effect annually from May 30 to September 30.

Children are still banned from working in showbiz in the District of Columbia and "a few States," according to the Labor Department.

## Ballroom Confab Heavy on Terpers

CHICAGO, Aug. 19.—This year's convention of the National Ballroom Operators' Association will be a workshop for terp men, it was announced this week by Otto Weber, secretary of the org. The three-day session, slated to begin September 26 at the Hotel LaSalle here, will stress the many problems of the ballroom biz today. Instead of inviting a number of outside experts to address the convention on general subjects, Weber and the convention committee have arranged with prominent members to discuss various aspects of the dancery biz. It is planned to have the convention sessions take on a seminar (See *NBOA Attack* on page 11)

## Lawyers Gird To Keep KMPC Owner Off Quiz

HOLLYWOOD, Aug. 19.—Major point of climax is expected in the G. A. Richards case Tuesday (22), when the station owner's legal battery is expected to launch a full scale drive to block the government's efforts to bring Richards to the witness stand. Richards, facing new slanting charges in his license renewal proceedings before the Federal Communications Commission (FCC), will risk possible fatal heart attack if he must undergo the rigors of appearing as a witness, according to his counsel. To support their fears, his lawyers have presented written and oral testimony by heart specialist Dr. Roy E. Thomas and a letter from Detroit's Dr. H. D. Steinbach, the station owner's physician, who attends him during his Motor City trips.

Hearing examiner called for Dr. Steinbach's appearance on Tuesday (22) and indications are that Richards' lawyers will throw additional medical authorities behind its "keep Richards off" drive. Earlier in the week, FCC General Counsel Benedict Cottone called to the stand Rowena Geraghty, secretary to Bob Reynolds, (See *LAWYERS GIRL* on page 9)

## The Billboard

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## Southern Calif. AM Industry Good Despite Video's Inroads

HOLLYWOOD, Aug. 19.—Despite competition from seven local television stations and a video set population of well over 600,000 homes, Southern California radio industry is generally in better shape now than ever before. That is the gist of a special survey made for *The Billboard* by Robert McAndrews, managing director, Southern California Broadcasters' Association (SCBA). Survey covered 24 typical member stations, which reported on biz conditions for the first six months of 1950. Of the 24, 17 claimed increases in biz ranging from 2 per cent to 75 per cent, with an average increase over 15 per cent. Seven stations, reporting a loss of revenue, said biz was off an average of only 5 per cent.

To evaluate biz conditions, stations were asked to compare the first six months of 1950 with the corresponding period in 1949. On July 1, 1949, Los Angeles viewing area boasted 153,000 tele receivers, as compared with the current 600,000 estimate. While it was obvious that video had drained many radio dollars into its channels, not one station reported a serious dent due to tele. Several stations conceded that gross time sales volume was down but reported higher net incomes due to increased programming, new type sales and lower operating costs.

Success stories cited included Glendale indie KIEV, which competes with both local video and 20 area radio outlets. Station said biz was \$0.1 per cent ahead of the corresponding period last year, an all-time high in the outlet's 17-year history. Los Angeles' KFAC said the station was completely sold out (save one half-hour period) between hours of 3:30 p.m. and midnight daily, and was enjoying the biggest sales volume in 19 years. KKO, El Centro indie, was up 15 per cent, highest six-month period in 24 years. KFMV, local FM outlet, was up 35 per cent over last year, while KWIK, KFMV's sister station in Burbank (both owned by International Ladies' Garment Workers'

Union (ILGWU) was up 5.4 per cent.

Compared with the immediate post-war half year of January-June of 1948 (generally regarded as the peak period in local radio history), four local stations are below those marks with drops of from 1.2 per cent to 26 per cent. Five stations reported hikes in revenue ranging from 19 per cent to a high of 78 per cent.

Current month saw a general slackening off of biz by most stations due to the Korean war and production cutbacks. Outlets are particularly feeling shortages in appliance and automotive fields, which are both prime air advertisers. Consensus of trade talk is that video will continue to drain more ad dollars but that radio ops will be able to uncover and develop new biz to fill in the blanks, just as they did in 1942 and 1943 when war-time restrictions bottled up old-line advertisers.

## Wakely Set as Jock On ABC; Net To Add "Blackhawk" Stanza

HOLLYWOOD, Aug. 19. — Sagebrush singer Jimmy Wakely is turning disk jockey, riding out sustaining on 300 stations of the ABC net with a 30-minute across-the-board platter show. Seg kicks off September 11, and will include homespun humor, philosophy and interviews with showbiz personalities in addition to disks. Deal was set by Wakely's manager, Charles Wick. Cottonseed Clark will script, with Jack Wormser producing. Interviews already taped include Bob Hope, Ken Murray, Jon Hall and Roy Rogers. Disks whirled by Wakely will be of general interest and not exclusively in his own Western field.

### ABC Adds "Blackhawk"

Another addition to ABC's late afternoon sked is a show titled *Blackhawk*, based on a character in a new comic book of the same name. Hero is leader of a special United Nations police force. Show goes into the Wednesday 5:30 to 5:55 p.m. slot, with *Space Patrol* filling that time Mondays and Wednesdays, and *Superman* holding down the Tuesday and Thursday segs. Alan Reed's new version of old yarns, *Falstaff's Fables*, goes into the 5:55 to 6 p.m. period.

The web's Saturday line-up, tagged *Party Night*, will tee off September 16, and will run as follows: 7:30 p.m., *Buzz Adum's Playroom*, from Hollywood; 8 p.m., *Bud Collyer in Shoot the Moon*, audience participation show; 8:30, *Jimmy Blaine in Merry-Go-Round*, aud participation; 9 p.m., *Gypsy Rose Lee, What Makes You Tick*, aud participation; 9:30, *Can You Top This?*; 10 p.m., *Saturday at the Shamrock*, from Houston; 10:30, *Dixieland Jambake*, from New Orleans.

## Kirkwood Signs 5-Year DL Pact

HOLLYWOOD, Aug. 19. — Don Lee Network took a page from the coast-to-coast webs to ink Jack Kirkwood to an exclusive five-year deal. This marks the first time the regional web has purchased talent on a long-term basis. Deal will involve a package cost of \$100,000 a year, with Kirkwood guaranteed \$1,000 weekly.

Comic will do a five-a-week half hour comedy strip across the board over the full Don Lee skein. Show begins October 16 and will feature Lillian Leigh (Mrs. Kirkwood) and stooges. Deal was handled by Century Artists, Ltd.

## Brief and Important

### Chicago AFL Bids for TV Station

The first labor bid for a TV station will be filed with Federal Communications Commission (FCC) soon by the Chicago Federation of Labor, union circles said in Washington last week. The Chicago affiliate of the American Federation of Labor (AFL) operates WCFL, Chicago. AFL headquarters in the nation's capital has endorsed the move.

### Bob Kintner, ABC Prexy, Gets Raise and Bonus Plan

ABC has torn up Prexy Robert E. Kintner's old contract and signed him to a new five-year pact, boosting his annual salary from \$50,000 to \$75,000 after September 1. The deal, effective thru August 30, 1955, also carries provisions for a \$5,000 annual boost on each \$250,000 if net income exceeds \$1,000,000 a year, with an annual salary limit of \$100,000. The old contract was scheduled to run until December 31, 1953.

### CBS's Pair of Casting Gals To Go in Biz On Own

Eleanor Kilgallen, CBS radio and TV casting director, and her assistant, Monique James, will leave the web shortly to form a new talent selling organization. Robert Fryer, casting director of "Studio One," takes over.

### CBS Video on Verge of Leasing Mansfield

CBS-TV last week was on the verge of leasing the Mansfield Theater from Michael Myerberg. The 47th Street house, formerly leased by DuMont, has been without a hit for several seasons. The web's deal for the Park Avenue Theater meanwhile has cooled perceptibly.

### Traviesas Leaves CBS-TV for BBD&O

Hermínio Traviesas, CBS-TV sales service manager, moves over to Batten, Barton, Durstine & Osborn September 1 as assistant to Herb West in the account service section. Ben Margolis, formerly sales service manager in CBS's Radio Sales, will replace Traviesas.

### General Foods Confers With Agencies on Fall Billings

General Foods advertising toppers huddled last week with execs of three agencies over proposals for new shows for the fall. The sessions, which were held at the offices of Young & Rubicam, also were attended by representatives of Benton & Bowles and Foote, Cone & Belding.

### Nero Wolfe Readied To Caper on NBC's Air

The Rex Stout mystery character, Nero Wolfe, probably will be airborne this fall. NBC is cutting an audition platter and is said to have a few sponsors interested in bankrolling the series. Package is owned by Ed Fadiman, and is represented by Ted Ashley. If the show should not sell before the fall, NBC is believed prepared to sustain the series next season.

### NBC Takes Flier on Cowan's "Flying Tigers"

A new radio adventure series, titled "The Flying Tigers," is being auditioned by NBC as a likely fall radio prospect. Show is packaged by Lou Cowan, and will have a topical story line based on the current war situation.

### "Ethel and Albert" May Go to NBC

NBC last week was making eyes in the direction of "Ethel and Albert." The situation comedy is to be dropped at the end of August by ABC on which it has been a sustainer. The property was originally bought by NBC radio chief Bud Barry when he was at ABC.

### WNBC-WNBT To Toss Kiddie Festival in Central Park

New York's Central Park mall will be taken over by WNBC-WNBT for two Saturday mornings soon as part of the outlet's promotional drive to stress integration within the community. The mall will become the site of a giant kiddie festival, with entertainment provided by leading stars of the station's juvenile shows, including Ed Herlihy, Bob Smith and Howdy Doody, talent from the Horn & Hardart "Children's Hour," and Frank Luther, who will sing and act as emcee.

### NBC-TV Slots Four Comics in Spot Across Board

NBC-TV last week slotted a new program, "NBC Comics," in the 5-5:15 slot across the board following *Kate Smith*. There will be four separate three-minute cartoons in the show—"Kid Chain," "Space Barton," "Danny March" and "Johnny and Mr. Do Good." The cartoons do not use live animation but a new "stop and go technique." The program begins September 18.

### Stordahl, Sinatra Back in Harness on CBS-TV

Team of Axel Stordahl-Frank Sinatra will be reunited when the Voice treks to New York for his new CBS-TV show. Stordahl will conduct the orchestra on the video show, as well as resume fronting the recording work for Sinatra's Columbia platters. Bobby Byrnes, Sinatra's long-time personal manager, will also transfer operations to New York when the show is launched.

### KTSL Expanding to Saturday Operation

Don Lee video station, KTSL, will expand to Saturday programming effective September 16, thus giving Hollywood lookers seven-channel coverage on week-ends. Outlet will begin beaming at 6 p.m., Saturdays, with program content to include several DuMont kine shows, live studio airers, Western film features and winding up with full-length feature flicks. Next on the sked will be Sabbath programming, after which outlet will tackle daytime airings. New sked will up total hours on the air to 36 weekly.

### House Group Preps Sessions on FCC Revomp

House Interstate Commerce Committee is preparing to hold executive sessions on the McFarland Bill to reorganize the Federal Communications Commission (FCC), but it appears doubtful that legislation will be enacted this session. The committee wound up open hearings last week.

## NBC-TV Bally Via Trailers

HOLLYWOOD, Aug. 19.—NBC-TV will use tele trailers to promote upcoming shows of stars inked to long-term pacts with the web. Already in the can are 10 plug trailers made by Milton Berle in Hollywood. Similar trailers featuring Ed Wynn, Groucho Marx, and Eddie Cantor also will be made. Both 20-second and one-minute teasers are included to be shown by network affiliates beginning early next month. Flicks were made by Telefilm, Inc., under the supervision of Norman Blackburn, NBC-TV Coast chief.



**700 ON YOUR DIAL**

THE NATION'S  
MOST  
MERCHANDISE-ABLE  
STATION

# CBS-RR: WHO'S KIDDING WHO?

## AT&T May Have To Unsnarl TV Web Battle Over Cables

NEW YORK, Aug. 19.—The four video networks are wrapped up in their bitterest battle over cable allocations. So little progress has been made since the meetings started August 7, that some web execs openly are expressing the belief that the American Telephone & Telegraph Company (AT&T) may have to be the final arbiter on who gets what time. Same time, AT&T is said to be tossing a bone to the webs in the form of revised cable rates and contracts, following extended beefs.

Chances are that allocations will be worked out without calling on AT&T to umpire, since the networks as a group are in favor of keeping "outside interested parties" on the outside. This includes even AT&T, whose facilities are the object of the combatants' affections.

Believed to be one of the sore spots in the wrangle is the fact that NBC and CBS are virtually sold out for the fall. However, the ABC and DuMont have nowhere near as much commercial time contracted, they are understood to be hanging tough for their demands. Their feeling is that considerably more business is likely to come their way before the fall leaves start flying, and they are reluctant to take the chance of yielding any potentially salable time periods to the fatter two webs merely because the latter already have commercial commitments.

AT&T's new projected cable contracts eliminate the old method of contracting for a solid block of hours. To replace this system, which some web biggies felt imposed a charge for time which sometimes could not

## K. & E. Assigned Magnavox Show, But Snag Looms

NEW YORK, Aug. 19.—Indications this week were that Kenyon & Eckhardt would produce the Magnavox TV show. The program, which last week was close to cancellation, will be on CBS-TV, alternating with Ford Theater, Friday evenings, 9-10, this fall.

With the account recently re-signed by the Maxon Agency, K. & E. was called in because of the job done with Ford Theater. K. & E., however, has not accepted the assignment yet because it has another TV set maker—Sylvania—in the house. Delicate clearances must be made before the deal can be set. The agency, in any event, would not take the entire account, but only the single show.

## NBC Plans Whodunit Starring Jack Webb

HOLLYWOOD, Aug. 19.—NBC will build a new mystery seg to elevate Jack (Dragnet) Webb to star status. Seg. to be plattered next week, will be tagged Pete Kelly's Blues.

Scripts and direction will be by Jim Moser, with music by Dick Cathcart. Stanza will be based on characters created by radio-screen writer Richard Breen. Breen created the original Pat Novak for Hire scripts which zoomed Jack Webb to radio prominence. Show is being developed here by Western net programmer Homer Cantfield for early fall debut.

be used, AT&T is believed offering to charge only for specific time periods requested and granted. Joker in the deal is the web's biggest headache: Station clearances. Where a network has requested cable to a specific batch of affiliates, they must pay for that time, even if they ultimately discover that any of these stations cannot be cleared.

## MGM Now Loves TV, Will Use It To Plug Flicks

NEW YORK, Aug. 19.—Metro-Goldwyn-Mayer (MGM) flickery this week was reported ready to do an about-face on its anti-video policies. First break likely will be heavy use of TV spots to plug feature releases. MGM is said to be so convinced of TV's potency that it is willing to sign 52-week deals, if necessary, for prime spot periods in order to tie them up.

Toppers of the film firm are believed sold on the idea of having specially-made TV film spots made, rather than building them from clips of the movies to be plugged. MGM's agency is Donahue & Company.

## Benny To Appear Once Every Two Mos. on CBS-TV

NEW YORK, Aug. 19.—Jack Benny is expected to appear once every two months on CBS-TV for Lucky Strike next season. His program will begin Sunday night, October 27, in the 7:30-8:30 slot. The sponsor, who already owns the 7:30-8 time on CBS-TV Sundays, will cancel This Is Show Business for the evening, while half of Toast of the Town, which follows, will be pre-empted.

The week Benny works live on TV his radio show will be presented on tape. The comic's video format calls for a variety show with himself as emcee and most of his AM company used. However, new acts will be added. The skidding of Benny in the Sunday night 7:30-8:30 slot will mean that the NBC-TV powerhouse comedy line-up which runs 8-9 that same evening will get some competition.

## AFRA Wins WJR After 12 Years

DETROIT, Aug. 19.—Announcers at local WJR, Thursday (17) unanimously voted to be represented by the American Federation of Radio Artists (AFRA) in a National Labor Relations Board (NLRB) election. This victory marks 12 years of effort by AFRA to organize the G. A. Richards Motor City station.

Since, of the two other G. A. Richards AM properties, KMPC, Hollywood, and WGAR, Cleveland, only the latter is without an AFRA contract, it is expected to be next in line for an organizational drive. Negotiations at WJR are to begin shortly.

## Paley Left Hand Lined Up Vs. Right

NEW YORK, Aug. 19.—Columbia Records, a CBS subsidiary, this week was in the unusual position of trying to free itself from a TV commitment made to the parent company, with the web so far refusing to allow a cancellation. The sponsor has brought 13 weeks of the 8:30-9 segment of the hour long The Show Must Go On on Thursday nights. American Safety Razor will sponsor the first half hour.

CBS-TV is pitching the time slot elsewhere and, if a sponsor can be found, the record company may go to peddle its disks elsewhere. McCann-Erickson is the agency.

## NBC Irons Out "Duffy" Posers; Readies Pitches

NEW YORK, Aug. 19.—Ed Gardner this week reached agreement with NBC radio program chief Bud Barry over a deal with the web for Duffy's Tavern. All major problems were ironed out, and the network will start peddling activities directly.

It's understood that Gardner had to take a substantial cut in his hassle with Barry. Where Blatz canceled out his contract, which last season called for about \$15,000 weekly, it's estimated that NBC will be offering the package for this fall at a figure in the neighborhood of \$10,000. The deal is said to include a TV version which NBC is to peddle from a film sample.

## NBC Takes On John K. Herbert, Ex-Hearst Exec

NEW YORK, Aug. 19.—John K. Herbert this week became assistant to President H. McConnell at NBC, effective September 5. Herbert was vice-president and general advertising manager of Hearst Magazines, Inc., with whom he has been associated since 1938.

Previously, Herbert was associated with Socony Vacuum Oil Corporation, was a cotton broker with Jones, Gardner & Beal, and was with Esquire magazine. He was the Hearst magazine representative on the Periodical Publishers' Association, the Magazine Advertising Bureau, the Advertising Council, and the National Association of Magazine Publishers.

## One With Toni Is A. Godfrey

NEW YORK, Aug. 19.—Toni this week was practically set to sponsor the first 15 minutes of the 8 to 9 p.m. Arthur Godfrey show over CBS-TV Wednesday nights. Pillsbury will bankroll the second 15 minutes of the show, and Chesterfield the last half hour.

HLV had agreed to sponsor the time now bought by Toni, but the war situation made it change its mind. Foote, Cone & Belding is the agency.

## Droll Deal May or May Not Develop

### Both Sides Lack Experience

NEW YORK, Aug. 19.—The simple and age-old process of drooling seems to be largely accountable for the new alliance between Columbia Broadcasting System and Remington-Rand (RR), announced last week, whereby CBS provides designs of the camera and monitor equipment for industrial color TV, and RR distributes and installs such equipment when, as and if.

Secondary consideration, almost as important as the drooling, is CBS's desire to cash in on the vast amount of publicity the web has racked up on color television generally.

It is an open secret in top-level television circles that CBS has for years looked with large eyes at the enormous profits reaped by its arch-competitor, Radio Corporation of America (RCA) and indirectly the RCA subunit, National Broadcasting Company, from the manufacture and sale of television broadcasting, transmitting and receiver equipment. Both webs, of course, have been pouring millions down the drain building the telecasting and show business sides of video, but CBS has been in the unhappy position of being out in the cold on everything but the pour-it-out telecasting side. Hence the Madison Avenue web's drooling.

Remington-Rand, plodding along with quiet, even success in the business of making office machines, business and industrial equipment, similarly has ogled the somewhat fantastic earning statements of the video producers, and has experienced a distinct activation of the economic salivary glands.

### RR Discovers Gold Mine

Some six months ago RR, as a matter of fact, went into the manufacture of kinescope tubes, and as was to be expected, discovered a demand for exceeding their ability to supply. RR has also been making and distributing monochrome television equipment for industrial use, under the trade name Vericolor. New CBS item will be tabbed Vericolor. All in all, RR toppers have been anxiously seeking ways and means to get deeper into the presently lucrative TV equipment field.

It is understood that CBS pitched its color idea to General Electric before consummating the deal with RR, and the GE nabobs turned thumbs down on the tie-up.

### CBS a Mfg. Babe-in-Woods

CBS comes into the manufacturing end of TV strictly in the babes-in-the-woods class. The only previous experience the Paley group has to go on is the allied arrangements worked out with Philco, when Columbia Records, Inc. (CRI) introduced its 33½ long-playing record and Philco made a player for CRI, and more recently with the VM Corporation, which manufactured an automatic changer for multiple-sized 33½ platters. The ably fronted by Ted Wallerstein, CRI head, who has had some previous manufacturing experience, it is no secret that in both the Philco and VM deals Columbia ran into some real manufacturing-distributing problems.

Remington-Rand, of course, is a distinguished and eminently successful manufacturing and sales organization (CBS-RR: Who's Kidding Who? on 9)

# TV FILMS PERIL LIVE SHOWS

## Friendship Center Sez TV Is Cupid's Greatest Salesman

NEW YORK, Aug. 19.—TV is Cupid's best salesman, according to the Clara Lane Friendship Center, Inc., which has been raking in a considerable amount of "lonely heart" business recently via a weekly 10-minute film short on WPIX, New York (Monday, 11:10 p.m.). In fact, the video sales results have been so much better than any other media that the nationally syndicated Lane outfit has instructed the William Warren, Jackson & Delaney Agency here to scout around for similar video spots in Philadelphia, Chicago and Washington, with eventual plans to buy time in every major TV market.

The documentary-styled movie on WPIX, tagged *Cupid Is My Business*, shows how a lonely well-bred young out-of-towner (male) meets an equally lonely, well-bred young lady thru the gentle administrations of Clara Lane. This particular film features a Manhattan background, but the Friendship Center is readying another flicker with an unidentified location for use in other TV cities. A live 15-minute Cupid session is also in the works at WPIX for this fall, with a Lane presiding over a panel of social relations experts.

## Harris To Pitch TV Horseshoes At 1,500 a Week

NEW YORK, Aug. 19.—Jed Harris this week was hired at \$1,500 per week to produce, direct and script *Pitching Horseshoes*, the dramatized TV version of the Billy Rose columns to be seen on ABC-TV next fall. Hudson Motors is the sponsor.

Harris is the biggest name so far among Broadway producers to throw his lot in with video. His last Broadway success was *The Hellers*.

## Congress Acts On Red Aiders

WASHINGTON, Aug. 19.—A strong new burst of activity is under way in Congress on anti-Communist legislation, including a proposal to require Communist-sponsored broadcasts to be appropriately identified on the air and over TV. Given the blessing of the House Un-American Activities Committee Friday (18), a bill will be introduced early next week proposing even stronger provisions than the Mundt-Nixon-Ferguson bill which was discharged by the Senate Judiciary Committee several months ago but failed to get a showdown vote on the floor. The new House bill will be sponsored by Chairman John Wood (D., Ga.).

Meanwhile, backers of the Mundt-Nixon-Ferguson bill have announced they will try to force a showdown early next week by seeking to attach it as a rider to the Emergency Controls bill.

Also, the McCarran bill, embodying provisions of the Mundt-Nixon-Ferguson bill, was discharged favorably by the Senate Judiciary Committee this week. A proposal by President Truman for a considerably more moderate bill has failed to get favorable committee action thus far in either chamber.

## New IA Push Sets Sights on NABET, IBEW

DETROIT, Aug. 19.—An organized membership drive, designed to take over "thousands of technicians and stage craftsmen" from other radio and TV unions, was proposed at the biennial convention of the International Alliance of Theatrical Stage Employees (IATSE) held here this week. The resolutions, naming as targets the International Brotherhood of Electrical Workers (IBEW) and the National Association of Broadcast Engineers and Technicians (NABET), were passed on to the general executive board for further action.

The resolutions also included organization of TV cameramen and employees of film studios producing TV commercials, as part of a general move covering film and record companies mainly in the New York area.

### Up to NLRB

Earlier Tuesday (15) Prexy Richard F. Walsh told the membership that the immediate problem in TV was an organizational drive in competition with NABET, warning that "whoever has a majority of the workers in any station may get the bargaining rights for its entire technical staff, including the projectionists." Pointing out the complications of such a drive under present legislation, he added, "We must first persuade the NLRB to set up a unit containing our crafts, and not containing so many others that ours may be lost to us in collective bargaining election."

Walsh said IATSE has done a better job of organization in video stations not affiliated with a radio outlet, and cited "prior allegiance" to the IBEW or NABET by many employees as the reason. He also stated that inter-union jurisdictional disputes have not been satisfactorily settled, altho an informal working agreement has been reached with the IBEW. Under the latter pact, all equipment in front of the electronic camera, including projectionists, would belong to the IATSE, with the IBEW claiming the camera and equipment behind it.

## Moto Polo Gets OK by KLAC-TV

HOLLYWOOD, Aug. 19.—Moto Polo, new sport designed for video, has passed two test runs and will become a permanent feature on KLAC-TV beginning August 25. Station will beam weekly telecasts from Culver City Stadium, under an exclusive tie-up with the Music Corporation of America (MCA), which represents the owners of the sporting event.

Stadium managers have booted the midget auto races out of the arena in favor of Moto Polo and will tie up with KLAC-TV on exploitation. Last week's test run, second in a month, drew 10,000 viewers to the stadium, with grandstand sitters enticed by free ticket offers. Henceforth, the stadium goes commercial, pegging admission tickets at \$1 top. Bill Welsh, ace local teleportscaster, was linked to do play-by-play. Sport will expand nationally after local break-in period.

## ABC's Do-Re-Mi

NEW YORK, Aug. 19.—ABC and its subsidiaries netted \$180,000 after federal income taxes during the first six months of 1950, as compared to a loss of \$48,141 reported for the same period last year.

The 1950 figure is equal to 11 cents a share on the 1,689,017 shares of outstanding dollar par common stock.

## Survey Shows Old Flickers In High Spot

Kine, Too, Feels Pinch

(Continued from page 3)

shows among the first 15. Of nine flickers rating in popularity, only *The Lone Ranger* series was new pic material. By contrast, November, 1949, Tele-Que ratings found only three films among top 15 shows.

Programers attribute the film craze to waning interest in New York kine airings, plus a biased attitude toward local shows which boast only medium-name talent and skimpy production. November ratings found Ed Wynn high on the list of local faves, but even this big-budgeted Coast originated show couldn't match Hop-along Cassidy flicks or KTLA's feature movies. Currently, of course, most New York kine are off for the summer, but of those remaining, not one has made the first 15. Arthur Godfrey, a high-rating show on the coaxial web, earns a mediocre 11.3 locally. *Philco Playhouse*, another coaxial net fave, is down to a 4.6 here. In contrast, Cassidy, topping the list of best 15 locally, rates a hefty 45.1. Tim McCoy Show, a combined film-live ailer, is 15th in popularity with (TV Films Peril To Live Shows on 9)

## CBS-TV Hiring Like Mad for Fall Schedule

NEW YORK, Aug. 19.—CBS-TV this week hired 102 technical employees and was making final plans to add 12 new directors to handle fall tele shows. The technicians will form six new video crews, bringing to 10 the number of such crews in the house.

Four of the CBS-TV directors have already been set. They include William (Bill) Robson, ace CBS radio megger; Jay Gorney, lyricist of *Touch and Go* and *Meet the People*, Norman MacDonell, Coast CBS radio directing staffer, and Thurlin Taxis, former film director. None has been assigned. Four associate meggers are also to be upped to full director status. Charles Robinson, co-scripter of the Broadway success *Sailor, Beware*, has also been hired by CBS-TV.

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National Representatives THE GEORGE P. HOLLINGBERY COMPANY  
ASSOCIATE AM-FM STATION WWJ

# Every TV Home a Street Corner

## Plenty Long Green in TV For Pitchmen

Of Days Never Like This

(Continued from page 3)

Miller) music pubbery for a \$1 bit including records and sheet music of a religious tune called *Beyond the Sunset*, with a book of inspirational verse tossed in. The old PI deal called for stations to get 40 cents on each order. However, on a straight time basis, MON has found that orders on this deal are so heavy its average cost per sale is only 10 cents.

With MON on five New York TV outlets and going into the network TV field, local stations WPIX, WOR-TV and WABD have been swamped with similar "lead deal" orders from advertisers. The TV spot pitch, usually placed on a saturation basis, has been clicking big for almost a year on the West Coast.

Sales Director Robert C. Mayo, of WOR-TV, last week received a blanket request from the Hartman Company, a Los Angeles outfit, for "as many five-minute spots as the station can supply." At the same time WOR also closed a deal with MON thru the Kaye-Deutschman Agency to sponsor *Starlit Playhouse*, and 11-to-midnight film series, on a 13-

## Brief and Important

### 11-Month Mobile Strike Ends With NABET Contract

Station WABB, Mobile, Ala., August 13 signed a new contract with Local 1265, of the National Association of Broadcast Engineers and Technicians (NABET) ending an 11-month strike of union technicians at the station. The agreement was negotiated at the direction of J. F. Lebus, regional director of the National Labor Relations Board (NLRB), and Anthony J. Sabella, NLRB field examiner. WABB is owned and operated by The Mobile Press-Register.

### Stock Exchanges Cleared by FCC

Stock exchanges can furnish a quotation ticker service without coming under FCC jurisdiction, the agency said last week in a letter to the New York Curb Exchange.

### N. Y. Mayorality Candidate To Benefit by TV Plug for Self

New York City Council President Vincent R. Impellitteri, who has announced himself in the running for the job of being New York's next mayor, has jockeyed himself into a great pre-election spot. As acting mayor, he's expected to take over Mayor Bill O'Dwyer's TV show, "At the Mayor's Desk," on WPIX starting September 7. O'Dwyer, who resigned his post this month to become U. S. Ambassador to Mexico, will stage his last telecast Thursday (24).

week, across-the-board basis, to peddle instant photos and Helbros watches.

Sales-wise, results have been phenomenal on all three stations. By WOR's mail count alone, MON pitchman Cy Givot pulled in 4,031 orders for an instant photo kit (\$1), via 14 five-minute spots over a two-week period. What's more, Frank Kizis, who handles the station's mail order sales operations, points out that about 40 per cent of the orders were for two or more, and some ran as high as nine. Givot also coined \$2,000 in sales for kitchen kits in one week on WOR-TV, and did a repeat cash take for two more successive weeks. At WPIX, the sales department credits announcer John Tillman with selling more than \$9,000 worth of dishes, via one pitch-styled spot. He also chalked up \$18,000 in crockery sales, and \$3,000 in raincoat sales on one program.

Out in Hollywood, one pitchman, Lou Cassman, who plugs a household vegetable slicer for a buck, averages 300 to 400 sales per pitch. Another pitchman, selling a nutcracker, was good for as high as 500 pass-outs per pitch. Such indie pitchers as Ted Lenz (washing machines), Bill Haupt (tele set insurance), Ralph Whitmore (instant photo developer), Vince Williams (appliances), and numerous kiddie toy sales spielers are buying as many as five spots daily. In addition, tele disk jockeys such as Art Ford, Al Jarvis, Bill Anson, Hawthorne, Peter Potter and others are now featuring pitch deals on their stanzas.

To test effectiveness of the tele pitch, one Hollywood bankroller double-spotted the same item with a disk jockey boasting both radio and tele stanzas. On radio, the spinner did a five-minute pitch; on tele, the pitch ran two minutes. The radio spiel brought 19 sales, while the shorter video plug netted 210 orders. A similar radio-vs.-TV test in New York, using WPIX as TV outlet, revealed that, on some products, television is out-selling radio four to one, dollar for dollar.

Some of the outside pitchmen on the West Coast, who own their items, are buying time on such key Hollywood tele stations as KTTV, KFI, KLAC-TV and KTSL. Practically all of the New York spielers (Dave Kline, Phil Green, Jules Le Bert, Givot and Lester Harris) function as hired help. Harris is currently touring the country's TV circuit to demonstrate the identical \$1 slicer that he used to pitch on the Boardwalk at Atlantic City.

### Lead Deal Items

Right now WPIX, WOR-TV and WABD, New York, are carrying lead deal advertising for MON, Radio Offer Company, Direct Mail Sales Company, Novel Manufacturing Company, Union Mart, Save by Mail Company,

and Save by Television Company. The latter outfit will shortly buy time on WPIX to push a 24-piece silver set, and a nylon stocking dip tagged Endur. If the test advertising is successful, the company plans to purchase time on other video outlets throughout the country.

Pitchmen are strong in daytime TV out in Hollywood, but experiments here have shown that the video vendors are particularly effective on a late evening show built around a feature film format. For example, one Sunday WOR-TV ran a half-hour film featuring a demonstration of an electrical juice squeezer, the Vitamix (\$29.95) from 12:30 a.m. to 1 a.m. By 1:10 a.m., 130 orders had rolled in, and to date 11 subsequent showings of the same movie have brought in more than \$41,400 at a time cost of about \$6,189. The Vitamix spieler, W. G. (Papa) Bernard, prexy of Natural Foods Institute, isn't actually a pitchman but, sales-wise, he's the daddy of them all, and certainly the only one to put over a continuous half-hour pitch on video. The majority of pitches are limited to five minutes.

However, in spite of this bright sales picture, some of the New York video stations are starting to look upon the pitchmen as a mixed blessing. WPIX, which almost converted into the black via the lead deals, recently stopped short and decided to take stock of its pitchmen advertisers, when it was discovered that a certain item which sells in the stores for 39 cents was being pushed on the air for \$1. Consequently, Wally Duncan, head of sales, and production manager Arden Rodner, have declared war on the "leadpipe commercial." Under WPIX's new policy, all of the pitchmen are screened, via the audition system, and required to tone down their style, clean up the routine and "sell within the confines of the rate card."

In line with this switch, *The New York Daily News* video outlet is training its own announcers like Tillman to, use a modified pitch technique themselves. According to Rodner, the smoother spiel (utilizing as many close-ups as possible and selling to one person instead of a crowd) is (See Pitchmen Now Rich on page 89)

## CBS's Hal Peary To Buck G. Marx

NEW YORK, Aug. 19.—Hal Peary and his new *Honest Harold* Show this week were selected by CBS to buck NBC's Groucho Marx in the Wednesday 9-9:30 slot. Bing Crosby is expected to follow at 9:30 for Chesterfield.

The Peary format will resemble his old *Gildersleeve* show.

## DuMont Ready To Offer Mil In Series Bid

NEW YORK, Aug. 19.—DuMont TV network today (19) submits its third and final bid for video rights to the World Series. The web is understood to be willing to go as high as \$1,000,000 in its attempt to win the rights away from Gillette Safety Razor Corporation and Mutual. Chevrolet is set to bankroll the series, should DuMont gain the nod. However, the Gillette-Mutual combine gets last refusal, or the opportunity to meet or beat the DuMont bid, and is said to be willing to go just as high.

The previous DuMont bids were for \$500,000 and for close to \$650,000 and both of these were met by Gillette-Mutual. Last year, Gillette paid only \$225,000 for the rights and could have made a deal earlier this summer with DuMont which would have made the cost only about \$300,000 if it had agreed to let that web carry the games. However, Gillette is reported to have an understanding whereby NBC will get the TV coverage. Thus setting off the competitive bidding.

## Nescafe NBC-TV Show May Sign Up Don Ameche

NEW YORK, Aug. 19.—Don Ameche was reported to have the inside track to head the new Nescafe video show on NBC-TV, come October. The coffee concentrate picked up the 10:30 p.m. Sunday time recently after Norge got the war jitters and bowed out. The Ameche stanza is an audience participation show titled *Take a Chance*.

The package is owned by Ted Ashley, who probably would produce as well. Nescafe's agency is Cecil & Presbrey. Decision should be made early next week.

## Ag Pix for TV Hit Music Snag

WASHINGTON, Aug. 19.—The Agriculture Department in a special report by its radio-TV branch this week revealed that in its attempt to clear its mammoth film library for TV use, it is finding musical clearances its biggest obstacle. The report indicated that complex legal technicalities under the existing copyright law have been chiefly responsible for delaying the clearances.

The report, prepared by the department's radio-TV branch, suggested that to save money in preparing future films for TV use, the department should pursue a trend to use either music in the public domain or eliminate music, particularly inasmuch as the department is interested in producing more educational "how-to-do-it" films, which are mostly narrated without musical accompaniment, instead of documentaries which need lots of musical accompaniment.

### Blanket Clearance

Meanwhile, to encourage the widest use of the department's big film supply on TV stations, the department has obtained a blanket clearance from the American Federation of Musicians (AFM) for any TV subjects requiring such clearance, the report showed. (See AG PIX FOR TV on page 14)

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# KOREA SPLITS SCRIPT UNION

## Exec Sec and Two Council Members Quit

### May Affect NLRB Issue

NEW YORK, Aug. 19.—James Stabile yesterday (18) resigned as national executive secretary, Eastern executive secretary and counsel to the Eastern region of the Radio Writers' Guild (RWG), effective September 15. Stabile said his move was made because the Eastern RWG Council hadn't take "a forthright stand" on a resolution offered by Welbourn Kelley, former alternate RWG council member, which in effect urged Authors' League (AL) co-operation with the government in any "educational and non-political capacity" during the Korean crisis. The RWG is a branch of the AL. Kelley and Daisy Amoury, another council member, resigned previously over the same issue.

The Eastern Council of the RWG this week passed a watered-down version of the Kelley resolution, calling for formation of a body outside the union to do the same thing that Kelley asked. RWG refusal to pass the original resolution, according to one council member, was based on the claim that the Author's League constitution specifically prohibits any group within it acting together on any level outside the protection of scripters' rights. Kelley, however, stated that he cleared his resolution with the League and so notified the Eastern RWG Council.

Stabile is understood to feel that the Eastern RWG body was hiding behind technicality instead of taking an open position. He has been with the RWG since 1947.

The schism within RWG ranks is regarded as likely to have a powerful effect on a potential free-lance scripter contract with agencies. The union was recently certified as the bargaining agent for free-lancers, and a National Labor Relations Board (NLRB) election is due to be held shortly. The division within RWG ranks may also hurt its chances of getting any jurisdiction over TV scripters. This question as yet has not been settled.

The Eastern RWG Council this week also censured Kelley for acting in a manner unbecoming an RWG member. The censure referred to his charges that the council was anti-Catholic and anti-American Legion.

## 59 Arthur Rank Pix to WJBK-TV

DETROIT, Aug. 19.—Major film deal for a total of 59 feature-length J. Arthur Rank pictures was signed here by Richard E. Jones, manager of WJBK-TV, with Film Equities, for a total of \$15,600. All were produced in England in 1946 or 1947. The purchase consists of two complete blocks, one of 26 films, all new to this area, and some of them not hitherto shown on television in this country.

It is believed that some have not been generally sold for theatrical use in this country. The 59 pictures are being slated for the 10:30 p.m. slot nightly, and being offered to sponsors at a special package price.

### Editorial

## Are You or Aren't You?

The current situation in the Radio Writers' Guild (RWG) is another sickening example of the type of attitude still prevalent—at this late hour—in too many places in show business (see news story adjoining). It is the attitude wherein strong pro-Communist factions or misguided liberals or both, in an organization, stand firm against any effort on the part of the organization, as a body, to speak out against Communism and offer unqualified support to this country. All kinds of evasions are employed to this end.

In the case of the RWG, the evasion seems to be the technicality that the constitution of the Authors' League forbids the RWG to take a stand on "political" matters. That is obviously and patently ridiculous. All manner of unions in recent years have advocated and practiced intense participation in politics and political issues.

And even if the League constitution does prohibit political participation, amendments to constitutions can and have been achieved.

Today the basic question is a very simple one: Are you or are you not against Communism? Are you or are you not for the United States? The objection to answering on the grounds of invasion of civil rights has long been proved sheer poppycock. Any objection to answering on any ground, however well intentioned, is playing right into the Communists' hands.

The members and officers of the RWG who have tendered their resignations are to be congratulated. They have said they are against Communism and for America, and will not serve in official capacities for an organization which is not willing to take the same position. The members and officers of the RWG who have fought against the resolution to offer their co-operation to the government in the Korean crisis are evading the issue. They are either deliberate and knowing pro-Communists or dupes who continue to allow themselves to be used against the best interests of their country.

## Hot Rod TV

DETROIT, Aug. 19. — The hectic character of the current used-car market is causing a new high in fast production of film commercials here at WXYZ-TV. Floyd Rice, promotion-minded Ford dealer, is sponsoring hot rod races on the station Monday nights, and is using films of cars he has in stock to offer.

In order to keep up with the fast turn-over, the films are being shot on Monday morning, for showing that night, giving viewers a chance to get down to the Rice lot first thing Tuesday morning with a reasonable assurance that the jalopy of their dreams will still be there.

## CBS-RR: Who's Kidding Who?

(Continued from page 5)

zation, but strictly in field unrelated to the hectic TV equipment manufacturing-selling dodge. Veteran radio-TV manufacturers are predicting that RR, too, will learn that there are notable differences between making and hustling tabulating machines and video merchandise.

A number of top trade observers are of the opinion that the present CBS-RR deal will open Columbia's eyes to problems they never before dreamed existed.

### CBS Publicity Out Front

At best, say some competent traders, the CBS-RR alignment represents another instance of where the Columbia's publicity is way ahead of its capacity to produce or sell anything. These observers recall that in the not-too-recent tussle over whether color or monochrome standards would be set by the Federal Communications Commission (FCC), Columbia was way out in front in the newspapers and magazines with its color pitch. The only group they hadn't sold, apparently, was the FCC, who ultimately established standards on the RCA black and white recommendations, and left CBS holding the bag for an estimated \$2,000,000 color promotion investment.

Other manufacturers, of course, have been working on development and production of industrial television equipment for a long time and their experience has been that it takes a long time to manufacture and market a commercially practical and profitable item in this field. While the CBS press announcement says "... The new Vericolor television equipment is expected to be ready for delivery this fall," more experienced makers of this kind of equipment take a raised-eyebrow position on this promise.

## TV Films Peril To Live Shows

(Continued from page 7)

a 23.3. Only one comedy airer, the Pinky Lee Show, is among top 15.

Tele-Que's survey is partially substantiated by The Pulse check of Los Angeles. Pulse's ratings for July 5-11 lists four films among the top 10, with Cassidy heading the list.

As a result of film potential, realistic programers are spending heavy dough to get old flicks, with average pix bringing \$500 to \$750 per showing. Cassidy and a few other Grade A films have sold for as high as \$1,000 each.

Duration of the film craze is anybody's guess, but few programers are anxious to buck such competition. Trade is watching the forthcoming launching of Groucho Marx's TV airer, which NBC-TV is spotting smack in the middle of Triple Theater, Monday night film parlay bankrolled by Chevrolet over KECA-TV. This airer, consisting of three films in succession, has virtually slaughtered competition Monday evenings with a Tele-Que of 43.6, only two points below Cassidy. NBC-TV, aware of the Triple Theater hold, feels that if anyone can break loose, Groucho is the man. Web will slot another strong show preceding Marx to give lookers an hour-long temptation.

## Lawyers Gird To Keep KMPC Owner Off Quiz

(Continued from page 4)

Station KMPC general manager; Reynolds himself and former KMPC employee Bob Horn. Horn repeated previous testimony that he had been ordered to slant KMPC newscasts.

### Solon Attacks FCC

WASHINGTON, Aug. 19.—The Federal Communications Commission (FCC) is mulling a bid submitted yesterday (18) by G. A. Richards for an extension of a power-increase permit for KMPC, Los Angeles, until a decision is reached in the license renewal docket involving KMPC, WGAR, Cleveland, and WJR, Detroit. The petition stated that it will cost a large sum to finish preparing KMPC for the 50-kw. night power authorized, and added that the station hesitated to spend the money until it knows whether or not it will have a license.

Meanwhile, Sen. Styles H. Bridges (R., N. H.) in a statement on the Senate floor this week, charged that the FCC is "off the beam" in staging hearings on the license renewals of the Richards stations. Bridges demanded to know why the FCC did not stage similar hearings in the case of a station mentioned by an FBI undercover agent at House Un-American Activities Committee hearings as having broadcast Communist-sponsored programs for a year and a half.

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## Radio and Television Program Reviews

Designates Radio Review



Designates Television Review

### Information, Please

Reviewed Wednesday (16), 9-9:30 p.m. EDT. Sustaining via WOR, New York. Producer, Dan Golenpaul; emcee, Clifton Fadiman. Panelists: Franklin P. Adams, John Kieran, Harold Stassen, Russell Crouse.

Information, Please, which has been off the air since 1948, staged an eminently successful comeback last week, proving again that it is the most literate adult quiz show in radio.

The series is transcribed this time around, in line with Producer Dan Golenpaul's decision to give the show an eight-week trial run on four local stations across the country in an effort to determine any changes in nighttime radio listening habits and audience types due to the growth of television. The transcription format necessarily limits the timeliness of the questions submitted, but it also permits strategic editing and ultimately adds up to a better-integrated production.

#### I.Q. Soars

Emcee Clifton Fadiman and regular panelists Franklin P. Adams and John Kieran sparked their usual high I.Q. pace on last Wednesday's (16) airing, and playwright Russell Crouse and ex-governor of Minnesota Harold Stassen, guests, managed to keep in step with the intellectual hi-jinx. Kieran's ability to quote at length from practically any piece of literature, poetry or prose, was fabulously accurate as ever, and farm boy Stassen scored high on a number of livestock queries. However, there seemed to be a preponderance of the latter-type question.

One of the most notable things about the revival is the reminder that a "board of experts" can be entertaining without resorting to smug superiority or sadistic sallies about the mental shortcomings of the masses.

June Bundy.

### Starlit Time

Reviewed Sunday (13), 7-8 p.m. EDT. Sustaining via DuMont. Producer, Bob Loewy; director, Barnaby Smith; announcer, Fred Scott. Staged by Dick Rose. Guest emcee, Delora Buena. Cast: Phyllis Hanna, Bibi Osterwald, Ed Holmes, Gordon Dilworth, Minnie Jo Curtis, Reggie Bean Trio, Diana Korday.

This hour-long variety show has some excellent, even if not socko, moments of entertainment. It boasts considerable manpower in its cast and, with few exceptions, they showed to good advantage. The pace sometimes tended to get a bit unwound, but with acts following each other in rapid succession, it could happen to anyone.

The show is tied together with a wisp of a story line each week. The current edition had the cast visiting in Rio, with Delora Buena guesting as hostess. Miss Buena has a well-rounded personality and a pleasing voice to match, so her TV advent was a happy one. Several of the numbers had a Latin flavor, in keeping with the setting. Roberto clicked well with some south-of-the-border singing and terping, and Dianna Corday, Parisian chanteuse, showed her stylings to good advantage.

Dancers Sam Steen and Sondra Lee, singers Phil Hanna and Gordon Dilworth and thrush Bibi Osterwald all added to the proceedings, but the stick-out was pianist-singer Reggie Beane, backed by guitar and drums. The comic relief, provided by Ed Holmes and Minnie Jo Curtis, was decidedly negative, however, and could be dispensed with. This is an entertaining hour, in the main.

Sam Chase.

### We, the People

Reviewed Friday (11), 8:30-9 p.m. EDT. Sponsored by Gulf Oil thru Young & Rubicam, via NBC. Producer-announcer, Dan Seymour; director-scripter, Wyllis Cooper; music, Oscar Bradley's ork. Cast: Alan Bunce, Eric Dressler, Sid Cassell, Danny Ocka, Marcy Sheridan, Don Briggs and Art Kohl.

After 13 years We, the People has used the Korean war as a reason to revise its radio format and has come up with a timely, documentary dramatized program of events in the war. Using material furnished by correspondents covering the conflict, the emphasis is now on timeliness and story rather than a series of odd personalities.

The episode caught told the story of a Korean correspondent's encounter with a vodka-loving MVD (Russian Security Police). Before the story was over, Anatoli Schopsin, the Soviet hood, shot a gun into an unarmed crowd of Americans who were in Seoul celebrating the Fourth of July, assassinated a Korean girl who had fallen in a spying mission, was sent back to Moscow himself for goofing off on an assignment and, at the end, turned up in New York as chipper as ever.

A stand-out bit of thesping was provided by Eric Dressler in the role of the Russky bloodhound. Also enormously effective was the background of Russian folk music. The only minor gum-ups were the fuzzy climaxes at the shooting scenes.

The Gulf commercials plugged its line of all-purpose lubricants and its gasoline.

Leon Morse.

### Studs' Place

Reviewed Thursday (17), 8:30 to 9 p.m. EDT. Sustaining via NBC-TV. Producer, Ben Park; director, Dan Petrie. Cast: Studs Terkel, Win Stracke, Chet Roble, Henry Elden, Tony Parrish, Ray Winsler, Beverly Younger.

Few shows in video are done with as much obvious loving attention by the staff and cast as is this one. And fewer register the warmth of having spent time among good people. Studs' Place is one of the small group of top-notch shows which NBC has had the good fortune to originate in Chicago. The web could use a few more like it.

The casual, unrehearsed, impression given by the stanza is registered in good part because the cast apparently works sans script, improvising from blocked-out plot sequences. These, thus far, nearly always have had an original twist, considerably fresher than those provided the usual airer.

The closest thing to a classification for this show is sentimental, big-town whimsy.

#### Latest Edition

The latest edition had the regulars of Studs' restaurant visited by a vegetarian hold-up man, who first ordered "farmer's chop suey." After disarming the would-be hood, Studs offered a highly convincing argument in favor of the good life. The gunslinger, in turn, sought to dissuade a later visitor from betting on a horse. This did not prevent him, when handed back his gun, in the belief that he was really "sold," from taking two-thirds of Studs' \$3 bankroll. The entire playlet was done tongue-in-cheek, with numerous clever twists and, of course, very natural-sounding but better than natural dialog. At the show's wind-up, without previous announcement, Studs Terkel, program's mainspring, announced it was leaving

## Brief and Important

### Liberty Collects 14C Refund From Western Union

Liberty Broadcasting System has collected \$14,465 in refunds from Western Union (WU) as a result of the Federal Communication Commission (FCC) decision holding unlawful WU's \$2 per station charge for networking baseball broadcasts, FCC said last week.

### Swedish Park Experiments Test Video Future

Video experiments, carried on outdoors at Liseberg Park, in Gothenburg, Sweden, are expected to determine whether that country will have a federally controlled TV system or one permitting commercial sponsorship. The summer-long tests thus far have occasioned official reaction tending to indicate that commercial video has only a slim chance of gaining approval. This is believed to mean that full-scale TV in Sweden likely is several years away.

### Hollywood Cast for "Boomer Jones" on MBS

MBS will clear airtime September 3 to air the "Boomer Jones" dramatic show, produced in Hollywood for the International Association of Machinists. Program, scripted by Morton Wishengrad and directed by Mel Ferrer, will feature a Hollywood cast headed by Brian Donlevy, William Holden and Marie MacDonald. Show will deal with organization of the machinists' union. Morris S. Novik, New York labor radio consultant, and Cliff Gill, head of KFMV in Hollywood, co-ordinated the special one-shot airer.

### FCC Asks Atlanta Paper Divest on Duopoly Rule

Atlanta Newspapers, Inc., was ordered by the Federal Communications Commission (FCC) last week to surrender either the license of WSB-TV or the construction permit for WCOT-TV by September 8 because of the duopoly rule. The FCC said it appeared that WCOT-TV was nearly completed and pointed out that the okay of the firm's bid to buy WSB-TV was on the condition that the stations not be operated simultaneously.

### FCC Drops Dempsey's KOB "One-Sidedness" Complaint

KOB, Albuquerque, N. M., should take another look at the Federal Communications Commission (FCC) editorializing report, the commission suggested last week in dismissing the four-year-old complaint of "one-sidedness" filed against the station by former New Mexico Governor John Dempsey. The FCC said that KOB's willingness to broadcast opposing views is not sufficient, that a station must take "affirmative" steps to "seek out, aid and encourage" the broadcast of opposing views. The FCC said it dropped the complaint at Dempsey's request.

### Congress, Capital Celebs Set for ABC Amateur Show

ABC will give a 45-minute airing January 18 to an "amateur hour" show starting congressmen and other Washington celebrities in a touch-off drive for funds to build a permanent clubhouse for the Women's National Press Club. Ted Mack and His Original Amateur Hour staff will handle the show which will run three hours at Uline Arena, with tickets to be sold publicly.

### TV Script Talks Opened, Adjourned Until Next Month

Negotiations between TV broadcasters and Television Authority (TVA) were held in New York last week but quickly adjourned until after Labor Day. TVA is trying to set a contract for both live and kines talent. Meanwhile, talks are continuing between TVA and the Screen Actors' Guild (SAG) to see if they can settle their jurisdictional dispute amicably without having to resort to a National Labor Relations Board election.

### Video Time Rates Go Up, and Up, and Higher Yet

Rates at WCBS-TV, New York, will have been hiked 66% per cent during this year when the new rate card goes into effect September 1. The present rate for an hour of time on CBS-TV is \$2,000, but it goes to \$2,500 on that date. On February 1, the \$1,500 rate went up to the \$2,000. WNBT, New York, now charges \$2,000 for 60 minutes of TV time.

the air, and Studs' Place was being shuttered for the nonce, after which the cast mournfully filed out of the door of the restaurant set. It is hoped, urgently, that NBC can somehow find room on its fall sked for as warmly human and effective a TV show as this.

Sam Chase.

### Life With Luigi

Reviewed Tuesday (15), 9-9:30 p.m. EDT. Sponsored by Wrigley's thru Arthur Meyerhoff & Company, via CBS, Hollywood. Producer-director, Cy Howard; writers, Mac Benoff, Lou Derman. Cast: J. Carrol Naish, Alan Reed, Mary Shipp, Jody Gilbert, Hans Conried, Joe Forte, Ken Peters, John McIntire, Lois Corbett and Herb Butterfield. Music conductor, Lud Gluskin. Announcer, Bob Stevenson.

Life With Luigi returned to the air Tuesday (15) with its slick commercial format and smooth production work intact. Cy Howard's male version of a neopolitan Irma was embroiled in a fire insurance hassle last week. Again, utilizing Luigi's letter to his mother in Italy as a narration device, the plot unfolded at a brisk pace, deriving most of its humor from Luigi's struggles with the English language. Egged on by

his malicious pal, the gullible Italian-American turned in a fire insurance claim for over a thousand dollars on a \$33-loss. The opening dialog about the red tape snarl of making an insurance claim was sharply satirical.

"Always multiply the claim by 72. That's the American way. When the company pays off they divide by 56." However, the problem was finally resolved in regulation situation-comedy fashion, with the honest Luigi settling for the original \$33, in lieu of an offered \$250. Pace-wise, the show received a big assist from Lud Gluskin's musical backing. It was infectious and always in character.

As the naive, loveable Luigi, J. Carrol Naish continues to turn in a top-drawer performance. His handling of the script's exaggerated dialect material was particularly admirable in that his accent was thick but always understandable, a neat delivery trick which wasn't entirely equaled by other members of the cast.

The commercials drew a rather fatuous comparison between two "typically American products" . . . Wrigley's Gum and the Luigi airer. Sales-wise, the show's closing pitch about chewing gum for relaxation . . . "Feel better, work better" . . . packed more punch. June Bundy.

### Truman Thanks ASCAP for Offer Of Rep to Govt.

NEW YORK, Aug. 19.—President Harry S. Truman has sent a letter of thanks to Otto Harbach, prexy of the American Society of Composers, Authors and Publishers (ASCAP), in response to a communication by Harbach for the Society's board of directors proffering the ASCAP repertory to the government and armed services without charge for the duration of the present crisis.

In accepting the ASCAP offer, President Truman paid personal tribute to Harbach with the words: "The action by your Society is especially pleasing to me because it is expressed by one who himself has played an important role in fostering and guiding youthful creative talent."

### SPA Urges New Tune Protection

NEW YORK, Aug. 19.—The Songwriters' Protective Association (SPA) this week advised its members of the urgency of taking protective measures with unpublished tunes before placing them with recording firms—a consequence of Judge Igoe's Shapiro-Bernstein vs. Miracle Records decision (see other story this page).

The SPA's letter recommended registering the song for copyright as an unpublished work and the filing of a statutory notice of user with the Copyright Office either by the writer or the diskery. The communication goes on to explain that the measures are aimed at preventing the songs from falling into public domain.

The Music Publishers' Protective Association notified its members to the same effect some weeks ago.

### Delaney Ankles To London Post

NEW YORK, Aug. 19.—Joe Delaney, former sales manager for Coral Records, switched to London Records this week to assume the same position with that diskery. The appointment was made by London Prexy E. R. (Ted) Lewis.

At the same time, Lewis brought Lee Hartstone, head of Mutual Distributors, Boston, into the London organization as executive assistant to Executive Vice-President Dan Berne. Hartstone is moving to New York, with his brother, George, taking over the Mutual operation. Mutual distributes London and other lines in New England.

Rudi Tolnay, who launched London's highly successful "three-for-one" plan, resigned from the sales manager post last week.

### Palladium Sets Miller-Cut Orks

HOLLYWOOD, Aug. 19. — The Glenn Miller-styled band parade will continue at the Palladium, following the success of Jerry Gray's stand, with Hollywood's plush dancery booking the Ray Anthony and Ralph Flanagan aggregations. Flanagan will come in on a flat 50-50 basis similar to Gray's terms, with terspery of course, guaranteeing scale. Date for Flanagan hasn't as yet been determined. Anthony bows October 10, following close of the Frankie Carlie band.

Earl Vollmer, Palladium's general manager, is currently dickering for Freddy Martin's return after Anthony closes. This will put Martin back into the Palladium for the third time in a year.

# "Big Three" Probes Sheet Sales

## NBOA Attack On Problems At Conclave

### Schedule Workshop Program

(Continued from page 4)

aspect, with the member-speaker leading the discussion, while other ops offer solutions to problems which are being discussed.

In order to make it possible for more terp men to attend, the NBOA convention, for the first time in its four-year history, will begin on Tuesday. Business sessions will be held Tuesday and Wednesday afternoons, with the last session slated Thursday morning. The convention luncheon and dinner will be held Wednesday. The NBOA will set up a cocktail lounge in one of the hostelry's main rooms, so that members may get together socially for one evening.

Weber stressed that NBOA is again inviting all ballroom men, whether they are members of NBOA or not, to attend the convention. Tom Roberts, legal counsel for NBOA, will discuss such matters as the Social Security and Withholding tax responsibility, the cabaret tax and music licensing.

## Grobart Heads Gold Disk Sales

NEW YORK, Aug. 19.—Art Grobart, sales promotion manager for Decca, this week was appointed to head the waxery's new longhair sales department by Sales Vecpee Sidney Goldberg. The Gold Label classic series, announced to distribute this week, goes on the general market the first week of September (The

## Shapiro-Bernstein Nixes Appeal of Judge Igoe's Decish

NEW YORK, Aug. 19.—Shapiro-Bernstein has dropped its plans to appeal Chicago Federal District Court Judge Michael Igoe's decision against the pubbery in its suit against Miracle Records, rhythm and blues indie.

Judge Igoe had denied the pubbery's claim that the Miracle waxing of Long Gone infringed on Shapiro-Bernstein's tune, Yancey Special, and added a gratuitous finding which caused an uproar in music business circles.

The decision not to appeal leaves the Music Publishers' Protective Association (MPPA) and the Songwriters' Protective Association (SPA) with no apparatus at this time to carry thru their joint fight against Judge Igoe's celebrated oibiter dictum which states, in effect, that recording a tune before copyrighting or even before printing copies constitutes "publication," thereby throwing it into the public domain (The Billboard, May 27, June 17, July 8). Significance of Judge Igoe's finding could have the widest application thruout the music trades, and the MPPA and the SPA had immediately taken up cudgels against it, asking permission to file amicus briefs along with Shapiro-Bernstein's request for a new trial. Permission was refused by the court, and the associations, along with the publisher, had planned to carry the matter to the circuit court level, but with the dropping of the appeal, the

### Dairy Duke

INDIANAPOLIS, Aug. 19.—Duke Ellington, while appearing at the Circle Theater, announced that he will write a song dedicated to the International Dairy Exposition which will be held at the Indiana State Fairgrounds October 7 to 14. The Duke made his announcement during WIRE's Best in Wax program. He said that he will have something "creamy" for the occasion.

## Cap's 45 Album Sales in Hefty Lead on 78, 33

HOLLYWOOD, Aug. 19.—Doughnut disk album sales are far outdistancing 33½ and 78 r.p.m. at Capitol, according to a breakdown of the diskery's sales at the half-year mark. During the first six months of 1950, Cap's album sales by speeds shows 45 r.p.m. leading with 48 per cent, standard 78 r.p.m. holding 34 per cent, followed by 33½ r.p.m. with 18 per cent.

Standard speed still showed its over-all strength in singles, dominating with 83 per cent of sales, with 45 r.p.m. holding 17 per cent. Forty-five's slimmer showing among single sales is interpreted as showing the strength of the juke box op market and the strong grasp 78 r.p.m. still holds on the pop field.

Billboard, August 19).

Grobart will continue in his sales promotion post while he handles the longhair selling chore. The classical sales department will work out of the diskery's national sales office here.

federal court decision now stands unchanged.

### Orgs To Wait Chance

News of the decision not to appeal occasioned a grapevine report to the effect that the SPA and the MPPA had decided to drop the matter rather than run the risk of having the dictum affirmed at the circuit court level. Spokesmen for both organizations made it clear that this was untrue. They stated quite firmly that, when the issue arises again by itself, and not tied in with or subordinated to some other question, such as plagiarism, as it was in the Shapiro-Bernstein case, they will be glad to tackle an appeal. Both spokesmen indicated that they would have been more than amenable to join Shapiro-Bernstein had the pubbery decided to appeal—but it simply decided not to.

Quarried as to his reason for dropping the appeal, pubbery exec Elliott Shapiro told The Billboard: "We lost a very involved lawsuit here. Our concern was Yancey Special. This isn't what you would call a basic, clean-cut copyright case. It's not a question of ducking an obligation to the music business, or a question of effort and expense. We've carried thru on cases involving trade principles before—long, expensive cases. We've just decided to let the loss on Yancey Special be permanent this time."

## MGM Chief Puts Quiz at Dealer Level

### Jobbers Also Polled

NEW YORK, Aug. 19. — Supplementing the current industry investigation into ways and means of revitalizing sheet music sales, Abe Olman, general professional manager of MGM's Big Three pubberies, has initiated his own private poll of key music jobbers and dealers thruout the country to ascertain the why's of the dwindling sales picture.

In response to a letter of query sent out by Bernie Prager, sales manager for the Big Three, 14 key outlets sent replies analyzing the situation in considerable detail. Among those replying were Carl Fischer, Chicago; Chesbro, Idaho Falls, Idaho; Lyon & Healey, Chicago; Axelrod, Providence; St. Louis Music Supply; Gordon V. Thompson, Toronto; Thearle, San Diego; Song Shop, Cincinnati; Sayres, Indianapolis; Morse M. Freeman, Los Angeles; Southern Star Antonio; Campbell, Washington; Grossman, Cleveland, and Gamble Hinged, Chicago.

The pattern of responses follows that elicited in the recent trade confabs sponsored by Songwriters' Protective Association (SPA) (The Billboard, July 8), with the finger pointing at TV, the racks, the pricing of music, the plethora of songs dumped on the public every week, the lack of staying power of most current songs, disk jockeys, song lyric books, the unwillingness of publishers to "co-operate" with dealers and jobbers, and a scattering of other reasons. A few of the replies offered specific remedies for the evils, most were content to list them.

Chief bugaboo, according to nine responses, is the poor quality of current tunes, and the needless quantities thereof. "All we need is some good pop tunes like Dear Heart." "What we need today is a Gus Kahn, a Walter Donaldson, an Isham Jones or a reasonable facsimile of a dozen other songwriters of that era who wrote popular songs with smart lyrics and melodies to match." "Current songs play out before we get a chance to plug any quantity of one . . . at one time Perry Como plugged one tune over and over, thereby creating a demand for it; now he plugs several tunes so that the public becomes confused and doesn't know what to ask for."

### Other Comments

Other comments on the quantity vs. quality picture: "Only reason I can give . . . is the terrific number of songs. . . It is staggering to see the number of records that are unloaded on disk jockeys daily. . . Many of the best songs get lost because of the lack of concentration of plugs." "Novelty numbers add life to their programs, so disk jockeys use them more, but their appeal is short-lived. . . There aren't enough really good songs."

Many of the music sellers targeted on the rack as the chief culprit. One says that he never sees the top three or four hit tunes in the racks, because "these racks are serviced so seldom that when they do get in the big hits, they are always sold within the next few days." The same dealer recalls that when a music purchaser traded in a music store, he might buy an upcoming tune, a folio, a standard or two—"They're all missing because the drugstore or candy store in the outlying neighborhood are taking (See MGM CHIEF on page 14)

This One



QDGL-TNP-TCF9

# Col Reviving Its Pop Disk Field

## Stafford, Day, Kaye, Weston Now in Fold

### Loading Up on Names

(Continued from page 3)  
partment by loading it with powerhouse wax talents of the likes of Kaye, Stafford and Weston and managing to entice Miss Day into the fold after many traders had figured her to make a hasty departure once thrush Stafford was set with the diskery.

Miss Day, until only recently, has been the only bright light in the diskery's pop picture with a succession of at least moderate hits — *I Didn't Slip, Bewitched, Hoop Dee Doo and the Young Man With a Horn* album with Harry James. Dinah Shore has been suffering a lean year with only one standout item of recent vintage — *It's So Nice To Have a Man Around the House*. Frank Sinatra, apparently caught in the spirit of the diskery's pop revitalization, currently has his first hot item since *Hucklebuck* in his version of *Good-night, Irene*.

The diskery's pop business, just about the time LP was introduced, was afflicted with a succession of setbacks. The band business dwindled and affected the disk potential of such former hot biscuit sellers as Frankie Carle and Xavier Cugat. Buddy Clark, at the time at the peak of his career on wax and a leading Columbia item, died in an airplane accident. Woody Herman and Benny Goodman, some months apart, both departed Columbia for Capitol while still strong disk sellers. Hugo Winterhalter, who was beginning to emerge for Columbia last Christmas, left for the ripe Victor musical directorship.

The diskery's drive to rebuild its pop business is heightened by the nature of the deal made with Miss Day. She was signed to a new five-year deal by Columbia Records this week, in a deal which will make her the highest paid artist on the platters roster. Contract, negotiated last week by Columbia Prexy Edward Wallerstein and Miss Day's handler, Marty Melcher, will guarantee her \$500,000 payable over a 10-year span. In essence, the contract is identical to the pact now enjoyed by Dinah Shore. With Miss Shore almost certain to move to RCA Victor January 1, Doris would become Columbia's most expensive property.

Miss Day's current contract has nearly two years to run, but the pact will be scrapped for the new deal effective at once. In addition to getting a sizable bonus for re-signing, the contract includes other concessions (See *Col Revives Pops* on page 43)

## Zenith Changer For 10-85 R.P.M.

CHICAGO, Aug. 19.—Zenith Radio Corporation announced that its previously reported Cobra-Matic record changer, first commercial changer in years to be equipped with a variable-speed drive motor, now makes it possible to play any speed disk from 10 to 85 r.p.m. A rep of Zenith said the firm decided to come up with the variable-speed changer because (1) no definite end to the various speed disks which might be introduced appears in sight and (2) the music lover with a good musical ear now can set the speed of the Zenith changer to affect the accuracy of reproduction (See *Zenith Changer* on page 37)

## Strike in Plants Vital to Vinyl Output Poses Serious Blow To 45, 33 R.P.M. Diskeries

(Continued from page 3)

chlorine-chloride chemical plants, two of which are the major suppliers of these substances to such plastic manufacturers as Bakelite, Dow and B. F. Goodrich. These two are the Solva Processing Company, of Syracuse, and Diamond Alkali, of Painesville, O. The strike is now in its third month.

Bakelite, which supplies all the major diskeries with vinyl, admits that it is working "on a day-to-day basis" because of the chlorine shortage. Existing contractual commitments are being met, according to a company spokesman, but new orders, mounting as a result of the mushrooming of the new-speed records, are going by the board. Bakelite still has a substantial stock of chlorine on hand, the spokesman said, but it is dwindling daily. He made no prediction as to the length of time it would last or what the company will do if the strike continues.

Major diskeries admitted the prospect of a pinch, but with the exception of Columbia, said that supplies have not been affected to date. A Columbia plant exec in Bridgeport, Conn., frankly stated that the diskery's vinyl quota had been cut by Bakelite. "No doubt we'll be affected by this limitation of supply, but to what extent we don't know yet." Columbia, pioneer in LP, still custom-presses 33's for a substantial chunk of the industry in addition to manufacturing its own LP's, and would require plenty of the vinyl plastic to meet commitments.

An RCA Victor exec said that, as far as he knew, Victor was in good supply of vinyl, but said that an exact picture of stocks on hand and quotas from Bakelite could only be obtained from the engineering department at Victor's Indianapolis plant. Victor presses 45's for most of the industry as well as for itself, and LP's and unbreakable kidisks—and would require heavy supplies of vinyl. It is reported that the diskery has enough

## Musickers Swing Clubs—Golf, That is —In 16th Tourney

NEW YORK, Aug. 19.—Eighty-eight publishers' contact men and music business guests teed off Wednesday (16) at the Riverside Country Club, Riverdale, N. J., in the 16th annual golf tournament of the professional music men, relief arm of the Music Publishers' Contact Employees' (MPCE) union.

Joe Gold copped low gross honors with an 83, which won him a set of MacGregor irons. Net honors were taken by Bill Coty, with a 69, good for a TV set. Gold also tied for second low net with Mickey Garlock, for which he received a set of woods, and Garlock an iron set.

In the guest division, it was no contest as Don Cherry, Decca's new singing find and accomplished tournament amateur from Texas, carded a 75. Cherry, who tees off Monday (21) in the national amateur championship in Minneapolis, won a trophy cup. Cork O'Keefe and Dee Belline split the low net guest prizes with 70s. Festivities, which included lunch, a steak dinner and copious supplies of soft drinks and beer, were supervised by MPCE Prexy Bob Miller, who doubled as chairman for the outing.

vinyl on hand to meet all its requirements for several months.

Decca reported that it feels no pressure at all at this time. Decca's 45's are manufactured by Victor, and only recently Decca has undertaken to manufacture its LP's. MGM also reports no squeeze. The Loew's disk subsidiary has its own self-contained plant at Bloomfield, N. J., where it does custom pressing for other waxeries, including Mercury. However, it uses its own formulae for unbreakables, the make-up of which is secret.

Indie LP diskeries are probably the hardest hit, since most in this category usually purchase from independent millers, who in turn buy from Bakelite. One indie platterer which has been doing sock LP business said that his miller had put him on notice that he would be limited to half, or perhaps less, his usual supply of vinyl.

Consensus is that when the strike is ended, the vinyl situation will ease — so far as the chlorine factor is concerned. However, the industry is girding against a possible shortage of vinyl diverted to military uses, according to the grapevine. Major waxeries are reportedly experimenting with various plastic substitutes and filler arrangements.

## Gale Bids for Polka Ork P.M.

NEW YORK, Aug. 19.—Bill Gale, himself one of the most-recorded polka orksters, is currently making a bid to corner the band personal management biz in conjunction with the launching of his *Polka and Parade* promotion. Six names already in the Gale fold constitute his first traveling unit, which is designed for sale to operators in a five or six-week package. They are Walt Solek (Columbia Records), Harmony Bells Ork (Dana), Ted Maksymowicz (Decca), the Aristocrats (Columbia), Tony Puskarz (Coral) and Ted Tyle (Coral). Eventually, Gale expects to increase the roster to 30 combos.

The idea of the promotion is to inaugurate a weekly polka night in each locale similar to those held here during the past year at the Roseland and Arcadia ballrooms. The entire series is being offered to ops at a flat fee the first time around, with percentages to be worked out after the route is developed.

Gale is enlisting the co-operation of the diskeries whose bands are participating, with the idea of broadening the whole polka market. While the Polish polka style is predominant in the first unit, he expects to build future units in the Cleveland-Slovak and other styles, and to work them on a national basis.

Booking of the *Polka Band Parade* is being handled by Howard Sinnott, of the General Artists Corporation (GAC).

## Sleuth Shorter

PHILADELPHIA, Aug. 19.—The newest note in doubling was accomplished by music maestro Jimmy Shorter, president of Local 274, American Federation of Musicians (AFM) Negro union here. Shorter couples his musical career with being a county detainer.

## La Hutton Inks Victor Papers; May Do 'Madam'

NEW YORK, Aug. 19.—Betty Hutton has been signed to a two-year recording contract by the RCA Victor diskery. The versatile actress-thrasher-comedian last recorded for Capitol and, prior to that, was with the Victor company. She was granted special permission from Capitol to do the screen track albuming of *Annie, Get Your Gun*, a current best seller, for MGM Records.

It is believed that a prime factor in Victor's inking of Miss Hutton is the fact that the diskery may use her to do the lead role part for its original cast recording of Irving Berlin's *Call Me Madam*—should Ethel Merman, who is starred in the show, remain unavailable for the recording. Miss Merman is under an exclusive waxing deal for Decca, and that diskery so far has refused to grant her a waiver from the pact for the Victor recording. Decca prexy Milton Rackmil has not budged an inch from his original refusal to allow Miss Merman to do the package.

Victor acquired the album rights as part of a three-way NBC deal which gave the radio wing of RCA the radio and video rights to *Madam*. In exchange for these rights, NBC is underwriting some \$200,000 of the money required for financing the show.

## T. D., Decca Set To Swap Papers

NEW YORK, Aug. 19.—Tommy Dorsey will probably complete his diskling deal with Decca Records early next week. The contract terms have been agreed upon and the papers are now being drawn for signature. T. D. will likely slice his first Decca wax within a fortnight.

The deal will be for two years with no options and reportedly will guarantee the orkster 24 sides annually, with money advances believed to run between \$30,000 and \$35,000 per year. He will be recorded both as a band and as a team soloist in conjunction with other Decca artists.

Incidentally, T. D.'s expired Victor paper was one of the most unique in the history of the disk business. In addition to a \$35,000 annual guarantee, Dorsey's pact provided for individual accounting. In other words, when T. D. had a hit he took out all the royalty monies without their being set off against his omelets. In the event of a poor selling item which lost money, the diskery took the complete beating for the loss.

## "Forbidden" Off To a Jig With a Pig

NEW YORK, Aug. 19.—*Forbidden Love*, the pop based on an old Italian tune which by legend was forbidden to be played because it drove listeners to suicide, almost did the same to its publisher, Ivan Mogull, last week.

Mogull had been basking in the knowledge that the tune had been released on a Vic Damone Mercury platter, on the back of *Just Say I Love Her*, when he learned that his tune was being withdrawn, with *Just Say* recouped with Damone's *Can Anyone Explain?* Mogull's deep dark mood was dispelled this week when Mercury a. and r. topper Joe Carlton phoned him with a last-minute reprieve: *Forbidden Love* was to come out after all, on the back of Damone's rush release of *Cincinnati Dancing Pig*.

# Music Paper in Squeeze, But US Keeps Hands Off

WASHINGTON, Aug. 19. — The music industry is in no "immediate" danger of all-out government controls of paper for sheet music stock, under an allocations program just completed by the National Security Resources Board (NSRB). The NSRB's mobilization blueprint for the paper industry envisions price and allocation controls for sheet music stock on a "stand-by" basis, it was learned.

A government spokesman, however, cautioned against "optimism," pointing out that shortages are beginning to appear, and he added that the "controls situation is subject to a change for the worst at any time." He explained that military paper orders will be given priority before the end of the year. He added that, if the paper situation becomes critical, a full plan of controls will go into effect, under supervision of the Department of Commerce.

Details of the paper mobilization plan are being kept under wraps by the NSRB, but it is known that paper would be allocated for "cultural" uses on the basis of a fixed percentage of the average purchases of an individual buyer. The "cultural" category would include sheet music, books and the like. Allocations for other paper uses would be separate. NSRB has left open the freeze date to be used for paper prices if price control is established. This may be the average price in effect the month before the Korean invasion or a later date, may be chosen, depending upon the general price control policy.

Meanwhile, Commerce experts report that the price of paper used for sheet music is going up rapidly, and delivery dates are becoming uncertain. A spokesman said conditions are changing so fast that some firms are accepting orders without fixing the price in advance—with the price to be set at the figure in effect when delivery is actually made.

The present paper squeeze, it was stated, is only partly artificial, resulting from scare buying. Demand for all types of paper has been eating up production at almost 100 per cent rate for many months. Commerce officials explained.

# Cap To Augment T'f'n Catalog

HOLLYWOOD, Aug. 19.—Capitol is seeking to round out its Telefunken catalog with domestic recordings and classical works acquired from overseas private contractors. To avoid shelling out a heavy investment for domestic cuttings of serious music, Cap is picking up its full orchestra waxings overseas for non-Telefunken sources, and is sticking to smaller instrumental groups for sessions in this country. For the latter, Cap has made extensive use of the Los Angeles Chamber Symphony using 22 to 24 men.

L. A. chamber group's diskings include Richard Strauss's last instrumental work (1948) of the duct concerto for clarinet, bassoon and string orchestra with harp; Bartok's music for string instruments, percussion and celesta; Arthur Honegger's *Concerto De Camera*, featuring English horn and chamber orchestra. Label has also inked American pianist Leonard Pennario to wax Prokofiev's *Sixth Piano Sonata* and *Visions Fugatives*. Imported from indie contractors are Reussel's *Fourth Symphony* by the Lamoureux Orchestra of Paris, recordings by the Paris National Symphony, Rachmilovich, and Rome's Santacecilia Orchestra. Non-Telefunken imports include Serge Dupre

# Cap Maps 300G Ad Campaign

## Coast AFM Jobs May Be Shifted

HOLLYWOOD, Aug. 19.—Positions of special assistants to the president of Local 47, American Federation of Musicians (AFM), will be in peril if the current drive to make the jobs elected offices is successful. Resolution, calling for reduction in the number of special assistants from eight to four and, election instead of appointment of such jobs, will be introduced at the August 28 meeting of Local 47. Pitch is currently being prepped by Ernie Fredericks, who hopes to garner sufficient strength to win his demands at the upcoming meeting.

In effect, the resolution would put jobs on the open market, with all members eligible to campaign. Jobs now pay an average of \$125 weekly and have heretofore been dished out on an appointment basis by J. K. (Spike) Wallace, Local 47 prexy. Resolution would limit salaries to no more than \$125 weekly, altho key reps are currently earning more. The cutback of 50 per cent in number of reps holding jobs will be introed as an economy measure.

## Case Rebuys 8 RCA Masters for MGM

NEW YORK, Aug. 19.—Conductor-Arranger Russ Case bought back eight masters he cut for RCA Victor several years ago and turned them over to the MGM diskery for an album package. Case reportedly paid for the cost of the recording dates and made a royalty arrangement with the Victor diskery in order to get the recordings. The eight sides were intended to make up an album of Billy Rose songs.

The Rose package will be released

# This Year's Crop of Juke Ops Buy, Program Wiser Than in '49, Billboard Survey, Shows

NEW YORK, Aug. 19.—Contrary to general trade opinion, juke box operators today have more record-buying and programing savvy than they had a year ago, and their active interest in new releases compares more than favorably with that of the average dealer. These were the findings of a recent survey conducted by *The Billboard* among the nation's disk distributors in an effort to determine the present juke ops' buying habits. Returns from 150 distributors reveal that the op, while no longer the pioneer he once was in making hit disks, is a shrewd investor and a keen student of disk activity.

Altho generally conservative when it comes to buying new releases, once a number appears headed for hitdom, the op, according to 57 of the distributors, is the first to place a heavy order. Forty distributors felt that the dealer is first to respond, while 53 judged that there was no set pattern of response.

When it comes to information about new disks, the ops show far more interest than dealers, according to 92 of the distributors. Thirty thought the dealers were more interested, while 28 thought the interest was about the same on the part

and the Orchestra Des Concerts (Paris) doing Offenbach's *La Vie Parisienne*.

## On Their Toes

WASHINGTON, Aug. 19.—Jumping out of bed in a rush to get to work the other day resulted in a broken toe for Paul Robertson, burly assistant to Phyllis Stagg, records buyer at Hecht & Company. Robertson's toe got caught between the bedpost and mattress. A year ago almost to the day, Miss Stagg suffered a fractured toe in identically the same manner.

## Weinstrower To Top Coral Sales

NEW YORK, Aug. 19. — Norman Weinstrower, divisional manager for Decca Records' Southeastern branch in Atlanta, this week was promoted to the post of general sales manager of Coral Records, Decca's indie subsidiary label. Weinstrower replaces Joe Delaney, who resigned his Coral sales post this week to assume a sales management position with London Records (see other story this section). Weinstrower, a veteran Decca organization man prior to his Atlanta post, worked for the diskery in Des Moines, St. Louis and Dallas.

Weinstrower's Southeastern divisional manager's post will be filled by Jim McDonald, who for the past five years has been sales manager for the New York branch of Decca Distributing Corporation.

on the MGM label. The slicings feature Case with a large studio ork, vocal group and chorus. Tunes included are *More Than You Know*, *It's Only a Paper Moon*, *I Found a Million Dollar Baby*, *Me and My Shadow* and *When a Woman Loves a Man*.

# Coast Waxery Bally in Mag, AM, TV Fields

## To Unveil "Bozo" Gimmick

HOLLYWOOD, Aug. 19.—Capitol Records, as part of its fall sales program, will launch the largest consumer mag ad campaign in its history. In addition, Cap will resort to TV-radio tub thumping. West Coast major will shell out approximately \$300,000 during the last three months of 1950, with almost all of the ad space to be devoted to its kidisk line. Mags to be used include *Life*, *Today's Woman*, *Children's Activities*, *Child Life*, *Parents* and *The New York Times'* Sunday book section. First ad of the campaign will break in September 25 issue of *Life*.

With the ad splurge, Cap will unveil its new merchandising gimmick, a self-created seal of approval bearing a likeness of its Bozo, the Clown, and the words "Bozo approved." This seal will go on nearly all of the diskery's top kidisk items. Full play will go to such slogans as "If it has Bozo appeal, it's tops in child appeal," and "Any friend of Bozo's is a friend of mine." Creation of the Bozo-approved seal gives Capitol a threefold advantage: (1) Bozo character has been one of the diskery's top sellers, and Cap hopes to cash in on its other kidisks thru association with the tag; (2) Bozo-approved seal will further build in importance its home-created character; (3) seal can become a valuable property for Cap, which could be used on Bozo-licensed products.

Video's part in this campaign hasn't as yet crystallized. Unless the Bozo character is sold to a national television sponsor (and it's understood that negotiations are currently under way), Cap will prepare filmed spots featuring Bozo intruding his kiddie label-mates. Diskery, thru its divisional branches, will buy TV air time. Some feeling persists that diskery will use its film spots even if the Bozo show does go TV, thereby further bolstering the sales drive. For radio, Cap is furnishing specially (See *Cap Maps 300G* on page 38)

## Atlantic Cutting New 'Johnny' Disk

NEW YORK, Aug. 19.—Atlantic Records, which last year produced the unusual trick children's recording, *The Ever-So-Many Amazing Adventures of Johnny*, is cutting a new cowboy waxing for October release based on the identical gimmick. The diskery has also started production on its *L'il Abner* series. Atlantic has exclusive disk rights to the Al Capp comic strip character.

Like *Johnny*, the new trick waxing employs cross-groove recording, with four distinct episodes on each side of the disks. The end of any episode ties in with any of the four possible starts on the subsequent side. This makes possible 256 permutations, or 256 different stories from four disk sides.

For its *L'il Abner* series, Atlantic has engaged Leo Israel, kidisk story specialist, to write new material based on the strip's leading characters. Israel has previously written special material for *Caravan*, *Young Peoples' Records* and *Children's Record Guild*. He has several sets in production at Columbia as well.

of both groups.

That the op is a better record buyer, and is programing his boxes better than a year ago, was confirmed by 66 participants, as against 42 who were of the opinion that "he is not a better buyer, has not kept up with the increased pace of new pop record releases, and generally is slow in getting new hits on jukes." Forty felt that the op buys just as he did a year ago.

Listing seven sources of buying information, the questionnaire asked each distrib to check the one he believes an operator should pay most attention to in order to become a better record buyer. The biggest number, 40, checked the one reading "depend more on record salesman's and/or distributor counter clerk's advice." Twenty-four checked "pay more attention to requests from his locations," and the same number checked "listen to radio station disk jockeys more and follow them on what records to buy." "Read trade papers sooner and more thoroly" got the endorsement of 21. The other questions, which received practically even voting, were "use his machine counters more," "read distributor and manufacturer direct mail and release sheets sooner and more thoroly," "use own personal judgement more and listen to others less." (See *Programing Savvy* on page 96)

# New Kidisk Line Looms From Mercury, Childcraft Parley

CHICAGO, Aug. 19.—A new major line of moppet platters will soon be launched here as the result of confabs between Mercury disk execs and representatives of Childcraft, children's book wing of the Marshall Field empire. For the past six weeks, Mercury's Irv Green and Art Talmadge have been huddling with Childcraft's Bill Hayes and John Dienhart Jr. to work out details. Childcraft is the children's guidance and literature division of Field Enterprises.

The prospective entry of Childcraft into the kidisk field would mark the second division of the multi-million dollar Field Enterprises to penetrate the children's wax field. Simon & Schuster, the book pubbery, which also puts out the auxiliary line of Little Golden records to augment their Little Golden books, is the other Field Enterprises affiliate. When queried, the Childcraft rep said they will not compete with the seven-inch wax currently being released by Simon & Schuster.

Childcraft is the only complete set of children's books featuring both guidance material for parental use and a complete set of children's lit-

erature. Firm, which made its bow late in the '30s, now has over 5,000 sales people across the country making pitches. The set, it is reliably reported, has gone well over the 1,000,000 sales mark. The 14-volume set retails for \$69.50 and \$79.50.

Present plans call for a giant promotional push on the part of both firms for the new kidisk venture. Childcraft annually spends \$1,000,000 in specialized consumer publications, such as *Parents' Magazine*, and it's expected that a hefty budget will be set up to publicize the kidisk venture.

The material for the new line is currently being considered by Mercury and r. people, in conjunction with J. Morris Jones, managing editor of Childcraft and his editorial staff, along with members of the editorial staff of *World Book*, an encyclopedia set also pubbed by the Field Enterprises. Some of the disk material will definitely come from stories in the Childcraft volumes, while other material will be processed from Mercury's present kidie catalog. Original manuscripts also will be read for inclusion in the new line.

Definite plans for the new project will probably be announced within the next 10 days. Mercury and Childcraft reps will meet here next week to ink papers, setting the new plan into motion. Deal would mark the first time that a major book pubbery has entered into a long-term deal with a diskery.

Childcraft for the past two years has been mulling entry into the kidisk field to complement their standard line of child guidance and literature tomes. A similar plan was discussed with Bill Putnam, of Universal Records here about 18 months ago, but never got past the conversation stage.

# Victor Bally for Anti-Red Tune Zooms Flanagan Disk to 100,000

NEW YORK, Aug. 19.—Probably the first anti-commie tune waxed by a top attraction on a major label is *The Only Red We Want Is the Red We've Got in the Old Red, White and Blue*, cut by Ralph Flanagan for RCA Victor. Diskery got so excited about the platter's possibilities that it rushed it into production

and started shipping August 7, three days after the cutting. As of Friday (18), Red had reportedly gone over the 100,000 mark.

Tune, oddly enough, was conceived by an English clefter, Jimmy Kennedy, who co-wrote it with Philadelphia tunesmith Vix Reichner. It was copyrighted by Elliot Music, pubbery partnered by Reichner and orkster Elliot Lawrence. Reichner got out his own waxing of Red in Philadelphia string-band style, and local jocks began to give it a good go.

New York pubber Dave Blum, who recently exited as professional manager for Kramer-Whitney to set up his own Odette Music, heard the disk and traced it to Reichner. Blum persuaded Reichner to assign the tune to Odette, which has sole pubbing rights. Herb Hender, Flanagan's p.m., also bid for the tune for the Flanagan, Hender & Woods pubbery, but was too late.

Meanwhile Flanagan cut the tune, Capitol followed with a Joe (Fingers) Carr etching, and the other majors are getting out versions. Victor is making it two more ways—with Hugo Winterhalter and Elton Britt.

RCA's feeling about the Flanagan waxing was such that, for the first time during his regime, Record Department General Manager and Veepee Paul Barkmeier sent personal wires to RCA distributor execs and to their record managers touting the tune and asking for immediate substantial orders on it. Barkmeier also sent a personal wire with a copy of the platter to 2,000 deejays.

Victor sees the tune as the potential big patriotic hit of the present international crisis, and initial distributor reaction seems to bear out this belief.

# MGM Chief Puts Quiz at Dealer Level

## Jobbers Also Polled

(Continued from page 11)

them away from us." In the same tenor, another jobber whacks the racks: "We are getting a great many complaints from dealers in this section about the rack competition in the cities . . . so-and-so (a Salt Lake City dealer is named) is up in arms. He figures there are 30 racks in the city." Another takes up the refrain: ". . . The person who buys music at the newsstand would buy from a music store if it were not available at the newsstand."

## Price Big Issue

A large slice of the beefs was directed at considerations of price. Chief among these was the cry that a legit music outlet has to pay up to 30 cents for songs, which are available for 35 cents in the racks. Others say that the publishers should slice their prices so that music stores can sell tunes at three for \$1 and still make a fair profit. "As it stands now we are selling sheet music for 27 cents and the dealer is selling it for 40 cents. The consumer may be reluctant to pay 40 cents for sheet music." ". . . They (the racks) sell the show numbers for 35 cents, and those numbers cost them (legit dealers) 30 cents, which they cannot understand." "Why should a legitimate jobber, who carries a complete stock, a lot of it in large quantities . . . be charged 20 cents for a show tune when the rack dealer, who carries very little popular or standard stocks, is charged 20 cents for the same number? . . . Every time you talk to a publisher about the racks they all scream and tell you they're 100 per cent against them—yet they all continue to exist."

Four of the letters of reply hit TV as an unavoidable evil, one attacks songbooks, another blames the publisher for not having his music printed and in the stores before recordings of the tune are released.

Olman says that he has not yet determined in what way the jobbers' and dealers' slants can be made useful in the Big Three's merchandising operation, but because of their interest in the trade in general and the industry committee working on the problem, he is glad to make their contents available for whatever value they may have.

From M-G-M's Smash Musical  
**"SUMMER STOCK"**  
Starring Judy Garland and Gene Kelly

**FRIENDLY STAR**

LEO FEIST, INC.

**"I'M BASHFUL"**

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

**MUSIC BOURNE TO LIVE**

**"ALL DRESSED UP TO SMILE"**  
EVELYN KNIGHT  
DECCA 27103

BOURNE, Inc. 780 7th Ave. N.Y. N.Y.

**"BONAPARTE'S RETREAT"**  
by KAY STARR  
Capitol 1-936

# Ag Pix for TV Hit Music Snag

(Continued from page 8)

blanket clearance guarantees assurance to the TV stations for use of the film. Films completely cleared are listed in a TV film catalog available to all stations. Stations must use Agriculture films on a sustaining basis, but commercials may be used immediately before or after the film if it is clear that they have no association with the film shown. The Agriculture Department further requires that stations pay the cost of expressing films and that films be shown in their entirety.

The radio-TV branch recommended that the department produce larger numbers of film for TV use. The branch reported that a number of its films are unsuitable for telecasting because of too many long camera shots or because too much detail for showing on small screens is embodied in the pictures. Most color film was found okay for black-white telecasting, the report showed.

**PUNKY PUNKIN**  
THE HAPPY PUMPKIN  
Cause... he's a JACK-O-LANTERN instead of being a pumpkin pie!

PAXTON MUSIC

Another BMI Pla-Up Hit!  
**PINK CHAMPAGNE**  
Published by VENICE

Recorded by  
Lionel Hampton (Oec)  
Ralph Flanagan (Vic)  
Joe Liggins (Specialty)  
Bill Darnel (Coral)

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

For Christmas  
**"C-H-R-I-S-T-M-A-S"**  
and  
**"THE MERRY CHRISTMAS POLKA"**

For the winter season  
**"FROSTY THE SNOW MAN"**

**THE LITTLE GENERAL**  
says . . .

GET READY FOR THE WORLD SERIES WITH  
**"THE BASEBALL POLKA"**  
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VICTOR #25-1167

**GENERAL MUSIC**  
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**"DREAM A LITTLE DREAM OF ME"**  
RECORDED BY  
CATHY MASTICE . . . . . Admiral  
DINAH SHORE . . . . . Columbia  
G. GIBBS-B. CROSBY . . . . . Coral  
JACK OWENS . . . . . Decca  
FRANKIE LAINE . . . . . Mercury

Words & Music, Inc.  
1619 Broadway N. Y. C.



# DICK HAYMES SINGS



## CAN ANYONE EXPLAIN?

(No, No, No!)  
with 4 HITS AND A MISS  
and VICTOR YOUNG and his Orchestra  
coupled with

## IF I HAD A MAGIC CARPET

with SONNY BURKE and his Orchestra

DECCA 27161 (78 RPM) — 9-27161 (45 RPM)

### BEST SELLERS

Play a Simple Melody	GARY CROSBY and FRIEND
Sam's Song (The Happy Tune)	Decca 27112 *9-27112
Goodnight Irene	GORDON JENKINS
Tzena Tzena Tzena	Decca 27077 *9-27077
Sometime	INK SPOTS
I Was Dancing with Someone	Decca 27102 *9-27102
Mona Lisa	VICTOR YOUNG
The 3rd Man Theme	Decca 27048 *9-27048
The 3rd Man Theme	GUY LOMBARDO
The Cafe Mozart Waltz	Decca 24839 *9-24839
I Wanna Be Loved	ANDREWS SISTERS and GORDON JENKINS
I've Just Got to Get Out of the Habit	Decca 27007 *9-27007
Steal Away	RED FOLEY
Just a Closer Walk with Thee	Decca 14505 *9-14505
Count Every Star	DICK HAYMES and ARTIE SHAW
If You Were Only Mine	Decca 27042 *9-27042
Throw Your Love My Way	ERNEST TUBB
Give Me a Little Old Fashioned Love	Decca 46243 *9-46243
Our Little Ranch House	GUY LOMBARDO
Here, Pretty Kitty	Decca 27092 *9-27092

\*Indicates 45 RPM version

### COMING FAST

Goodnight Irene	RED FOLEY and ERNEST TUBB	Our Lady of Fatima	RED FOLEY
Hillbilly Fever #1	Decca 46255 *9-46255	The Rosary	Decca 14526 *9-14526
Blue Light Boogie—Part 1	LOUIS JORDAN	La Vie En Rose	GUY LOMBARDO
Blue Light Boogie—Part 2	Decca 27114 *9-27114	It All Begins and Ends With You	Decca 27127 *9-27127
La Vie En Rose	LOUIS ARMSTRONG	Slippin' Around with Jole Blon	MERVIN SHIMER
C'est Si Bon (It's So Good)	Decca 27113 *9-27113	Steppin' Out	Decca 46253 *9-46253
I Cross My Fingers	BING CROSBY	Just Say I Love Her	ARTIE SHAW and His Orch.
La Vie En Rose	Decca 27111 *9-27111	I Love the Guy	Decca 27085

\*Indicates 45 RPM version

### NEW RELEASE

Helpless	BING CROSBY with RUSS MORGAN
This Could Be Forever	Decca 27143 *9-27143
The Friendly Islands	GUY LOMBARDO
Halloween	Decca 27144 *9-27144
At Sundown	FRANKIE PROBA and His Boys
Snooky Ookums	Decca 27142 *9-27142
Trouble Then Satisfaction	LES "CARROT-TOP" ANDERSON
Blue Light Boogie	Decca 46259 *9-46259

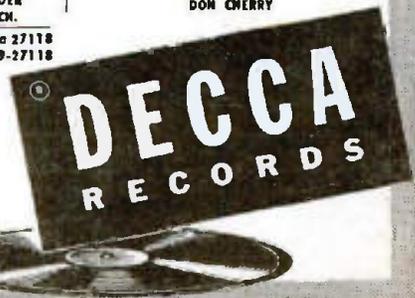
\*Indicates 45 RPM version

### WATCH THESE

There Will Never Be Another You	Decca 27115 *9-27115	Boat of Love	Decca 46254
Can't We Talk It Over	ANDREWS SISTERS with GORDON JENKINS	I'm Blue, I'm Lonesome	*9-46254
Why Fight the Feeling	Decca 27104	BILL MONROE and His Blue Grass Boys	
The Tunnel of Love	*9-27104	CHERRY STONES	Decca 27103
Peanut and Rice	Decca 27120	All Dressed Up to Smile	*9-27103
I've Got the World on a String	*9-27120	EVELYN KNIGHT	
ELLA FITZGERALD		Beloved, Be Faithful	Decca 27006
All My Love	Decca 27117 *9-27117	You Dreamer You	RUSS MORGAN and His Orchestra
The Friendly Islands	BING CROSBY with JEFF ALEXANDER CHORUS and VICTOR YOUNG ORCH.	Thinking of You	Decca 27128
All My Love	Decca 27118 *9-27118	Here in My Arms	*9-27128
The Swiss Bellringer	GUY LOMBARDO	DON CHERRY	

\*Indicates 45 RPM version

AMERICA'S FASTEST SELLING RECORDS!



# A GREAT ARTIST!

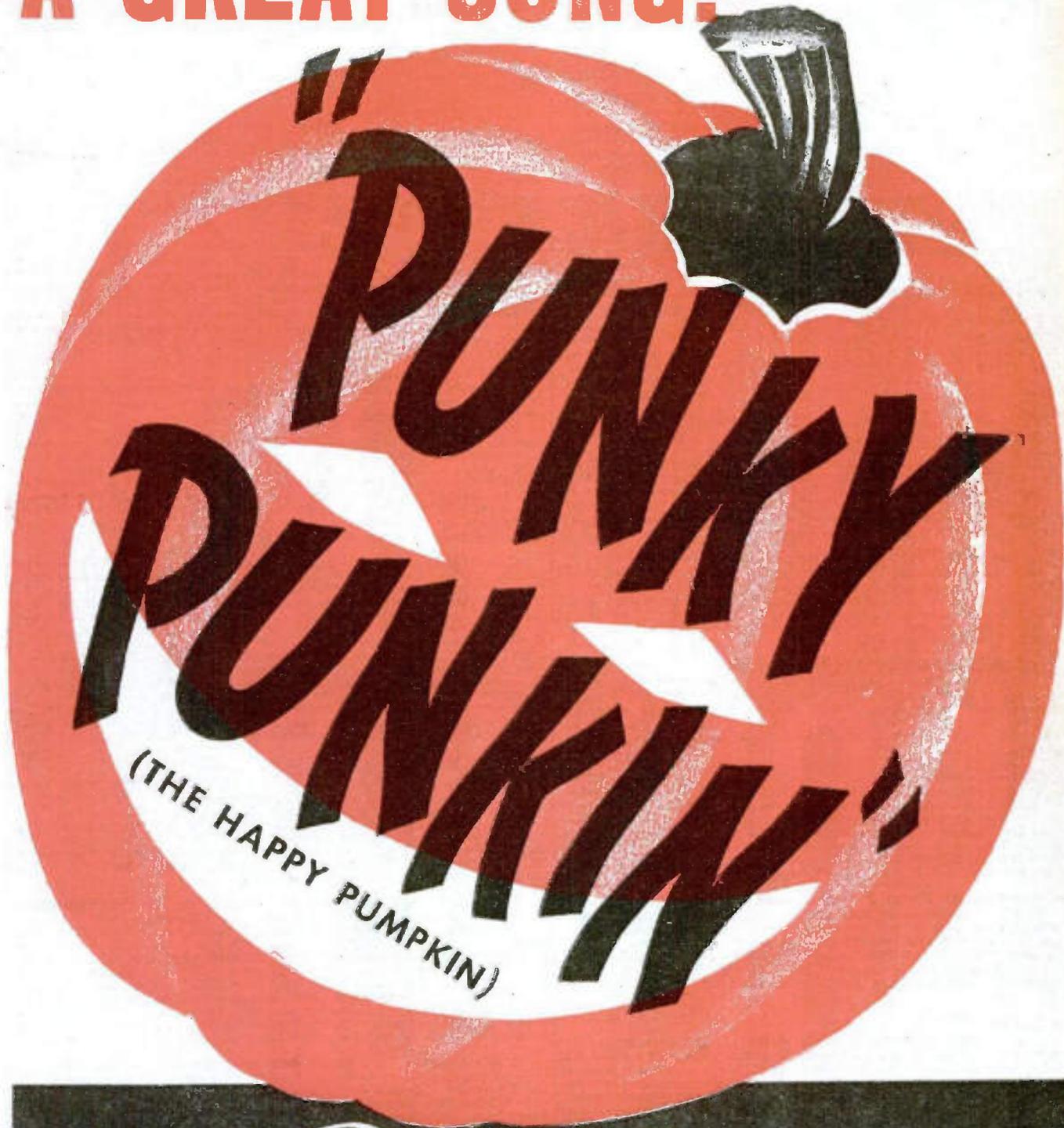
# TERESA BREWER

SINGS

THE "MUSIC! MUSIC! MUSIC!" GAL

with the KEYS accompanied by JACK PLEIS and his orchestra

# A GREAT SONG!



# LONDON

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NO. 768  
78 RPM  
75c plus tax

NO. 30188  
45 RPM  
75c plus tax

# MUSIC—AS WRITTEN

## SPA Legalite on UNESCO Copyright Committee

John Schulman, counsel for Songwriters' Protective Association (SPA), has been reappointed to the UNESCO committee of experts on copyright. Committee's next meeting is scheduled for October 23 in Washington, to consider the replies from various governments on UNESCO's recommendations for international copyright legislation.

## Philly AFM Hires Courtland for Flack Post

American Federation of Musicians, Local 77, Philadelphia, engaged a public relations counsel for the first time. The newly created office went to Roger Courtland, former maestro now in the advertising agency field. In addition to publicity and promotion chores, Courtland will also engage in the promotion possibilities thru a long-range program designed to lead toward the utilization of musicians in industry.

## Victor A. & R. Staff in Move to RCA Building

The RCA Victor pop artists and repertoire department will pull up its downtown Manhattan stakes and move into its former location in the heights of the RCA Building on or about August 28. Charlie Green, Hugo Winterhalter, Dewey Bergman and Steve Sholes will locate in the RCA offices. International recording boss Alex Bard and kidisk specialist Steve Carlin, along with the NBC Thesaurus operation, remain in the current Lower Manhattan offices.

## Pop Tunesmith Wins One-Act Opera Contest

Martin Kalminoff, pop tunesmith and clefifer of "Just Say I Love Her," received the \$1,000 first prize for a one-act opera in a contest sponsored by Met Opera bari Robert Merrill. Winning longhair work, "Fit for a King," was written in collaboration with his wife, Atra Baer, daughter of columnist Bugs Baer. Contest ran two years.

## BVC Forks Over Big Cash for "On Sunday" Rights

The Bregman-Vocco-Conn (BVC) pubbery last week acquired the rights to a ditty, "It May Be on Sunday," which has been stirring some noise in St. Louis and Chicago via a Congress recording. The tune was clefified by Julian Miller, whose last noted item was another St. Louis "sleeper," "More Beer." The BVC pubbery outbid several other major publishers who were trying to get the song. The pubbery forked over a sizable advance running into four figures. The tune will be a September plug.

## Philippine Disk Distrib To Launch Own Label

Luis Villar, Director of Mareco, Inc., a leading Philippine distributor of American records, just returned to the islands after a visit here to pick up material for waxing there. Early in September, the outfit is launching its own Villar & Mabuhay Records there, specializing in rumbas, mambos, and sweet ballads. Outfit is represented here by P. L. Thomas & Company.

## Michael Deal With BMI Expires

Michael Music's advance guarantee deal with BMI has expired, and Jerry Johnson, professional manager and partner in Michael with shipping heir Mike Grace, has severed his connection with the firm. Grace is said to be interested in continuing the firm, with a half dozen music men reportedly seeking to come in as professional manager.

## Pluggers in Turnovers

Turnover in songplugger ranks last week found Vic Duncan, last with J. J. Robbins, joining Spitzer Music as Chicago rep. Phil Miller replaced Duncan as Robbins's Chicago man. Johnny (Rudolph) Marks added Lou Camito to his New York staff and Tommy Sherman as his Chicago rep. A Spitzer spokesman, incidentally, avers that Jack Ostfeld has left the firm for full-time activity as professional manager of the newly formed Red Foley pubberies.

## Bluestone, Ross Form Presto Music

Musical director Harry Bluestone, currently with Standard Radio Transcriptions, and library service on Joe Ross have teamed up to form Presto Music, new Broadcast Music, Inc. (BMI) pubbery. Firm's first ditty is "Little Red Hen," recorded by Rufe Davis on Columbia. Also set for plug campaigns are "Annette" and "Kids for a Day," neither of which has been disked yet. Firm will headquarter in Hollywood.

## New York:

The Albeneri Trio, chamber music specialists, has been signed for Mercury longhair waxings. . . . Claude Hopkins, with a five-piece ork, cut eight sides for Big Nickel Records August 18. . . . Conductor Leopold Stokowski has skeddled a South American tour for the spring and summer of 1952. . . . Helmy Kressa, professional manager of Irving Berlin Music, has been elevated to general professional manager of the pubbery. Abe Farbman takes over Krca's old spot. . . . Coral orkster Leighton Noble goes into the Balinese Room, Galveston, Tex., for five weeks, starting September 15. He closes his current stint at the Coconut Grove, Los Angeles, September 10. . . . Tony Acquaviva has signed thrush Thelma Carpenter to a personal management pact.

Four Jacks and a Jill, vocal group, has been reassembled here, featuring ex-Thornhill warbler Joe Derise and ex-Benny Goodman thrush Terry Swope. The group bowed at the Three Deuces August 17. . . . By a poll of the Yankee ball club, Tommy Dorsey will play at Yankee Stadium August 27 for "Mel Allen Day" festivities. . . . Iva Mogull has obtained pubbing rights to "I'm in Love with the Mother of the Girl I Love," from deejay Sherm Feller, the composer. . . . Accordionist Milton DeLugg is heading up pop a. and r. operations for King Records, with offices here.

Ex-Lombardo warbler Don Rodney and thrush Louise Carlyle teamed for vocal chores for a coming Roy Ross plattering on the Coral label. . . . Woody Herman's ork will play an eight-day date at the Frolics, nitery in Salisbury Beach, Mass., beginning August 27. . . . A new beat ballad,

"Orange Colored Sky," written by Milton DeLugg and Willie Stein, who is leaving his post with the Big Three pubberies' promotion department shortly, is being published by clefifer Frank Loesser's Frank Music firm, for which Nat Tannen is sales representative. Loesser's own score for the much-talked-about "Guys and Dolls" show is being pubbed thru his Susan publishing wing, which is affiliated with the E. H. Morris group. . . . Mercury Records' plan to slice an original cast album of the "Tickets, Please" score was canceled out following a disagreement with the show's producers.

Ray McKinley, who has been ill, broke up his band to take off the rest of the summer. . . . Gilbert Withers joined Wood's Plastics, Newark, N. J., biscuit manufacturing outfit, as compound sales manager. Withers formerly was with National Plastics, Mercury and Victor records. . . . Freddy Gardner, a noted English saxophone virtuoso, died in London last week several weeks after he completed a couple of dinking sessions which were made exclusively for the American Decca label by that diskery's English representative, Wally Moody. . . . Victor artists relations exec Manie Sacks planned to the Coast Wednesday (16).

Frank Henning, former professional manager for Edward B. Marks Music and Sam Fox Music, has taken over that position with Russ Morgan's Glenmore and Claremont pubberies. . . . Publisher Nat Tannen leaves August 25 for a two or three-week tour of the South to hunt and promote material. . . . The tune, "Can't Seem To Laugh Anymore," already cut by Johnny Park for Capitol and Sylvia Froos for Jubilee, was acquired August 18 by D. Dreyer & Company. . . . Warbler Harry Belafonte and the Lenny Tristano Trio have been added to the current bill at Birdland.

## Chicago:

One-night dance ops may get a crack at the Wayne King ork for the first time since the war. King is contemplating some date in Chi territory this year, featuring a dance program for ballrooms. . . . Bob Vincent, ex-Al Trace warbler, is now with King disks. . . . Buster Williams, Memphis distributor and pressing plant op, became the father of a daughter August 12. Ditto the Freddy Nagels (he's the MCA orkster now vacationing in California). . . . The Freshman Four, under the sponsorship of Stan Kenton, are currently at the York Club, Hollywood, booked by McConkey Artists Corporation. They'll cut for Capitol soon. McConkey's office also is bringing the Mystery Four, the Horace Heidt group, to the Coast, where they open September 4 at Tops Restaurant, San Diego. Julia Lee opens September 1 at the Tiffany Club, Hollywood.

Don Ragon's ork starts its first date at the Schroeder Hotel, Milwaukee, September 12, staying three weeks. . . . Dick Shelton, McConkey, will probably book the Glass Hat at the Congress Hotel here now that the Pick Hotel chain has added the Loop hostelry to its 28-hotel link. Spot uses small society orks and combos. . . . Wanda Rio, working under the name of Sunday Smith, and wife of John Carlo, McConkey cocktail skedder, expecting February 1. . . . Lou Rossie is opening the new Apex Club here August 18, with Max Miller and his trio. Miller is entertainment booker for the spot. . . . Stan Bowers, former manager of the Coral Gables, Lansing, Mich., died August 9 in Fruitport, Mich. . . . The Casino, southside spot which experimented with semi-name orks for the past three months, intends to continue with a band policy thru the fall. . . . Russ Carlisle will cut some ork sides for Capitol. . . . Lee Williams's territory ork gets a spread in the current issue of The Ford Times.

## Hollywood:

Capitol is pairing Nat Cole's vocals with the Stan Kenton ork on a couple of sides. One is a mambo. . . . Murray Rich inked to a seven-year non-exclusive pact by Edward Music. Deal calls for minimum of four tunes annually with royalties on a sliding scale ranging from 3 to 5 cents. . . . Batoner-arranger LeRoy Holmes is prepping a complete routine for Marion Morgan and will help the songstress break it in at Rochester's (N. Y.) Triton Hotel September 1. . . . Eli Oberstein on the Coast. Will set a local distrib for his Varsity disk wares.

Cal-Neva Lodge (Crystal Bay, Nev.) had to boost its shows from two to three per night to handle throngs turning out for Spike Jones's musical depreciation. . . . Betty Hutton, for many a month out of the Capitol fold, bounced back to RCA Victor for the second time. Tunes for Victor cutting include Frank Loesser's "Orange Colored Sky" and "I Can't Stop Talking About Him," from Paramount's "Let's Dance." . . . According to Capitol's count, Nat Cole's sales on "Mona Lisa" are outdistancing his "Nature Boy" platter peddling. Latter scored approximately 500,000 during the disk ban when tune-covering was difficult. Today, despite competition, "Mona Lisa" sales is in the 750,000 bracket. . . . Tempo reports increasing demands for its Tempotape, music recorded on magnetic tape.

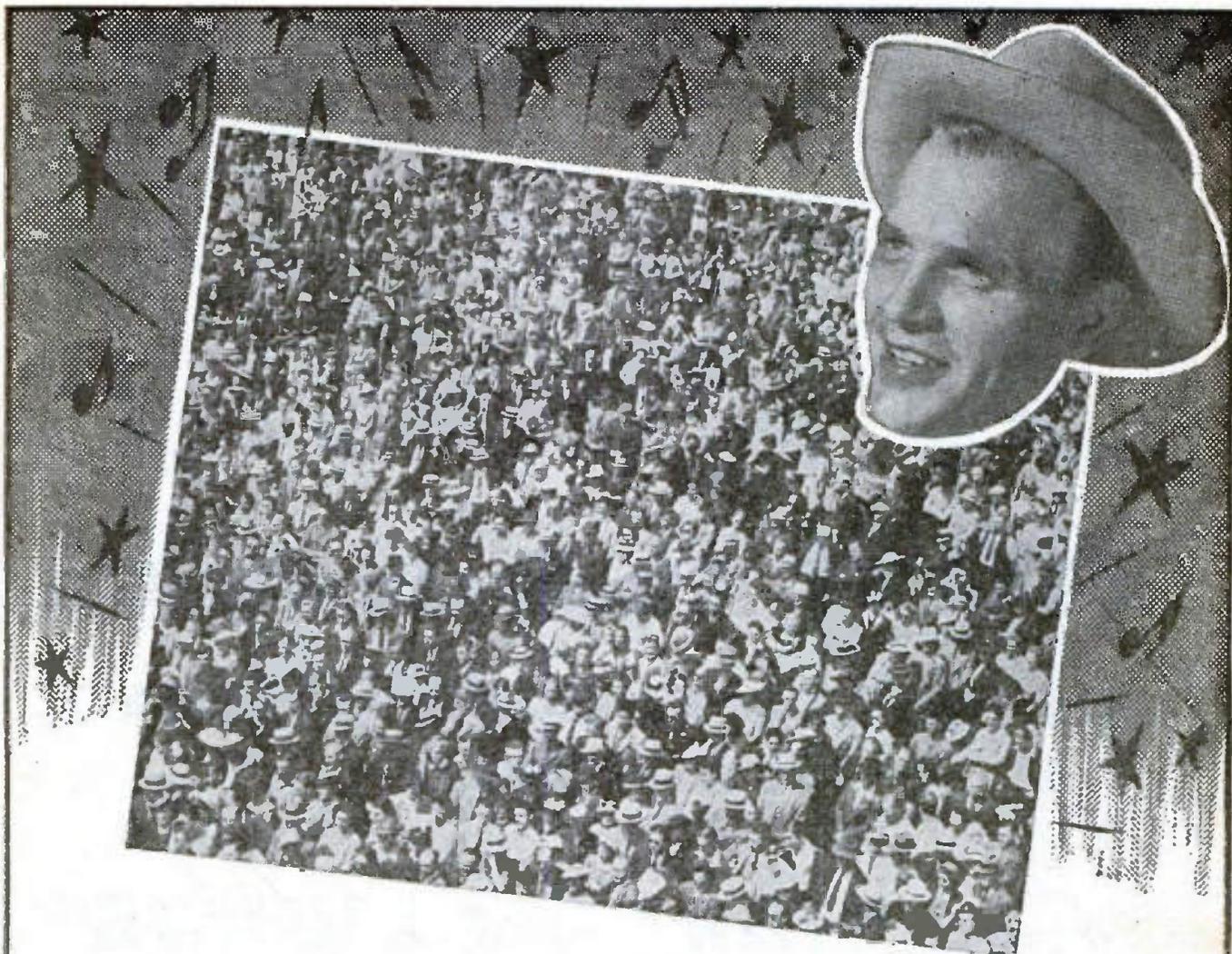
Buddy Childers, third oldest member of the Stan Kenton clan and its lead trumpeter, has been lured from the artistry in rhythm fold by the Frank De Vol-Jack Smith show. In addition to Childers, Kenton guitarist Lorenzo Almeida will similarly be unable to join ork in its dance band tours due to studio commitments. Trumpeter Chico Alvarez and baritone saxist Bob Gioga, two of the Kenton band charter members, will follow their leader to the road, as will the remainder of his present Balboa Ballroom aggregation.

## Hartford, Conn.:

James F. Smith, sales promotion chief of Stern & Company, Hartford area Columbia Records distributor, is back in town after his first vacation in a number of years. He headed for the Northern New England area on the time off. . . . Richard "South Pacific" Rodgers has purchased 18 acres of land adjacent to his Hulls Farm Road estate at Fairfield, Conn.

## On the Sound Track:

Tony Martin will star in Howard Hughes's first music flick, "Two Tickets to Broadway." . . . Peter Herman Adler, NBC's general opera director, has been engaged by MGM as adviser on the flick, "The Life of Caruso," which will star Mario Lanza, Dorothy Kirsten and Nicole Moscona. Adler will stage the film's operatic sequences, coach Lanza and direct the ork.



*Twelve Million People*

**CAN'T BE WRONG!**

*for buying . . . Eddy Arnold's*  
**RCA VICTOR RECORDS**

*and now . . . . On the way to 13,000,000 people*

*with . . . . . CUDDLE BUGGIN' BABY*

**ENCLOSED ONE BROKEN HEART**

Affiliated

HILL and RANGE SONGS, INC., New York • Beverly Hills, Calif. 45 RPM No. 48-0342 & 78 RPM

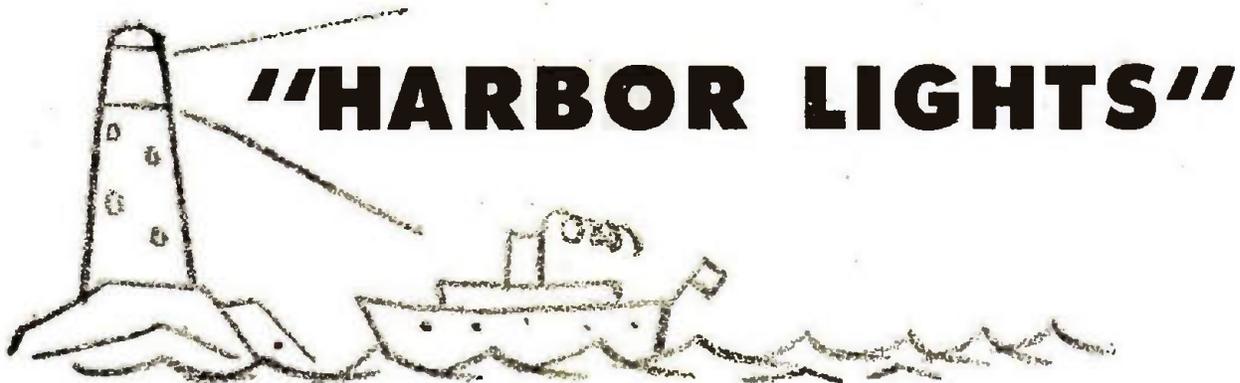
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ONE OF THE ALL-TIME

# SAMMY

**NOW Exclusively On**

**HIS FIRST GREAT COLUMBIA RELEASE  
STOCK UP TODAY!**



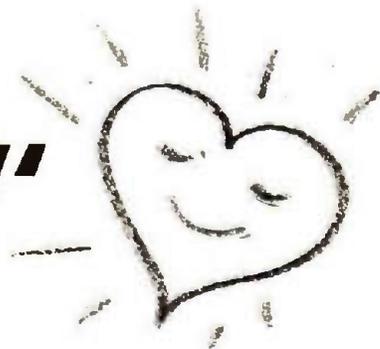
**"HARBOR LIGHTS"**

**AND**

**"SUGAR SWEET"**

Vocals by Tony Alamo and the Kaydets

Columbia 38963 or 7-inch LP 1-784



**COLUMBIA  RECORDS**

**POPULAR GREATS**

# KAYE

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Few stars in musical entertainment have ever matched the brilliance of the Maestro of Swing and Sway—as a steady favorite, as a constant best seller on records.

Today his distinctive rhythmic style issues from The House of Stars, accepted source of the greatest popular hits!



# THE ACT THAT STOPPED THE SHOW

Now on M-G-M Records!



# JIMMY DURANTE

with **EDDIE JACKSON**  
of CLAYTON, JACKSON & DURANTE

Singing

**BILL BAILEY, WON'T YOU PLEASE COME HOME?**

Coupled with

**WHAT YOU GOIN' TO DO  
WHEN THE RENT COMES 'ROUND?**

(Rufus Rastus Johnson Brown)

Available 2 Record Speeds

78 RPM  
M-G-M 30255

45 RPM  
M-G-M K30255

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M-G-M RECORDS ARE BETTER THAN EVER!

## The Billboard MUSIC POPULARITY CHARTS

PART I

### The Nation's Top Tunes

Based on reports received last three days of Week Ending August 18

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

## HONOR ROLL OF HITS

(Trade Mark Reg.)

This Week

Last Week

- 1. GOODNIGHT, IRENE** 2  
By Huddle Ledbetter and John Lomax  
Published by Spencer (BMI)  
Records available: J. Allison, Cap 1122; Alexander Brothers, Mer 5448; R. Foley-E. Lubb, Dec 46258; 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, 433110718; 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; G. Autry, Col(78)20738, (53)2-767; E. Grant, Cap(78)1138, (45)F-1158; Harmony Bells Ork, Dana 705.  
Electrical transcription libraries: Ray Anthony, Lang-Worth.
- 2. MONA LISA** 1  
By Jay Livingston and Ray Evans  
Published by Famous (ASCAP)  
From the Paramount film, "Captain Carey, U. S. A."  
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. Spryak 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. Wabaly, Cap 1151; R. Flanagan, V 20-3868.  
Electrical transcription libraries: Norman Cloutier's Ork, Thesaurus; Dean Hudson, Lang-Worth; Dick Jurgens, Associated.
- 3. PLAY A SIMPLE MELODY** 4  
By Irving Berlin  
Published by Irving Berlin (ASCAP)  
Records available: G. & B. Crosby-M. Metlock's All Stars, Dec 27112; G. Gibbs-E. Crosby Ork, Coral 60227; P. Harris-W. Scharf Ork, V(45)47-3781; D. Shore H. Zimmermen Ork, Col(78)38837, 43311-656; J. Stafford-The Starlighters-P. Weston's Dine Eight Cap 1039.  
Electrical transcription libraries: Dean Hudson, Lang-Worth; Chuck Foster, Lang-Worth.
- 4. SAM'S SONG** 3  
By Jack Elliott and Lew Quaid  
Published by Sam Weiss (ASCAP)  
Records available: J. "Fingers" Carr, Cap 962; G. & B. Crosby-M. Mallock's All Stars, Dec 27112; H. Keller Ork-The Tune-Timers, Mer 5450; T. Harper-M. Klein's Dixieland Band-Four Hits and a Miss, Col(78)38876, (33)1-695; C. "Shanty" Hogan-B. Wayne-J. Plets Ork, London 893; F. Martin Ork, V(45)47-3798; Melodeons, MGM 129743; L. Noble, Coral 60250; V. Young Ork, Dec 27033.  
Electrical transcription libraries: Bob Crosby, Standard; Dick Jurgens, Associated; Chuck Foster, Lang-Worth.
- 5. TZENA, TZENA, TZENA** 5  
(\*Copyright in dispute)  
Records available: A. Blank-Harmonica Trio, Riviera 116; G. Jenkins-The Weavers, Dec 27077; Cantor S. Malovsky-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. Gates Ork, Coral 60261; R. Flanagan Ork, V(78)20-3847, (45)47-3847; Frank Woinarowski, Dana 702.  
Electrical transcription libraries: Dean Hudson, Lang-Worth; Allen Roth Ork, Thesaurus.
- 6. I WANNA BE LOVED** 6  
By John W. Green, Billy Rose and Edward Heyman  
Published by Supreme (ASCAP)  
Records available: I. Bennett-M. Manning, Col(78)38825, (33)1-646; Andrews Sisters-G. Jenkins Ork, Dec 27007; B. Clark, Col 38491; D. Eckstine, MGM 10716; Fontone Sisters-M. Winterhalter Ork, V(78)20-3772, (45)47-3772; D. O'Brien, J. Garber Ork, Cap (78)1044, (45)F-1444; 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, Variety 268; G. Ammons, Prestige 737.  
Electrical transcription libraries: Fran Warren, Thesaurus; Eugenie Baird, Lang-Worth; Skinny Ennis, Standard.
- 7. COUNT EVERY STAR** 7  
By Bruno Coquatrix and Sammy Gallop  
Published by Paxton (ASCAP)  
Records available: R. Anthony, Cap 859 and 979; H. Babbitt, Coral 60214; Benders, Dec 48158; D. Haynes A. Shaw, Dec 27042; H. Jeffries, Col(78)38732, (33)1-595; H. Winterhalter Ork, V(78)20-3697, (45)3221; Ravens, National 9111; S. Stitt, Prestige 718.  
Electrical transcription libraries: Bob Crosby, Standard; Mandy Carson, Associated.
- 8. BEWITCHED** 8  
By Richard Rodgers and Lorenz Hart  
Published by Chappell (ASCAP)  
Records available: J. August-J. Murad's Harmonikats, 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 24985; Andre Previn, V 20-3617; Dave Rose, MGM 30120; R. Ross Ork, Coral 60182; B. Snyder, Tower 1473; M. Torne-P. Rugolo Ork, Cap 1000; G. Waller, Liberty 231; B. Goodman, Col(33)1-642; J. McKee, Variety 266.  
Electrical transcription libraries: Dave Rose Ork, Standard; Kay Arman, Associated; Claude Gordon Ork, Capitol; June Christy-Johnny Guarnieri Quintet, Thesaurus; Russ Morgan, Lang-Worth.
- 9. THIRD MAN THEME, THE** 9  
By Anton Karas  
Published by Chappell (ASCAP)  
From the Carol Reed film, "The Third Man"  
Records available: D. Apollon, National 9104; Cate Vienna Quartet, Col(33)1-444; I. Fields Trio, V(78)20-3698, (45)47-3222; H. "Sugarfoot" Garland, Dec 46218; A. Karas, London 936; G. Lombardo, Dec 24839; R. McKinley Ork, V(78)20-3709, (45)47-3242; A. Rey, Cap(78)610, (45)F-820; A. Ryerson Quintet, Coral 60168; E. Smitin, Dec 24908; H. Stachow, Mer 5373; Z. Turner Ork, Regent 173; H. Winterhalter, Col 38704; B. Pollack Ork, Modern 203; F. Martin, V 20-3797; V. Young Ork, Dec 27048; N. Stuart Ork, Intro 6001; Franz Gottschalk, Tempo 470.  
Electrical transcription libraries: Music of Manhattan, Thesaurus; Dick Jurgens, Associated; Jerry Gray Ork, Standard; Ber Pollack, World.
- 10. BONAPARTE'S RETREAT** 10  
By Pee Wee King  
Published by Acuff-Rose (BMI)  
Records available: G. Krupa, V(78)20-3766, (45)47-3766; L. McAlliffie, Col(78)20706, (33)2-664; P. Napoleon, Col 38891; K. Starr, Cap(78)936, (45)F-936; B. Butler, Dec 46209; Pee Wee King, V(78)21-0111, (45)48-0114; E. Grant, Cap(78)1158, (45)1158.  
Electrical transcription libraries: Jack Rivers, Standard.

\*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 Crownell Music. Mills Music claims its own copyright to music by Issachar Miron and Julius Grossman 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.

### WARNING

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This week's

# New Releases

... on **RCA Victor**

Release 30-31

**Ships Coast to Coast, Week of August 27**

## POPULAR

Here come the **DANCE BANDS** again!

**HUGO WINTERHALTER'S ORCHESTRA**  
and **CHORUS**  
It Had To Be You  
You've Got Me Crying Again  
20-3858—(47-3858)\*

Here come the **DANCE BANDS** again!

**FRANKIE CARLE**  
Let's Do It Again  
Don't Make Me Sorry  
20-3899—(47-3899)\*

**DENNIS DAY**  
There Will Never Be Another You  
Beautiful Land of My Dreams  
20-3900—(47-3900)\*

**EDDIE FISHER** with **HUGO WINTERHALTER'S ORCHESTRA** and **CHORUS**  
Thinking of You  
If You Should Leave Me  
20-3901—(47-3901)\*

Here come the **DANCE BANDS** again!

**LARRY GREEN** with **THE HONEYDREAMERS**  
Can Anyone Explain?  
All Dressed Up To Smile  
20-3902—(47-3902)\*

Here come the **DANCE BANDS** again!

**RALPH FLANAGAN**  
The Red We Want Is the Red We've Got  
Nevertheless  
20-3904—(47-3904)\*

## POP-SPECIALTY

**ERNE BENEDICT**  
Jolly Time Polka  
Walking Hand in Hand  
25-1171—(51-1171)\*

## WESTERN

**BILL BOYD**  
Bill Boyd Rag  
Yes I Do, Yes I Do, Yes I Do  
21-0375—(48-0375)\*

## COUNTRY

**CECIL CAMPBELL'S TENNESSEE RAMBLERS**  
Proud Papa Polka  
Serenade of the Winds  
21-0376—(48-0376)\*

**JOHNNIE and JACK**  
Lonesome  
Poison Love  
21-0377—(48-0377)\*

## NEW ALBUM

**HANK SNOW**  
Hank Snow Favorites  
P-295—(WP-295)\*

**THE THREE SUNS**  
The Three Suns Present Your Favorite Hymns  
P-285—(WP-285)\*

**ROY ROGERS and DALE EVANS**  
Hymns of Faith  
P-286—(WP-286)\*

**PERRY COMO**  
Perry Como Sings His Favorite Songs of Worship  
P-293—(WP-293)\*

\*15 p.p.m. Nos.

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 19). Obviously, sure things!

- \$ Bewitched**  
Larry Green and the Honeydreamers . . . . . 20-3726—(47-3726)\*
- \$ Bonaparte's Retreat**  
Gene Krupa . . . . . 20-3766—(47-3766)\* **7**
- \$ Count Every Star**  
Hugo Winterhalter . . . . . 20-3697—(47-3697)\* **7**
- \$ Cuddle Buggin' Baby**
- \$ Enclosed One Broken Heart**  
Eddy Arnold . . . . . 21-0342—(48-0342)\* **7**
- \$ Good Night, Irene**  
Dennis Day . . . . . 20-3870—(47-3870)\*
- \$ 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)\*
- \$ La Vie En Rose**  
Tony Martin . . . . . 20-3819—(47-3819)\* **7**  
Ralph Flanagan . . . . . 20-3889—(47-3889)\* **7**  
Melachrino Strings . . . . . 20-3739—(47-3739)\*
- \$ Mona Lisa**  
Dennis Day . . . . . 20-3753—(47-3753)\* **7**
- \$ 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.

- ★ The Beer That I Left on the Bar**  
Why Fight the Feeling  
Vaughn Monroe 20-3880—(47-3880)\*  
Billboard Possibilities, August 12th.
- ★ I Love the Guy**  
Fran Warren 20-3848—(47-3848)\*  
Disk Jockey Pick, Retailers' Pick, Operators' Pick; Billboard, August 19th.
- ★ Take a Letter, Miss Smith**  
Tony Martin-Fran Warren  
20-3874—(47-3874)\*  
Disk Jockey Pick; Billboard, August 19th.
- ★ Bless This House**  
Perry Como 20-3850—(47-3850)\*  
Billboard Picks, August 19th.

### TIPS RALPH FLANAGAN'S

**THE RED WE WANT IS THE RED WE'VE GOT** (in the Old Red, White and Blue)  
Nevertheless 20-3904 (47-3904)\*

The stars who make the hits are on

# RCA VICTOR Records

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

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

# LORRY RAINÉ

Vocal with Cliff Parman's Orchestra

*Another Smash hit!  
Zooming up Fast!*

# "STRANGERS"



backed by  
"ANNA FROM HAVANA"

No. 753 - 78 RPM, 75c plus tax  
No. 30178 - 45 RPM, 75c plus tax

# LONDON

RECORDS

## The Billboard

## MUSIC POPULARITY CHARTS

PART II

### Sheet Music

Based on reports received last three days of Week Ending August 18

#### BEST-SELLING SHEET MUSIC

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

POSITION		Weeks   Last   This to date   Week   Week			Publisher
11	1	1	1	1.	MONA LISA (F) (R)..... Famous
8	2	2	2	2.	PLAY A SIMPLE MELODY (R)..... Berlin
6	4	3	3	3.	GOODNIGHT, IRENE (R)..... Spencer
18	7	4	4	4.	BEWITCHED (R)..... Chappell
7	3	5	5	5.	SAM'S SONG (R)..... Sam Welis
22	8	6	6	6.	THIRD MAN THEME, THE (F) (R)..... Chappell
13	5	7	7	7.	COUNT EVERY STAR (R)..... Paxton
14	6	8	8	8.	I WANNA BE LOVED (R)..... Supreme
4	9	9	9	9.	TZENA, TZENA, TZENA (R)..... Copyright in dispute
19	10	10	10	10.	OLD PIANO ROLL BLUES, THE (R)..... Leeds
16	—	11	11	11.	HOOP-DEE-DOO (R)..... E. H. Morris
25	11	12	12	12.	MY FOOLISH HEART (F) (R)..... Santly-Joy
4	14	12	12	12.	LA VIE EN ROSE (R)..... Harms
3	—	14	14	14.	BONAPARTE'S RETREAT (R)..... Acuff-Rose
2	—	15	15	15.	NO OTHER LOVE (R)..... Walt Disney

#### ENGLAND'S TOP TWENTY

POSITION		Weeks   Last   This to date   Week   Week			English	American
10	1	1	1	1.	BEWITCHED..... Chappell	Chappell
4	4	2	2	2.	SILVER DOLLAR..... Pic Music, Ltd.	Hampshire Publishing Corp.
19	2	3	3	3.	MY FOOLISH HEART..... Sun	Santly-Joy
14	3	4	4	4.	DEARIE..... Campbell-Connelly	Laurel
11	7	5	5	5.	DADDY'S LITTLE GIRL..... Yale	Begon
11	8	6	6	6.	I REMEMBER THE CORNFIELDS..... Arcadia	Leeds
15	9	7	7	7.	OH, YOU SWEET ONE..... Southern	General Music
15	5	8	8	8.	LET'S DO IT AGAIN..... Lannox	Robbins Music
16	6	9	9	9.	THAT OLD PIANO ROLL BLUES..... Leeds	Leeds
2	16	10	10	10.	SENTIMENTAL ME..... Cinephonic	Knickerbocker
6	12	11	11	11.	YOUR HEART AND MY HEART..... Lawrence Wright	"
15	15	12	12	12.	QUICKSILVER..... W. H. Morris	W. H. Morris
1	—	13	13	13.	IF I WERE A BLACK BIRD..... Box & Box	"
6	10	14	14	14.	IF I LOVED YOU..... Williamson	"
14	14	15	15	15.	ME AND MY SHADOW..... Francis Day	Bourne
4	13	16	16	16.	CANDY AND CAKE..... Irwin Dash	Daford Music
2	19	17	17	17.	HAVE I TOLD YOU LATELY THAT I LOVE YOU?..... Leeds	Duchess
31	11	18	18	18.	JEALOUS HEART..... New World	Acuff-Rose
1	—	19	19	19.	ONCE IN A WHILE..... Magna	"
8	20	20	20	20.	LOAD OF MAY, A..... John Fields	"

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

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# THE TOP TUNES OF THE DAY

are on



## TOP POPS!

	<b>78</b> RPM	<b>45</b> RPM
"MONA LISA" Nat Cole.....	1010	F1010
"BONAPARTE'S RETREAT" Kay Starr.....	936	F936
"NOLA," "JEALOUS" Les Paul.....	1014	F1014
"AIN'T NOBODY'S BUSINESS BUT MY OWN," "I'LL NEVER BE FREE" Kay Starr.....	1124	F1124
"SOMETIME," "NO OTHER LOVE" Jo Stafford.....	1053	F1053
"GOODNIGHT IRENE," "OUR VERY OWN" Jo Stafford.....	1142	F1142
"SAM'S SONG," "IVORY RAG" Joe "Fingers" Carr.....	962	F962
"HOME," "TUNNEL OF LOVE" Nat Cole.....	1133	F1133
"SHOW ME THE WAY TO GET OUT OF THIS WORLD," "HAPPY MUSIC" Peggy Lee.....	1105	F1105
"COUNT EVERY STAR" Ray Anthony.....	979	F979
"CLOSE YOUR PRETTY EYES," "FOOL'S PARADISE" Whiting-Wakely.....	1065	F1065
"I LOVE YOU BECAUSE" Jan Garber.....	983	F983

## TOP WESTERNS!

JIMMY WAKELY "Mona Lisa".....	1151	F1151
TENNESSEE ERNIE "Cincinnati Dancing Pig".....	1174	F1174
MERLE TRAVIS & JUDY HAYDEN "Too Much Sugar For A Dime".....	1146	F1146
RAMBLIN' JIMMIE DOLAN "Wham! Bam! Thank You Mam!".....	1150	F1150
JESS WILLARD "Trouble Then Satisfaction".....	1137	F1137
JOE ALLISON "Goodnight Irene".....	1122	F1122
BILLY WALKER "Alcohol Love".....	1097	F1097
LEON PAYNE "I Couldn't Do A Thing Without You".....	1093	F1093
TEX WILLIAMS "Happy Feet".....	1087	F1087
HANK THOMPSON "When God Calls His Children Home".....	1163	F1163

### JUST RELEASED!

CAPITOL'S SECOND CHILDREN'S ALBUM FOR FALL 1950

## "DAFFY DUCK MEETS YOSEMITE SAM"

Another great Mel Blanc full color picture sleeve hit!

America's Favorite  
Dance Band

Ray Anthony



and His  
Orchestra

## "CAN ANYONE EXPLAIN?"

Coupled with "SKYCOACH"

78 rpm 1131 • 45 rpm F1131

Kay Starr



## "BONAPARTE'S RETREAT"

78 rpm No. 936  
45 rpm No. F936

## "WHEN YOU'RE A LONG, LONG WAY FROM HOME"

and

## "The TEXAS SONG (Is There Anything Wrong With Texas?)"

78 rpm No. 1152 • 45 rpm No. F1152

Woody Herman



and His Orchestra

THE NEW BAND  
with the

"EARLY AUTUMN" Sound!

## "SONNY SPEAKS"

and

## "PENNIES FROM HEAVEN"

78 rpm No. 1170 • 45 rpm No. F1170

Frank DeVol



## CONTEST TUNES -Name his new band

## "DREAM AWHILE"

78 rpm No. 1143 • 45 rpm No. F1143

Julia Lee



A New King-Size Papa . . .

## "MY MAN STANDS OUT"

78 rpm No. 1111 • 45 rpm No. F1111

Coupled with "DON'T COME TOO SOON"

The Billboard

MUSIC POPULARITY CHARTS

PART III



Based on reports received last three days of Week Ending August 18

Radio Popularity

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 replays from weekly survey among disk jockeys throughout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part 1. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

Table with columns: POSITION, Week, Last Week, Record Title, Artist, and Record Label. Includes entries like MONA LISA, GOODNIGHT, IRENE, SAM'S SONG, SIMPLE MELODY, TZENA, TZENA, TZENA, etc.

Vox Jox

SPONSOR STUFF . . . Cook Kill is buying 13 weeks on WHLN, Harlan, Ky., according to Murry Woroner. . . RCA picking up the tab for Stew McDonnell. WIMS, Michigan City, Ind. . . Dick Haynes, KLAC, Los Angeles, has snagged Chesterfields for 12 weeks. . . W. T. Grant Company plugging Wolf Bread, via David Woods. KVOB, Alexandria, La. . . A 10-week pact to push Eskimo Pies goes to Ted Jones, KLEE, Houston. . . Jim Cavanaugh, WRDW, Ga., has pulled a six-week deal with Lincoln-Mercury. . . Scallert Milk is buying time with Jackson Low, WDCD, Washington. . . Chalk up a 26-week term with Borelli's Plo Wine for Gene Kirk, WRYO, Rochester, Pa. . . Al Paulson, WLWL, Minneapolis, is plugging La France for General Foods on a 13-week pact. . . Adron's, a local druggery, has purchased a full hour on the "Lucky 17" show, KVOB, Alexandria, La. . . Jack Clifton, WADC, Akron, has sold his late evening show out solid (seven nights a week for one year) with Westinghouse; RCA Victor and LeRoys, a local appliance dealer, sharing the 45-minute airt. . . Two local firms, Hartman's Furniture and Tritsch Auto Sales, have assumed sponsorship of Lloyd Harway's hour long "Mostly Music" show over WGEM, Quincy, Ill., for 13 weeks. . . Berney Burlason, WETB, Johnson City, Tenn., reports a one-week term with the U. S. Army. . . Dishmaster Corporation has bought George Scott's video airt on WWJ-TV, Detroit. . . Spinners at WPEN, Philadelphia, plenty sponsor happy, what with Armour & Company taking spots on Ed Hurst's and Joe Grady's "950 Club," Babyhood Distributor sponsoring Stu Wayne's "Tiny Tot Time," John Irving Shoe Corporation taking Larry Brown's "Mary Jane Jamboree." Arthur Murray Dance Studios taking 55 minutes of Sheri Horton's "Sheri" show Sunday nights, and Trailer Rental joining the list of participants on Kal Ross's late evening show from the Latin Casino nitery.

AD LIB CUTTINGS . . . Mike Sage, of WMCA, New York, and Johnny Guarneri have written a new tune tagged "Bric-a-Brac." . . Gene Amole, KMYR, Denver, is back on the air after three months in Europe. As a result of the trek, his current shows are spiced with plenty of info on overseas musical tastes, which adds up to more listenership, according to the station's listener-survey department. . . Johnny Morris, WTWA, Thomson, Ga., is taking two weeks' training with the National Guard this month. . . Dick Coleman, WCBM, Baltimore, received his bachelor's degree in English from Loyola College July 30. The d. j. put himself thru school by working full-time on the station's evening shift. . . Barry Gray, WMCA; Art Ford, WNEW; Jack Eigon, WMGM, and other New York d. j.'s are plugging the Diners' Club, a single charge account gimmick for over 80 of Manhattan's top dine and drinkeries. . . A son, Kent Avery, born to Dick Spaulding, Lockport, N. Y., and frau Jeanne this month. . . Jack Allen, WCTC, New Brunswick, N. J., also became a papa. She's a girl. . . Ted and Doris Steele, WMCA, New York, have formed an ASCAP pub firm, Plaza Music, with their program director, Dan Owens. Their first tune is "When You Kiss a Stranger" written by Steele, Bill Paley's secretary Elsie Simmons, and Robert Yaseen. . . Charlie Starke, WINS, New York, and Diane Carol, chirper in Four Chicks and a Chick, vocal outfit, were married last week (15) at Spring Lake, N. J.

GIMMIX . . . Happy Steven Ishon, WTIP, Charleston, W. Va., keeps all the record companies liking his nickname by devoting each 15-minute segment of his morning and afternoon "Magic Valley Jamboree" to the disks of each firm. . . Norman Wain, WHAY, New Britain, Conn., refers to his listeners as "Blavenkaunds," which, he carefully explains, "is a foreign expression meaning 'Cliventent.'" . . D. M. Dwelley, KSUE, Susanville, Calif., has found a solution to the problem of playing new platters on request shows. Whenever they can't fill a request, they sub a brand new record instead of playing another platter by the same artist. "The

SONGS WITH GREATEST RADIO AUDIENCES (AC)

Tunes listed have the greatest audiences on programs based on network stations in New York, Chicago and Los Angeles. List is based upon John G. Paton's Audience Coverage Index. The index is projected upon radio logs made available to Postmaster's Act 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) airt. (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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Table with columns: Record Title, Artist, and Agency. Includes entries like All My Love, Bewitched, Count Every Star, etc.

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 August 10 to 16

Table with columns: Record Title, Artist, and Points. Includes entries like I Wanna Be Loved, I Love the Guy, I Don't Care, etc.

listeners seem to like the deal," says Dwelley, "and they always start requesting the new one a few days later." . . . Andy Andrist, KNKS, Hanford, Calif., pulled in \$75 from his listeners, via one public service plug for the local youth center fund. . . The Cleveland Herald newspaper is running a 10-week contest to pick "Cleveland's Most Popular Sepia Disk Jockey." Contestants include Andy Franklin, WJMO and WSR; Bill Hawkins, WSR; Mary Holt, WSR; Lamar Wilton, WJMO, and Bill Brooks, WSR. As of August 12, Bill Brooks was leading with 1,110 votes and Mary Holt was second with 580. . . Milton O. Ford, WWDC, Washington, made the newsreels when he leaped out of a third story window to interview actor Burt Lancaster, who was performing stunts on top of a 25-foot pole.

# Red Hot Releases! Everyone A Winner!

## FRANKIE LAINE

### "MUSIC MAESTRO, PLEASE"

Flip side

### "Dream a Little Dream"

RECORD NUMBER 5458 45 RPM • 5458X45



## 'CININNATI DANCING PIG'

Flip side

### "FORBIDDEN LOVE"

RECORD NUMBER 5477 45 RPM • 5477X45



## VIC DAMONE

## EDDY HOWARD



## "DADDY'S LITTLE BOY"

and a Bouncy, Hilarious Flip Side

### "They Put the Lights Out"

RECORD NUMBER 5475 45 RPM • 5475X45



## RICHARD HAYES and KITTY KALLEN 'OUR LADY OF FATIMA'



Flip side "HONESTLY I LOVE YOU"

RECORD NUMBER 5466 45 RPM • 5466X45

## PATTI PAGE

### "ALL MY LOVE"

Flip Side

### "Roses Remind Me of You"

RECORD NUMBER 5455 45 RPM • 5455X45



## VIC DAMONE

America's Youngest Hitmaker

### "Just Say I Love Her"



### Double Hit!

### "Can Anyone Explain"

RECORD NUMBER 5474 45 RPM • 5474X45

INTRODUCING A NEW AND EXCITING

## JAN AUGUST



### "MY SILENT LOVE"

### "YOU'VE GOT ME CRYING AGAIN"

RECORD NUMBER 5478 45 RPM • 5478X45



## RALPH MARTIERE

### 'MY SILENT LOVE'

### 'SAY IT ISN'T SO'

RECORD NUMBER 5473 45 RPM • 5473X45



## Kay Brown 'FRIENDLY STAR'

Flip Side

### "Can't We Talk It Over"

RECORD NUMBER 5479 45 RPM • 5479X45

## HARRY GELLER

## 'THE MONKEY COACHMAN'



FLIP SIDE

### "GOLDEN SAILS"

RECORD NUMBER 5432 45 RPM • 5432X45

## DINAH WASHINGTON

### "Why Don't You Think Things Over"

### "How Deep Is the Ocean"

RECORD NUMBER 8192 45 RPM • 8192X45

### "I'll Never Be Free"

### "Big Deal"

RECORD NUMBER 8187 45 RPM • 8187X45

## Mr. Goon Bones & Barney Lantz

### "FAST FREIGHT BLUES"

Flip Side

### "A Smile Will Go A Long Way"

RECORD NUMBER 5472 45 RPM • 5472X45

ONLY

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The Billboard

MUSIC POPULARITY CHARTS

Retail Record Sales

Based on reports received last three days of Week Ending August 18

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.

Table with columns: POSITION, Weeks (Last | This to date/Week/Week), and record details including title, artist, and catalog numbers.

Dealer Doings

NEWS AND CHATTER

New manager of the Majestic Record Shop, Philadelphia, is Samuel Johnson. "Business was better this past July than it was for that month in any previous year. Who says that the record business is dying?" - Al Meyer, Town & Country Music, Westwood, N. J. ... Along with the shop's regular radio program schedule, House of Music, Stockton, Calif., has received loads of advertising, publicity and sales from sponsoring a car in the local hot rod races. The shop suggests that dealers needing help or advice on selling Western or hillbilly platters can write to House of Music. ... In connection with the first Capitol Records release on localite deejay Mac McQuire, the W. T. Grant store in Philadelphia staged a successful personal appearance with McQuire. ... According to the Peacock Record Shop, Houston, so much time has to be spent in securing the records that are top sellers, that there is little time left for merchandising or promotion.

BROADWAY BALLYHOO

As part of the promotional activities surrounding the motion picture, "Three Little Words," and the MGM diskings of the score, eight record retailers on New York's Broadway cashed in on some extra publicity last week. MGM dressed up three pretty models and paraded them up the main stem. The girls carried a portable record player into each shop in succession and previewed the disks for the dealers, and the crowds that followed the girls. Involved in the hefty promotion were 42d Street Music, Center Music, Richard, Whirling Disc, Radio City Music, Gaiety Music, Rivoll Music and Colony Music.

TUNE TOUTING

"We predict the new children's album on RCA Victor, 'Treasure Island,' will be a big seller in the fall." - Wolfe, Kubly, Hirsch Company, Madison, Wis. ... "Nola" is selling to both popular and hillbilly fans and running about the same in sales." - WNC Book Store, Canton, N. C. ... "Capitol Records has some fine spirituals recorded by the St. Paul Choir and should give them some more exploitation." - Holly Keller, Cooper's Music Store, Orlando, Fla. ... "Anything instrumental, fast and hot, is a good seller." - Sue Rhyme, Belk Bros., Charlotte, N. C. ... "The record, 'Two Years of Torture,' on the Recorded in Hollywood label, is a terrific hit on the Coast and is bound to be one of the great r. and b. records." - Dolphin's of Hollywood, Los Angeles. ... "We wish that the Dennis Day recording of 'Johnny Applesseed' was available. Many of our customers think it would do more for children than 90 per cent of the albums or records now being issued." - Des Moines Music House, Des Moines. ... "There is a label around these parts called San Joaquin Valley and one of their records, called 'Step On This Heart of Mine,' could really amount to something with the right kind of publicity." - House of Music, Stockton, Calif.

DISKERS BEWARE

A note from Arnold W. Clark, March Music Company, Sacramento, points out that if the manufacturers that use vinyl plastic have not yet found a suitable substitute, it's best they get busy. Clark states that one of the first products to be in short supply in case the present international situation should develop, would be vinyl plastics. "Think what this would do to the business of the newer speed records in the event of a shortage." Manufacturers and plastics suppliers, however, do not expect any shortage.

HONOR ROLL OF HITS

Midtown Sales, Buffalo, reports that using The Billboard's "Honor Roll of Hits" has proved a valuable sales aid. The shop changes the Honor Roll posting each week, and finds that customers watch it closely and buy records from the list that have been in stock but moving slowly. The posted list, according to Midtown, gives customers confidence in the shop's choice of future hits. The customers appear to be more inclined to take the dealer's suggestion rather than wait for a song to become popular locally. L. Stobie suggests that other dealers can also cash in by this merchandising aid.

CHILDREN'S RECORDS

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

Table with columns: POSITION, Weeks (Last | This to date/Week/Week), and record details including title, artist, and catalog numbers.

POP ALBUMS

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

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

Table with columns: POSITION, Record details including title, artist, and catalog numbers.

Best Selling 45 R.P.M.

Table with columns: POSITION, Record details including title, artist, and catalog numbers.

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Juke Box Record Plays**  
 Based on reports received last three days of Week Ending August 18

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
7	2	1. GOODNIGHT, IRENE	G. Jenkins Ork and the Weavers	Cap (78)27077; (45)9-27077—BMI
11	1	2. MONA LISA	Nat "King" Cole and the Trio	Cap (78)1010; (45)F-1010—ASCAP
5	3	3. SIMPLE MELODY	Gary and Bing Crosby-M. Matlock's All Stars	Dec (78)27112; (45)9-27112—ASCAP
5	4	4. SAM'S SONG	Gary and Bing Crosby-M. Matlock's All Stars	Dec (78)27112; (45)9-27112—ASCAP
9	6	5. TZENA, TZENA, TZENA	G. Jenkins-Weavers	Dec (78)27077; (45)9-27077—ASCAP
16	5	6. I WANNA BE LOVED	Andrews Sisters-G. Jenkins Ork	Dec (78)27007; (45)9-27007—ASCAP
9	13	7. SAM'S SONG	J. "Fingers" Carr	Cap (78)962; (45)F-962—ASCAP
8	9	8. CAN ANYONE EXPLAIN?	Ames Brothers	Coral (78)60253; (45)9-60253 (R. Anthony Ork, Cap 1133; D. Shore-H. Zimmerman, Col (78)36927, (33)1-759; A. Morgan, London 766)
18	7	9. BONAPARTE'S RETREAT	K. Starr	Cap (78)936; (45)F-936—BMI
3	15	10. GOODNIGHT, IRENE	R. Foley and E. Tubbs	Dec (78)46255; (45)9-46255—BMI
5	11	11. MONA LISA	V. Young Ork	Dec (78)27048; (45)9-27048—ASCAP
17	17	12. BEWITCHED	G. Jenkins Ork	Dec (78)24983; (45)9-24983—ASCAP
7	10	13. NOLA	L. Paul, Cap (78)1014; (45)F-1014—ASCAP	
25	8	14. THIRD MAN THEME, THE	G. Lombardo Ork	Dec (78)24839; (45)9-24839—ASCAP
2	21	14. TZENA, TZENA, TZENA	V. Damone-G. Orser Ork	Mercury (78)5454; (45)5454X45—ASCAP
2	—	16. MONA LISA	A. Lund	MGM 10689—ASCAP
1	—	17. ALL MY LOVE	P. Page	Mercury (78)5455; (45)5455X45—ASCAP (B. Crosby-J. Alexander Chorus-V. Young Ork, Dec 27117; H. Babbitt, Coral 60290; Xavier Coust Ork, Col 38913; P. Faith, Col 38918; D. Day-C. Dant, V (78)20-3870; (45)47-3870; G. Lombardo, Dec 27118)
3	11	18. GOODNIGHT, IRENE	F. Sinatra	Col (78)38892; (33)1-718—BMI
6	13	18. COUNT EVERY STAR	D. Haynes and A. Shaw Ork	Dec (78)27042; (45)9-27042—ASCAP
3	—	20. I'LL SAIL MY SHIP ALONE	M. Mullican	King 830—BMI (C. "Peanuts" Faircloth, Dec 46236; J. Dolan, Cap 952; (45)F-952)
9	25	21. COUNT EVERY STAR	R. Anthony	Cap (78)979; (45)F-979; Cap (78)859; (45)F-859—ASCAP
2	—	21. I WANNA BE LOVED	Fontane Sisters-M. Winterhalter Ork	V (78)120-3772; (45)47-3772—ASCAP
26	—	21. SENTIMENTAL ME	Ames Brothers	Coral (78)60140; (45)9-60140; Coral (78)60173; (45)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; (45)F-923; R. Morgan, Dec 24904; Ray-O-Vaca, Dec 48141; K. Griffin, Rondo R-213)
4	19	24. TZENA, TZENA, TZENA	M. Miller Ork	Col (78)38885; (33)1-708—ASCAP
5	—	24. I WANNA BE LOVED	B. Eckline	MGM 10716—ASCAP
1	—	24. OUR LITTLE RANCH HOUSE	G. Lombardo Ork	Dec 27092 (J. Parker, Cap 1108)
1	—	24. TENDERLY	L. Hope Quintet	Premium 851 (S. Vaughan, MGM 10705; C. Dennis, Cap (78)1155; (45)F-1155; R. Anthony Ork, Cap 968; D. LeWinter Ork, Mer 5404; O. Peterson, Mer 8917)
12	18	29. BEWITCHED	D. Day	Col (78)38678; (33)1-480—ASCAP
7	19	29. BONAPARTE'S RETREAT	G. Krupa Ork	V (78)120-3766; (45)47-3766—BMI
1	—	29. MONA LISA	Dennis Day	V (78)20-3753; (45)47-3753—ASCAP
1	—	29. SIMPLE MELODY	Bob Crosby-G. Gibbs	Coral (78)60227; (45)9-60227—ASCAP

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

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Victor 25-1155—MM MM AHA Hayride Waltz	Victor 25-1142—Up in Heaven Oh, Clara
Victor 25-1159—Believe Me, Beloved One Jolly Peter	Victor 20-3474—Land O' Lakes Sweetheart Milwaukee Polka
Victor 20-3356—Blue Skirt Waltz I Batche Polka	Victor 25-1113—Blondie Charlie Red Raven Schottische
Victor 25-1148—Sinkin' Polka True Love Will Never Die	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 Wreng Woman Artistry in Polka	Victor 25-1105—Humdinger Polka Noneshoe Laendler
Victor 20-3227—More Beer Polka	Victor 25-1084—Peanuts Laendler Elephants Waltz
Victor 20-3219—Windy City Polka Red Raven Waltz	Victor 20-3305—Pilgrim Polka Zephyr Waltz
Victor 25-1121—Cinderella Polka In Paradise Waltz	Victor 25-1072—Red Raven Polka Ravino Waltz
Victor 25-1127—When I Come Lovers Lane Laendler	Victor 25-1099—Swiss Girl Pottin' Polka

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The **Billboard** MUSIC POPULARITY CHARTS  
 PART VI

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.	Beehoven Concerto for Piano and Ork, No. 5 Philharmonic Symphony Ork of N. Y., Bruno Walter, conductor.....	Col 40009
—	1.	Beehoven Concerto for Piano and Ork, No. 1 Philharmonic Ork, W. Gieseking, conductor.....	Col(33)ML-4307
4	3.	Beehoven: Concerto No. 3 in C Minor for Piano and Ork, C. Arrau, Philadelphia Ork, conductor.....	Col(33)ML-4302
5	4.	Bach: Well-Tempered Clavicorn, W. Landowsta.....	V(45)WDM-1017
1	5.	Tchaikovsky: Swan Lake Ballet Music, A. Kozlelanca Ork.....	Col(33)ML-4306

**Best Selling 45 RPM Classical Titles**

Last Week	This Week	Title	Label
—	1.	Rachmaninoff: Concerto No. 2 in C Minor, Opus 18, A. Rubinstein, NBC Symphony Ork, V. Golschmann, conductor.....	V(45)WDM-1075
—	2.	Puccini: Highlights From Madame Butterfly, L. Albanese, L. Browning, J. Melton RCA Victor Ork, Weltsmann, conductor.....	V(45)WDM-1068
—	3.	Strauss: Music of Johann Straus, Minneapolis Symphony Ork, E. Ormandy, conductor.....	V(45)WDM-262
—	4.	Kant Welli: Oom 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.	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork, Pierre Monteaux, conductor.....	V(45)WDM-920

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

- Bach: Enesco Plays Bach Sonatas—G. Enesco Continental (33) CLP 104
- Brahms: Symphony No. 4 in E Minor Album—Boston Symphony Ork-C. Munch, Cond. (4-12") V(78)DM-1399; (45)WDM1399
- Falla: Nights in the Gardens of Spain Album—A. Rubinstein-St. Louis Symphony Ork-V. Golschmann, Cond. (3-12") V(78)DM1384; (45)WDM1384
- Sonata of the Great Masters Album—G. De Luca (2-12") Continental (33) CLP 102
- Sonata of the Great Masters Album—G. Martinelli-G. Bamboschek Continental (33) CLP 103
- Strawinsky: Diversiments and Danes Concertantes—RCA Victor Symphony Ork-L. Staveznik, Cond. (3-12") V(78)DM1202 & DM1234; (33)ML1075
- Strawinsky: L'Histoire Du Soldat and Oeuf for Wind Instruments—Boston Symphony Ork-L. Brumstein, Cond. (1-12") V(78)DM1197; (33)ML1078
- Toast of New Orleans Album—M. Lanza-RCA Victor Ork-C. Callinicos, Cond. E. Matlin (3-12") V(78)DM1395; (45)WDM1395

**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.

**F. LECUONA: ANDALUCIA—Harry Sukman (3-10")** **65**  
 Arlet Records (33) 503  
 Sukman, a favorite keyboard artist of the Coast movie colony, here tackles the six selections which comprise the complete Andaluca Suite of Lecuona. This is the work which bred the extremely popular Andaluca (or "The Fleece and I") and the just as equally noted and oft performed Malaguena. Essentially this richly rhythmic music of Lecuona is not restricted by category—it's rightfully popular music with folk derivation adapted to the longhair medium. Thus this set can be exposed to a fairly large market. The performance is not as fiery as it could have been and the piano recording falls short of current standards. The disk is rounded out with a pair of brief pieces—Shostakovich's gayly dissonant Polka from the "Age of Gold" and Iber's "Little White Donkey."

**LALO: LE ROI D'YS OVERTURE ALBUM** **69**  
 and E. Siegmester Ozark Set—Minneapolis Symphony Ork, D. Mitropoulos, Cond. (1-10")  
 Columbia (33) ML-2123  
 Mitropoulos contributes a sturdy, even, albeit uneventful reading of Lalo. Siegmester's "Ozark Set" is a transfer from 78 r.p.m. masters. This work, a rather synthetic transcript of pseudo-American themes, has moments of melodic charm but aside from these there is little to recommend it for posterity. Both works are vigorously performed by the Minneapolis group.

**BACH: ENESCO PLAYS BACH SONATAS** **65**  
 —Georges Enesco (1-12")  
 Continental (33) CLP-104  
 Unaccompanied Violin Sonatas—No. 1 in G Minor, No. 2 in B Minor.  
 With the load of competition on LP of this limited-sale material, these Enesco cuttings may have tough pulling to get representation outside the few big longhair centers. Many connoisseurs will prefer them, however, for their rugged, warm and human quality. The noted virtuoso and teacher may not be the last word in technique, but he can offer most fiddlers a lesson in broad style. In certain bright passages he manages to infuse an almost gypsy-like fervor. Recording and surfaces are very good.

**BEETHOVEN: CONCERTO NO. 1 IN C MAJOR FOR PIANO AND ORCHESTRA** **75**  
 —Walter Gieseking (1-12")  
 Columbia (33)ML-4307  
 This recording, imported from English Columbia masters, serves as the first Gieseking effort to have reached these shores since the war. The fact that his name has been placed in political question in music circles has in no way affected the man's unquestionably brilliant musicianship. This first LP of the graceful and melodic first Beethoven concerto replaces the decade old Gieseking effort, which originally was, along with Schnabel's, the best available reading. The newer recording techniques and the same fluid, singing keyboard performance by the German make the version at hand the finest available. The orchestral chore is accomplished wonderfully well by an untried conductor and played clearly and spiritedly by the Philharmonic Orchestra.

**SCHUMANN: DICHTERLIEBE—Mack Harrell-George Reeves (3-7")** **73**  
 RCA Victor (45) WOM 1387  
 American baritone Harrell does a magnificent job with this superb Schumann song cycle, which is comprised of settings for 16 Heine poems. The singer manages to blend musical and poetic insight with his extremely fine voice. The result is one of the most satisfying vocal efforts on longhair wax of recent vintage. He is superbly accompanied by pianist George Reeves. Recording is excellent.

The Billboard

MUSIC POPULARITY CHARTS

PART VII

Rhythm & Blues Records

Based on reports received last three days of Week Ending August 18

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION	Weeks Last This to date	Record	Artist	Label
10	1	1. HARD LUCK BLUES	Roy Brown and His Mighty, Mighty Men	De Luxe 3304—BMI
12	3	2. CUPID'S BOOGIE	Little Esther	Savoy 750
3	4	3. BLUE LIGHT BOOGIE (Parts I and II)	L. Jordan Ork	Dec78127114; (45)9-27114
17	2	4. PINK CHAMPAGNE	Joe Liggins	Specialty 355—BMI
13	5	5. WELL, OH WELL	Tiny Bradshaw	King 4357—BMI
8	6	6. MONA LISA	"King" Cole Trio	Capitol 3510; (45)F-1010—ASCAP
4	8	7. I LOVE MY BABY	L. O'Connell	Regal 3274—BMI
18	9	8. I NEED YOU SO	Ivory Joe Hunter	MGM 10663
2	—	9. TENDERLY	Lynn Hope Quintet	Premium 851
11	10	10. I WANNA BE LOVED	D. Washington	Mercury 8181—ASCAP
1	—	10. BLUE SHADOWS	L. Fulson	Swingtime 226

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

POSITION	Weeks Last This to date	Record	Artist	Label
16	1	1. PINK CHAMPAGNE	Joe Liggins	Specialty 355—BMI
8	2	2. MONA LISA	King Cole Trio	Capitol 3510; (45)F-1010—ASCAP
13	3	3. WELL, OH WELL	Tiny Bradshaw	King 4357—BMI
13	5	3. EVERYDAY I HAVE THE BLUES	L. Fulson	Swingtime 196
1	—	5. BLUE LIGHT BOOGIE (Parts I and II)	L. Jordan Ork	Dec78127114; (45)9-27114
4	7	6. GOOD MORNING, JUDGE	Wynonie Harris	King 4378—BMI
5	6	7. HARD LUCK BLUES	Roy Brown and His Mighty, Mighty Men	De Luxe 3304—BMI
12	4	8. CUPID'S BOOGIE	Little Esther	Savoy 750
3	—	8. I'M YOURS TO KEEP	H. Fisher	Modern 20-753
2	—	9. I'LL NEVER BE FREE	P. Gayten and Annie Laurie	Regal 3258
1	—	9. MY FOOLISH HEART	G. Ammons	Chest 1425—ASCAP

ADVANCE RHYTHM & BLUES RECORD RELEASES

About This Time Everyday—J. Freeman (Her Lover) Folk-Star F103  
 All I Can Do Is Dream—Sépiantres (By the) Spirit 0101  
 Bartender's Boogie—R. Milton (Sad Feeling) Specialty SP 372  
 Blow "Mr. Low-Blow"—R. Saunders (Lyn' Girl) Col 30218  
 Boogie for Me Baby—Loret J. Hunter (Y-M and) 4 Star 1511  
 By the Deed End of the River—Sépiantres (All I) Spirit 0101  
 Can You Look in the Eyes and Say We're Through—H. Brooks (Lazy Boogie) Modern 20-766  
 Deceivin' Blues—Little Esther-M. Walker-J. Otis March (Lost Dream) Savoy 759  
 Fire-Ball Boogie—C. Howard (I'm Blue) Specialty SP 370  
 Give Me Your Phone Number—J. Lee Hooker (Roll) Modern 20-767  
 Helene—Twilighters (Tantalizin') Spirit 0202  
 My Lover Man—J. Freeman (About This) Folk-Star F103  
 I Want a Little Girl—S. Parker (Sad Feeling) Aladdin 3062  
 I'm Blue—C. Howard (Fire-Ball) Specialty SP 370  
 Lazy Boogie—H. Brooks (Can You) Modern 20-766  
 Lyn' Girl Blues—R. Saunders (Blow Me) Col 30218  
 Lost Dream Blues—Little Esther—J. Otis Ork (Deceivin' Blues) Savoy 759  
 My Temper Is Rising—R. Hawkins (Wine Drinkin') Modern 20-765  
 Pink Champagne—B. Darnel (Well, Oh) Coral 60287  
 Rhythm in the Barnyard—J. Liggins (Parts 1 & 2) Specialty 368  
 Roll N' Roll—J. Lee Hooker (Give Me) 20-767  
 Rollin' Blues—L. Hopkins (Shotgun Blues) Aladdin 3063  
 Sad Feeling—R. Milton (Bartender's Boogie) Specialty SP 372  
 Sad Feeling—S. Parker (I Want) Aladdin 3062  
 Shotgun Blues—L. Hopkins (Rollin' Blues) Aladdin 3063  
 Someday You'll Need Me—J. Moore's Three Blazers—D. Moore (Jumping Jack) V179322-0095; (45) 50-0095  
 Story To Tell—J. Turner (Jumpin' Tonight) Imperial 5085  
 Tantalizin' Darlin'—R. Domino (Helene) Spirit 0202  
 Television—Rhythmettes (Lard Is) Cap 1130  
 Travellin' Blues—T. Bone Walker (Evil Hearted) Imperial 5094  
 Two Timin'—Pee-wee Barnum (Rockin' Rhythm) Imperial 5097  
 Well, Oh Well—B. Darnel (Pink Champagne) Coral 60287  
 What's on Our Mind—Smookey Hogg (You Better) Specialty SP 369  
 Wine Drinkin' Woman—R. Hawkins (My Temper) Modern 20-765  
 Wine-head Woman—The Drifters (I'm the) Coral 65037  
 Y-M and V Blues—Loret J. Hunter (Boogie for) 4 Star 1511  
 You Better Watch That Jive—Smookey Hogg (What's on) Specialty SP 369

RHYTHM & BLUES RECORD REVIEWS

**JOHNNY MOORE'S THREE BLAZERS** (Billy Valentini) Victor 22-0095  
**CAMILLE HOWARD** Specialty 370  
**JOE LIGGINS** Specialty 368  
**Jumping Jack, The** Okay rendition of nothing special. 68--69--68--68  
**Someday You'll Need Me** This one's a ballad, but the same comment holds. 68--68--68--69  
**I'm Blue** The thrush-pianist sings and plays a completely uninspired blues ballad of her own composition. 56--56--56--56  
**Fire-Ball Boogie** Miss Howard rattles off one of her characteristic boogie woogie piano solos with rhythm. 66--66--64--68  
**Rhythm in the Barnyard (1 and 2)** The provocative "Honeydrinker" boogie figure is used to great advantage in this two-sided jump novelty with fragmentary vocal. A rocking, driving side, could follow up "Pink Champagne." 86--86--85--87

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**CHARLES BROWN**  
 REPENTANCE BLUES AL 3060  
**CALVIN BOZE**  
 LIZZIE LOU AL 3065  
 SAFRONIA B AL 3055



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# The Billboard

## MUSIC POPULARITY CHARTS

### Folk (Country & Western) Record Section

PART VIII

Based on reports received last three days of Week Ending August 18

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

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

POSITION	Weeks   Last   This to date   Week   Week	Record	Artist	Label	
3	7	3.	GOODNIGHT, IRENE	R. Foley and E. Tubb	Dec(78)46235; (45)9-46235—BMI
19	1	2.	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696—BMI
21	2	3.	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830—BMI
6	6	4.	I'M MOVIN' ON	Hank Snow	V(78)21-0328; (45)48-0328—BMI
7	3	5.	CUDDLE BUGGIN' BABY	E. Arnold	V(78)21-0342; (45)48-0342—BMI
6	8	6.	ENCLOSED, ONE BROKEN HEART	E. Arnold	V(78)21-0342; (45)48-0342—BMI
9	3	7.	THROW YOUR LOVE MY WAY	E. Tubb	Dec(78)46243; (45)9-46243—BMI
12	4	8.	M-I-S-S-I-S-S-I-P-P-I	R. Foley	Dec(78)46241; (45)9-46241—BMI
1	—	9.	MONA LISA	Moon Mullican	King 886—ASCAP
1	—	9.	GOODNIGHT, IRENE	Moon Mullican	King 886—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	Record	Artist	Label	
3	5	1.	GOODNIGHT, IRENE	E. Tubb & R. Foley	Dec(78)46235; (45)9-46235—BMI
8	1	2.	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328—BMI
13	2	3.	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696—BMI
24	3	4.	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830—BMI
9	4	5.	CUDDLE BUGGIN' BABY	E. Arnold	Dec(78)46243; (45)9-46243—BMI
10	6	6.	THROW YOUR LOVE MY WAY	E. Tubb	Dec(78)46243; (45)9-46243—BMI
13	7	7.	M-I-S-S-I-S-S-I-P-P-I	R. Foley	Dec(78)46241; (45)9-46241—BMI
9	8	8.	ENCLOSED, ONE BROKEN HEART	E. Arnold	V(78)21-0342; (45)48-0342—BMI
21	9	9.	LONG GONE LONESOME BLUES	H. Williams	MGM 10645
1	—	9.	MONA LISA	Moon Mullican	King 886—ASCAP

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

Afraid—R. Allen (Foggy) Mer 6271  
 Barrel House Bessie—J. Bond (It Ain't) Col 20734  
 Blue Moon, I'm Blue—B. Gregory (Ro Ro) Hillbilly 71102  
 Candy Kisses—E. Britt (You'll Be) V (45)48-0218  
 Champagne Polka—J. Lee Willis (I'm That) Bullet 710  
 Chill in My Heart—Maddox Bros. and Rose (Water) 4 Star 1507  
 Dinner With Love—T. Thompson (I'm Sending) 4 Star 1359  
 English Sweetheart—W. Pierce (High Geared) 4 Star 1413  
 Foggy River—R. Allen (Afraid) Mer 6271  
 Gaily Conscience—R. Hughes (If I) Tennessee 720  
 High Geared Daddy—W. Pierce (English) 4 Star 1413  
 Hillbilly Sweetheart—J. Talley (Tears) Jamboree 511  
 If I Loved a Dear I'd Hug Your Neck—R. Hughes (Gaily Conscience) Tennessee 720  
 I'm Movin' On—A. Flatt (Steppin') Jamboree 511  
 I'm Sending You My Heart—T. Thompson (Dinner With) 4 Star 1359  
 I'm That Way About You—J. Lee Willis (Champagne Polka) Bullet 710  
 It Ain't Gonna Happen to Me—J. Bond (Barrel House) Col 20734  
 Juke Box Boogie—C. Simmons (Texas Dreams) Crystal 289  
 Keep Them Cold Ice Fingers Off of Me—Pee Wee King (Kentucky) V (45)48-0223

Kentucky Walls—Pee Wee King (Keep Them) V (45)48-0223  
 Left All Alone With a Broken Heart—C. Campbell's Tennessee Ramblers (Steel Guitar) V (45)48-0219  
 Linger Longer Little Darling—W. Fowler-Georgia Clohoppers (Wanted Someone) Bullet 714  
 Montana Skies—Uncle Harve's Raytime Wanderers (Rainbow) Red Bird 1008  
 Ro Ro Rollin' Along—B. Gregory (Blue Moon) Hillbilly 71102  
 Rainbow of Roses—Uncle Harve's Ragtime Wanderers (Montana Skies) Red Bird 1008  
 Steel Guitar Rumble—C. Campbell's Tennessee Ramblers (Left All) V (45)48-0219  
 Steppin' Out—A. Flatt (I'm Movin') Jamboree 511  
 Tears Falling From Your Eyes—J. Talley (Hillbilly Sweetheart) Jamboree 509  
 Texas Dreams—C. Simmons (Juke Box Boogie) Crystal 289  
 Trouble Them Satisfaction—Lonesome W. Evans (Whippoorwill Song) London 16035  
 Water Baby Blues—Maddox Bros. and Rose (Chill in) 4 Star 1507  
 Wanted Someone to Love Me—W. Fowler-Georgia Clohoppers (Linger Longer) Bullet 714  
 Whippoorwill Song—Lonesome W. Evans (Trouble Them) London 16035  
 You'll Be Sorry From Now On—E. Britt (Candy Kisses) V (45)48-0218

### 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	
14	1	1.	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696—BMI
9	2	2.	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328—BMI
2	5	3.	GOODNIGHT, IRENE	R. Foley and E. Tubb	Dec(78)46235; (45)9-46235—BMI
7	9	4.	CUDDLE BUGGIN' BABY	E. Arnold	V(78)21-0342; (45)48-0342—BMI
24	4	5.	I'LL SAIL MY SHIP ALONE	Moon Mullican	King 830—BMI
9	3	6.	THROW YOUR LOVE MY WAY	E. Tubb	Dec(78)46243; (45)9-46243—BMI
1	—	7.	AIN'T NOBODY'S BUSINESS BUT MY OWN	M. Starr and Tennessee Ernie	Cap(78)1124; (45)F-1124
4	7	8.	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hamblen	Col(78)20714; (33)2-692
5	8	9.	LOSE YOUR BLUES	Red Kirk	Mercury 6257—BMI
9	10	10.	ENCLOSED, ONE BROKEN HEART	E. Arnold	V(78)21-0342; (45)48-0342—BMI

### FOLK TALENT AND TUNES

By Johnny Sippel

#### ARTISTS' ACTIVITIES

Sadie Ashburn, Fred's Radio Shop, Martinsville, Va., reports that they are building a skating rink there, which will play h. b. shows in addition to a regular skating policy. . . . Jimmy Wakely will appear at Bob Hope's cerebral palsy benefit August 25 at the Hollywood Bowl. . . . Ginny Jackson is not leaving Spade Cooley as was reported. In fact, Cooley is preparing a promotional campaign to feature his songstress. . . . Curtis Gordon and his Hillbilly Pals, WKTG, Thomasville, Ga., have been inked by Murray Nash, of Mercury disks. Group is running a six-day-per-week show over the station. . . . Fred Stryker, of Fairway Music, reports that Dusty Walker (Columbia) just underwent an appendectomy. . . . Rusty Gabbard has signed with MGM wax.

Americana Corporation, Hollywood, has put the Maddox Brothers and Rose on a 30-day one-nighter tour thru the Northwest, starting August 24. . . . Dick Bills and his Sandia Mt. Boys, heard daily on KOB, Albuquerque, N. M., are now with 4 Star. . . . Bill Nettles (Mercury) is back at KMLB, Monroe, La., with his newly married daughter, Loyce, on vocals, while her hubby, Pal Thibodeaux, handles the guitar backing. The Nettles' son is back from four years of navy duty. . . . Curly Kinsey, once with Mercury, reports that he will be one of the units on the new radio station, WGTA, at Summerville, Ga. Kinsey is now with Gerald label, a new Atlanta diskery, which also has the Harmony Boys' quartet.

Johnny Lee Wills (Bullet) is making 100 15-minute c.t.'s for General Mills. . . . Rebe and Babe (MGM) are now heard twice daily for Mother's Best Flour over WVOK, Birmingham. . . . Stu Davis, the Canadian warbler, has inked with Aragon-London label of Canada. He became father of a son recently. . . . Dusty Williams is heard daily on CKUA, Edmonton, Sask. . . . Bud Daily, of South Coast Amusement, Houston, is handling bookings for Hank Locklin and Vic Cardis. . . . Orag has moved from WNOX, Knoxville, to WFLO, Farmville, Pa. . . . The Jordanaires (Decca) have returned to WSM, Nashville, after making a trip to Hollywood to do a TV film. Boys are Bill Mathews, Bob Money, Monty Matthew, Bob Hubbard and Cully Holt.

The cast of the Chippewa Valley Barn Dance, WEAU, Eau Claire, Wis., includes: Marge and Scotty and Sammy Moss and the Blue Ridge Mountain Boys.

#### DISK JOCKEY DOINGS

Foreman Bill and Roma, the song-writing team, who were veteran jockeys at KYA, San Francisco, have left that station. They will take several weeks of vacation in Hollywood before returning to a new outlet. . . . Connie B. Gay, WARL, Arlington, Va., and his co-writer, Ginny Thompson, have turned over 50 songs to Hill & Range. Gay will debut his own TV show, featuring Grandpa Jones and his Grandchildren some time late in August over WNBW, Washington. Gay also is looking for an indoor show outlet for live shows this fall and winter. . . . Buddy Kean, 14 years old, is doing a weekly show over WCTA, Andalusia, Ala. . . . Clyde Chesser heard on KCLW, Hamilton, Tex. . . . Frank Porter added another hour to his daily stint at WKGI, Richmond, Va. . . . Johnny Richardson, KVOW, Littlefield, Tex., has added a pet shop seg, in which he gives free advice on care of pets and finds homes for strays.

Cotton Carrier has started his daily platter shows at WSB, Atlanta, after a summer hiatus. . . . Alan Morris, formerly at Tuscon, Ariz., has joined WDOK, Cleveland, where he does a daily country show. . . . Randy Atcher has shifted from WKLO to WHAS, Louisville. In addition to his mike work, he's doing a TV kiddie show with Tom Brooks and a video square dance show once a week. . . . Pat Fagan, WUSJ, Lockport, N. Y., reports Otto Green and his Musical Aces have joined his station. . . . Wally (Longhorn Joe) Elliott, KROW, Oakland, Calif., is now half-owner of the Maple Hall, Richmond, Calif., where travelling country names are working. . . . Paul Berlin has replaced Bill Collie at KNUZ, Houston. Collie is now at KLEE, Houston. . . . Johnny Richardson, KVOW, now works with a new band, the Nitehawks, on the station. . . . Charlie Walker, KIOX, Bay City, Tex., wants artists to appear on his shows. . . . Ed Tacy, WGAC, Augusta, Ga., reports the James Boys, family group, are new at his outlet. . . . Bob Porter, KHUZ, writes that Cliff Bruner and Rip Ramsey have combined their bands to work at the station and at the Rocket Club in Borger, Tex.

Al Turner, KLIF, Dallas, is manager of Gene O'Quin, new Capitol warbler working with Cliffie Stone. Turner's "Big D. Jamboree" will be aired soon over 267 stations of the Liberty web. . . . Cliff Mercer, WLOU, Louisville, adding another hour to his daily shows. Walter Burns has joined the station in a new song slot.

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"CHOPPIN' UP CHOPIN"  
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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 rated four ways: (1) overall, (2) as to their value for disc jockeys, (3) for retailers, and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. N. S. Indicates a record is not suitable for a specific usage.

**The Categories** Following are the maximum points that may be earned by a record in each of the nine categories considered: song caliber, 15; interpretations, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't's promotion film, legit and other "plus" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
<b>FRAN ALLISON</b> Victor 20-3887	<b>Punky Punkin</b> The upgrating personality of the Fran of Kuku and Ollie kicks thru all the way in this delightful kiddity for Halloween. Use of contra-bassoon is the gimmick sound. <b>Rickety Rockety</b> Miss Allison does a lullaby with warmth. Ditty hasn't the strength of the topside's the it's designed for the kid mark. Dewey Bergman's orking is excellent.	82--85--83--78			
<b>DON CHERRY</b> Decca 27128	<b>Thinking of You</b> Revival is from the "Three Little Words" flick. The promising warbler warns it over well, and version could go if the song does. <b>Here in My Arms</b> Rodgers-Hart tune from "Tea for Two" is an attractive, sophisticated, but less likely revival.	81--82--80--80			
<b>RALPH FLANAGAN</b> ORK Victor 20-3888	<b>Toreador</b> Flanagan arrangement of the "Toreador Song" from Bizet's "Carmen" is a medium jumper which should make good stage fare. Flanagan followers and spinners should like. <b>Mona Lisa</b> The matter-of-fact Miller-style dance treatment with Harry Prime vocalizing comes off neatly for this smash hit ballad. But release is late for the song. Mainly for the Flanagan coterie.	73--77--73--70			
<b>RALPH FLANAGAN</b> ORK Victor 20-3889	<b>La Vie En Rose</b> One of the handsomest of the Flanagan Miller-styled treatments is this brief but effective instrumental treatment of the lovely import. <b>Dancing Tambourine</b> Neat light jump instrumental, tambourine and Miller-styling merging, of a standard piece. A favored piece among the Flanagan regions and should find action there.	78--83--75--75			
<b>GUY MITCHELL</b> Columbia 38932	<b>Angels Cry</b> Mitchell delivers a relaxed Comolish vocal on a country-flavored ballad of quality. Subdued orking shows the warbler handsomely. <b>You're Not in My Arms Tonight</b> Mitchell turns in another effective effort on a lovely new Victor Young-Ned Washington ballad. With proper exploitation, either of these sides could score.	77--80--75--75			
<b>JACK PLEIS</b> London 762	<b>La Petite Valse</b> The talented pianist-arranger-conductor offers a charming, sprightly salon piece, featuring his piano. Should get fair deejay play.	79--82--78--78			
<b>TONY BENNETT</b> Columbia 38928	<b>Ragamuffin</b> Fleischer piano vehicle is in similar salon style. Fine dinner music coupling. <b>Just Say I Love Her</b> The same Frankie Laine has a strong side here, the the Damone and Diamond competition is powerful, Italian chorus is included. <b>Our Lady of Fatima</b> Intense rendition of the dramatic religious song should draw considerable attention despite very heavy competition from earlier entries.	75--79--74--72			
<b>CHARLIE SPIVAK</b> London 763	<b>Friendly Star</b> Rich Gordon-Warren tune from "Summer Stock" gets a danceable, if not overly inspired band rendition here. Good Tommy Lynn vocal. <b>Three Little Words</b> Rusty Nichols and ensemble handle the vocal on the flick title song revival in "Marie" style, but side fails to impress.	82--85--80--80			
<b>BILLY MAYO</b> QUINTET Dana 2079	<b>It's Me Again</b> Pleasing boy-girl harmony blends neatly with competent small group on an attractive ballad. <b>Call for Me</b> Cross Rhodes and Terry Lea handle the vocal here as on flip. Tune is a happy folk-based melody in the "Bake a Cake" vein that could elicit to higher-voltage rendition.	82--85--80--80			
<b>HENRY JEROME</b> (Hal Barton) London 759	<b>Wishing Well</b> Good-enough job by Barton and the Kemp-styled crew. The "Fur Elise" adaptation is an unlikely bit, however. <b>Paradise</b> Breathly clarinets and staccato trumpets are in the best Hal Kemp tradition. Glee club with Barton handle the vocal on what could be a fair standard side.	73--77--72--70			
		80--80--80--80			
		81--82--80--85			
		75--75--76--74			
		69--72--68--68			
		71--72--70--70			
		75--77--74--74			
		62--64--62--60			
		69--72--68--68			

(Continued on page 94)

**King RECORDS**

best sellers

POPULAR

- ★ **JOHNNY LONG**  
15060 THE B-I-EE-I-EE  
JUST FRIENDS
- ★ **FREDDY MILLER**  
15054 KNOCK ON WOOD  
HOW LONG WILL IT LAST!
- ★ **FRIELING SISTERS**  
15057 OUR LADY OF FATIMA  
THE STORY OF OUR LADY OF FATIMA  
(Narration by Nelson King)

FOLK - WESTERN

- ★ **MOON MULLICAN**  
830 I'LL SAIL MY SHIP ALONE  
MOON'S TUNE
- 868 YOU DON'T HAVE TO BE A BABY TO CRY  
SOUTHERN HOSPITALITY
- 888 MONA LISA  
GOODNIGHT, HERE
- ★ **HANK PENNY**  
869 WHAMI BAMI THANK YOU MA'AM  
JERSEY BOUNCE
- ★ **HAWKSHAW HAWKINS**  
876 YESTERDAY'S KISSES  
THAT'S ALL SHE WROTE
- ★ **COWBOY COPAS**  
885 STEPPIN' OUT  
MY TRUE CONFESSION
- ★ **JIMMY OSBORNE**  
893 GOD, PLEASE PROTECT AMERICA  
THE MOON IS SWEEPING OVER YOU
- ★ **GRANDPA JONES**  
867 FIVESTRING BANJO BOOGIE  
UNCLE EPH'S GOT THE COON

SEPIA - BLUES

- ★ **TINY BRADSHAW**  
4357 WELL, OH WELL  
I HATE YOU
- 4376 BOODIE GREEN  
AFTER YOU'RE GONE
- ★ **WYNONIE HARRIS**  
4378 GOOD MORNING, JUDGE  
STORMY NIGHT BLUES
- ★ **IVORY JOE HUNTER**  
4382 CHANGING BLUES  
I HAVE NO REASON TO COMPLAIN
- ★ **LUCKY MILLINDER**  
4379 LET IT ROLL AGAIN  
MY LITTLE BABY
- ★ **LONNIE JOHNSON**  
4388 JELLY ROLL BAKER  
DRUNK AGAIN
- ★ **EARI, BOSTIC**  
4369 SERENADE  
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at his best  
**HARD LUCK BLUES**  
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De Luxe 3304  
De Luxe 3306 DREAMING BLUES  
LOVE DON'T LOVE NOBODY

**KING Records**

# The Billboard MUSIC POPULARITY CHARTS

## Record Possibilities

PART X

### 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.

- THE SHOW MUST GO ON**.....Billy Eckstine.....MGM 10778  
Eckstine, backed up with a superbly executed and thrilling large scale orking, belts out a hitting tour de force which should attract heavy spinner action and could step out big in "Ballerina" and "Circus" fashion. Song's a humdinger of an opener, one of the finest in recent years.
- HARBOR LIGHTS**.....Sammy Kaye Ork.....Columbia 38963  
Kaye makes an auspicious debut on the Columbia label with an excellent mood rendition of this oldie, which has shown revival signs via a Ken Griffin recording, also on the Columbia label. Tony Alamo and the Kaydets contribute the fine vocal effort.
- THE RED WE WANT IS THE RED WE'VE GOT IN THE OLD RED, WHITE AND BLUE**.....Ralph Flanagan Ork.....Victor 20-3904  
Flanagan throws everything but the kitchen sink into this rousing reading of a comball piece of contemporary patriotism, a bit of flag waving that should pay off for Flanagan and Victor.

### 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. DREAM A LITTLE DREAM OF ME.....Frankie Laine.....Mercury 5458
2. CAN ANYONE EXPLAIN?.....Ray Anthony Ork.....Capitol 1131
3. I LOVE THE GUY.....Sarah Vaughan.....Columbia 38925
4. HOME.....King Cole.....Capitol 1143
5. ALL MY LOVE.....Percy Faith Ork.....Columbia 38918
6. THE BEER THAT I LEFT ON THE BAR.....Vaughn Monroe.....Victor 20-3880
7. DREAM A LITTLE DREAM OF ME.....Dinah Shore.....Columbia 38927
8. MUSIC, MAESTRO, PLEASE.....Tony Martin.....Victor 20-3883
9. SWISS BELL RINGER.....Guy Lombardo Ork.....Decca 27118
10. ALL MY LOVE.....Xavier Cugat Ork.....Columbia 38913

### 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. ALL MY LOVE.....Patti Page.....Mercury 5455
2. ALL MY LOVE.....Bing Crosby.....Decca 27117
3. DREAM A LITTLE DREAM OF ME.....Frankie Laine.....Mercury 5458
4. ALL MY LOVE.....Guy Lombardo Ork.....Decca 27118
5. JUST SAY I LOVE HER.....Johnny Desmond.....MGM 10758
6. BLESS THIS HOUSE.....Perry Como.....Victor 20-3850
7. DADDY'S LITTLE BOY.....Oick Todd.....Rainbow 40055
8. CAN ANYONE EXPLAIN?.....Ray Anthony Ork.....Capitol 1131
9. THERE WILL NEVER BE ANOTHER YOU.....Andrews Sisters-Gordon Jenkins.....Decca 27115
10. WHY FIGHT THE FEELING.....Mills Brothers.....Decca 27104

### 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. MY SILENT LOVE.....Bill Snyder Ork.....Tower 1402
2. ALL MY LOVE.....Bing Crosby.....Decca 27117
3. JUST SAY I LOVE HER.....Vic Damone.....Mercury 5474
4. CAN'T WE TALK IT OVERT?.....Andrews Sisters-Gordon Jenkins.....Decca 27115
5. JUST SAY I LOVE HER.....Johnny Desmond.....MGM 10758
6. SOMETIME.....Ink Spots.....Decca 27102
7. THERE WILL NEVER BE ANOTHER YOU.....Andrews Sisters-Gordon Jenkins.....Decca 27115

### 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. OLD MAN ATOM.....Sons of the Pioneers.....Coral 64050
2. GOOD MORNIN' 'ALL.....Stuart Hamblen.....Columbia 20733
3. I'LL NEVER BE FREE.....Kay Starr-Tennessee Ernie.....Capitol 1124

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

# The Billboard MUSIC POPULARITY CHARTS

## Advance Information

PART XI

### ADVANCE RECORD RELEASES

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

#### POPULAR

- All American Girl—R. Morgan (Betty Co-Ed) Dec 27174  
Angels Cry—P. Faith (You're 'ot) Col 38931  
Ballerina—V. Monroe Ork (Stars Will) V(45)47-3257  
Betty Co-Ed—R. Morgan (All American) Dec 27174  
Blue Room—P. Como (With a) V(45)47-3229  
Call for Me—B. Mayo Quintet (It's Me) Dana 2079  
Can Anyone Explain?—A. Morgan (There's No) London 766  
Can't Seem To Laugh Anymore—S. Froos (Forgive and) Jubilee 4006  
Can't We Talk It Over?—T. Arden P. Faith (Only a) Col 38930  
Carnegie Horizons—G. Shearing Quintet (When You) MGM 10763  
Chocolate Candy Blues—Hot Lips Page-S. Vanterpool (Pacifying Blues) Col 30220  
Cincinnati Dancing Pig—T. Brewer (Punky Punkin) London 768  
Dancing Tambourine—R. Flanagan Ork (La Vie) V 20-3889  
Dardanelle—M. Fields Quintet (Rainbow) V(45)47-3258  
Don't Be Afraid—D. Haymes (My Silent) Dec 27175  
Don't Cry Little Children, Don't Cry—F. Laine (God Bless) Mer 5355  
Don't Play With Fire—K. Armen (Just Say) London 764  
Dutch Children's Song—H. Willing-P. Howard-B. Howard-L. Lindor-P. Jackson (You Never) Empire 10101  
Everybody's Somebody's Fool—L. Hampton (Septem-ber in) Dec 27176  
Forgive and Forget—S. Froos (Can't Seem) Jubilee 4006  
Friendly Star—C. Spivak (Three Little) London 763  
Get Wise, Baby—The Ravens (I'm Afraid) National 9098  
God Bless the Child—F. Laine (Don't Cry) Mer 5355  
Golden Sails on a Sea of Blue—H. Geller (Monkey Coachman) Mer 5432  
High on the List—B. Crosby-Andrews Sisters (Life Is) Dec 27173  
Honestly I Love You—K. Kallen-R. Hayes (Our Lady) Mer 5466  
Honestly I Love You—S. Lanson (You Wonderful) London 765  
I Didn't Slip, I Warn't Pushed, I Fell—B. Williams (Longing) MGM 10764  
I Love the Guy—S. Vaughan (Thinking of) Col 38925  
In a Sentimental Mood—B. Eckstine (My Silent) National 9060  
I'm Afraid of You—The Ravens (Get Wise) National 9098  
I'm Gonna Live Till I Die—D. Scholl (My Dream) National 9119  
I'm Peelin' Onions—Piccadilly Pipers (Your Fool) Col 30219  
In the Mood—J. Gray (String of) Dec 27177  
It's Me—B. Mayo Quintet (Call for) Dana 2079  
Jazz Me Blues—J. Dorsey Jazz Band (Panama) Col 38654  
Just Say I Love Her—T. Bennett (Our Lady) Col 38926  
Just Say I Love Him—K. Armen (Don't Play) London 764  
La Petite Valse—J. Pleis (Ragmuffin) London 762  
La Vie En Rose—R. Flanagan Ork (Dancing Tambourine) V 20-3889  
Life Is So Peculiar—B. Crosby-Andrews Sisters (High on) Dec 27173  
Longing—B. Williams Quartet (I Didn't) MGM 10764  
Lucky, Icky, Lucky Me—The Nocturnes (Oh! Marie) MGM 10768  
Mona Lisa—R. Flanagan (Tosador) V 20-3888

- Monkey Coachman, The—H. Geller (Golden Calls) Mer 5432  
My Dream World—D. Scholl (I'm Gonna) National 9119  
My Silent Love—B. Eckstine (In a) National 9060  
My Silent Love—D. Haymes (Don't Be) Dec 27175  
Oh! Marie—The Nocturnes (Lucky, Lucky) MGM 30768  
Only a Moment Ago—T. Arden-P. Faith (Can't We) Col 38930  
Our Lady of Fatima—T. Bennett (Just Say) Col 38926  
Our Lady of Fatima—R. Hayes-K. Kallen (Honesty!) Mer 5466  
Pacifying Blues—Hot Lips-S. Vanterpool (Chocolate Candy) Col 30220  
Panama—J. Dorsey Jazz Band (Jazz Me) Col 38654  
Paradise—H. Jerome Ork (Wishing Well) London 759  
Punky Punkin—T. Brewer (Cincinnati) London 768  
Ragmuffin—J. Pleis (La Petite Valse) London 762  
Rainbow Mood—M. Fields Quintet (Dardanelle) V (45)-47-3258  
September in the Rain—L. Hampton (Everybody's Somebody's) Dec 27176  
Stars Will Remember, The—V. Monroe Ork (Ballerina) V (45)47-3257  
String of Pearls—J. Gray (In the) Dec 27177  
There's No Season on Love—A. Morgan (Can Anyone) London 766  
Thinking of You—S. Vaughan (I Love) Col 38925  
Three Little Words—C. Spivak (Friendly) London 763  
Tosador—R. Flanagan Ork (Mona Lisa) V 20-3888  
When Your Lover Has Gone—G. Shearing Quintet (Carnegie Horizons) MGM 10763  
Wishing Well—H. Jerome Ork (Paradise) London 759  
With a Song in My Heart—P. Como (Blue Room) V (45)47-3229  
You Never Heard a Word I Said—E. Dyson (Dutch) Empire 10101  
You Wonderful You—S. Lanson (Honestly!) London 765  
Your Fool Again—Piccadilly Pipers (I'm Peelin') Col 30219  
You're Not in My Arms Tonight—P. Faith (Angels Cry) Col 38931

#### LATIN-AMERICAN

- Carolina Caro—O. Santos (Panama Tombe) V(78)23-5169; (45)51-5169  
Danza De Fuego—R. Touzet (Virgen De) V(78)23-5168; (45)51-5168  
Equivocadamente—A. Landin (Quisiera) V(78)23-5170; (45)51-5170  
Panama Tombe—D. Santos (Carolina Caro) V(78)23-5169; (45)51-5169  
Quisiera—A. Landin (Equivocadamente) V(78)23-5170; (45)51-5170  
Virgen De La Macarena—R. Touzet (Danza Dr) V(78)-23-5168; (45)51-5168

#### INTERNATIONAL

- Acapulco Polka—F. Yankovic (Red Lips) Col 38923  
Adrian Polka—Six Fat Dutchmen (Old Man's) V (45)-51-0051  
Old Man's Polka—Six Fat Dutchmen (Adrian) V (45)-51-0051  
Red Lips Waltz—F. Yankovic (Acapulco) Col 38923

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The Billboard  
MUSIC POPULARITY CHARTS

The Honor Roll of  
Popular Songwriters

By Jack Burton

PART  
XII

No. 74—BURTON LANE

A year or so ago a New York music teacher was "kicked off his piano bench by a letter he received from a prospective pupil who wrote that he felt he needed more instruction in the fundamentals of music and wished to study composition, theory and harmony before enrolling at Juilliard. The letter was signed "Burton Lane," whose Finian's Rainbow already was a Broadway hit and well along on a phenomenal 723-performance run.

Perhaps the letter and the concern it expressed about the writer's musical future was the result of a boyhood frustration. At least, Burton Lane, who was born with music in his blood, received little if any encouragement in his New York home when he started to study piano at the age of seven. After he had had three lessons, however, his parents decided he was too young for musical instruction in addition to starting public school, and the lid of the family piano was closed until four years later.

Then a strange thing happened. Burton Lane had no sooner mastered the fundamentals of music than he began to compose his own music, in which the classical forms were blended with the modern genre. His private teachers, unable to keep up with the precocious youngster, finally gave up trying and suggested he be sent abroad to study. However, Lane's father, a successful real estate man, insisted his son first complete

his academy education in the belief that music was too insubstantial a basis on which to build a life career.

Burton Lane, however, had no interest in Latin and algebra. He neglected his studies at both the New York High School of Commerce and Dwight Academy and paid no heed to the daily reprimands of his teachers and parents. Then one fateful day, Harold Stern, musical director for the Shuberts, heard Burton Lane play, and was so impressed by the boy's ability that he arranged an interview for him with the great "J. J." himself. The appointment was set for midnight and, because Burton was only 14 years old, his father insisted on accompanying his son to the audition.

After hearing Burton Lane play, J. J. Shubert put his stamp of approval on the boy and commissioned him to write some music for the impending Greenwich Village Follies, and when the news of Lane's good fortune spread thru Dwight Academy, Burton was impetuous to write two school marches, one with lyrics by his English teacher. These were his first published works.

But after writing between 30 and 40 numbers for the Greenwich Village Follies, Burton Lane's Broadway debut was postponed indefinitely when James Barton, who was to have starred in the review, fell ill and the Shuberts took the show off their production schedule. Broken-hearted by

the cancellation, Lane got a job as a pianist at Remick's, where he not only gained 20 years of invaluable experience in two years but met his idol, George Gershwin, whose encouragement and advice overwhelmed him with inspiration.

While at Remick's, Lane also formed a friendship with Howard Dietz, who was writing the book and lyrics of *Three's a Crowd*, a production in which Lane had his first two Broadway songs introduced. The following year, with Harold Adamson as his lyricist, he wrote *Say the Word*, sung by Beatrice Lillie in the *Third Little Show*, and the score of the 1931 edition of Earl Carroll's *Vanities*.

Then came the nadir of the depression, the cues in front of theater box offices were replaced by ever-lengthening bread lines, and Burton Lane, flushed with success at 17, had no market for his musical wares. He worked for a time as an arranger, did an occasional stint as an accompanist for cafe singers, and finally turned to the popular song field to make an uncertain buck, writing *Look Who's Here* and *Tony's Wife* with Harold Adamson.

When a fellow becomes desperate, he does strange things. Burton Lane was no exception. He dropped into a fortune teller's parlor one afternoon to have his palm read, and was told he was about to go on a long trip where he'd find success at the end. Lane laughed at the prophecy. He didn't have subway fare home.

But a month later, the prophecy came true. Burton Lane and Harold Adamson were on a plane bound for Hollywood, following a hurry-up call from MGM.

At first the two songwriters found Hollywood as bewildering as it was glamorous, for after they had broken all speed records to get there, they were told to take it easy and get acclimated, since the picture they were to have worked on had been cast into the discard.

Altho under contract to MGM, Burton Lane made profitable use of his idle time by writing music for several other studios in addition to Metro, and in 1936 he moved over to the Paramount lot. There he won recognition as a top-ranking film composer, breaking the monotony of grinding out songs for the sound tracks by providing the scores for three stage productions: *Hold On To Your Hats*, Al Jolson's farewell to Broadway in 1940; *Laughing Room Only*, the Olsen and Johnson revue in which Feudin' and Fightin' was the show-stopper, and *Finian's Rainbow*, the success of which did not alter Burton Lane's belief that he is still a musical novice and needs further development under a private teacher and at Juilliard.

Whether he is correct in such self-appraisal could be seriously challenged, but there is no doubt but that he can pay for his belated musical education without denying himself three square meals a day.

BURTON LANE'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Popular Songs

1933—**TONY'S WIFE**  
Lyrics by Harold Adamson. Bourne, Inc. (Available on Columbia 36091, Xavier Cugat.)  
**LOOK WHO'S HERE**  
Lyrics by Harold Adamson. Famous Music Corporation.

Broadway Musical Songs and Scores

1930—**THREE'S A CROWD**  
A revue with Libby Holman, Tamara Geva, Fred Allen, Clifton Webb, Fred MacMurray and Alan Jones. Lyrics by Howard Dietz. Harms, Inc.

**FORGET ALL YOUR BOOKS OUT IN THE OPEN AIR**

1931—**THIRD LITTLE SHOW**  
A revue with Beatrice Lillie, Edward Arnold, Ernest Truex, Carl Randall and Walter O'Keefe. Lyrics by Harold Adamson. Harms, Inc.

**SAY THE WORD EARL CARROLL'S VANITIES**

A revue with Will Mahoney and Lillian Roth. Lyrics by Harold Adamson. Robbins Music Corporation.

**HAVE A HEART GOING TO TOWN WITH ME LOVE CAME INTO MY HEART HEIGH HO, THE GANG'S ALL HERE IT'S GREAT TO BE IN LOVE**  
By Clifford Friend.

1940—**HOLD ON TO YOUR HATS**

Book by Guy Bolton, Malt Brooks and Eddie Davis; lyrics by E. Y. Harburg, and starring Al Jolson in a cast that included Martha Raye, Eunice Healey, Jinx Falkenburg, Bert Gordon and Jack Whiting. Chappell & Company, Inc.

**WAY OUT WEST WHERE THE EAST BEGINS HOLD ON TO YOUR HATS WALKIN' ALONG MINDIN' MY BUS'NESS THE WORLD IS IN MY ARMS** (Available on Decca 23159 Emile Petti orchestra.)

**WOULD YOU BE SO KINDLY? LIFE WAS PIE FOR THE PIONEER DON'T LET IT GET YOU DOWN** (Available on Decca 23159, Emile Petti orchestra.)

**THERE'S A GREAT DAY COMING, MANANA**

**THEN YOU WERE NEVER IN LOVE DOWN ON THE DUDE RANCH OLD-TIMER SHE CAME, SHE SAW, SHE CAN-CANNED**

1944—**LAFFING ROOM ONLY**

Book by Olsen and Johnson and Eugene Conrad. Lyrics by Burton Lane and starring Olsen and Johnson in a cast that included Betty Garrett, Frank Libusa, Mala and Harl, Jean Moorhead and the Fred Waring Glee Club. Chappell & Company, Inc.

**NOORAY FOR ANYWHERE GO DOWN TO BOSTON HARBOR STOP THAT DANCING THIS IS AS FAR AS I GO GOTTA GET JOY GOT THAT GOOD TIME FEELING SUNNY CALIFORNIA**

**THE STEPS OF THE CAPITOL FEUDIN' AND FIGHTIN'**

Lyrics by Al Dubin. This song wasn't put on the air until 1947, the Shuberts, who produced the show, being at odds with the American Society of Composers, Authors and Publishers and refusing to release the broadcasting rights. In 1947, however, Lane, who had been "feudin' and fightin'" with the Shuberts over the number, gave Dorothy Shay permission to sing it on the Bing Crosby program. It soon became among the top 10 sheet music and juke box numbers.

(Available on the following records: Capitol 443, Jo Stafford; Columbia 37189, Dorothy Shay; Decca 23975, Bing Crosby; Majestic 12011, Georgia Gibbs; Mercury 6049, Rex Allen; MGM 10041, Kate Smith; Victor 20-2313, Tex Beneke.)

1947—**FINIAN'S RAINBOW**

A musical fantasy with book and lyrics by Fred Sady and E. Y. Harburg, and presented by a cast headed by Albert Sharpe, David Wayne, Ella Logan, Donald Richards, Robert Piffin and Anita Alvarez. Crawford Music Corporation.

**HOW ARE THINGS IN GLOCCA MORRAZ** (Available on the following records: Decca 23830, Dick Haymes; Victor 20-2121, Tommy Dorsey; Capitol 345, Martha Tilton; Columbia 37223, Buddy Clark; Columbia 4386-M, Ella Logan.)

**LOOK TO THE RAINBOW** (Available on the following records: Victor K145-0012, in K-3, Russell Case orchestra; Columbia 4387-M, Ella Logan.)

**WHEN THE IDLE POOR BECOME THE IDLE RICH SOMETHING SORT OF GRANDIOSH**

(Available on the following records: Victor K145-0014, in K-3, Russell Case orchestra; Columbia 4388-M, Ella Logan and David Wayne.)

**WHEN I'M NOT NEAR THE GIRL I LOVE** (Available on the following records: Decca 24172, Dick Haymes; Victor 20-2121, Tommy Dorsey; Victor K145-0014, in K-3, Russell Case orchestra.)

**THE BEGAT OLD DEVIL MOON** (Available on the following records: Victor K145-0013, in K-3, Russell Case orchestra; Victor 20-2065, Charles Spivak orchestra; Capitol 410, Margaret Whiting; Columbia 37270, Gene Krupa; Columbia 4387-M, Ella Logan and Donald Richards.)

**IF THIS ISN'T LOVE** (Available on the following records: Victor K145-0012, in K-3, Russell Case orchestra; Victor 20-2065, Charles Spivak orchestra; Columbia 37223, Buddy Clark; Columbia 4386-M, Ella Logan.)

**THAT GREAT COME-AND-GET-IT DAY** (Available on the following records: Victor K145-0011, in K-3, Russell Case orchestra; Columbia 4390-M, Ella Logan, Donald Richards and Lyn Murray Singers.)

**NECESSITY** (Available on the following records: Victor K145-0013, in K-3, Russell Case orchestra; Victor 20-2198, Phil Harris and the Sportsmen; Columbia 37312, Cab Calloway; Columbia 4388-M, Delores Martin, Maude Simmons and Lyn Murray Singers.)

**THE TRIP DOESN'T MIND AT ALL THIS TIME OF THE YEAR** (Available on Columbia record 4385-M, Sonny Terry, Alan Gilber and Lyn Murray Singers.)

**FINIAN'S RAINBOW ALBUMS** Victor K-1, Russell Case orchestra, Audrey Marsh, Jimmy Carroll, Jimmy Blax, Deep River Boys and Guild Choristers. Columbia MM-686, Ella Logan, the Lyn Murray Singers, Delores Martin, Donald Richards, Sonny Terry, David Wayne and Ray Charles orchestra.

Film Songs and Scores

1933—**DANCING LADY**

An MGM picture with Joan Crawford, Clark Gable, Franchot Tone, May Robson, Fred

Astaire, Winnie Lightner, Robert Benchley and Grant Mitchell. Lyrics by Harold Adamson. Robbins Music Corporation.

**EVERYTHING I HAVE IS YOURS LET'S GO BAVARIAN HEIGH HO, THE GANG'S ALL HERE**

1934—**COMING OUT PARTY**  
A 20th Century-Fox picture with Frances Dee, Gene Raymond, Alison Spilworth and Nigel Bruce. Lyrics by Harold Adamson. Movie-tone Music Corporation.

**I THINK YOU'RE WONDERFUL BOTTOMS UP**  
A 20th Century-Fox picture with Spencer Tracy, John Boles, Pat Patterson, Herbert Mundin, Sid Silvers and Thelma Todd. Lyrics by Harold Adamson. Bourne, Inc.

**TURN ON THE MOON THROWIN' MY LOVE AWAY LITTLE DID I DREAM STRICTLY DYNAMITE**

An RKO picture with Jimmy Durante, Lupa Velaz and the Mills Brothers. Lyrics by Harold Adamson. Bourne, Inc.

**SWING IT, SISTER OH ME, OH MY, OH YOU PALOOKA**

A United Artists picture with Jimmy Durante, Lupa Velaz, Stuart Erwin, Marjorie Rambeau, Mary Carlisle and Thelma Todd. Lyrics by Harold Adamson. Bourne, Inc.

(Continued on page 36)

SONGWRITERS COMING UP!

JIMMY VAN HEUSEN

In Subsequent Issues The Billboard Will Present

FRED AHLERT  
PETER DE ROSE  
RAY HENDERSON  
ARTHUR SCHWARTZ  
MILTON ACER  
CON CONRAD  
BILLY ROSE  
HARRY WARREN  
HARRY M. WOODS  
ALLIE WRUBEL



# WHAT'S WITH McDONALD?

## Business Failures High By Comparison With Last Year; 30 Firms Folded in 6 Months

NEW YORK, Aug. 19. — Business failure statistics for the radio-TV field during the first six months of 1950 are a cause of some alarm in the industry, altho the increase in failures is not yet considered drastic. Figures compiled by Dun & Bradstreet (D & B) Inc., for the radio-TV and radio-TV-appliance retailers as well as for radio-TV manufacturers, show an increase in the number of business failures over the half-year period in 1949.

In the case of radio-TV dealers, there were 53 failures, with liabilities of \$809,000 for 1949. During the first half of 1950, 30 failures have already been reported, with liabilities of \$901,000. Among the radio-TV-appliance retailers, 1949 statistics showed 173 failures with liabilities of \$3,026,000, as against first half, 1950, statistics of 93 failures with liabilities of \$1,865,000.

During 1949, 27 radio manufacturers failed, with liabilities of \$4,005,000. In the January-June period this year, however, 19 manufacturer failures with liabilities of \$1,216,000 have already been reported.

Added to the above, D & B points out that, from information being compiled at the present time, there are also indications that failures among concerns servicing television sets are beginning to occur in greater numbers, altho there are no figures ready to substantiate this.

As for the basic underlying reasons for the business failures, D & B explains that, for the most part, business failures are human failures—failures in judgment, personality, decision, ability and know-how. In a survey of 4,468 failures which occurred in the second half of 1949, it was revealed that in 96 per cent of the cases, the reason was the individual who owned the business.

Among the underlying causes for

## 4 More Radio-TV Price Lists Up

NEW YORK, Aug. 19.—Radio-TV prices continued to rise this week as additional manufacturers announced higher list prices on new lines. Majestic, Westinghouse, Jewel and Emerson are the latest names on the list, while such manufacturers as RCA Victor, Admiral, Motorola, and General Electric appear to be holding the price line, at least for the present. Westinghouse jacked up prices from \$10 to \$30 on eight video set models, and from \$1 to \$30 on five radio sets. All TV sets with 12½ or 14-inch tubes remain unchanged in price, as do 10 radio models.

Prices on the Majestic line were increased from \$10 to \$20, with one 12½-inch set being raised only \$5. At the same time, the company announced that all future shipments would be on an allocation basis. Jewel Radio raised prices on the entire line of radio sets. Prices ranged from 4½ to 9 per cent and affected all portables, clock-radios and table models.

Emerson's price hike, effective Monday (21), ranges from \$10 to \$30 higher on the TV sets, from \$1 to \$10 on most radios and \$20 higher on a radio-phono console.

the failures, the single largest factor was incompetence, which appeared in 33.7 per cent of the cases. Lack of experience in the line (24 per cent) and lack of managerial experience (23.2 per cent) were the next most important causes.

Among the apparent causes, the factors and the percentage of cases in which they showed up were: Inadequate sales, 42.9; excessive fixed assets, 15.5; inventory difficulties, 13.4; heavy operating expenses, 11.6 and competitive weakness, 8.5.

## Buyers Choose TV Sets by Pic, Sound Quality

CHICAGO, Aug. 19.—Sharpness of picture, quality of sound, and reputation of the manufacturer are the three main factors considered in selecting a television set, according to 177 Chicago families surveyed by John Meck Industries.

Six hundred families in a cross section were queried, and 177 replied. On a point basis, giving 10 points for a first choice, 9 for second, and so on, the ratings of influences were as follows:

Sharpness of picture, 1,258; quality of sound reproduction, 1,158; reputation of manufacturer, 943; cabinet style, appearance, 922; price, 822; brand name, 682; inclusion of FM at added cost, 313; recommendations of neighbors, friends, 290; inclusion of AM radio at added cost, 281; dealer's recommendation, 247; inclusion of phono at added cost, 234, and inclusion of phono jack, 166.

"The findings seem to indicate clearly that the public regards television as a sound and sight medium, rather than primarily a visual medium alone," Meck commented.

In naming the most important influence, 55 families chose picture clarity, 22 named reputation of the manufacturer; 16 picked brand name; 15, price; 8, cabinet style, and 6 listed sound. However, quality of sound was listed as second important by 56 families.

## Built-In TV Set Gets U. S. Ruling

WASHINGTON, Aug. 19.—Persons reselling mortgaged houses which were originally equipped with TV may remove the sets despite a general government policy of including appliances as part of the real estate, the National Television Dealers' Association (NTDA) stated this week.

NTDA said that the Federal Housing Administration (FHA), which finances most home loans, recently excluded from valuation in insured homes TV sets, antennas and conduits. Appliances such as stoves and refrigerators, however, cannot be removed before reselling as long as an original FHA mortgage is in force.

The trade group said that a home buyer pays extra in the long run in buying a house with a TV re-

## Jack-Equipped Video Sets

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

- Andra
- Saybrooks, Mayfield, Sutton and Normandy models.
- Arvin
- All sets
- Bendix
- All sets
- Capehart
- All sets
- DuMont
- All sets
- General Electric
- Models 19C-103, 19C-104 and 24C-101.
- Haitlercrafters
- All sets
- Hoffman
- All sets
- Industrial Television
- All sets
- Meck
- Models XQR, XTR and XSTP
- Mercury
- All sets
- Pilot
- All sets
- RCA Victor
- All sets
- Scott
- All sets
- Sorenberg-Carlson
- All sets
- Teic King
- All sets
- Westinghouse
- Aradyie model

## 16 RPM Pitch Latest in a Wild Series

But Zenith Makes \$\$\$

(Continued from page 3)

the confusion generated by the new speed (33½ and 45 r.p.m.) evolution, the announcement was hardly calculated to give aid and comfort to the nation's already sorely confused retailers.

### New Attachment?

Current rumor is that, on top of the aforementioned changer, which Zenith is now marketing and pushing with the slogan, "Plays any speed now made or yet to come..." the commander's firm is going to bring out an attachment designed to play platters at 16 r.p.m.

This announcement is even more puzzling when it is considered that the opinion of some experts is to the effect that 16 r.p.m. is not really suitable for anything but talk, and that music could not be satisfactorily reproduced at that rate of speed. Also of some moment is the fact that nobody is making or, as far as can be determined, contemplating making a 16-r.p.m. record.

In itself, the commander's 16-r.p.m. speed shenanigans might be only mildly disturbing. It is in a review of McDonald's total recent proclamations in other facets of the radio-phono-TV industry that his wild and woolly approach seems to shine thru.

## Zenith Changer For 10-85 R.P.M.

(Continued from page 12)

duction, compensating for motor variations and differences in line voltage. The new changer will be featured in 1951 line of radio and TV console combinations and the new table radio-phonos.

The Cobra-Matic changer, now in production at the Zenith factory here, has a half-ounce tone arm, which may be equipped with a three-mill needle to play 78 disks, a two-mill compromise needle which will play both 78 and micro-grooved disks and a one-mill needle exclusively for micro-grooved platters. Zenith dealers will receive a demonstration platter which, in addition to passages of 78, 45 and 33 r.p.m. music, will carry a 16 r.p.m. passage to show the versatility of the changer. The variable-speed indicator carries marked points for 16, 33, 45 and 78 r.p.m. disks. When asked if Zenith was contemplating entrance into the disk biz, the Zenith rep said the firm currently has no such plans. He added that the 16 r.p.m. demonstration disk passage and indicator point at that speed was part of a Zenith plan to show that such a speed is possible and would provide twice as much music in the same area as a 33 r.p.m. disk.

ceiver already installed. NTDA pointed out that the cost of receivers and other appliances is added to the builder's cost. Interest charges are figured on the total cost. Thus, said NTDA, the home buyer pays interest for 25 years on appliances that may last no more than five or 10 years.

It wasn't too long ago that Zenith introduced a circular television tube and marketed it with the slogan that it was destined to become the most copied tube in the industry. The fact that it died a quiet death, with the industry going as far in the opposite direction tube-wise as possible, slowed up the commander not one bit.

### Phonovision Is It

McDonald's long-running pitch for Phonovision, of course, is too well-known to bear further elaboration here. The film makers have steadfastly told the commander to get lost, tho the Federal Communications Commission has shown the greatest reluctance to pay any attention to the idea, tho many weaknesses in the pay-as-you-look-via-telephone gimmick have been pointed out repeatedly. McDonald keeps touting the thought as a great part of the answer to everything in TV programming.

Another of the commander's pet projects which took quite a kicking around from other industry toppers was Zenith's ultra-high-frequency turret tuner pitch. This stirred up considerable controversy and resentment in industry circles before it settled into the limbo where some of McDonald's favorite fantasies seem to land.

McDonald has told more than one high-placed industry colleague, on more than one occasion and without qualification that he (Mc) is the smartest man in the industry. Tho his competitors are hardly ready to concede the point, Zenith's last financial statement, showing a substantial net profit and resulting in a solid dividend pay-off for stockholders, may indicate that there's some method to the commander's seeming madness. There's no question he keeps his own and the corporation's name in the public and trade prints... like this.

## People, Products and Prices

### Dynamic Electronics Moves Toward Nationwide Chain

Dynamic Electronics, New York area radio-TV-appliance chain of seven retail stores, made its first move toward a national chain operation last week when it opened a new store in Washington, formerly operated as Lubar's. The chain will be expanded to 10 stores with the early opening of another outlet in Bridgeport, Conn., and one in the North Bronx area of New York City.

### Abner-Hull Offers Adjustable TV Table

A new adjustable TV table was introduced last week by the Abner-Hull Manufacturing Company, Boston. Available in both mahogany and blond finishes, the tables can be adjusted from 16 3/4 inches to 28 1/2 inches by 28 3/4 inches in each direction. The adjustment feature is said to be completely concealed and able to be made without the use of tools. The table is 27 inches high.

### Capital Shop Speeds Disks in Every Way, But No Jets

The Hollywood Record Shop, Washington, is advertising one of the most complete delivery services in the nation's capital. Not only can customers have disks delivered by fast motorcycles, but also by motorboat in case they happen to be living on a yacht.

### Distributors, Factory Reps Involved in Philly Changes

Distributor changes in the Philadelphia territory has Radio Electric Service Company taking over exclusive distribution of Webster-Chicago products. Paragon Sales Company was appointed for the American Radionic Company, Brooklyn. Philadelphia Distributors, headed by Russ Mauger, has taken over the Stromberg-Carlson line with Graybar Electric handling Raytheon Television. Factory representative Al Laban adds a new line on Tel-o-Tube. A. B. & G. Sales Corporation was named distributor for Tele-Magnet, automatic telephone recording device introduced by the Mohawk Business Machine Corporation.

### British TV Set Ownership Rises by 82,000 in Six Months

The number of TV receivers in Britain in June totaled 382,348, the Commerce Department said last week. That figure represents an increase of 82,000 in six months. Total production in 1949 was 211,200 receivers, as compared with 91,200 in 1948, Commerce added.

### Kids Can Now Spin on Three Speeds Via Shura-Tone

A three-speed kiddie phono console table was added last week to the Shura-Tone phono line. The new player, Model 300-C, is identical to Shura-Tone's 100-C set, except for the three-speed turntable substituted for a 78-r.p.m.-only table. List price of the new kiddie model is \$39.95. At the same time, a new catalog folder of the complete Shura-Tone line has been issued by Irving B. Shurack, Inc., the manufacturer.

### Crosley TV, Radio Distrib Orders Breaking Records

W. A. Brees, general sales manager of the Crosley division of the Avco Manufacturing Corporation, reported last week that distributor orders for more than \$68,000,000 had been placed for 1951 Crosley television receivers, radios and major appliances. The orders represent shipments for August, September and October and total a volume three and a half times the comparative three months last year. They are the highest in the company's history. Brees said that distributor organizations have tried to place orders for 50 per cent more than their total allotments for the three-month period, Crosley has tripled its television production during the past year.

### Detroit Passes AM, TV Service Ordinance

New ordinance to license radio and television installation and servicemen was passed last week by the Detroit Common Council in an effort to control the activities of "fly-by-night" operators. Provisions require both owners of firms and operators to obtain licenses on an annual basis, with a board of examiners established to pass on qualifications. The Department of Buildings and Safety Engineering will issue the licenses.

### News Notes on Manufacturers and Distributors

V. S. Mamoyeff, Raytheon Manufacturing Company, was reappointed last week as chairman of the Radio-Television Manufacturers' Association (RTMA) export committee. . . . Emerson appointed Joseph Kattan as distribution manager. He will continue as vice-president of Emerson Radio Export Corporation. . . . Philco sales for the first six months of 1950 totaled \$147,012,000 and net income was \$8,672,000. . . . Jerrold Electronics Corporation issued a complete catalog on the Jerrold Mul-TV system.

## New York Plans 75c Floor on Hr. Wage

(Continued from page 4)

nary to promulgation of a wage order covering the industries.

The proposed wage order, which would bring this industry under minimum wage coverage for the first time, covers 78,000 workers in some 4,150 establishments throughout the State. Amusement and recreation industries, described by the board as heterogeneous, is defined as including "but not limited to motion picture and other theaters, dance halls and studios, ballrooms, bowling alleys, billiard parlors, skating rinks, riding academies, race track and stables, amusement parks and centers, Penny

Arcades and other coin-operated amusement device parlors, athletic fields, arenas, ball parks and stadiums, swimming pools, beaches, gymnasiums and slenderizing salons, golf courses, tennis courts, carnivals, circuses, boathouses, card clubs and other similar establishments, as well as play-producing or other entertainment-producing companies, theatrical agents, ticket-brokers and professional sports promoters."

Also included by the board are "allied services operated in connection with amusement and recreation establishments, such as checkrooms and parking lots." The board excluded "establishments engaged in the operation of radio and television broadcasting stations and non-profit organizations organized exclusively for religious, charitable or educational purposes."

## Popular Album Reviews

(Continued from page 36)  
**WOLVERINE JAZZ (1-10'')—Bud Freeman Oct. (1-10'')** **58**  
 Dec. (33)10L-5213  
 Big Boy; Copenhagen; Fidgety Feet; I Need Some Pettin'; Oh, Baby; Senation; Susie; Tia Juana. This collection, a transfer from a shellac album, is an attempt to re-evolve the style of Big Belderbeck's Wolverines. It fails, lacking the drive and exuberance of the old Big Jazz band. With Freeman are such contemporary Dixie and Chicago stylists as Max Kaminsky, Pee Wee Russell, Brad Gowans, Eddie Condon and others. An occasional diverting solo lunk is heard now and then, but nothing really distinguished, nor is the ensemble at all strong or shining. Rhythm section, except for the bank-bank of Condon's guitar, isn't even discernible—but this lack of bottom may be the fault of the transfer process. Market for this will be restricted to the dedicated Nickisland-ites.  
**JUKES** **JOCKS**  
 Not suitable. Dixie jazz jocks may try.

**OPERETTA ENCORES—Lois Butler (1-10'')** **69**  
 Capitol (33) H-227  
 My Heart Stood Still; Naughty Marietta; Smoke Gets in Your Eyes; Just We Two; The Touch of Your Hand; Yesterdays; Ah, Sweet Mystery of Life; Desert Song.  
 Miss Butler, the young movie starlet, makes acceptable use of her thin soprano voice to sing a collection of top favorite songs from American operetta and musical comedy scores of note. The evergreen values of these songs should serve as the enticement in the merchandising of this package. If Miss Butler ever hits big on screen or radio, a set of this sort could assume giant values. As it stands, it's up against all kinds of rough competition.  
**JUKES** **JOCKS**  
 Not suitable. Better renditions of these songs are available. But Miss Butler's screen background could lend a touch of glamor to a show.

**VICTOR HERBERT; NAUGHTY MARIETTA 80**  
 —Al Goodman; Ori-Earl; Wrightson; Elaine Malbin-Jimmy Carroll-The Guild Choristers (3-7'')  
 Victor (45) WK-22  
 Tramp, Tramp, Tramp; 'Neath the Southern Moon; I'm Falling in Love With Someone; Naughty Marietta; Italian Street Song; Ah! Sweet Mystery of Life.  
 It's still another in the big series of operetta packages by Goodman, and a highly competent job is turned in by his entire company. The thrice-familiar songs come over especially well in these 45 r.p.m. cuttings, and the material is a natural for the average 45 machine owner. Should enjoy a long, steady sale.  
**JUKES** **JOCKS**  
 Not suitable. An okay program in fact.

**CAUCASIAN MOOR—Hrach Yacoubian (1-10'')** **72**  
 Capitol (33) H-233  
 Erivan Reverie; Byzantine Air; Mood Orientale; Armenian Dance; Poeme; A Ballad of the Black Sea; Pastoral.  
 Yacoubian, a young composer-conductor-violinist, here demonstrates all three of his talents in a colorful collection of music derived from Caucasian folklore. This music of the Near East is steeped in exotic and mystic qualities. It makes for a compelling package of mood music, certainly living to a "T" up to the title of the LP. Yacoubian's compositions and arrangements for the modest orchestra are quite entrancing. As violin soloist, he produces a rich, schmalzy style quite suitably befitting the nature of the music he has written. Certainly, this is a "different" sort of item. With proper merchandising could score with buyers who went for "Music From the Moon" and who also like things like "Excalibur." Colorful package should help merchandising.  
**JUKES** **JOCKS**  
 Not suitable. For late hour spinners and all-night shows. Fine mood stuff.

## TV Salesgal Meets Buyers at Sunset

NEW YORK, Aug. 19.—Using name personalities as retail salesmen has already proved to be a good promotion gimmick, but hiring the model used in TV commercials to act as receptionist and greeter at a store is the latest switch to be tried and proved successful by the Sunset Appliance Stores, chain here. Sunset had previously employed Jackie Robinson and Gene (Mr. America) Stanley as TV appliance salesman.

Ex-model and child vaude trouper, Rose Light, who appears in all the TV commercials produced for the Sunset store, is now employed at the chain's headquarters store as the official greeter who introduces customers to salesmen, or entertains them with chit-chat, a soft drink and a cigarette until salesmen are ready for their next customer.

A petite blonde, Miss Light signs off each TV commercial with "I'll be seeing you at Sunset." Irv Rudnick, secretary-treasurer and ad manager of the firm attributes a good share of the store's additional business to the tie-in of commercials with actual floor selling. He reports that many customers come into the store asking, "Where's the little blonde?"

## ALL ELECTRONICS

(Continued from page 3)  
 som, president of the Radio Corporation of America (RCA).  
 Groundwork for an electronics industry operation to achieve the ultimate in supplying governmental needs, while avoiding disintegration of the civilian economy, was laid recently when the Radio Manufacturers' Association (RMA) and the National Security Industrial Association (NSIA) met in Washington and formed a joint advisory committee to work with the government.

In the last war, while the industry did an excellent job, it was done the hard way, according to Folsom, who served as chief procurement officer for the navy in World War II. During that period, there was no single body to which government officials could go for help and guidance. Rather, several industry organiza-

## Cap Maps 300G Ad Campaign

(Continued from page 13)  
 prepared scripts to air shows specializing in kidisks. Among the first Cap kidfare to get Bozo's blessings are Sparky, Rusty, Bugs Bunny, Grasshopper and the Ants, Tickety-Took and Little Toot.

To get its story across to dealers, Cap has launched a "Bozo means business" music merchant drive. Diskery sent out 11,000 45-r.p.m. pressings of a special dealer preview disk outlining the campaign. In addition, each Cap salesman has been provided with a "record reader" album giving dealers each detail in its Bozo campaign.

As a dealer incentive, Cap will allow merchants a 10 per cent advertising discount for an initial \$300 album purchase and for additional orders in \$100 lots placed before September 15. Discount will be given to dealers with the suggestion that the money be invested in local advertising. While Cap will not demand that the discount be spent on advertising, diskery feels dealers investing that much in its stock would want to insure turnover with local ads. All albums purchased must be part of Cap's fall program, which includes nearly every salable item in its catalog.

Furthermore, all dealers qualifying for the 10 per cent discount and ordering 50 LP's, will receive free of charge a 33 1/2-r.p.m. disk merchandiser rack similar to the 45-r.p.m. merchandiser previously distributed to dealers. Those ordering 100 LP's will get two 33 1/2 merchandisers. Racks are designed to hold both 12 and 10-inch LP disks. Cap will avalanche its dealers with point-of-sale material, window displays, motion unit window display devices, streamers, stuffers and kidisk supplements.

tions vied with each other to do the stand-out job. With the formation of the current advisory committee, the danger of this competitive situation is eliminated and all the best brains of the industry are pooled in a single body, whose function will be to work with and for the government in the war effort.

## IATSE Re-Elects Walsh as Prexy

(Continued from page 3)

play ball, informed sources believe it might mean a revival of stock on a large scale thruout the country.

Richard F. Walsh was re-elected president of the IATSE on a unanimous ballot at the 40th biennial convention here Thursday. Also re-elected was William P. Raoul, secretary-treasurer.

Other officers elected were: Vice-presidents—Harland Holmden, Cleveland; William P. Covert, Leaside, Ont.; Floyd M. Billingsley, San Francisco; James J. Brennan, Ramsey, N. J.; Roger M. Kennedy, Detroit; Felix D. Snow, Kansas City, Mo.; Carl G. Cooper, Los Angeles; Harry J. Abbott, Philadelphia, and Louis Wright, the only feminine officer, Dallas.

Trustees—William C. Scanlan, Lynn, Mass.; R. E. Morris, Mobile, Ala., and George W. Brayfield, Golden, Colo. Delegates to American Federation of Labor—Thomas V. Green, Newark, N. J., and James McNabb, Seattle. Delegate to Canadian Trades and Labor Congress, James Biggerstaff, Winnipeg, Man.

The election was enlivened by the attempt of Charles Strong, of Newark Local 244, to nominate himself for president when he admitted failure to get anyone else to do so for him. He was ultimately ruled out of order. The affairs of Local 244, now being operated by a receiver or trustee appointed by the Superior Court of New Jersey, were aired at great length by Strong, and another Local 244 member, and discussed on the floor with Walsh patiently giving the matter over an hour of time and Assistant President James J. Shea reciting the history in detail. Event was an excellent, if tedious, example of union democracy, and the membership gave Walsh a unanimous vote of confidence.

### Other Major Battle

The only other major battle of the convention was provided by a proposal to limit delegation of any local at future conventions to 10 members, who could cast as many votes as the local was entitled to. Objective of this move, which was approved by the executive board, was to reduce convention costs and rationalize the situation resulting from the difficulties of providing for a growing gathering of this size, with 1,200 delegates, needing 2,000 hotel rooms. The issue was presented by some speakers as the nine big locals, chiefly New York and Hollywood, which are entitled to extra delegates at present, vs. the smaller city locals, but others crossed the lines in both directions. Result was defeat for the proposal by a fairly close margin.

A proposal to launch an organization drive for all departments of show business, including specifically "broadcast stations, television stations, carnivals, amusement parks, night clubs and wherever admissions are charged for the amusement of the public at large," as well as the 16mm. field, was favorably received. No specific action was taken as it was considered that this was covered by existing union law. The field of organization was indicated as covering "all persons engaged in all types of amusement enterprises."

### Pensions Prominent

Pensions took a prominent part in the convention, with the matter of studying an over-all plan for the entire industry left up to the board. An exceptional number of resolutions dealt with this issue, in slightly variant forms.

Politically the union took a stand asking for the outlawing of Communism and against employment in any union work or educational institution of persons sympathetic thereto. Opposition to the Taft-Hartley law was so obvious during the convention that a resolution against it was ap- (See IATSE Re-Elects on page 41)

## Heller Releases La Deel; Saves 'Annie'

PITTSBURGH, Aug. 19.—Little Jackie Heller today agreed to release Sandra Deel from her contract at the Carousel to permit her to play three more days with the smash hit of the Pittsburgh Civic Light Opera in *Annie, Get Your Gun*. An avalanche of orders has poured in and the show will be held over. It may easily go over the \$67,000 mark set by *Kiss Me, Kate*, the first show of the season.

The Pitt Stadium, where the operas are held, was cleared first and then the cast was sounded out to see who could stay over for the three days. All were okay but Miss Deel, who has the lead in the show and who was due to open at the Carousel Monday (21). Heller was then bombarded on all sides from high city officials on down. He asked for a few days so that he could move his shows around, but his decision had to be immediate, since the Stadium was anxious to learn when it could start getting ready for the coming football season.

Heller then took the long shot that about 10 acts and agents would understand and agreed to have Miss Deel come in next Thursday (24) and work thru the following Saturday. Such acts as Jay Jason, the Keane Sisters and others, who were booked, had to be moved back a week. At press time, Heller seemed to have the problem licked, but he still didn't have anybody to fill in for the first three days of the week except dancer Evelyn Marr.

## Strong Flicks, MH's 166G Opener Keep Stem at 417G

NEW YORK, Aug. 19.—Strong flicks and a giant opener at the Radio City Music Hall kept total takes of all Stem combo houses in the upper strata, altho the total dropped somewhat to \$417,000 from the previous week's \$433,000.

Radio City Music Hall (6,200 seats; average, \$123,000) took in a terrific \$166,000 for the initial week of *Sunset Boulevard*, plus the *Szonys* and the *Nonchalants*.

Roxy (6,000 seats; average, \$68,000) stayed above the average for the second and final week of *Panic in the Streets*, plus *Frances Langford* and *Peg Leg Bates*, raking in \$70,000. The new bill has *Milton Berle* and *Stella*. Capitol (4,627 seats; average, \$43,000) fell to \$35,000 for the second and final week of *Lady Without a Passport*, *Pearl Bailey*, the *Kirby Stone Quintet* and the *Jack Fina* ork. The new bill has *Gene Krupa's* ork.

## Harpa Band Hypes Summer Biz At Swank Capital Hotel Spot

WASHINGTON, Aug. 19.—Sparked by Daryl Harpa and his band, the new Caribar Room in the fashionable Wardman-Park Hotel here has been doing a sizzling volume of summer business. Drawing heavily from the embassy crowd, as well as from other strata of capital society, the bistro has been getting an unusual amount of gratis mention in the social columns of Washington's newspapers. A recent Sunday issue of one of the papers devoted an entire page of the society section to a picture layout of celebrities attending the Caribar Room which was refurbished from the old Metronome Room this year in a Latin motif in keeping with Harpa and his band.

Harpa, who distinguished himself earlier in the year by organizing the

## AGVA Continues Pressure Against "Unethical" Agents

NEW YORK, Aug. 19.—The American Guild of Variety Artists' (AGVA) clamp-down on agents charged with "unethical" practices continued this week with the announcement of the decision reached against Agent Jerry Rosen by the three-man arbitration board. Having found Rosen guilty the board, consisting of William Feinberg, as impartial chairman; Albert J. Estbrook, for AGVA, and Bill Kent, acting for Artists' Representatives' Association (ARA), ordered that Rosen be publicly censured for his "unethical" practices. At the same time, it became known that AGVA has asked for a hearing to be held by the panel Monday (21) in a case against Stanford Zucker.

Last week the arbitration board ordered that the franchise of Harry Morton be revoked. It was rumored this week that Morton's revocation had been changed to a three-week suspension, but AGVA spokesmen were not in agreement on whether the change had or had not been made by the panel or by AGVA itself.

Rosen had been charged with having contracted for several acts to appear at separate club dates at a "given fee" and that he had, in turn, contracted with the acts to appear at lesser fees. It was also charged that Rosen had "knowingly and willfully" withheld the differences between "the paid charges and those contracted for."

Performer reaction to AGVA's new approach, while in general agreement with the policy, was also a little confused. Morton lost his franchise for acting in a dual capacity—agent and performer. Rosen, however, was only censured for what some performers feel is a greater offense.

It is pointed out that an answer to the seeming incompatibility of offense and punishment lies in the fact that any decision reached by the arbitration board may be appealed to the American Arbitration Association (AAA). In the event of an appeal, the entire matter goes before the AAA as a completely new case. The investigations and findings of the AGVA-ARA panel cannot be presented to the AAA. The smallest technicality could then upset the decision of the AGVA-ARA panel. AGVA, apparently, would rather accept a less drastic punishment than take a chance with the AAA panel.

## AGVA Snubbed In Equity Fuss

NEW YORK, Aug. 19.—Jurisdictional strife among affiliated unions of the Associated Actors and Artists of America (AAAA) continued this week with greater activity.

Present furore centers around the American Legion revue *Red, White and Blue*, with the American Guild of Variety Artists (AGVA) claiming that Equity had failed to show at an AAAA meeting on this issue Wednesday "without good cause." Last week, Equity walked out of another AAAA meeting and signed a security clause with the show's producers. Equity, however, claimed that its negotiations with the League of New York Theaters prevented it from appearing at the AAAA's scheduled meeting.

Another meeting has been called for Wednesday (23) at which time all parties are expected to be present to iron out the situation.

The dispute over jurisdictional claims will undoubtedly call for much discussion at the coming American Federation of Labor (AFL) convention, but the trades sees little hope of the much talked about "one card union." While Henry Dunn, national administrative secretary of AGVA, is expected to ask the AFL to order the AAAA to become a "one card union," other AGVA execs see little hope of such action being taken.

While AGVA has the largest membership of all the AAAA affiliates, its financial position can in no way compare with the position of Equity or the American Federation of Radio Artists (AFRA). AGVA execs don't expect Equity or AFRA to be willing to "pool" their treasuries with AGVA's.

## NY Parking Plans To Aid Midtown Niteries

WASHINGTON, Aug. 19.—Clubs and theaters in the mid-town New York City area should get a boost sometime in the future from Uncle Sam's first step toward helping Gotham solve the parking problem. The Housing and Home Finance Agency (HHFA), has mailed a check for \$120,000 for advance planning on the first of a string of multi-story municipal garages.

The first garage is slated to be built at the western end of the Queensboro bridge. It will be eight stories high, and have facilities to handle about 1,050 cars. Other garages are to be blue-printed later along the lines of proposals by the engineering committee on New York City traffic, according to HHFA.

**Paramount, New York**  
(Thursday, August 17)

Capacity, 3,654. Price policy, 55 cents-\$1.50. Four shows daily. Chain booker, Harry Levine. Show played by Bobby Byrne's ork.

The new stagershow is a well integrated bill with an easy pace and a likeable line-up of talent, headed by the Mills Brothers and singer Eddie Fisher.

In the closing spot, the Mills boys displayed their usual brand of effortless showmanship. The veteran vocal group teed off with *You Broke the Only Heart That Ever Loved You* and followed with such sure-fire sentimental ditties as *Daddy's Little Girl*, *Paper Doll*, *Up the Lazy River* and their hit disk, *You Always Hurt the One You Love*. Vocally they were up to par and as always their infectious enthusiasm for performing established an immediate rapport with the house.

Surprise of the bill was young bari-tenor Eddie Fisher, who is probably the best looking new crooner in the business and a sure bet for Hollywood. Right now his vocal style is still a bit indecisive, but the voice is there and his unassuming mlike manner is a refreshing contrast to the brash assurance of so-called personality boys. He opened with a full-voiced rendition of *If You Should Leave Me*, followed by *I Wanna Be Loved* and a particularly fine version of *Wanderin'*. The latter was slightly marred tho by a hoky special lyric wind-up. However, the crowd liked him from the start and brought him back for two encores, an Eddie Cantor-styled *Whoopee* and a dramatic newsboy song for a sock finish. Fisher revealed a real flair for characterization on the latter, which, in less capable hands, might easily turn into a maudlin fiasco.

Rounding out the bill were comic Al Bernie and Rollie and Bonnie Pickert, a terp act. Bernie is a self-assured comedian with a glib tongue and smart line of chatter. He drew consistent giggles. His frau, Charlene Russell, gave him a showmanly assist. Terp-wise the Pickerts showed plenty of youthful exuberance, and their gimmick finish, on stilts, as a grotesque giant jitterbug team, deserved a bigger hand than I drew.

Ork leader Bobby Byrne was a quietly persuasive emcee and his 14-piece band turned in an astute backing job from start to finish. Pic, *The Furies*. June Bundy.

**Oriental, Chicago**  
(Friday, August 18)

Capacity, 3,200. Five shows weekdays, six shows week-ends. Price policy, 50 to 90 cents. House booker, Charley Moran. Show played by Carl Sande's house band.

Video's salutary effect on box-office grosses was illustrated in the first two days of Al Morgan's stay. Morgan, who came here about eight months ago at the height of his *Jealous Heart* disk popularity, is doing even better, tho his London hit is now as cold as yesterday's pizza. Evidence of his tele pull is fact that customers give their biggest mitts to his elevator-hands keyboarding. Morgan has improved greatly in his verbal presentation and his keyboarding. His talk between numbers is straight to the pewsitters and he's developed a left-handed society style, while he's gesturing with his right, that really puts over his songs. His selection of little-known tunes that richly deserve revivals would profit smart pubbers who take in his show. The London disk now should receive some consideration from cinema moguls who are searching for talent to resuscitate the breathless film industry.

The Careltons have become a standard novelty handbalancing act since they started the club-date circuit six years ago in Milwaukee. Little Dick, now eight, has the stage presence of a vet and his byplay with his dad between some great tricks adds a casualness to the act that makes it a top-drawer item. Walked off to (See *Oriental, Chicago*, on opp. page)

**VAUDEVILLE REVIEWS**

**Radio City Music Hall, New York**

(Thursday, August 10)

Capacity, 5,200. Price policy, 80 cents-\$3.40. Four shows daily. House booker-producer, Leon Leonidoff. Show played by Raymond Paige's house ork.

Class theater has put on a good spectacle to back its current flicker, *Sunset Boulevard*. Tho the opening portions have a tendency to lag, this is equalized by the use of the Rockettes in the early part of the show to get the pace up.

Live portion of the bill teed off with the house ork, batoned by Raymond Paige, giving out with Franz Liszt's *Grand Fantasy*. Item was highly listenable but equally important was Paige's showmanlike conducting. The fletcher, tagged *On the Bright Side*, used most of the theater's mechanical devices, revolving sets, rising and descending platforms, etc. Opener is built around a Parisian costume ball, which gives the Glee Club a couple of chances to belt out in fair fashion. Next on were the famed Rockettes, coming on from a giant-sized artists palette in groups of four, costumed in spectrum colors. Motif was carried into the next, presenting the Szonys (Giselle and Francois) as artist and model. The young ballroomologists, who seemingly work 52 weeks a year, were a solid hit. Particularly eye-catching and applause-pulling were the fem's cork-screw spins and boy's pirouettes.

The Nonchalants, a three-boy act, on next, just about fractured them with their chatter and comedy acros. Their finisher, a three-high stand and topple, accompanied by light-fingered comedy touches, pulled one of the biggest mitts heard here in a long time.

The following scene got its impetus from imaginative production. Using a king-sized library table, above which hung a painting showing two figures in 18th century costume, scene flowing came to life as two figures, Glenn Burris and Jessica Haist, began a duet, *Sometime*. This segued into a majestic ballet, *Dance of the Flowers*, with kaleidoscopic effects thru the use of lights and groupings—and off to big applause.

Bill Smith.

**Capitol, New York**

(Friday, August 18)

Capacity, 4,627. Prices, 55 cents-\$1.50. Four shows weekdays, five week-ends. Loew's Chain booker, Sidney Piermont. Show played by Gene Krupa's ork.

Gene Krupa, always a crowd pleaser as well as a superb jazz musician, has mellowed to the point where his drumming now suggests the conservatory more than the jungle. The same, perhaps unfortunately, holds true for his entire band, which is undoubtedly one of the most accomplished units extant. For ensemble playing, Krupa's trumpet, trombone and sax sections are peerless, and they illustrate this thoroly in such technical showpieces as *Galloping Comedians*, as recorded by Columbia, and *Que Rico El Mamobo*. A small group within the band also delivers some creditable Dixieland. In the way of showmanship, however, only Krupa himself produces. The jazz solos, as delivered by a trumpet, trombone and tenor sax, are modern, musical and delivered with an attitude of disinterest currently in vogue in the more specialized bop bistros. Krupa himself comes close to blowing the lid off only once, in the course of his final *Drumboogie* number. Here he finally lets loose, with the wild mood enchaned by spots producing a double shadow on the backdrop.

Bobby Suits and Joe Tucker, regular band vocalists, impress with their brief contributions. Suits, a hillbilly stylist, gets a good hand with his Victor disk version of (See *Capitol, New York*, opp. page)

**Palace, New York**

(Thursday, August 17)

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

The very few weak spots in this one were easily bolstered by surrounding acts. Again, the lighting and drops added plenty to the overall effectiveness of the acts. First on was Max and his gang, standard acro and dog act which sold well, particularly to this family audience. Derby Wilson came on next to demonstrate some fast and clean tapping, with more than a slight resemblance to Bill Robinson's foot-work. An impression on Bojangles's routines made Wilson a solid hit. Jerry Mann, employing a fem foil for part of his act, worked hard, but didn't get across until his vocal impressions of Al Jolson, Ben Bernie, George Jessel and George M. Cohan. He finished to a pleasant mitt. Long-legged Virginia Lee garnered yock after yock with her acro instruction routine. The audience was slow to realize that the "innocent patron" was part of the act. The realization, however, was a crowd pleaser in itself.

Jan Bart, on a return date, again did a tremendous job with the localities. The hefty-size tenor opened with *You're Breaking My Heart* and *My Foolish Heart*. His routine of Bing Crosby, Jack Smith, Rudy Vallee and the Ink Spots impersonations was a nice switch from the ballads, but it was his singing of *Vesti la Giubba* that really earned the whopper of a hand he got.

Ken Whitmer's nonsense chatter, along with his handling of serious and comical musical instruments, earned him a hefty hand. Next to closing spot went to Helen Kane, the boop-boop-a-doop gal. The audience went big for her vocalizing of *Hoop-Dee-Dee*, *Kerry Dancers* and a series of tunes identified with her via movies, theater and recording work. The few gags tossed into the act however, were lost and unnecessary. Edwards and Diane, standard ballroom terp team, closed the show smoothly to a nice mitt.

Joe Martin.

**Roxy, New York**

(Friday, August 18)

Capacity, 6,000. Price policy, 50 cents to \$1.75. Four shows daily. House booker, Sam Rauch. Producer, Arthur Knorr. Show played by Roxy house ork.

Everybody connected with the current Roxy bill is happy—the audience, the house, Milton Berle, NBC-TV and Texaco. There is absolutely no doubt that this will be a highly successful package for the house. Berle doesn't figure to lose, and Texaco and NBC get a slew of promotion and advertising for the Berle video show. As for the ticket buyers' reaction, Milton milks 'em and they lap it up.

The show opened with the house line running thru a neat precision military tap routine. Next on, and without fanfare, were the Texaco men, four guys well known to TV audiences as the singing gas station attendants. And before they got to center stage the audience broke out with a big mitt. They sang the regular opening routine of Berle's video show and on came Uncle Millie to a tumultuous hand. From then on it was yock after yock while Berle ran thru his oft-repeated gags, routines and patter. That this audience must have seen and heard it many times before made no apparent difference. Berle could do no wrong.

He worked with the Jim Wong Troupe (4) of acrobats. The portion of their bit in which Berle didn't appear was as showmanly, fast and clean as anything ever seen. Verna (See *Roxy, New York*, on opp. page)

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# NIGHT CLUB REVIEWS

**Bill Miller's Riviera,  
Fort Lee, N. J.**  
(Thursday, August 17)

Capacity, 1,025. Price policy, \$3.50-\$5 minimum. Shows at 8:30 and 12:30. Operator, Bill Miller. Booking, non-exclusive. Publicity, Beth Babita. Estimated budget this show, \$7,000. Estimated budget last show, \$8,000.

Once again Bill Miller has a good show at what is a limited budget for this spot. It's the dancing and vocalizing that really stand out, with the comedy department only slightly less effective.

The Jack Cole dancers, held over from the previous bill, have kept the same routines that still draw rapt attention and tremendous applause. Trade interest, however, centered around Billy Daniels, who has long been a favorite in the smaller spots. Any fears that Daniels would not go in a large room of this type were completely unfounded. He was undoubtedly the hit of the show.

Teamed with Benny Payne, who wrote the arrangements, handled the piano accompaniment and worked in vocal duets, Daniels has an act that can work in rooms of any size and in theaters, too. The choice of material, the pacing, the arrangements, the presentation all proved that Daniels (and Payne) have arrived.

Daniels opened with *Just One of Those Things*, *Bewitched* and an up-tempo *Deed I Do*, with Payne in on the vocal. A change of pace with a sensuous *Love for Sale*, and a bright version of *If I Could Be With You* were prelude to a medley of *Time Goes By*, *They Say It's Wonderful* and *I Can Dream, Can't I?* *Bye Bye Blackbird* and *Yidish Mommie* each brought forth a terrific mitt, and a final *Black Magic*, as sexy an interpretation as ever heard or seen, literally killed 'em. Daniels worked into the mike as well as away from it, and his voice filled the room either way. The Fats Wallerish duets with Payne are sure-fire bits for vaude houses. In all, the act was great.

Buddy Hackett, making his debut in the spot, sold well to the audience, but whether his act would sell outside of the Copa City to Catskills belt is another story. The youthful, roly-poly comic is on his way toward developing a style of his own. A little more attention to material and a little more work on that style could make Hackett a good bet west of the Alleghenies, too. His impressions of Ezra Stone, Jimmy Cagney, Lou Costello, Sidney Greenstreet and Peter Lorre were all okay, but could have been eliminated for more yock-provoking patter.

Neatly garbed and well-rehearsed, the Arden Fletcher line added plenty of sight and flash. Pat Terry, house singer, handled his chores in good fashion, and Walter Nye's ork supplied the background for the acts and dance tempi for the crowd. Pupi Campo's Latin group kept the floor filled between shows.

Joe Martin.

**Larry Potter's Supper Club,  
Studio City, Calif.**  
(Wednesday August 9)

Capacity, 170. Price policy, no cover-minimum. Owner-operator, Larry Potter. Press, Kay Biddle. Estimated budget this show, \$2,000. Estimated budget last show, \$2,000.

Tom Noonan and Pete Marshall, Abby Greshler's new act, on the bill here with Ann Triola, have a job of work cut out for them before they have a solid act. The lads are fresh and have worked together locally for some time, but they need material and timing.

Routines offered include take-offs on a tele cooking school program, a B pic, movie-making in England, and their burly flavored "Sheffield Shutter" salesman bit. Latter skit dates back to their ABC tele repertoire. They get the laughs, but will have to substantially bolster material with brighter stuff, tighten their act and double the pace. As it stands now, team shows plenty of promise.

Ann Triola is a brassy-voiced gal who overcomes her audience with pep, punch and personality. She's at her best in special material, possessing an articulate sense of comedy timing and projection. She kicks off with a fast-flying medley of various opening songs, only to conclude that no one listens to the first number anyway, hence she'll dispense with hers. Gal leans heavily on gestures and facial expressions, and seems ideally suited for video, provided, of course, she can pull laughs sans blue-tinted material. She's accompanied by Frank Warren.

Charlita's combo plays for dancing.  
Lee Zhitto.

**CAPITOL, NEW YORK**

(Continued from opp. page)

*Bonaparte's Retreat*. Tucker displays a fine, full bary on two ballads, stylizing a little more than necessary in the Eckstine manner.

Petite Connie Haines, cute as a button and potent as dynamite, shows herself equally adept with rhythm tunes, ballads and material. Starting with her hit disk version of *How It Lies*, the thrush runs thru a string of her other Coral diskings, including the bi-lingual *La Vie En Rose*, and finishing strong with a lively, perfectly sanitary *Ol' Man Mose*.

Park and Clifford, acro team, perform with the timing and rhythm of ballet dancers. Their difficult hand-to-hand routines are especially effective because of the lads' unmuscular appearance.

Mountainous comic Jack E. Leonard, a wonderful ad libber, milks such subjects as the air conditioning

**ORIENTAL, CHICAGO**

(Continued from opp. page)  
healthy mitting and had to do an encore.

The Vision-Aires, three-boys-and-a-gal harmony team, get a vocal blend that's worthy of a diskery's listen. With some disks for promotion, they could stack with the major teams. The dark-haired little guy, who sings lots of lead, is a good showman and capable comedian. In their talent specialty, they could use more realistic imitations of the celebs they're doing.

The Three Swifts have rerouted their standard juggling bit, with talk between their excellent Indian-club passing a big help. Each of the three is a top craftsman, with one solo bit, in which the man walks around passing fallen clubs from the floor to his mitts, a top item. Got the best hand they've garnered in about six appearances here in the last four years.  
Johnny Sippel.

**ROXY, NEW YORK**

(Continued from opp. page)

Raymond, seven-year-old moppet who's appeared on the TV show, was next on. The kid handled her lines like a vet, sang a cute version of *Chocolate Ice Cream Cone* and hoofed a bit, too. A dance duet with Berle sent her off to a sensational mitt.

Leonard Sues, youthful trumpet player, came on for a loud and fast version of *Blue Skies*, a couple of impersonations of trumpet-playing maestros and a duet with Berle. This got a big mitt, too, as Berle whistled, stamped and hollered for applause.

Next on was Landre and Verna, a slick ballroom team that showed plenty of flash. The gal is a tiny thing with a cute demeanor. Lifts and spins executed by the team, particularly the one-hand stuff, were crowd pleasers. Berle worked in this act, too.

Sid Gary closed the layout. He came on after a sizable build-up and sang *Old Man River*, complete with exaggerated gestures. His impersonations of Morton Downey, Al Jolson and Georgie Jessel, however, were sock bits. Gary and Berle worked together for a black-face routine and Berle impersonation of Eddie Cantor.

The show closed with Berle once more milking the audience with a parody on *Near You* and a hefty plug for his TV show resuming in mid-September.  
Pic, Stella. Joe Martin.

and his own physique for all they're worth. The latter remains his best bet, and he brings the house down with his incredible out-of-character jitterbugging and tap dancing.

Krupa's band does an excellent job backing the acts.  
Pic, *The Pretty Girl*. Bill Simon.

# IATSE Re-Elects Walsh as Prexy

(Continued from page 39)

parcantly overlooked. Other act'ns supported the government in the Korean crisis; condemned cross-filing in California; sought amendment of the Wages and Hours law to reduce the present 8-hour day and 40-hour week maximums.

The IATSE extended membership eligibility to British subjects resident in Canada, to conform with a new longer waiting period under Canadian citizenship laws; life memberships, free from dues and assessments, were approved for paraplegic and amputee veterans of the late war, subject to local autonomy.

Proposals to ban supervisors and consultants for theaters, radio and television stations, and other show operations from active union membership, and to arrange service withdrawals, free of per capita tax, for servicemen in the present crisis, were referred to the general union office.

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# IN SHORT

**New York:**

Billy Daniels into the Capitol Theater in October after finishing his current run at Bill Miller's Riviera. . . Jack Cole Dancers due for another two-week hold-over at the Riviera. . . Bill Callahan opens at the Copa September 7 in the show headlined by Joe E. Lewis. . . Myron Cohen will make his first Stern vaude house appearance in some years when he opens at the Paramount September 27. Tony Pastor's band will work the same show. Following show will be Duke Ellington and Sarah Vaughan. . . Irving Fields Trio back into the Park Sheraton's Mermaid Room September 13. . . Louis Armstrong returns to Bop City for a one-week engagement, starting August 24. . . Gene Williams' ork set for Frank Dailey's Meadowbrook for a month, starting September 22.

**Chicago:**

Paul Marr, prexy of Entertainment Managers' Association and owner of an indie office here, will probably take a prolonged vacation soon due to a nervous condition which has necessitated a rest. Bob Lastfogel, ex-William Morris office booker here, is managing the Marr office. . . The Silver Frolics, which moved to the Loop site of the old Rio Cabana six months ago, is switching to a strip policy in the fall. Spot utilized regular nitery policy up to its summer shuttering. Irv Singer and Ben Orloff intend to work up a Follies Bergere type production. Sid Harris, of Mutual Entertainment, will not handle exclusive account, spot will be open. . . Eddie Sligh has taken over as exclusive booker for the Moose Club, Erie, Pa. . . Marcus Glaser returns to work in the Charley Hogan office next week after two weeks in the hospital with a virus infection. . . Mercury Records will release a 33 r.p.m. disk September 15 which will carry about 45 minutes of Sophie Tucker's regular nitery routine. Mercury may do other vet nitery headliners on a similar policy,

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# Legit, TV Cut Cost of Scenery

## 25 Pct. Slash Made Possible By New Plan

### Aids Other Fields

(Continued from page 3)

of Theatrical Producers (COTP) last season. The organization, headed by Kermit Bloomgarten, fell for it hook, line and sinker. This year Segal's shop has signed up Gilbert Miller, Aldrich and Myers, Irene Selznick, George Abbot, Leland Heyward and Rodgers and Hammerstein. They agree to build and paint all their scenery only with him. Their costs are reduced in direct proportion to the number of plays they do and the sets they order. Naturally, the more plays they produce, the less their sets cost.

When the COTP asked Segal to handle more producers, his shop is not geared for mass production. The organization however, has invited Kaj Velden and the T. B. MacDonald Construction Company to operate in the same way. They have rejected the suggestion because of prior commitments, but by next season they may be forced to work under it.

Several agencies are already interested in working in the same manner. They have approached one scenic shop for a similar deal and having been turned down are looking further.

Costume houses and prop houses are working on similar arrangements with producers. Agencies, no doubt, will ask for the same set-up once legit is secured. Inevitably, the scheme must drive the rest of the scenic industry to follow the leader in order to meet the competition.

The plan has proven a great boom for scenic workers. Formerly only seasonally employed, Segal hopes soon that his personnel will be working 52 weeks a year. All that is needed is for one of his six producers to click with a sock show and he could take up the slack 12 weeks by building a second company for the hit.

With prices for scenic materials estimated to be rising 10 per cent soon, the plan is a strong indication that co-operation sometimes pays off.

## Roadshows Get IATSE Attack

DETROIT, Aug. 19. — Roadshows playing sporadic dates in schools, colleges and municipal auditoriums as well as theaters without using union grips were singled out for special attack in an address made by Richard Walsh, prexy of the International Alliance of Theatrical Stage Employees (IATSE), to the biennial convention here. Blame for the situation was laid squarely at the door of the IATSE locals in the field.

Walsh, who advocated systematic checking of shows on the road, pointed out that the old-time checking of railroad yards is useless today because many plays move by bus and truck. He suggested centralizing all such information thru union headquarters, in addition to securing a contract with any type of auditorium where such a show might appear. He chided local unions for not training stagehands to work road shows.

The union prexy called for a thorough policing of summer theaters. Rapid

## Broadway Review

### THE LIVE WIRE (Opened Thursday, August 17)

#### THE PLAYHOUSE

A comedy by Garson Kanin. Directed by the author. Set and lighting, Donald Oenslager. Production supervisor, Kip John. Costumes, Forest Thayer. Stage manager, Richard Martin. Production manager, Frank Hall. Company manager, Harry Shapiro. Press representative, Max Oendel. Presented by Mike Todd.

John Tobey Jr. ....	Peter Turgeon
Ursula Poe ....	Sheila Bond
Mr. Finch ....	Douglas Chandler
Leo Mack ....	Scott McKay
Ronnie Lundquist ....	Rex Williams
Mitchell Mack ....	Ned Wertimer
Granny Schenk ....	Elliott Reid
Ey Brogan ....	Chester Stratton
Rip Eulett ....	John Drew Colt
Sam Crocker ....	Joseph O. Sullivan
Sel Margolis ....	Jack Gilford
Mike Shannon ....	Pat Harrington
Dorothy Parrish ....	Elsbeth Eric
Liz Fargo ....	Peggy Cass
Brian Freer ....	Murryn Vye
Harry Holland ....	Heywood Hale Broun

For theatergoers seeking sheer escapism who have already seen all the shows on Broadway, Garson Kanin's *The Live Wire* will prove an entertaining evening of comedy. But come cooler weather and the competition of newer and stronger legit fare and the show is apt to find its career cut short.

There is no doubt that the script is only minor Kanin. He has done better. He will have to do better. There are overtones of musical comedy book writing in this story of nine fitfully employed actors living together in a Quonset hut on the fringes of the theatrical district. They are a happy family until the brother of one of them appears and joins the group. This Grade A heel almost wrecks the joint with his scheming, conniving and neurotic monkey-shines, until Hollywood beckons and he exits.

But in spite of a few entertaining scenes and a number of good gags, the play gets nowhere. The gags are funny but they do not build the situation, the play's point is delivered in a speech at the end, and the plotting is so obvious and almost hack that it almost insults the audience.

Scott McKay's playing of a difficult role, the no-talent phoney, is only competent. Sharper casting might have achieved better results. But the rest of the cast sparkles. Jack Gilford, in his first straight legit part, wrings laugh after laugh from his gags and incidentally also interpolates one of his nitery routines in the show. And the other actors, Peter Turgeon, Ned Wertimer, Joseph G. Sullivan, Elliot Reid, Chester Stratton, Pat Harrington, John Drew Colt and Rex Williams, help seek the show across. Harrington especially, with this stint has established himself in legit.

Formerly known for her dancing talents, Sheila Bond registers as a Rockette on the make for a well-heeled spouse. Both Elspeth Eric and Peggy Cass handle themselves well in smaller assignments.

The third act was given a decided lift by Murryn Vye's playing of a Hollywood agent. He gave the theatergoers more than was written in the part. Heywood Hale Broun made a properly meek assistant to this big wheel. Garson Kanin's direction was acute and moved the show along, except for his tendency to hoke things up. Both Donald Oenslager's set of the Quonset hut and his lighting were top drawer scenically.

Leon Morse.

expansion in the field, especially in resort towns, calls for renewed activity, according to Walsh.

## Strawhat Review

### BEST OF SPIRITS (Opened Tuesday, August 8)

#### PUTNAM COUNTY PLAYHOUSE MAHOPAC, N. Y.

A comedy by Joel Turner. Staged by Jill Miller. Sets, Ken Bloomer. Lights, Betty Young. Stage manager, Cecelia Archer. Presented by the Putnam County Playhouse.

Graustark .....	John Bears
Miss Reede .....	Elizabeth Lawrence
Mme. Monella .....	Mary Hayden
Riley .....	Bart Burns
McDee .....	John Koen
Stanley .....	Tom McDermott
Mr. Littleman .....	Mac Greas
Elaine .....	Connie Simons
Renshaw .....	George Spelvin
One Trustee .....	Roland von Weiser
Two Trustee .....	George Spelvin
Three Trustee .....	Carl Paniconi
Papa .....	George Spelvin

The substance and playwrighting in Joel Turner's comedy, *Best of Spirits*, and his ghostly characters in the script are quite similar in that both are gossamer in nature and unbounded by normal limitations. And, as is often the case in stock, the players' quick, type characterizations do little justice to themselves in the role or to the play. However, this script gets a good stock production; it's just too weak for the hit-or-flop competition of Broadway.

Of primary importance is the medium, Mme. Monella, hired by Miss Reede to teach her spiritualism. It seems necessary for the younger lady to learn to communicate with her departed father in order to lay claim on her inheritance. The gals move into a flat where a murder has been committed. The police are baffled, and the medium agrees to give them an assist. For the benefit of the trustees of the state, a whiz-bang séance is arranged with the help of a man living upstairs. All goes well, and the trustees are instructed by Pappa's ghost to turn over the cash to the daughter. The trustees protest, however, that the appearance of Pappa is really the man upstairs, only to find from the police that he had died the night before. This leaves all, including the audience, baffled by the actual manifestation.

Turner shows an aptitude for playwrighting, but *Spirits* misses. He too frequently skips the limitations of comedy wandering off into philosophizing which slows the pace of his script, and much of his mystery material is unfunny. The dialog is generally good, but too often the repetition of words and ideas breaks into what might otherwise be a smooth rapid flow and slows the show down to a walk.

Mary Hayden's Mme. Monella, the pulled out of Mildred Natwick's Blithe Spirit hat, holds the show together. Miss Hayden is a strong actress with fine sensitivity. Bart Burns, hired specifically for the role, fits policeman Riley perfectly and plays it near ditto. The resident company try valiantly to suit themselves to their roles with varying success. Most successful at this for sheer acting ability is Elizabeth Lawrence who, tho she lacks shading, has a fine sense of comedy.

Jill Miller's direction is adequate for stock. But the script is weak and needs a strong hand and more time to iron out the flaws and give it a lift. Betty Young's lighting is most effective, and Ken Bloomer's set seryes.

A thoro editing would help this play and perhaps make it okay for community or school fare, but as it stands, an angel backing this script for Broadway would lose his shirt.

Dennis McDonald.

# Philly Erlanger To Relight as 5th Legit House

PHILADELPHIA, Aug. 19. — To give a promising 1950-'51 legit season a fifth legit theater to house the bumper crop of attractions promised, the Erlanger Theater will relight September 25 with *A Lady From Paris*. Lawrence Shubert Lawrence, long identified with the management of the Shubert houses here, and William Goldman, president of the William Goldman Theaters movie chain which includes the dark Erlanger, have formed a corporation to operate the house independently for legitimate theatrical stage presentations.

Bookings for the Erlanger will be handled by the Shubert Enterprises, the United Booking Office and independent producers. The theater staff will be recruited locally and the house manager will be announced later.

Originally intended to be a legit house, Goldman sought to operate the Erlanger as a first-run movie de luxe. Altho unsuccessful on the movie score, Goldman has collected fancy coin thru the federal courts in his anti-trust actions against the movie companies for failure to provide him with first-run picture products. The Erlanger, primarily a musical house in past years, has opened for spot legit bookings such as prems of Finian's Rainbow and Carmen Jones.



## BROADWAY SHOWLOG

Performances Thru August 19, 1950

### DRAMA

	Opened	Perfs.
Death of a Salesman .....	2-1, '49	636
(Morosco)		
Mister Roberts .....	2-18, '48	997
(Astor)		
The Cocktail Party .....	1-21, '50	244
(Henry Miller)		
The Happy Time .....	1-24, '50	239
(Plymouth)		
The Live Wire .....	8-17, '50	4
(The Playhouse)		
The Member of the Wedding .....	1-5, '50	260
(Empire)		
The Medium and The Telephone .....	7-19, '50	37
(The Arena)		
The Wisteria Trees .....	3-29, '50	133
(Martin Beck)		

### MUSICAL

Gentlemen Prefer Blondes .....	12-8, '49	292
(Ziegfeld)		
Kiss Me, Kate .....	12-30, '48	682
(Shubert)		
Michael Todd's Peep Show .....	6-28, '50	61
(Winter Garden)		
Peter Pan .....	4-24, '50	136
(Imperial)		
South Pacific .....	4-7, '49	564
(Marjorie)		
The Consul .....	3-15, '50	181
(Barrymore)		
Tickets, Please .....	4-27, '50	132
(Coronet)		
Where's Charley? .....	10-11, '48	776
(St. James)		

### CLOSED

Detective Story .....	3-23, '49	(583)
(Hudson)		

(August 12, 1950)

### COMING UP

(Week of August 21, 1950)		
Born in Texas .....	8-21, '50	
(Fulton)		

## ROUTES

Dramatic and Musical

Death of a Salesman (Billmore) Los Angeles  
Kiss Me, Kate (Watergate) Washington  
Lost in the Stars (Curran) San Francisco  
Lord an' a Lad (Great Northern) Chicago  
Mr. Roberts (Erlanger) Chicago  
South Pacific (War Memorial) San Francisco  
Summer and Smoke (Geary) San Francisco  
Two Blind Mice (Harris) Chicago

## Burlesque

By UNO

**PETE DeCENZIE**, who has been operating burly stock at the El Rey, 1,000-seat house in Oakland, Calif., since last January, is reported organizing two similar units for Honolulu and Australia. Current cast at the El Rey includes **Bruce (Boobs) Brooks**, comic; **Will Hayes**, straight; **Jo Jo Jordan**, **Ginger Britton**, **Torrid Terry Lane**, **Roxie Marsh**, **Romaine Taylor**, **Betty Carroll**, **Margo**, **Jannette**, **Lizette** and **Pat Starr**. **Marie Voe** left there recently, after eight weeks, for Los Angeles. **Mae Jackson** and **Eddie Doran** handle the music. **Fred Miller** is stage manager, and **Cliff Sundin**, electrician. . . . **Warren Irons** has taken over the **Gaiety**, Toledo, which opens August 24 with regular weekly circuit shows coming from Buffalo and moving to the **Gaiety**, Detroit. . . . **David (Slim) Kerns**, veteran comic, is out of the hospital after 13 months following a stroke and removal of a kidney.

**VINNIE PHILLIPS** opened August 15 at Lakeside Theater, Lake Hopatcong, N. J., as **Sister Bessie** in "Tobacco Road," which she is staging and with which she has been connected the last 14 years. . . . **Nat Burgess**, singing emcee and straight, has been called to New Orleans for the opening of the **Wonder Club** on Labor Day. He will have charge of show and production. . . . **Shirley Paige** and **Jack Montgomery**, producers, switch this season, former going to the **Hudson**, Union City, N. J., and the latter to the **Empire**, Newark. . . . **Tiny Fuller**, **Mervin Harmon**, **Melanie LeBeau** and **Lou Ascol** open the **Howard**, Boston for the season August 26. . . . Among specialty acts booked by **Jack Fauer** for **Hirst Circuit** houses are **Anthony and Rogers**, **Roger Hill**, **Ann Palmer**, **Helene Francis**, **Ann Powell**, **Telacks** and **Joe Madden**. . . . **Jackie Whalen** and **Wee Ping**, after three weeks at the **Paddock Club**, Atlantic City, moved to the **Glen Park Casino**, Buffalo, thru the **William Morris Agency**. . . . **Ruby Reed** is in her fourth year, and **Charles Drins**, ork leader, in his seventh, at the **President-Follies**, San Francisco. . . . **Jane (Vitale)** and **Harry Gerken** celebrated the launching of their new **Cris-Craft** at **Lake Hopatcong**, N. J., last week, with **Jimmy** and **Jeanne Cavanaugh**, **Phyllis Gail**, **Francine**, and **Gibbee McCloskey** as guests.

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## IATSE Prexy Hails Vaude Tie

DETROIT, Aug. 19.—A policy of continued co-operation aimed at reviving vaude was voiced at the International Alliance of Theatrical Stage Employees' (IATSE) biennial convention here by President **Richard F. Walsh**. Citing the union's past record of keeping demands at a minimum to allow the **New York Palace Theater** venture and the road units originally built around the **Palace** operation a good start, Walsh frankly pointed out that "anything we do to nurture this source of employment over the hump would naturally be to our vast benefit in the long run.

Scarcity of talent was blamed by Walsh for the partial demise of the operation as far as the road is concerned. He commented that "there is at least a fair chance that, if enough talent can be developed, vaudeville may catch on for good."

## Philly AFM Drops Mini Hiring Plan For Private Parties

PHILADELPHIA, Aug. 19.—Proposed plans of **Local 77**, American Federation of Musicians (AFM) union here, to set up minimum requirements for the number of men to play private parties were dropped in face of heavy opposition from local musical contractors, particularly those catering to the town's social set. Already on the union books is a law fixing the minimum number of men required when setting up music for the various hotel ballrooms around town.

Music makers, however, felt that the union would overstep its bounds if it tried to tell individuals how many musicians they would have to hire for a private wedding, engagement or deb party, particularly since most such affairs are held in private residences.

It was also felt that such a ruling would decrease rather than increase employment possibilities and may even encourage some to use recorded music or turn to non-union musicians, who are plentiful in this area.

The union's aim in suggesting minimum requirements for private parties was to help increase employment potential.

## Charlie Yates Off To Rest; Taylor to N. Y.

NEW YORK, Aug. 19.—**Charlie Yates**, veteran agent and boss of the theater department for **Associated Booking Corporation (ABC)**, is taking off for a four to 10 weeks' recuperative vacation following a lengthy illness.

**Frank Taylor**, who has headed up the **ABC nitery-vaude** department in its Chicago office, will replace **Yates** in the **New York** operation for the duration of the vacation. **Taylor's** work in **Chicago** in turn is being picked up by **Chicago** branch head, **Freddy Williamson**.

## COL REVIVES POPS

(Continued from page 12)

sions, such as complete control over tunes, choice of musical director and other benefits. Also, a tie-up between **Columbia** and parent **CBS** network will be included to give **1a Day** a new half-hour air show. **Tele** plans, still in the talking stage, also are involved.

Until the new deal was inked, talks were going on with **RCA Victor** artists topper, **Manie Sacks**, to lure **Miss Day** to that label. **Victor** deal would have been about equal, money-wise, with similar radio-tele tie-ups with **NBC**. Decision to stick with **Columbia** was influenced by financial angles, as well as by the fact that **Miss Day's** backlog of etchings are in the **Columbia** storehouse.

## Magic

By Bill Sachs

**CHARLES VELVIN TURNER**, veteran agent, press man and manager of various indoor and outdoor attractions and last season on the **Blackstone** show as assistant to **George Alabama Florida**, dean of American press agents, pays tribute to **Lon B. Ramsdell**, for the last six seasons manager-director of the **Blackstone** company, who died August 9 in **Biloxi, Miss.** Heading his piece "A Great Guy," **Turner** writes: "Lon B. Ramsdell is gone in body only; his spirit will be with us forever. He will long be remembered for his happy smile and his great love for his fellowman. Those who knew him best will suffer the loss of a loved one. He was indeed a true friend. He was a showman's showman and gave unstintingly of his time and abilities to assist all who came to him for succor. The world is better for his having lived, and no better epitaph can be written than 'He was a great guy!'"

**Tony Marks** winds up a two-weeker Thursday (24) at **Beverly Hills Country Club**, **Newport, Ky.** . . . **Dr. Faustus (Dave Perry)**, formerly with the **Great Virgil**, has been added to the faculty of the **Chavez College of Magic** in **Los Angeles**. According to **Faustus**, **Ben Chavez** is making plans to move the college to **Hollywood**, with formal opening of the new studio-shop slated to take place around the first of the year. At the recent convention of the **Pacific Coast Association of Magicians**, two **Chavez** grads, **Marilyn Swanson** and **Albert Ching**, breezed in with two trophies each for their work in the competitive magic. . . . **Don** and **Thelma Greenwood** postal from **Wartertown, N. Y.**, under date of August 12: "Close here tomorrow and head for **Rochester, N. Y.** We've had a fine summer so far."

**KISMET (Martin Sunshine)**, who began his 11th season at the **Northernaire**, hotel and spa located four miles east of **Three Lakes, Wis.**, May 12, winds up his stand there October 15. . . . **The Amazing Mr. Ballentine (Carl Sharp)** was a recent visitor at the home of **Harry E. Cecil**, the "world's worst magician," in **Highland Park, Mich.** Cecil is chairman of the sick and welfare committee of the **International Brotherhood of Magicians** and says that cards or letters regarding sick members will get his prompt attention. Cecil's address is 40 **Louise Avenue**, **Highland Park 3, Mich.** . . . **John H. Davison**, past president of the **IBM**, recently suffered a heart attack after a show at a **Connecticut** summer hotel and is now on the mend at his home in **North Stonington, Conn.** . . . **Roy Hall**, of the **Hall Magic Company**, **Detroit**, who has been ill of a heart ailment the last two months, also is reported improving at his home in the **Motor City**.

. . . **Alexander**, mentalist, after 25 weeks in the **Rigadoon Room** of the **Edgewater Hotel**, **Madison, Wis.**, has elected to remain over there indefinitely. He was set to begin a two-weeker August 1 at **King's Gate-**

## AFM Hike Hits Omaha Dancery

CHICAGO, Aug. 19.—The dance biz probably will lose one of its veteran location spots, the **Music Box**, Omaha, unless the **Omaha American Federation of Musicians'** local rescinds its scale hike released Wednesday (16). **Harry Taylor**, op of the dancery, told **The Billboard** he intends to turn the ballroom into a bowling alley unless there is a change in the union order. He has notified **McConkey Music Corporation** here, which had four bands in for one-week periods up to **January 1**, and a host of territory bands, that he had decided to shutter the spot, instead of paying the increase in scale. The union order increased fees from a perview straight \$3 per hour and no overtime to \$10 for the first two hours and overtime thereafter. In addition, the minimum number of men on an **Omaha** location date was raised from nine to 12. The **Music Box** was skedded to open **September 6** with **Don Ragon**, with other bands set for one-week stays until **January 1**.

Only new dancery opening in the area this fall, thus far, is the **Starlight Ballroom**, **Carroll, Ia.** The spot, said to be one of the most lavish in the **Midwest** territory, is owned by **H. J. Smouse** and **Harold Boje**, local businessmen. Spot will play one-nighters only, with **Benny Strong** set to open the location **September 14**.

## Earle, Philly, Back on Live Diet; Ravens in Lead Bill

PHILADELPHIA, Aug. 19.—**Warner Bros.** will return stagershow to the downtown **Earle Theater**, which has been on a straight screen kick for the past three months.

Booking out of the film company's **New York** office on a catch-as-catch-can basis, the emphasis will again be on **Negro** attractions. Stage will light up again August 25, with the **Ravens** and **Calvin Boze's** band topping the starting bill.

way, **Land o' Lakes, Wis.**, but canceled out by mutual agreement due to the cold and rainy weather which has chilled business in **Northern Wisconsin** resorts this year. **Alexander** recently entertained **Art Brush**, **Madison** magus and magic manufacturer, in the **Rigadoon Room** on the occasion of the latter's wedding anniversary. . . . **Ray Amy**, our faithful **St. Louis** correspondent, shoots from the **Mound City**, to wit: "St. Louis Assembly of the Society of American Magicians held its annual picnic at the home of **Roy Mayer** in **Troy, Ill.**, Sunday (13), and a good time was had by all. **Roba Collins** takes unto himself a bride **September 15**, a charming nurse from **Richmond, Ind.** The love bug must be rampant here, as **Guy Gerber** took a wife here not so long ago. **Norma West**, well known in magic and mental circles, is here framing a new magic turn in silks."

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# IA Requests Projectionists Cover Speakers

**DETROIT, Aug. 19.**—Action to take union jurisdiction over the maintenance of speakers in drive-in theaters away from the stagehands' locals and place it under the projectionists' locals was taken by the International Alliance of Theatrical Stage Employees (IATSE), who concluded a five-day biennial convention here Friday (18). (For complete story of the convention, see other departments of this issue.) The coverage by the stagehands has been considered unsatisfactory, inasmuch as such locals had admittedly been unable to get satisfactory contracts with the theaters, resulting in "pirating maintenance work."

Move was taken on the technical ground that the speakers are "apparatus and connections appertaining" to operating rooms. Special provision was made to waive the change where existing contracts to the contrary are in effect.

The 16-m.m. field came up for attention once during the convention, when a proposal to launch an organizing drive specifically to include the "making, taking and exhibiting" of 16-m.m. was presented. It was decided to take no additional action, however, as, while comparatively little may have been done in this field, it was felt that existing union regulations fully provided for the unionization in 16-m.m.

## 2d Drive-In for Brownwood

**BROWNWOOD, Tex., Aug. 19.**—Mr. and Mrs. Jack Needham have begun construction of a new drive-in theater at Gate No. 1, the main entrance to 'Camp Bow'. It will be Brownwood's second drive-in establishment. According to Needham, 400 car speakers, paved ramps and children's playground will be installed on 10 acres at the former army camp entrance.

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 Equipment - New - Complete, \$2,500.00. Construction and operating instructions furnished.  
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## Resurrection

**NEW YORK, Aug. 19.**—Anent the vogue for the current theater-in-the-round, Harry Birdoff, author of *The World's Greatest Hit*, said this week that the idea is not by any means new. "Small roadshow units have for years given their productions in that fashion," Birdoff opined. "They improvised stages in the village squares, in local hotel dining rooms and were surrounded by spectators who otherwise had never been in a theater. The present-day experiment in the big cities will have to go some to approach the intimacy of one performance of Uncle Tom's Cabin, where a couch was passed over the heads of the audience so that Little Eva could die on it."

## 2 More Open-Airers Bow in Eastern Pa.

**PHILADELPHIA, Aug. 19.**—With the outdoor season going into its final lap, two more open-air theaters were added to the growing chain of drive-ins in Eastern Pennsylvania. Newly opened is the 600-car Valley Drive-In on Route 29 between Tamaqua and McAdoo, Pa., opened by Joseph Petrole, of Hazelton, Pa.; and the 250-car County View Drive-In operated by Luther Holt near Lake-wood, Pa., with booking and buying of films handled by Eastern Pennsylvania Allied here.

The Sablosky-Chapman interests here, who have operated the Key Drive-In near Harrisburg, Pa., have sold their interest to the Jack Weber-Comerford Theaters combine.

Abe Sunburg, former manager of the Lincoln Drive-In just outside the city, has been named general manager for Louis Drew's chain of four open-airers in the Buffalo, N. Y., territory. The circuit includes the Delaware, Allegheny, Hershey and Geneva Drive-ins.

At Pottsville, Pa., the employees of the Renninger Drive-In and their families were guests of the management at the annual picnic at Black Rock Hunting Lodge near Roedersville, Pa. The day's celebration closed with a special night show in the theater.

## Asks Springfield Permit

**SPRINGFIELD, Mass., Aug. 19.**—The planning board will hold a hearing August 31 on the petition of John Stanley Banas, Indian Orchard, Mass., for a zone change at Long Beach Street and Boston Road here, to allow construction of an outdoor motion picture theater.

# Brunk Gets Biz In Colo., Despite Cool Weather

**CINCINNATI, Aug. 19.**—Report from Henry L. Brunk, manager of Brunk's Comedians, reveals that business has been good for the org thru Colorado. Following two more weeks in the State, the show jumps into New Mexico, Texas and Oklahoma for its fall run, closing its season about December 1.

Personnel of the company includes Erby Willson, Don Lasley, Erman Goldie, Bill and Gene Gray, the Farren twins (Eddie and Jimmie), Kitty Farren, Cille Farren, Walter Lukas, Jerrie Dexter, Mercedes Rey, Jack Vivian, Wayne Patterson and Bill Hendryx.

Mr. and Mrs. Brunk hosted the personnel at a Dutch lunch last week in Gunnison, Colo. Also attending were several visitors, including Mrs. Farren, mother of the twins; Joe Bigsby; Mr. and Mrs. Everett Evans, Denver, and Mr. and Mrs. Pat Patterson, San Diego, Calif. Other recent visitors were Fred and Hazel Twyman, of the former Hazel Hurd Players. The Farren twins are owners of a new Buick.

Brunk reports that the nights have been unusually cool this season and a double extended side-wall has been used most of the time. Occasionally butane heating equipment has been necessary.

The Brunk org rated a strong editorial plug in *The Grand Junction* (Colo.) *Daily Sentinel* during its stand there. The editorial said in part:

"Refreshing, to say the least, is the entertainment that has been provided nightly by Brunk's Comedians in Grand Junction. . . . In these days of highly publicized entertainment these old-time tent companies have been forgotten by a great segment of the public. After seeing so-called spectacles on the screens of Hollywood and some of the so-called better plays with lavish surroundings, it is a pleasure to sit in a shirt-sleeved crowd and watch a company of outstanding actors present plays with fervor and interest that is not seen in Hollywood or on Broadway. Adding to the show, rather than taking away from the performance, are the vaudeville acts between scenes which are performed by the same versatile actors."

## Biz Holding Steady For Slout Tenters

**CINCINNATI, Aug. 19.**—Slout Players Tent Show played to steady business in Mascoutah, Ill., August 14-19, according to Manager L. Verne Slout. Lot there was so wet for the move-in that several trucks got stuck and had to be winched out. Despite a downpour for the opening, a good crowd was on hand, Slout says.

Andrew Leigh, now in his third year with the Slouts, entertained relatives from his home town of Alton, Ill., during the Mascoutah stand. Also visiting was Toby Nevius, formerly in the rep field, later in radio and now playing special dates. Mr. Maynard, East St. Louis, Ill., circus fan, visited and took pictures. Wanda Ward leaves the Slout org soon to start her school work and will be replaced by Evelyn Berkeley.

Last week's story on the Slouts inadvertently omitted Klink and Frances Lemmon from the show's line-up. Slout reports that the Lemmons are "key folks in our administrative set-up."

"Besides handling the orchestra and playing piano, accordion and trombone, Klink is one of the best banner salesmen in the rep business," says Slout. "Frances runs the concessions, handling popcorn and snow cones. They are in their fifth year with the org."

# Rep Ripples

**FROM Tyler, Tex., A. A. Sterner** pens: "Have had a platform show in this area to good takes and will stick to it until fall when I will operate a museum exhibit that have been getting together for store show." . . . Devore Players are a new three-cast trick that will operate around Portland, Ore., come fall. Trick will play for sponsors. . . . George Spicer is doing well with his two-people flesh trick in Sherbrook, Que., area. Spicer visited the Daily Bros. Circus recently. Spicer has some fairs on his list in addition to his hall biz. . . . Butler's Show has been in Northern New York recently to fair biz and will move south soon. . . . F. S. Donaldson writes from Menan, Idaho: "Am getting together a three-cast vaudepic show for fall trek thru Northwest. Have been doing well with platform show with some merchandising." . . . Lloyd Carter is mulling a small cast Colored minstrel trick to play sponsors and whatever in the Montgomery, Ala., area. Carter has promoted amateur minstrel shows in the past. . . . Drake's platform show reports good biz in the Tallahassee, Fla., area. Trick is man and wife and does some merchandising. . . . Temple Players will be a new small cast flesh group for the Tacoma, Wash., area. . . . Mr. and Mrs. Edwin Boxer will leave Fresno, Calif., soon for a trek to Florida. Boxers will have a new pic outfit and feature film and will work the musical and reading type of entertainment that they have been successful with for some years.

## 3 New Drive-Ins For Philly Area

**PHILADELPHIA, Aug. 19.**—Construction was started on another drive-in in this territory, a permit for construction on a second was issued, while a third open-airer opened for business.

Near Berwick, Pa., Ernie Schmidt began construction of a 750-car drive-in to be located on the Berwick-Bloomsburg Highway. The open-airer will follow a colonial architectural scheme. Schmidt is head of the Berwick Theater Company which operates indoor theaters in that city and in Shickshinny. Harold Bell, manager of the regular Berwick theaters, will manage the drive-in.

The Wilmington Sportsmen's Club, Inc., Wilmington, Del., will build a drive-in within the city limits in the vicinity of the Wilmington ball park, it was disclosed as the permit calling for construction costing \$35,000 was issued. The open-airer will be built by the DiSabatino & Ranieri Company from plans by W. Ellis Preston.

The grand opening took place last week of the Midway Drive-In located in Eastern Pennsylvania between Middletown and Hummelstown, about 10 miles south of Harrisburg. Featured is "bargain night every night" with admission \$1 a carload.

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 Man familiar with sponsored dates in school auditoriums and theaters. Best deal to committee. Better features. Established territory. No time to dicker. Must join at once. Wire—Write  
**LIPPINCOTT, the Magician**  
 Lake Lansing Park, Haslett, Michigan

**BRUNK'S COMEDIANS**  
 Want Janitor, preference to one who can tie half hitch. Must be able to get drunk on mooring night. Other reliable, useful. Rep People, answer. Season ends December 1. Address:  
**HENRY L. BRUNK**  
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**YOU CAN SEE**  
 Complete Picture Tent Show Outfit in operation this week Henryville, Indiana; next week Elizabeth, Indiana. No junk. Modern equipment for cash only  
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# THE FINAL CURTAIN

**BLAND**—Reginald, 72, founder and director for 14 years of the Pasadena Civic Orchestra, August 7 in Pasadena, Calif.

**CASS** — Bert Almon, 83, former clarinetist with the New Haven (Conn.) Symphony Orchestra, and with theater pit orchestras, August 9 in Woodmont, Conn. Survived by his widow, Emily, and a son, Raymond M., of Meriden, Conn. Burial in Evergreen Cemetery, Milford, Conn., August 12.

**CLARK**—Penny, 7, daughter of the late Buddy Clark, vocalist, August 14 in Los Angeles when struck by an auto. Survived by her mother, Nedra, West Los Angeles. Burial in Glendale, Calif., August 16.

**CLESI**—Nick J., 70, realty agent and pop songwriter of the 1920's, recently in New Orleans. Of some 400 songs, about 25 gained moderate popularity, including *I'm Sorry I Made You Cry*, *Shiney Nose* and *Any Boy Could Love a Girl Like You*.

**COLE**—Mrs. Juanita L., 69, wife of Bert Cole, advertising agent and of-

ficial announcer for the Hagenbeck-Wallace Circus before his retirement 22 years ago, August 10 in Princes Bay, Staten Island, N. Y. At 16 she went to London as a member of the *Belle of New York* cast, appeared in *Neptune's Daughter* at the New York Hippodrome, and was a member of the ballet in *Tango Shoes*.

**COOPER**—James H., 63, former vaude performer and newscaster, August 8 in Columbus, O. For 20 years he managed his own stock company and later became manager for several Midwest theaters. In 1928 he joined the staff of WCAH, later WBNS, Columbus. He was known to radio audiences as Genial Jim. His widow and daughter survive.

**DAIX** — Daisy (Denise Carivenc), 34, French musicomedie star, August 16 in and auto accident in the suburbs of Asnieres, near Paris. The singing-dancing star of the *Folies Bergere* was returning from a holiday with her husband. In 1946 she appeared in niteries in the United States, including the Latin Quarter in New York and Miami. Her husband survives.

**DUNROBIN**—Lionel Claude Race, 75, retired actor, August 15 in Hollywood. His widow, Edna, survives.

**EICKELBERG**—Wilbur, 53, member of Keenan & Eickelberg Advertising Agency and former sales manager for the Don Lee network and MBS, August 14 of a heart attack at his home in North Hollywood, Calif. He leaves his wife, Sibyl, a sister and brother.

**FISCHEL**—Mrs. Marguerite Kauffman, 61, author and member of the League of Composers, August 8 in New York. A former student of Ernest Bloch, she later wrote many songs published by Schirmer. Active in leadership in the cerebral palsy field, much of her writing concerned those afflicted. A son and a sister survive.

**FORD**—Mrs. Julia Ellsworth, 91, playwright and author, August 14 in Rye, N. Y. A leader in the juvenile book field and founder of the Julia Ellsworth Ford Foundation, she also wrote several plays, including *The Mist*, produced at the Little Theater, London, in 1913. A daughter and two sons survive.

**FRANCIS**—Adeline, 80, vaude performer, August 11 in New York. She toured this country, England and Scotland as the *Graphophone Girl*, and appeared with the Russell Brothers and in *Flora Dora*. Burial August 14. A sister survives.

**FREEMAN**—Frances, 26, actress in a number of off-Broadway shows, August 1 in Philadelphia. She last appeared in *The Young and Fair*. Her mother and a sister survive.

**GELARMININO** — Rudolph, 27, ticket taker with the George Clyde Smith Shows, killed in Gallitzin, Pa., recently when hit by a train while on his way to the shows' lot. He had been with the shows since 1946.

**GREY**—Madelaine, 63, former film and Broadway actress, August 17 in Hollywood. She made her stage debut at the old Central Theater, San Francisco, in 1906, and was on the Orpheum Circuit in Jesse Lasky musicals for many years before appearing on Broadway in such shows as *Matinee Girl*, *Little Jessie James*, *Cradle Snatchers* and *Stage Door*. Her husband, songwriter and playwright Frank H. Grey, and a sister survive.

**HEATH** — John A. (Jimmie), 46, formerly with Dodson's World's Fair, Hennies Bros., World of Today and Victory shows, recently in Spohn Hospital, Corpus Christi, Tex., of a heart attack. At the time of death he was operating the Marine Liquor Store in Corpus Christi. Survived by his widow, Swancee, and a sister, Mrs. J. L. Culverhouse. Burial in Seaside Memorial Park, Corpus Christi.

**JENNINGS** — Frank, of Montreal, former head of publicity and advertising for the St. John (N. B.) Exposition, recently near Montreal. He was a candidate for manager of the fair in 1951.

**KATHERMAN**—Harry E., 50, Paramount Pictures sound technician, recently at his home in Temple City, Calif. Survivors include his widow, Gladys; three sons, Stanley, Ronald and Emery; a daughter, Mrs. Lois Wasson, and his parents, Mr. and Mrs. David Katherman.

**KAUFMAN**—Frederic, 74, general stage manager for E. H. Sothorn and Julia Marlowe for 16 years, August 15 in the Bronx, N. Y. He directed the Jessie Bonstell stock company in Detroit for two years and was stage manager for Morris Gest's production of *Chu Chin Chow* and *Mecca* and Judith Anderson's *As You Desire Me*. As an actor he appeared in many Shakespearean roles and in such plays as *Amourette*, *Kill That Story*, *Nowhere Bound*, *Chalked Out*, *Lend Me Your Ears*, *The Good and Three Men on a Horse*.

**KOSTECZKO**—Stanley, ride foreman at Wisconsin State Fair Park, Milwaukee, August 16 of head injuries sustained in a fall from a ride at the park.

**LAFFERTY**—Jeannette, 25, one of the Lafferty Sisters, radio vocal duo, August 14 in Camden, N. J. Police reported suicide. A sister, Beulah, survives.

**LAVELLE**—Mrs. Kate, mother of Mrs. Harold Pickett Jr., root beer

concessionaire, August 14 in St. Michael's Hospital, Grand Forks, N. C. Burial in Calvary Cemetery, Grand Forks, August 18.

**LEASE**—Philip, 32, Motordrome driver with the Hennies Bros.' shows, August 16 in Springfield, Ill. (Details in General Outdoor section.)

**MINER**—Henry Clay, 84, founder of the Miner Cosmetics Company in (See *FINAL CURTAIN* on page 89)



IN MEMORY OF

**MARY THOMPSON**

Died August 27, 1943

JAMES—EDITH—JEANNETTE

IN LOVING MEMORY

**TYANA**

**BABETTE SCHUETZ**

Who Passed Away Aug. 25, 1946



We miss you always, only God knows how much.

(BETTY PATRICK)

MR. AND MRS. FRITZ HUBER

IN MEMORY OF

**WALTER "WHITEY" LONG**

August 23, 1944

MAE, MILDRED, ELIZABETH

In Memory of Our Friend and Pal

**PHIL (PAPPY) LITTLE**

Who passed away August 21, 1949

MARGARET PUGH and

JOE and SALLY MURPHY

In Memory

of

**PHIL G. LITTLE**

Who Passed Away

AUGUST 21, 1949

"We Miss You Phil"

ASSOCIATES

and

FRIENDS

IN FOND MEMORY OF OUR

DEAR DAD AND POP

**PHIL G. LITTLE**

Who passed away August 21, 1949.

Always in our hearts.

MELVIN AND BEA LITTLE AND CHILDREN



In Loving Memory of My

DEAR HUSBAND

**PHIL G. LITTLE**

WHO PASSED AWAY

AUGUST 21, 1949

**MRS. PHIL G. LITTLE**

# ILL. STATE FAIR AT '48 LEVEL

## Ride Makers Boost Prices As Costs Increase; Warn Against Excessive Buying

Production Curtailment Seen as Possibility

By Tom Parkinson

CHICAGO, Aug. 19.—Ride prices are going up about 10 per cent and manufacturers foresee curtailment of production if supply conditions continue, a survey by *The Billboard* discloses. Makers responding in the survey advise operators to buy what they need, but they caution against hoarding or buying extras. Roughly 50 per cent of the firms who replied have made or announced price increases, citing upped material and labor costs as the cause. Other manufacturers anticipate increases and all but a few say higher ride prices are a certainty if the Korean war continues.

Shortage of steel is the chief problem of ride makers, but other headaches are looming, including shortages of bearings and electric motors. Batteries, cable, pipe, plywood, aluminum and angle iron are mentioned as possibilities for shortage lists. Labor costs and possible labor shortages are important factors.

A majority report they already have had to pay higher prices for materials. The remainder expect to follow suit soon.

### Few New Rides

Parts and maintenance of present equipment pose no major problem, in the opinion of most manufacturers who replied. Some report sales of parts have increased or that they are preparing to supply a higher demand for parts. But the consensus is that parts will be available.

New rides will be in short supply, according to most firms. One maker said he won't be able to build any after completing two now in his shops. But others say the answer depends on government action regarding allocation of steel and other materials.

If restrictions are put in, they estimate, ride production will be cut from 50 to 100 per cent. About half of the manufacturers concede there is a possibility of allocation rules coming in the next few months.

### Warn Against Hoarding

Invariably, these makers agreed that the ops should buy now. And just as consistently, they added that only equipment which is actually (See *Ride Makers Boost* on page 53)

## Drome Rider, Killed At Illinois State Fair Killed at Illinois Fair

SPRINGFIELD, Ill., Aug. 19.—Phillip Lease, 32, Motordrome rider with the Hennies Bros' Shows at the Illinois State Fair here, died Wednesday (16) in St. John's Hospital, Springfield, of injuries sustained when he lost control of his cycle during a Tuesday evening (15) performance.

Lease's motorcycle dipped about a foot from the top of the Drome, careened almost around the wall and slammed to the bottom, pinning him underneath, according to Ben Crouch, manager of the show.

Lease, unmarried, had been with the shows four years, and formerly was with Endy Bros. and World of Mirth Shows.

Survived by his parents, Mr. and Mrs. Harvey Lease, North York, Pa., where remains were sent for burial.

## Chi Fair Ends On Labor Day; Mull '51 Plans

CHICAGO, Aug. 19.—Chicago Fair will hold to its originally skedded Labor Day closing. Question whether the expo will reopen in 1951 and continue as a permanent installation will be up for decision next week.

Front-gate attendance has been building the past several weeks but the increased patronage is a direct result of many effo admissions. Typical of these is a recent Boy Scout-Cub Scout Day when all uniformed scouts were admitted free, and a Smile Day when every kid with a grin went in at no charge.

Despite these, and many other hypos, total attendance is still substantially off the pace of the '49 Railroad Fair and well below the 2,000,000 goal set by the fair. Thru Wednesday (16), its 54th day, the fair drew 1,174,150 compared with 1,377,815 at the same point a year ago.

The needed front gate has acted to increase attendance at the four-a-day pageant, *Frontier of Freedom*, but roughly only about 35 per cent of the folks on the grounds are viewing the spec. Last year the percentage was over 50 per cent.

Attractions which will probably close the season as winners include the Cypress Gardens Water Ski Show, the Voorhees-Fleekles Ice, the narrow gauge train, and the Avenue of American Homes, the latter having pulled a total of 289,157 during the first 54 days.

## Barnum Event Gets On Black-Ink Side

BRIDGEPORT, Conn., Aug. 19.—In a report submitted to City Council this week, Treasurer John Shenton, who also acted as treasurer of the recent Barnum Festival, disclosed that the event netted a profit of \$21.39.

Festival, honoring the late P. T. Barnum, who served as mayor of this city, was the second in a series of annual events. Final figures gave expenditures of \$17,254.75 and income of \$17,276.17. A donation of \$7,375 was made by the city.

Last year the event lost more than \$4,000.

## Auspices in Late Cancellation, Show Asks for \$2,860

COLFAX, Wash., Aug. 19.—A. P. Lewis, owner of the C&V Carnival Company, has filed a superior court suit against the Rosalia, Wash., Chamber of Commerce and three of its officials asking a \$2,860 judgment for breach of contract.

Lewis claims the defendants booked his show to play three days at Rosalia's 1948 harvest festival, then canceled the booking a week prior to the event.

## U. S. Ag. Dept. Predicts More Farm \$'s in '51

WASHINGTON, Aug. 19.—The cash in the rural areas is scarcer this season than last, traveling shows playing the farm belt can expect better things next year, according to a report from the Agriculture Department.

Even if the international situation necessitates price controls by next spring, the general optimistic outlook for the farmer will be unchanged. Under the Controls Bill now being polished up by Congress, price controls on farm goods cannot be less than parity prices. According to Agriculture, most of the basic farm products are still selling below parity, despite recent price increases.

Of the six basic farm commodities, only cotton is selling above parity, according to Agriculture, and cotton reached the parity mark only in July after a wave of price rises. Wheat, rice, corn, peanuts and tobacco are all below parity prices. Of 23 other important farm crops, only six are above parity.

Thus, even if price controls are put in effect, the average farmer will still be able to get higher prices than he was receiving on Agriculture's survey date of July 15. At that time, prices for farm goods had advanced substantially from those in effect prior to the Korean outbreak.

## Add T-D Fireworks To 250G Hadaeol Big Name Caravan

NEW ORLEANS, Aug. 19.—Fireworks will be an added attraction when the Hadaeol \$250,000 Good Will Show opens its 16-city Southern tour here Monday (21). Thearle-Duffield Fireworks, Inc., Chicago, has been contracted to present nightly fireworks at the caravan's outdoor dates.

The tour of one-night stands is designed by the Leblanc Corporation, Lafayette, La., to popularize its patent medicine, Hadaeol, and will show primarily in baseball parks and football stadia. Admission is gained by presentation of a box top from the medicine.

Big names in the troupe will include Mickey Rooney, Connee Boswell, Roy Acuff and His Smoky Mountain Boys, Minnie Pearl, Sharkey's band, and Frakson, magician.

## Pulls 698,000 First 9 Days; Business Good

Midway Off Only 10%

By Herb Dotten

SPRINGFIELD, Ill., Aug. 19.—Major agricultural expositions of the Midwest are in for a good season judging by the Illinois State Fair here, which tonight rounded out the first nine days of its 10-day run with whopping attendance, excellent grandstand patronage and with midway spending off only 10 per cent from the good 1948 run.

To be sure, all factors here are not the same as with other fairs but generally the similarities exist. The event here this year is aided by a fresh appeal resulting from what was tantamount to a year's layoff, as the 1949 run was cut drastically by a polio scare which kept kids' attendance down to a small fraction of its normal strength.

### Gate Tightened

On the other hand, the fair here has been notorious in the past for running behind what actually was a (See *ILLINOIS ENJOYS* on page 59)

## Gotham Debut Proves Good For Kochman

NEW YORK, Aug. 19.—In one of the first appearances of a major thrill show within city limits, the Jake Kochman org scored solidly at Dexter Park, Brooklyn, Tuesday night (15). A good advance sale was reported for a second performance skedded for tonight.

Kochman unit drew 6,323 paid Tuesday (15) working for \$1 and 25 cents, in face of competition from the Brooklyn Dodgers, who were playing the same night.

Kochman show, which worked in the still dates here between fair bookings, heads back to the annual route next week, prepping for its third straight season at the Canadian National Exhibition at Toronto, which starts Friday (25).

## What, No Union?

ASBURY PARK, N. J., Aug. 19.—With the Society for the Prevention of Cruelty to Animals receiving complaints about fish races staged along the Boardwalk here, SPCA spokesmen said they intended to find out if the fish are overworked.

Complaints stated that gold fish used in the races, with prizes going to players holding winning tickets, sometimes become groggy and die. James Smith, game operator, came right back with the opinion that instead of hurting the fish the races gave them a chance to stay healthy by swimming.

### 1950 WINNERS

38th Annual BIG ELI Fourth of July Contests

Contest No. 1 for BIG ELI Wheels	State	Wheel Receipts
1. F. G. Mattingly Jr.	Kentucky	\$16,939.64
2. Otto Stephen	Iowa	\$779.25
3. Emil J. Zirbos	N. Dakota	\$403.00
4. Murphy & Schrader	Missouri	\$536.00
5. Ed Brawnings	Oregon	\$534.00
6. M. Lerkoe	Wisconsin	\$179.25
Total \$20,771.14		

Average per wheel for the day \$549.52.  
A BIG ELI Wheel continues to be a sure profit earner.

**ELI BRIDGE COMPANY**  
Builders of Dependable Products  
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The **FIRST** name in dependable transportation

Again for the 1950 outdoor season, BERMAN is ready to serve the transportation needs of all who "travel the roads."

Write now for complete details on convenient payment plan.

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SPECIAL FINANCE PLAN FOR SHOWMEN

GET OUR PRICES FIRST

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### Close-Ups:

## Clif Wilson Big Times Snake Shows Into Major Exposition

By Charlie Byrne

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

MILD-MANNERED Clif Wilson has made his living for many years by exhibiting not-so-mild reptiles and it may be that his close association with the snakes is responsible for Clif's marked caution in his operations. At any rate, he carefully studies and weighs all the angles before framing a show, whether it be for his favorite, a Snake Show unit, a Crystal Maze, or "what'll you have?"

This application of sound business principles, flavored with showmanship developed over a 40-year span in the outdoor amusement field, has panned out well for the genial, soft-spoken Snake Show impresario.

Born to the business March 6, 1891 in Peru, Ind., to parents who spent their lives in the sawdust and spangles branch of the industry, there was little doubt as to where Clif would turn to make a living. His father, Tobias J. (Monk) Wilson, was superintendent on various circuses and was one of the original telegraphers, a job that consisted of routing the show by removing fence rails to block incorrect roads and thereby get the show to its destination. Clif's mother, who is 73 and now resides in Cincinnati, was an equestrienne on the old Wallace & Anderson Shows.

At an early age, he moved with his family to Cincinnati where he received his formal education. After graduation from high school, Clif attended business college and with this background was ready to launch his career.

His basic training, true of many outdoor show biggies, was in the circus business. After working several vacations with the great Wallace Show, at the age of 19 he went out with the 1909 edition of the Selis-Floto Circus as a ticket seller, and



CLIF WILSON

errand boy for W. E. Franklin, the org's general agent, whose teachings Clif absorbed.

He received many knocks that first year. Whenever the show train stopped during the night, Franklin would pound on the thin wall separating their sleeping quarters, which was a signal for Clif to get up and ascertain the cause of the delay; and that was often as trains in those days made many stops, he recalls.

Clif branched out with the Norris & Rowe Circus, where, in addition to handling downtown ticket sales and doubling as an announcer, he handled press agent chores. The following four seasons were spent on the (See Clif Wilson Big Times, page 55)

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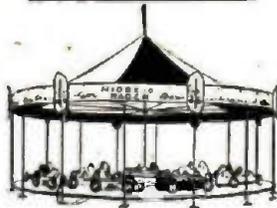
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# Out in the Open

Joe Basile was the subject of a lengthy feature with pix recently in the Batavia, N. Y., Daily News. Story was occasioned by Basile's appearance for the 26th year as bandmaster at the Genesee County Fair in Batavia. He is regular leader of the band at Olympic (N. J.) Park.

Guy Weadick, originator of the Calgary (Alta.) Stampede and the event's first manager, was feted recently by Calgary and High River, Alta., friends before he and Mrs. Weadick left on a tour of the United States. Gifts included a check for \$10,000, an electric clock, illuminated address, a solid gold cigarette case, a gold wrist watch for Mrs. Weadick and beaded moccasins and belts.

Bob Finks, secretary of the North Dakota State Fair, Minot, and Dusty Farnsworth, secretary of the Wyoming State Fair, Douglas, handled the concessions department for Harry L. Fittom, secretary-manager of the Midland Empire Fair during the Billings, Mont., annual's run.

Ida Lee Lout and Ruby Hawley have joined Capt. Jack-O-Diamonds' auto thrill show, replacing Audrey Laster and Bill Adams, who recently married and moved to Audrey's Prineville, Ore., farm. Other recent additions to the unit are Hap Gar-nold, Chick Clayton and Jack Stevens.

George A. Hamid met with Bob Morton in Philadelphia last week to complete arrangements for Hamid-Morton Circus Shrine dates for the coming season. Morton left for Florida, where he will add new acts to the show. . . . Doug Curran, secretary of the Wisconsin Association of Fairs, and Charles Drewry, superintendent of Wisconsin district and county fairs, were visitors at Wisconsin Valley Fair, Wausau.

Talent line-up for the Dickinson County Fair, Iron Mountain, Mich., September 3-4, will include the Cowans, knockabout; Frazier family, trampoline; Betty Willis, dogs; Silas and his donkey; Eric Erickson, high pole, and L. Montan, emcee and rop act. Acts were booked thru Tommy Sacco, Chicago. . . . The Four Mer-rills, perch act, and Lang and Lee, jugglers, will play the Labor Day Celebration at Lead, S. D., the Dick (Two-Ton) Baker Revue has been scheduled for the Peotone, Ill., American Legion Celebration, September 10, and the Hoopstern, Ill., Sweet Corn Festival, September 7-8.

Harry Dube, head of Circus Magazine, will import a Rotor ride from England for placement in Palisades (N. J.) Park next season. Device

is built along Motordrome lines and holds patrons against its sides by centrifugal force. . . . J. W. (Patty) Conklin, Toronto, visited Palisades Park last week. Irving Rosenthal, co-owner with brother, Jack, re-laxed for a day recently at Sara-toga Springs, N. Y.

Members of Iowa fair boards who visited All-Iowa Fair, Cedar Rapids, included Ed Bauder and Harry Cline, of West Union; George S. Souder, Rockwell City, and Leon Brown, Cresco. . . . Maj. Lenox R. Lohr, head man at the Chicago 1933-'34 World's Fair and president of the Chicago Railroad Fair, has been appointed Illinois director of civilian defense by Gov. Adlai Stevenson.

Minnesota fair execs who visited Mower County Fair, Austin, Minn., included Raymond Lee, St. Paul; Stan Muckle, Owatonna; Bill Lindemann, New Ulm; L. A. Hons, Worthington; Charles H. Utley, Preston; R. M. Freeman, Ramsay; Harold Myers, Faribault; Herman D. Jensen, Albert Lea, and Ben Dunn, Rochester. Also on hand was M. C. (Cap) Lawson, Mason City, Ia.

## Gene Autry Signed For Garden Rodeo

NEW YORK, Aug. 19.—Gene Autry, singing cowboy, was inked this week for all 43 performances of the World's Championship Rodeo, which will run at Madison Square Garden from September 27-October 22. Frank Moore, rodeo manager, said Autry would appear with his horses, Champion and Champion Jr.

The pact marks Autry's seventh showing at the event. He is currently being offered via Columbia Broadcasting System video stanzas. Several films for these TV shows were made by Autry during the past few months. In addition to these shows, he also has a weekly CBS radio program, movies, records and personal appearances to keep his name before the public.

## Sheffield, Pa., Vets To Stage Old Home Week

SHEFFIELD, Pa., Aug. 19.—Veterans' org here will stage an Old Home Week seven nights and Labor Day, starting August 28 and ending night of September 4. J. P. Haser heads the committee. There will be a kiddies' parade, band concerts, street dance, Mardi Gras program, fireworks and firemen's and veterans' parade. A new car will be given away the closing night.

The Buffalo Shows hold the mid-way contract and will bring in five rides, David Logan's Atomic Power Show and other attractions.

## Conn. Solons Set Date For Gaming Conference

HARTFORD, Conn., Aug. 19.—State Legislative Council has scheduled a public hearing for September 6 at the State capitol here on the question of whether the State should legalize games of chance for religious, civic and charitable groups.

Subject was by-passed at the recent special session of the Legislature. After the hearings, the council will draft its recommendations for the 1951 sessions of the Legislature.

## Weyburn Rodeo Gets 10,000

WEYBURN, Sask., Aug. 19. — Broncho Daze, annual two-day rodeo sponsored here by the Junior Chamber of Commerce, drew an estimated attendance of 10,000, with 3,500 coming thru the gates the first day and 6,500 for the final program. Bob Duce, Cardston, Alta., was named all-around cowboy.

## Chitwood Scores At Hamburg, N. Y.

HAMBURG, N. Y., Aug. 19.—Staging two shows each day, Monday (14) and Tuesday (15), at Erie County Fair here, which ends today, Joie Chitwood's Auto Daredevils wound up with a take a bit above the org's mark for the same stand last year. Pat Purcell, manager of the thrill show's Eastern division, reported that the Tuesday score was made despite threatening weather.

At the unit's previous stand, Lycoming County Fair, Hughesville, Pa., all previous records for a night grandstand show at the event were broken Saturday (12). The Chitwood show also drew the largest matinee crowd of the week at the annual. The previous night show record at the fair was held by a Major Bowes unit.

Purcell said that a night showing has been added to the matinee performance contracted for September 6 at Dunkirk, N. Y.

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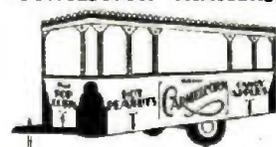
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**Talent Topics**

Don Adams (Law Lawn), clown and emcee, closed with "Circus Capades" August 12 and was scheduled to open on E. R. Braly's Southern fairs at Hohenwald, Tenn., August 21. . . . The Aerial Snyders will be the free act at Cincinnati's Coney Island August 25 thru September 4 and follow with a date at the Reading (Pa.) Fair September 10-16. . . . Elly Ardely, aerialist, was the free attraction at Rocky Point Park, Warwick, R. I., last week.

Grandstand line-up at the Lake County Central States Fair, Crown Point, Ind., which closes August 26, includes LaTosca, rope; acro; Hoaglund's Hippodrome; Dairo, perch; Jack Gwynne and Company, illusions; Carroll Sisters, acro dancers; Rollett and Dorothea, comedy dance; Wells Trio, bar act; Jack Meyand and Company, unicycle; Van Wells, clown, and Joe Wallace, emcee. Acts were booked thru Boyle Woolfolk Agency, Chicago.

Tien Tsi Liu, Oriental novelty and balancing act, provided the free attraction last week at Clementon Lake (N. J.). . . . K. C. Kaiz, presenting a European novelty electrical act, has been booked for auditoriums and trade show dates along the West Coast. . . . Great Telesco was fea-

tured free act last week at Eldridge Park, Elmira, N. Y.

Bert and Corinne Dearo will close their Gun Sun dates August 20 at Fontaine Ferry Park, Louisville, and then make the Tiffin, O., and Ohio State Fairs. Their outdoor season will close in September after Michigan and Indiana dates.

Les Kimris, Roberta and her comedy animal circus, Johnson and Owen on the horizontal bars; Louis and the Oliver Sisters, balancing, and Jack and Jennie, unicycle, appeared last week at Delaware County Fair, Walton, N. Y. Frank Wirsh supplied the talent. Mickey Sullivan's band backed the show.

**Tri-State Show Inks Sons of the Pioneers**

GRAYVILLE, Ill., Aug. 19.—The Tri-State Oil Show, skeddled here for September 2-4, will have recording and radio artists, Sons of the Pioneers, as its top name attraction.

Other features of the three-day event, which is sponsored by the local Chamber of Commerce, will include a beauty pageant and the selection of a "Tri-State Oil Queen"; a Queen's Coronation Ball, rap shoot; oil, supply and service exhibits; band concerts, choral groups and units from the Barber-Shop Quartet Society of America; Tommy Woods, Hammond organ; Art Engel's band, and square dancing with the Sons of the Pioneers as featured artists. Prior of opening ceremonies a parade of floats and semi-floats will be staged by Alan Metzger, of Chicago. Turner Bros.' Shows have been signed for the midway.

John D. Finch, formerly with Billy Wehle's Billroy's Comedians tent show, is working with the Chamber of Commerce in handling talent negotiations and promotion for the show.

**Cincy Zoo Cele Big Mull Annual Festival**

CINCINNATI, Aug. 19.—Diamond jubilee celebration held August 7-13 by the Cincinnati Zoo ended in a record-breaking day Sunday (13) when 26,192 persons paid admissions, with children under 4 not recorded. Park officials report it one of the largest attendance days in the zoo's history.

Principal draw was the vaudeville circus, fireworks and illuminated animal exhibits. Three shows were given Sunday (13) instead of the two presented the other days. James A. Reilly, zoo president, has announced that plans to hold a late summer festival as a permanent feature at the spot are under discussion.

**Marks's Acts Featured At Interior Dept. Outing**

WASHINGTON, Aug. 19.—John H. Marks Shows provided the feature attractions for the annual Department of the Interior picnic outing held at Fort Hunt, Va., August 5.

The entertainers from the Marks shows appearing before Secretary of the Interior Oscar L. Chapman, Assistant Secretary of the Interior C. Girard Davidson; Superintendent of National Capital Parks Edward J. Kelly, and a host of Interior Department employees were David Wyles and his Chocolate Review; John G. Morgan, guess-your-age and clown Clifton C. Andrews, who entertained the kiddies during the entire afternoon.

**Chitwood Set for Freeport**

FREEPORT, N. Y., Aug. 19.—Jole Chitwood's thrill show has been booked for a return engagement at Municipal Stadium here, August 30-31, Jake Kedenburg promoter, announced this week. Proceeds of the date will go to the local American Legion post.

**Holland 5,000 at Gouverneur**

GOVERNEUR, N. Y., Aug. 19.—Riding the crest of record-breaking attendance at the Gouverneur and St. Lawrence County Fair, which ended Saturday (12) Bill Holland's Auto Daredevils drew an overflow crowd of 5,000 persons closing day.

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**Icer Scores Record Biz at Casper, Wyo.; Gate, Midway Biz Up**  
 CASPER, Wyo., Aug. 19.—Voorhees-Fleckers icer is scoring big at the Cental Wyoming Fair here. Thru Thursday (17), second day of the four-day run, the skating unit had registered biz 25 per cent higher than for the same period in any past year.  
 Annual's gate was up about 20 per cent while midway business for Seibrand Bros. was reported 15 per cent over last year. Rodeo, presented by Leo Cremer, in the afternoon in front of the grandstand, showed an increase of 15 per cent over last year.

Opening night was marred by rain, which caused fireworks, presented by Thearle-Duffield Fireworks Company, repped here by Art Briesse, to go on early. Skies cleared after the pyro show and the icer went on before a good crowd.  
 Admission prices, both to the grandstand and the grounds, are higher than in '49. Front gate carries 75-cent charge, up 25 cents, but parking, hereto priced at 25 cents, is free. Grandstand prices are up 25 cents, with the general admission set at \$1.75. Box seats sell at \$2.

**Schmidt Org Scores Good Helsinki Take**  
 HELSINKI, Aug. 19.—Danish tent circus, the Schmidt Bros., playing the summer in Finland, reports good business despite the fact that the Lig Swedish circus, Trolle Rhodin's Zoo Circus, and the excellent Sariola Circus of Finland are also touring the country.  
 On the Schmidt Bros. bill are Mr. Fredo, bike tricks on the wire; Pikku-Lilla-Laila, bareback riding troupe; Prins, educated horse; Inger Schmidt, juggling on horseback; Arnold and Frederik Schmidt, Liberty horses; Charih, Hindu fakir; Ago, musical clown; Otto Giovanni, illusionist; Strassburger's elephant, Dina; Franz Adamski's motor yeling bears; Four Castons, trampoline-casting act, and Joe Stretcher, comic.

**Shorty Maynard Passes in Denver**  
 DENVER, Aug. 19.—Rudolph E. Pigeon, clown, known as Frank (Shorty) Maynard in showbiz, died at Denver General Hospital of heart trouble August 15. He was 8.  
 He began his career in 1895 and in 1906 joined the Sells-Floto Circus and was with that org 10 years. He joined the Ringling-Barnum show in 1916. He also had been with the old Walter L. Main, Hagenbeck-Wallace, J. H. LaPearl and other circuses, retiring in 1925. He is survived by his widow, Ada; a son and two daughters.

**Stony Plain, Alta., Rodeo Draws an Estimated 6,000**  
 STONY PLAIN, Alta., Aug. 19.—An estimated crowd of 6,000 saw Alf Neilson, Halkirk, Alta., take top saddle bronk riding honors at the Kinsmen Club stampeede here.  
 Jim Martin, Red Deer, was the winner in bareback; Albert and Alex Laye, Sounding Lake, tied in steer riding, and Alex Laye took first in calf roping. Stu Davis, recording artist, and George Welsh, trick roper, entertained.

**Quiz Kid at Philly Zoo**  
 PHILADELPHIA, Aug. 19.—Seven-year-old Harvey Dytech, expert on wild life and one of the radio and television Quiz Kids, inspected the Philadelphia Zoo and answered questions for quizzical kids as a part of a two-day stay in the city. He is from Chicago.

**Cedar Rapids Fair Appeals Court Rule Nixing Still Dates**

CEDAR RAPIDS, Ia., Aug. 19.—All-Iowa Fair has announced it will appeal to the Iowa State Supreme Court to set aside a decision handed down early this week by a lower court barring weekly auto racing at Hawkeye Downs Fairgrounds here.  
 If sustained, the District Court ruling would have far reaching effects on other fairs in Iowa, since Judge G. K. Thompson held the fair board could not enter into a contract for auto races other than during the fair as it receives mofey from the county and State for premiums.

The suit in District Court was filed by Don McElhinney, who operates races at the Cer-Mar track here. He contested the validity of a contract with John Gerber, auto race promoter, for use of the fair track for auto races over a five-year period.

**Roll-A-Whirl Deliveries Made on Fire Truck Units**

ST. JAMES, Mo., Aug. 19.—Jimmie Ross, sales manager for the Roll-A-Whirl Company here, delivered a trailer model all-steel Kiddie Fire Truck to a Gooding unit playing a recent church festival in South Bend, Ind., reports Don Ray, of the Roll-A-Whirl firm. The ride sold 5,000 tickets at South Bend, Ray said. A similar ride was delivered recently to Charles Miller, of La Grange, Ill., and others are slated for delivery to another Gooding unit this month and to the Conklin Shows at Canadian National Exhibition, Toronto.

**Puts Record Straight**

CHICAGO, Aug. 19.—Earl Newberry once was general manager of a New York booking office operated by Larry Boyd and Phil Wirth, not by Boyd and Frank Wirth, as related in the Close-Up in the August 11 issue of The Billboard. Frank, in clearing up the error, points out that he was not in the booking business at the time, having withdrawn for eight years. He returned in 1938 to head his present office, Frank Wirth Booking Association, Inc., New York.

**3000 BINGO**  
 No 1 Cards, heavy white, black back \$5x7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75; Wood Calling Numbers, \$1; Printed Tally Card, 18x9 Colored Heavy Cards, 23, same weight as 21, in Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS. No 1 size, 5 1/2x14 1/2 ..... 10¢ each

**3000 KENO**  
 Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards, Per set of 100 cards, Tally card, calling markers, \$3.50  
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 Set Numbered Ping Pong Balls ..... \$15.00  
 Replacements, Numbered Balls, ea ..... 40  
 3,000 Jack Pot Elliot strips of 7 numbers, Per 1,000 ..... 1.25  
 Middleweight Cards, 5 1/2x7 1/2; White, Green, Red Salmon, Yellow, Per 100 3,000 Small, Thin, "Brown" Cards, 5 1/2x7 1/2, Sheets, 5 colors, loose only no pads, Size 4 1/2, M ..... 1.50  
 Plastic Markers, Red or Green, Round or square, 3/8" Diameter, M ..... 2.50  
 Sealed Edge, Green only, M ..... 2.00  
 Smaller Size, 3/8" Dia. Red or Green Plastic, M ..... 1.50  
 Adv. Display Posters, size 2 1/2x3 1/2 Each ..... .75  
 Cardboard Strip Markers, 10 M for ..... 15  
 Rubber Covered Wire Cage, with Chute, Wood Ball Markers, Master Board; 3-piece layout for ..... 15.00  
 Thin, Transparent Plastic Markers, Brown, 3/8 inch, Per M ..... 1.00  
 Featherweight Thin Bingo Sheets, size 5 1/2x8, very large numerals, 7 colors, loose, not tabbed, M ..... 2.00  
 Round White M J. Cardboard Markers, 2 sizes: 1 1/2 inch dia., 1,000 to 1 lb.; larger size 3/8 dia., 1,000 to 1 lb. Either size, 1 lb. Rubber Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight, 90¢ Send for illustrated circular, For ..... 125.00  
 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery  
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**The Gallic Touch:**

**Sam Bakerman Finds French Ops Leading the Biz Parade**

NEW YORK, Aug. 19.—Returning from a six week's tour of Europe, during which he visited England, France, Italy and Switzerland, Samuel Bakerman, operator of Coney Island at Caracas, Venezuela, was loud in his praise of the manner in which the amusement biz was humming in France.

Bakerman, who plans to spend a few weeks here before leaving for South America, said that Paris amusement spots are doing capacity business. He singled out cabaret and night spot attractions as being top-drawer, particularly in the matter of costuming. He felt that American ops could take a leaf from the Parisian book along these lines.

In Italy, Bakerman found that all segs of showbiz were coming along in good fashion, with American dollars lending considerable aid. He said his stay in England was too short for him to form a definite opinion on the status of operations in that country. However, he added that the few people in the business he did talk to while there had few complaints.

In England, Bakerman purchased a Speedway with electrically operated cars. He also acquired a portable Scooter ride and a miniature train.

In Paris, Bakerman viewed a lighting set-up for rides which he thought admirable. Light banks of varied colors were situated at several points around a device and, in turn, were played upon the ride when it was in motion.

Another feature which caught Bakerman's eye in Paris was a device on the order of a Bug Ride. Shaped in the form of a serpent, the ride was equipped with seats and handle bars, with the patrons straddling the device. Bakerman reported that the ride was a terrific draw with Parisians. The cost of the device was 6,000,000 or about \$18,000 in American currency.

His own park in Venezuela has suffered from continual rains thru a four-month period. His smaller

spot in Maracaibo, Venezuela, and two carnivals operated by him in the interior of the country also have been hit by the weather. *Holiday On Ice*, working in a portable theater at the park, has been doing well, Bakerman said.

Bakerman is importing an all-Negro revue, tagged *Rhapsody In Black*, for appearance at his park about September 15. If it clicks he plans to send it on a tour of principal Latin cities.

The revue will include Norma Miller and company, the Congaroos, Princess DuPaur and Toulas, Teddy Bacon, Johnny Taylor, Janet Sayre, Carmen Della Dipini, a 16-piece band, and other features. The show will be presented under canvas at the Caracas spot.

**Modernaires Are Signed By Sacramento Annual**

SACRAMENTO, Aug. 19.—The Modernaires, singing group, have been signed to appear with Dick Haymes on the third of a four stanza attraction bill at California State Fair.

Opening the attraction list is *Frotics on Ice*, featuring Belita and Red McCarthy. Ice show runs August 31-September 3. The Andrews Sisters play two days with their own revue and the Haymes show opens September 7 for three days. Bob Crosby and his revue close the event, playing only on the closing Sunday, September 10.

Also appearing with the Haymes show will be Johnny O'Brien, billed as the Harmonica King; John Molinari, accordionist, and the Sportsmen, vocal quartet on Jack Benny's radio seg.

**Auburn, Calif., Cuts Horse Show, Substitutes Rodeo**

AUBURN, Calif., Aug. 19.—A rodeo will replace one section of the horse show which has been restricted to a Sunday afternoon performance at the 20th District Agricultural Fair here for three days, beginning September 22. The fair's directors have been authorized to sign a contract with Ray Hicks for the rodeo to be held September 23.

Other entertainment features will include a doubleheader football game opening night and the annual parade of champions Sunday (24).

**Greensboro, N. C., Annual Builds New Stage and Seats**

GREENSBORO, N. C., Aug. 19.—Greensboro Agricultural Fair, Inc., here has installed a new stage in front of the grandstand, new seats, additional eating stands and a metal fence around the race track as part of an extensive renovation program.

The second floor of the main exhibition hall has been removed and the central section of the first floor only will be used for display purposes.

**Foam Lake Draws 3,000**

FOAM LAKE, Sask., Aug. 19.—Foam Lake Agricultural Society's one-day fair attracted 3,000. Livestock entries were at a new high and other departments were up. Features included horse and chariot races and a display of farm equipment.

**Revive Williams Lake, B. C.**

WILLIAMS LAKE, B. C., Aug. 19.—Cariboo Fall Fair here this year will be the first agricultural and horticultural fair held in this city in 10 years. Dates are August 31-September 1.

**Chas. Ziogas Gets Cedar Rapids Stad And Coliseum Post**

CEDAR RAPIDS, Ia., Aug. 19.—Chosen from 18 applicants, Charles Ziogas, 35, former Coe College athlete, has been named manager for Memorial Stadium and also the Cedar Rapids indoor coliseum. Places are equipped to house exhibitions, including indoor circuses, ice shows and similar events. Capacity of coliseum is about 4,500.

Ziogas has considerable experience in the athletic and entertainment fields during his 4½ years as an army officer in World War II. He said efforts will be made to obtain special outdoor attractions for the city's new stadium until cold weather.

Job pays \$3,900 a year.

**Louisville Maps Big Special Events Sked**

LOUISVILLE, Aug. 19.—Kentucky State Fair here has mapped out an ambitious program of 14 special event promotions for its seven-day run. L. (Doc) Cassidy, special events director, is in charge of the promotions.

Events skedded include invocation and flag raising ceremony, mule derby, high school band display, parade of champion livestock and Kentucky Armed Forces homecoming program. Contests include amateur tobacco auctioneers, 4-H tractor driving, gospel quartets, Miss Rural Electric Co-Op of 1950, baton twirling, square dancing, square dance calling and fiddle competition.

**Three-Day Melfort, Sask., Annual Hit Daily by Rain**

MELFORT, Sask., Aug. 19.—Three-day Melfort Agricultural Society fair was rained out.

Second day, usually big, drew only 4,930 compared with 9,547 last year. No admission was taken at the gate on the final day. The first of two grandstand performances on the last day drew a full house.

Wallace Bros.' Shows were on the midway and the Sun-Grossman unit appeared before the grandstand.

**North Battleford, Sask., Chalks Up New 1-Day Mark**

NORTH BATTLEFORD, Sask., Aug. 19.—North Battleford Agricultural Fair here, aided by a new opening day attendance record, closed its three-day run Wednesday (9) with gate receipts substantially above '49 figures.

J. P. Sullivan, of Wallace Bros.' Shows, reported midway biz up 25 per cent the first day and 10 per cent the next two.

**N. J. To Hold 18 Events**

TRENTON, N. J., Aug. 19.—New Jersey Fair Bureau here reported that 18 fairs will be held this season in State counties, starting with Sussex County Farm and Horse Show in Branchville, August 8-12. The fairs range from a number of one-day shows to the eight-day New Jersey State Fair, September 24-October 1, which marks the close of the State fair season.

**Calgary Sets Resurfacing**

CALGARY, Alta., Aug. 19.—Calgary Exhibition and Stampede will surface its midway area and parking lot this fall, J. Charles Yule, general manager announced. A drainage system will also be installed, providing funds are made available. Enlarged parking area will be available when the annual takes over near-by space purchased from a street car company.

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(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Columbus, Kan.: Salina 28-Sept. 1.  
 American Beauty: (Fair) Eldon, Ia. 21-24.  
 American Eagle: Shelbyville, Ill.; Windsor 28-Sept. 2.  
 American Midway: (Fair) Stafford, Kan.; (Fair) Kingman 28-30; (Fair) Coffeyville Sept. 1-4.  
 Avery's Modern: Pearlbeach, Mich.  
 Badger State: (Fair) Windom, Minn., 21-23; (Fair) Appleton 28-27.  
 Baker United: (Fair) Martinsville, Ind.; (Fair) Converse 28-Sept. 2.  
 B. & C. Expo.: (Fair) Vernon, N. Y.; (Fair) Hemlock 30-Sept. 2.  
 Beam's Attrs.: (Fair) Dayton; (Fair) Reynoldsville 26-Sept. 4.  
 Bee's Old Reliable: Hohenwald, Tenn.; (Fair) Glasgow, Ky. 28-Sept. 2.  
 Belle City & Branch Bros.: Butler, Wis., 24-26; Oconomowoc Sept. 1-4.  
 Bernard & Barry: Peterborough, Ont., Can.; Dresden 29-Sept. 2.  
 B. & H.: Fairbluff, N. C.; Loris, S. C., 28-Sept. 2.  
 Big Four Am.: Strasburg, Ill.; Jerseyville 30-Sept. 4.  
 Bill, Karl W.: Pike, N. Y.  
 Blue Grass: Bridgeport, Ill.  
 Bogie, F. C.: (Fair) Mount City, Kan.; (Fair) Grand 28-30; (Fair) Ft. Scott 31-Sept. 2.  
 Boone Valley: Lemars, Ia., 21-23; Battle Creek 25-24; Charter Oak 28-29; Ottosen 30-31.  
 Borderland: Smithville, Tex.  
 Brodbeck's: (Fair) Cheney, Kan.; (Fair) Hardtner 29-Sept. 1.  
 Brodbeck & Schrader, No. 1: (Fair) Harper, Kan.; Mulvane 29-31.  
 Brodbeck & Schrader, No. 2: (Fair) Macksville, Kan.; (Fair) Rush Center 28-31.  
 Burdick's Greater: Oatesville, Tex.; (Fair) Menard 28-Sept. 5.  
 Buck, O. C.: (Fair) Malone, N. Y.  
 Buffalo: (Fair) Angelica, N. Y.; Sheffield, Pa., 28-Sept. 4.  
 Burke, Harry: Breauk Bridge, La.  
 Burkhart: Bartonville, Ill.; Wood River 28-Sept. 2.

Capell Bros.: Kingfisher, Okla.  
 Capital City: (Fair) Barbourville, Ky.; (Fair) Hodgenville 28-Sept. 2.  
 Casey, E. J., No. 1: (Fair) Kenora, Ont., Can., 24-26; Atikokan 29-30.  
 Casey, E. J., No. 2: Mattawa, Ont., Can., 23-24; Powassan 25-26; (Fair) Apaley 30-31.  
 Cavalcade of Amusements: Toledo, G., 21-29.  
 Cavalcade of Fun: Yorkville, Ill., 25-27; Carpentersville Sept. 1-4.  
 Central State: (Fair) Abilene, Kan.  
 Collins & Wilson: (Fair) Bay City, Mich.; (Fair) Indianapolis, Ind., 31-Sept. 8.  
 Chamos, Jimmie: Hicksville, G., 21-25.  
 Cherokee Am. Co.: (Fair) Blue Rapids, Kan.; Ottawa 27-30.  
 Coleman Bros.: (Fair) Altamont, N. Y.  
 Collier, Les: Houston, La.  
 Collins, Wm. T.: (Fair) Worthington, Minn., 21-23; (Fair) St. James 25-27; (Fair) Brittl, Ia., 28-29.  
 Continental: (Fair) Caledonia, N. Y.  
 Cola Am. Co.: Lapeer, Mich., 22-24.  
 Crafts Expo.: (Fair) Gridley, Calif., 21-27.  
 Crescent Am. Co.: Mammoth Springs, Ark.; (Fair) Rolla, Mo., 28-Sept. 2.  
 Cumberland Valley: (Fair) Tracy City, Tenn.; (Fair) Crossville 28-Sept. 3.  
 Cunningham Expo.: Peshawan Point, G., 28-Sept. 2.  
 De-Loo: (Fair) Rising Sun, Ind.; (Fair) Brandenburg, Ky., 28-Sept. 3.  
 Davis Am. Co.: (Fair) Newport, Ore.; (Fair) Tygh Valley Sept. 1-3.  
 Delta Am.: French Camp, Miss.  
 DeLuxe: West Hartford, Conn.  
 Dickson's United: (Fair) Mountain View, Okla.  
 Dobson's Expo.: (Fair) Elsworth, Wis., 23-25; (Fair) Black River Falls 26-29.  
 Douglas Greater: Centralia, Wash.  
 Down River Am. Co.: New Baltimore, Mich.; Wayne 28-Sept. 2.  
 Drago Am.: Wabash, Ind.  
 Drew, James R.: Crown Point, Ind.; Blanchard, G., 28-Sept. 2.  
 Dudley, D. S.: Roaring Springs, Tex.; Lubbock 28-Sept. 2.  
 Dumont: Washington, N. C.  
 Dyer's Greater: (Fair) Boone, Ia., 21-25.  
 Eastern Am. Co.: Mechanic Falls, Me.  
 Edler's Expo.: (Fair) Washington, Pa., 22-23; (Fair) Stoneboro 28-Sept. 2.  
 Elliott, Frank: Digby, N. S., Can.  
 Endy Bros.: (Fair) Ronceverte, W. Va.  
 Evans United: Sparks, Kan., 24-28; Severance Sept. 3-4.  
 Fair Am. Co.: Florence, S. C.; Aberdeen, N. C., 28-Sept. 2.  
 Ferris, C. D.: (Fair) Watertown, N. Y.; (Fair) Little Valley 28-Sept. 2.  
 Fidler's United: Mattoon, Ill.  
 Fleming, Mad Cody: Jefferson, Ga.; (Fair) Blue Ridge 28-Sept. 2.  
 Francis, John: (Fair) Preston, Minn.; Plymouth, Wis., Sept. 1-4.  
 Franklin, Don, No. 1: Brownwood, Tex., 22-Sept. 2.  
 Franklin, Don, No. 2: Ozona, Tex.  
 Gayland Amusements: Easton, Ind.; St. Marys, G., 28-Sept. 2.  
 G. & B. Rides: (Fair) Rivesville, W. Va.  
 Gem City, No. 1: Pleasant Hill, Ill.  
 Gem City, No. 2: LaHarpe, Ill.  
 Genisch, J. A.: Benton, Ky.  
 Gilford's Lamont, Okla., 24-25; (Fair) South Haven, Kan., 30-Sept. 2.  
 Gold Bond: Phillips, Wla., 22-27.  
 Gold Medal: (Fair) Salem, Ill.; Hopkinsville 28-Sept. 2.  
 Golden West: (Fair) Ukiah, Calif.; (Fair) Lakeport 28-Sept. 2.  
 Gooding Park Attrs.: (Fair) Painesville, G.  
 Gooding Am. Co., No. 1: (Fair) Greedville, G.  
 Gooding Am. Co., No. 2: (Fair) London, G.  
 Gooding Am. Co., No. 3: (Fair) Tiffin, G.  
 Gooding Am. Co., No. 4: (Fair) Wellington, G.  
 Gooding Am. Co., No. 5: (Fair) Lima, G.  
 Gooding American Expo.: (Fair) Big Rapids, Mich.  
 Gooding Greater: (Fair) Frankfort, Ind.  
 Grand American: (Fair) Nashua, N. H., 21-25; Chillicothe, Mo., 28-31.  
 Granite State: Machias, Me.  
 Great Sutton: Hermann, Mo.  
 Greater Rainbow: (Fair) Clay Center, Neb., 21-23; (Fair) Crete 24-27; (Fair) Aurora 28-31.  
 Great Greater: (Fair) Greenfield, Ia., 21-28.  
 Groves Greater: Monroe, La.  
 Gulf Coast: Bowling Green, Mo.; (Fair) Vandalia 28-Sept. 2.  
 Hagensick's Rides: Minneapolis, Kan., 22-24; Appleton City, Mo., 28-Sept. 1.  
 Hale's: Weeping Water, Neb., 22-26.  
 Haines, Bill: Pleasanton, Tex.  
 Hamnum, Morris: (Fair) Kurztown, Pa. (Fair) Mansfield 28-Sept. 2.  
 Happy Attrs.: Bullaire, G.; Perryville 28-Sept. 2.  
 Happyland: (Fair) Caro, Mich.; (Fair) Traverse City 28-Sept. 2.  
 Harrison Greater: (Fair) Tazewell, Va.  
 Harry's Greater: East Liverpool, G.; Pomeroy 28-Sept. 2.  
 Heart of Texas: Liberal, Kan.  
 Heller's Acme: Richmond, Va.; (Fair) Danville 28-Sept. 2.  
 Heth, L. J.: (Fair) Dickson, Tenn.; (Fair) Onida 28-Sept. 2.  
 Hiawatha: Petoskey, Mich.  
 Hill's Greater: Forsyth, Mont.  
 Home State: (Fair) Zumbrota, Minn.; (Fair) Emo, Ont., Can., 29-31.  
 Hooser State: Gobson, Ind.  
 Hottle, Buff: (Fair) Anna, Ill.; Jackson, Mo., 28-Sept. 2.  
 Imperial: Fairbury, Ill.  
 Imperial Expo.: Fort Angeles, Wash.  
 Imperial Expo.: (Fair) Aberdeen, S. D.; (Fair) Fargo, N. D., 28-Sept. 2.  
 Inland: Altamont, Kan.; Adrian, Mo., 30-Sept. 2.  
 Interstate: (Fair) Boswell, Ind.; (Fair) Converse 28-Sept. 2.  
 Jan Am.: Hortonville, Wis., 25-27; Appleton Sept. 1-4.  
 J. & B. Waterloo, Va.  
 Johnny's United: (Fair) Gallatin, Tenn.; Lexington 28-Sept. 2.  
 Jones, Johnny J., Expo.: (Fair) Sedalia, Mo.; (Fair) Keokuk, Ia., 29-Sept. 3.  
 Jones United: Timberlake, S. D., 24-26.

Karras, Gust: Onawa, Ia., 21-24; Hopkins, Mo., 29-Sept. 2.  
 Kaus, W. C.: Rocky Mount, Va.  
 Keystone Attrs.: Bellefonte, Pa.; Sharpsburg, Md., 28-Sept. 2.  
 Kile, Floyd G.: Tallulah, La.; Greenwood, Ark., 29-Sept. 1.  
 Kinland Am.: Moultrie, Ga.; Ashburn 28-Sept. 2.  
 Klein Am. Co.: Oneida, S. D., 25-26; Selma 28-29; George, Ia., 30-31.  
 Krassam Am.: Philadelphia, Pa.  
 LaCross: Hillsboro, N. H.  
 Lagasse Am. Co., No. 1: (Fair) Hartland, Vt., 23-25.  
 Lagasse Am. Co., No. 2: New Bedford, Mass.  
 Lagasse Am. Co., No. 3: Gloucester, Mass.  
 Lagasse Am. Co., No. 4: Lawrence, Mass.  
 Lamb, L. S.: Osage, Iowa.  
 Lane, Sammy: (Fair) Ellington, Mo., 23-24.  
 Lawrence Greater: (Fair) Cambridge, Md.; Richmond, Va., 28-Sept. 2.  
 Lee Am. Co.: Sylacauga, Ala.; Columbiana 28-Sept. 2.  
 Lee United: (Fair) Belleville, Mich.; Durand 28-30.  
 Lone Star: (Fair) Palmouth, Ky.  
 Lonzer Am.: Mt. Savage, Md., 28-29; Rhodell, W. Va., 31-Sept. 9.  
 Magic City: Kingston, Tenn.; (Fair) Knoxville 28-Sept. 2.  
 Magic Empire: Bowling Green, Ky.; (Fair) Madisonville 28-Sept. 2.  
 Maine Am.: Dover-Foxcroft, Me.  
 Manning, Ross: (Fair) Lockport, N. Y.; (Fair) Ballston Spa 28-Sept. 2.  
 Marion Greater: Hartsville, S. C.  
 Marks, John H.: (Fair) Galax, Va.; (Fair) Roanoke 28-Sept. 2.  
 Marvel: Tampico, Ill., 24-25; Donahue, Ia., 26-27.  
 Merrill Union, Me.  
 Merriam's Midway: (Fair) Oakland, Neb., 24-26; (Fair) Columbus 29-Sept. 1.  
 (See Carnival Routes on page 76)

**Circus Routes**  
 Send to  
 2160 Patterson St. Cincinnati 22, O.

Barker Bros.: El Reno, Okla., 22; Clinton 21-24; Guthrie 25-26.  
 Beatty, Clyde: Fostoria, G., 22; Marion 23; Newark 24; Zanesville 25; Cambridge 26; Dover 27; Massillon 28; Canton 29; Wooster 30; Warren 31; New Castle, Pa., Sept. 1; East Liverpool, O., 2.  
 Bier Bros.: Meriden, Conn., 24.  
 Brandon Bros.: Eada, Colo., 24; Wiley 25; Springfield 26.  
 Capell Bros.: Clinton, Ky., 23; Dawson Springs 24; Central City 25; Livermore 26.  
 Cole & Walters: Grant, Neb., 22; Cahoon 23; Champe 24; Haxton, Colo., 25; Ablyoke 26; Imperial, Neb., 27; Trenton 28; Benkelman 29; Wray, Colo., 30.  
 Dailley Bros.: Marshfield, Wis., 23; Wausau 22; Wisconsin Rapids 24; Stevens Point 25; Fond du Lac 26.  
 Davies, Ayres & Kathryn: New Buffalo, Mich., 22; Hartford 23; Edward 24; Vicksburg 25; White Pigeon 26; Edwardsville 27; Marcus 28.  
 Flamante: Hollister, Calif., 22; Gilroy 23; Decote 24; Tracy 25; Mendota 26; Firebaugh 27; Riverbank 28.  
 Gould, Jay: LaGrange, Mo., 23-24; Pittsfield, G., 25-26; Palmyra 27-29; Petersburg 30-Sept. 2.  
 Horne Bros.: Seneca, Mo., 22; Olathe, Kan., 23; Cherokee 24; St. Paul 25; Kincaid 26; Yates Center 28.  
 Hunt's: Frackville, Pa., 25; Ashland 26; Shebandah 28.  
 Jones, Al, Rodeo & Circus: (Fair) Parkersburg, W. Va., 22-23; (Fair) Pennboro 28-Sept. 1.  
 Kelly, Al G., & Miller Bros.: North Manchester, Ind., 22; Rochester 23; Winamac 24; Monticello 25; Lebanon 26; Danville 27; Newberry 28; Tipton 29; Winchester 30; Connersville 31.  
 King Bros.: Longview, Wash., 22; Astoria, Ore., 23; Hillsboro 24; Newburg 25; Dallas 26; Newport 27; Redport 28; Coos Bay 29; Coquille 30; Gold Beach 31; Crescent City, Calif., Sept. 1; Eureka 2.  
 Mills Bros.: Oxford, Mich., 22; Ann Arbor 23; Dearborn 24; Trenton 25; Monroe 26; Toledo, G., 28; Port Clinton 29; Oberlin 30; Medina 31; Maple Heights Sept. 1; Avon Lake 2.  
 Polack Bros.: (Eastern): (Collins Stadium) Knoxville, Tenn., 24-26; (Auditorium) Asheville, N. C., 30-Sept. 2.  
 Polack Bros.: (Western): (Fairgrounds) Chico, Calif., 22-23; (Exhibition Park) Vancouver, B. C., Can., 28-Sept. 4.  
 Ringling Bros. and Barnum & Bailey: St. Cloud, Minn., 22; Fargo, N. D., 23; Grand Forks 24; Devils Lake 25; Minot 26; Bismarck 28; Jamestown 29; Aberdeen, S. D., 30; Watertown 31; Huron Sept. 1; Mitchell 2; Yankton 3.  
 Rogers Bros.: Gwensboro, Ky., 22; Henderson 23; Madisonville 24; Princeton 25; Paducah 26; Mayfield 28.  
 Robinson Bros.: Middletown, Calif., 22; Calistoga 23.

**Misc. Routes**  
 Send to  
 2160 Patterson St. Cincinnati 22, O.

Miller's, Irvin C. Brown-Skin Models (Harrison) Newport News, Va., 23; (Capital) Portsmouth 24; (Booker T) Norfolk 25-26.  
 Pan-American Animal Exhibit: Draper, N. C., 23-24; Fanceyville 25-28; Oxford 28-29; Wrenston 30-31.  
 Plunkett's Stage Show: Theford, Neb., 21-23; Milten 24-26; Oshkosh 28-30.  
 Sioux Players Tent Show: Waterloo, Ill., 21-28; Highland 28-Sept. 2.

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# Rodeo Dates

(Sanctioned by the Rodeo Cowboys' Association)

## AUGUST

**Boise, Idaho**—Western Idaho State Fair Rodeo, Aug. 22-28, 8 events \$1,000 each, total \$8,000. Bill Hendrix, Chairman. County Commissioners-Rodeo Committee.

**Alexandria, La.**—Fourth Annual Lions Club Rodeo, Aug. 22-26, 5 events \$625 each, total \$3,125. 6 perfs. 6 gold and silver belt buckles to winners in each event and all around. Jimmy Thompson, mng. dir. Jimmie Thompson, Enterprises, producer. Homer, Todd, Fort Smith, Ark., Arena Director.

**Burlington, Colo.**—Elk Outson County Free Fair Rodeo, Aug. 23-24, 8 events \$200 each, total \$1,600. 2 perfs. Earl Boren, chrmn., Board of County Commrs.; Heid and Matthews, Flagler, Colo., producers.

**Orahan, Tex.**—Young Co. Livestock Show & Rodeo, Aug. 22-28, 8 events \$300 each, total \$2,400. 4 perfs. Charles Hild, pres.; Darrell B. Sprout, mng. dir.; Double S. Rodeo, Killeen, Tex., producers.

**Dublin, Tex.**—Dublin World Championship Rodeo, Aug. 22-28, 8 events \$300 each, wild steer milking \$500, total \$4,800. 4 perfs. C. E. Leatherwood, pres. L. B. Keller, director. Everett Colborn, mng. dir. and producer.

**Burley, Idaho**—Cassia County Fair & Rodeo, Aug. 22-28, 8 events \$300 each, total \$4,800. 4 perfs. Sara H. Clark, secy.

**Longmont, Colo.**—Blair County Fair & Rodeo, Aug. 24-26, 8 events \$800 each, total \$3,200. 3 perfs. T. O. Thompson, City Hall, secy. Verne Elliott, Rodeo Corp., Verne Elliott, mng. dir. Plattville, Colo., producer.

**Vinita, Okla.**—Will Rogers Memorial Rodeo, Aug. 23-27, 8 events, incl. steer roping, \$850 each, wild horse race \$400, total \$5,500. 5 perfs. H. B. Moore, secy. Ken Roberts, mng. dir., Roberts Rodeo, Okla., Kan., producer.

**Goodland, Kan.**—N. W. Kansas Dist. Free Fair Rodeo, Aug. 24-28, 8 events \$200 each, total \$1,600. 2 perfs. H. R. Shimeall, secy.

**Lanark, Tex.**—Lanark Rodeo, Aug. 24-28, 5 events \$300 each, total \$1,500. 3 perfs. LeDine basal race \$150. Buck & Tommy Steiner, Box 218, Austin, Tex., producers.

**Pendleton, Ore.**—Pendleton Round-up, Aug. 24-27, saddle bronk riding, single steer roping \$2,000 each, bareback riding, calf roping, bulldogging \$1,500 each, total \$10,000. 4 perfs. Oren O. Allison, secy.

**Elk City, Okla.**—Elk City Rodeo, Aug. 24-28, 8 events \$500 each, wild horse race \$200, total \$2,800. 8 perfs. George W. Peeler, secy. Beutler Bros., Elk City, Okla., producers.

**Olyssa, Kan.**—Bit & Spur Club Rodeo, Aug. 25-27, 4 events \$225 each, saddle bronk riding \$300, total \$1,200. 3 perfs. Chet Riley, secy. Paul Long, Alden, Kan., producer.

**Paso Robles, Calif.**—Dist. Fair Rodeo, Aug. 26-27, 6 events, incl. team roping, \$200 each,

total \$1,200. 3 perfs. Lillian Jespersen, secy.; Cliff Burrell, Hanford, Calif., producer.

**Valentine, Neb.**—Cherry County Fair & Rodeo, Aug. 27-27, 5 events \$300 each, total \$1,500. 3 perfs. George Sluchka Co., Les Wingat, mng. dir., Inman, Kan., producers.

**Susannah, Calif.**—Lassen Co. Livestock Show & Rodeo, Aug. 26-27, 5 events \$700 each, total \$3,500. 3 perfs. Logri, Christensen Rodeo, Eugene, Oreg., producers.

**Los Angeles, Calif.**—Sheriffs Annual World Championship Rodeo, Aug. 27, 8 events \$1,000 each, total \$8,000. 1 perf. John R. Moss, 427 W. Fifth St., Suite 707, Los Angeles 13, mgr. Entries close Aug. 15th, 8:00 p.m.

**Pueblo, Colo.**—Colo. State Fair Rodeo, Aug. 29-Sept. 1, 8 events \$1,800 each, total \$2,000. 8 perfs. Frank H. Means, mgr.

**Brookhaven, Miss.**—Brookhaven Rodeo, Aug. 29-Sept. 1, 8 events \$400 each, total \$3,200. 4 perfs. Justitia Patton, Box 62, secy. Jennings-Lamar, Norman, Okla., producers.

**Haynesville, La.**—Haynesville Rodeo, Aug. 30-Sept. 2, 8 events \$400 each, total \$2,000. 4 perfs. B. O. (Burr) Andrews, Okarkville, Tex., producer.

**Winfield, Kan.**—Winfield Rodeo, Aug. 30-Sept. 1, 8 events \$450 each, total \$2,250. 3 perfs. Cutting horse contest. Harry Shepler, 452 N. Main St., Wichita, Kan., producer.

**Douglas, Wyo.**—Wyoming State Fair Rodeo, Aug. 30-Sept. 2, 8 events \$550 each, wild horse race \$400, total \$3,200. 4 perfs. Earl W. Farnsworth, secy.-mgr.

**Filer, Idaho**—Twin Falls County Fair & Rodeo, Aug. 30-Sept. 2, 8 events \$800 each, total \$2,400. 4 perfs. Thelma Parks, secy. mgr. St. Francis, Kan.—Cheyenne County Fair & Rodeo, Aug. 31-Sept. 2, 5 events \$200 each, total \$1,000. 3 perfs. R. O. Shull, secy. Pomery & Hawkins, Sterling, Colo., producers.

**Sidney, Mont.**—Richland County Fair & Rodeo, Aug. 31-Sept. 2, 5 events \$360 each, total \$1,800. 3 perfs. D. C. Nuttall, secy.

## SEPTEMBER

**Woodward, Okla.**—Elks Club Rodeo, Sept. 1-4, 5 events \$300 each, total \$1,500. 2 perfs. \$2,800. 4 perfs. girls event \$400. George Keller, secy. Beutler Bros. Elk City, Okla., producers.

**Plains, Mont.**—Sanders Co. Fair Rodeo, Sept. 2-3, 5 events \$300 each, total \$1,500. 2 perfs. Mrs. Viola F. Johnson, Box 373, secy. Bellgate Rodeo Co., Son Rooker, mng. dir., Missoula, Mont., producers.

**Johnstown, Neb.**—Brown County Fair Rodeo, Sept. 2-4, 5 events \$300 each, total \$1,500. 3 perfs. Kenneth Groff, Alinsworth, Neb., secy.

(See RODEO DATES on page 73)

## Building Trades Erect Own Structure at Sacramento

SACRAMENTO, Aug. 19.—Apprentice tradesmen are constructing a building costing in excess of \$10,000 at California State Fairgrounds to house the exhibit sponsored by the State Conference of Operative Plasterers and Cement Finishers International Association, the Golden Gate District Council of Lathers and the California Lathing and Plastering Contractors Association.

Located near the commercial exhibit building, the construction is being supervised by the tradesmen's class instructors. Apprentices are supplying the labor and the materials have been donated by supply companies.

The building is being installed in such a manner as to show detail of wall construction. Structure is designed so that it can be removed from the fairgrounds for other uses when a new exposition site is opened.

## Me. State Lines Up Entertainment Bill

LEWISTON, Me., Aug. 19.—Entertainment program for the 95th annual Maine State Fair here, September 4-9, has been announced by Secretary Jim O'Kane. Fair officials have signed the Granite State Shows to supply the midway, while the George A. Hamid office, New York, has contracted to furnish daily vaude acts. Fireworks are scheduled for opening and closing nights.

An opening-day feature will be a Labor Day celebration. This will include a parade with floats and members of Central Labor Union over principal streets to the fairgrounds. An outstanding speaker will be obtained to highlight the program.

Other features scheduled for the fair include horse pulling events, 4-H Club and grange displays, and poultry, livestock and agricultural displays. Last year the fair had the largest poultry show in the State and paid out a record amount in premiums. Pari-mutuel light harness racing will be offered each night and on three afternoons.

The fairs programs since 1946 represent efforts by fair officials to bring the annual back to its former standard, said Secretary O'Kane.

## 5,000 at Westlock, Alta.

WESTLOCK, Alta., Aug. 19.—Westlock Agricultural Fair, aided by good weather, drew an estimated 5,000 during its two-day run, Walter Burehett, managing director, announced. Horse and chariot races were the featured attractions.

## Montezuma, Ga., Chartered

MONTEZUMA, Ga., Aug. 19.—Macon County Fair Association has been chartered here. J. C. Cox is president; Mrs. John B. Guerry, vice-president, and C. H. Hair, secretary-treasurer.

# Ride Makers Boost Prices As Costs Increase; Warn Against Excessive Buying

### Production Curtailment Seen as Possibility

(Continued from page 45)

needed now should be ordered. Stockpiling, they warn, will only make the situation worse. Buy essentials, but no extras, is their advice.

D. R. Ray, owner of the Roll-a-Whirl Company, St. James, Mo., said the price of his all-steel kiddie ride has increased from \$3,450 to \$3,750 and that another 20 per cent increase before January 1, appears likely. Steel has gone up 25 per cent and wages increased 10 per cent, he pointed out. Supply problems may be too complex to continue business next year, in Ray's opinion, and he recommended that operators "be prepared for conditions as they were during the last war."

Bill de L'horbe Jr., sales manager of National Amusement Device Company, Dayton, said notice of a 10 per cent price increase on rides is being posted as of September 1. Material prices are up from 10 to 15 per cent and might jump as much as 100 or 200 per cent, he stated.

"Ride sales, usually low at this time of year, are at near record levels because of buying in anticipation of material freezes," he said. Some operators are buying rides, wire, paint and other materials for new kiddie lands, and storing the equipment until next year.

"Any new equipment which fits into normal expansion should be ordered at once," de L'horbe said.

### Priority for Parts?

While the Korean action has curtailed expansion of National's ride business, de L'horbe said he thought outdoor recreation would be declared essential and that parts will have priority altho new ride production may be halted.

H. G. Traver, president of Traver Enterprises, Inc., Painesville, O., agrees that "if the war goes on, all ride manufacturing must cease."

"Sit tight or buy sparingly for delivery now," he advised.

Robert F. Clapp, president of Marc-Craft, Inc., Clarence, N. Y., reported his firm is contemplating no price increase for the present but does look for shortages of materials. His production would be curtailed completely

if steel and aluminum were allocated, he said.

Ben O. Roodhouse, sales manager for Ell Bridge Company, Jacksonville, Ill., said his firm has not increased the price of its Ferris Wheels and that if any increase must be made it will be based on actual cost increases only.

Eli has felt a shortage of steel and maleable casting, he said. If the government should curtail or eliminate ride manufacturing, Roodhouse believes periodic supplies of material for replacement parts would be allowed as during World War II.

As others, he spoke strongly against hoarding or buying in excess of actual needs. He pointed out that if one operator buys extras, another operator will be unable to get what he needs. Roodhouse recalled that during the recent war his firm found it necessary to pare some parts orders because they were for more than the buyers required.

### Plans for Next Year

Pending a clear-cut government decision on allocating materials, Roodhouse said, "we are attempting to go along in a normal fashion to protect ourselves for manufacturing in 1950-51, but not go overboard on the stockpiling or hoarding beyond reasonable requirements."

M. L. Sellner, Sellner Manufacturing Company, Fairbault, Minn., stated his firm was considering a 5 per cent increase (\$800) on Tilt-a-Whirl, but that boosts were to be avoided wherever possible.

"Take delivery on what is needed now, but don't speculate," he suggested.

Back orders for parts are growing at the Sellner plant and the outlook for building new rides next season is "hazy." Production could be curtailed as much as 50 per cent, he stated.

## Corn Festival September 7-9

HOOPESTON, Ill., Aug. 19.—Tommy Sacco, Chicago, has again been named to book concessions and attractions for the Hoopeston Sweet Corn Festival here. Event will open September 7 for three days.

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## Playland Hits Top Week-End

**Biz spurt during July, August puts Rockaways' take ahead of 1949**

NEW YORK, Aug. 19.—Terming last week-end the best in Rockaway Playland's history, A. Joseph Geist, park president, said that a sudden spurt in business which started late in July has put biz 10 per cent over the figure registered for the same period in 1949.

Park topper said that the five-day period, Wednesday (9) thru Sunday (13), resulted in the biggest gross on record for the spot. Geist predicted that the season would top all others if the current spell of good weather lasted. He attributes much of the increased business to a high-powered flack campaign carried on this season under the direction of his son, Dick.

Fireworks show Wednesday (9) attracted 850,000 persons. Free attraction this week were the Aero-Stylites, trapeze.

## Palisades Week-End Take Places Second To July 4 Holiday

NEW YORK, Aug. 19.—Palisades (N. J.) Park scored its second biggest take of the season last week-end, according to Irving Rosenthal, co-owner with brother Jack. Only grosses racked up during the July 4th week-end exceeded the figure.

Pool biz has perked up considerably with the weather, for the most part, good. If skies remain clear for another week, it is claimed that Palisades could wind up ahead of last year. Rosenthal said that biz at this point is 50 per cent ahead of the corresponding time last year.

Rosenthal said plans already are being made for refurbishing the park next season. Use of varied colors will be intensified, he said.

With the park to shutter September 10, the final week of operation will see ride prices cut to a nickel and pyro shows staged nightly. Television set giveaways, which have been a weekly feature, will be discontinued the final week.

## L. I. Resorts Draw Heavy Attendance

New York, Aug. 19.—Long Island beach resorts drew heavy attendance the past week-end, with the Rockaways reporting an estimated turnout of 1,100,000 Sunday (13). Coney Island trailed with 750,000, a considerable dip from a normal mid-summer Sunday turnout. Jones Beach reported 90,000 on Sunday (13); Atlantic Beach, 60,000, and Jacob Riis Park, 50,000.

Highways of the Rockaway peninsula were jammed with autos Sunday, and police reported 480 out-of-town charter busses parked in the area. Main highways of the Northern New Jersey resorts area were snarled with traffic, but concessionaires at coast resorts claimed crowds were below normal.

While beaches have been luring big crowds, business at Coney Island and the Rockaways has disappointed amusement men, with the result that Coney has called off plans for its Mardi Gras closing week in September. Rockaway Beach has canceled contracts for Wednesday night fireworks in September. Concessionaires at both spots balked at putting up cash for the final splurges, feeling results would not be worth the outlay.

## RR Excursions, Out-of-Town Groups Boost Cedar Point Biz

SANDUSKY, O., Aug. 19.—About 20,000 persons converged on Cedar Point on Lake Erie Saturday (19) for the annual outing of Westinghouse Electric employees, largest picnic on the funspot's books. Families from plants in near-by towns were included in the crowd.

The event followed dual outings sponsored by The Cleveland Plain Dealer and The Columbus Dispatch Thursday (17). The Plain Dealer crowd of 1,200 came by special train and was made up of winners of the paper's 13th annual playground contests plus other children who paid \$1.50 for the round trip. Free ice cream, milk and concession or ride tickets were given out upon arrival at Cedar Point. The Dispatch brought 300 carrier boys 110 miles for the outing. The Zanesville News carriers will be in for a picnic August 27.

### B. & O. Trips

In addition to the several outings for out-of-town groups, Cedar Point has been the destination of three excursions operated by the Baltimore & Ohio Railroad this season from Zanesville, Cambridge, Mansfield and other Ohio points. From 600 to 700 persons made each trip.

Concession operators listed excursionists as better spenders than those from near-by areas. Apparently, they figured, the travelers wanted to make a full day of it after the 150-mile trip to Sandusky.

Other events still to come include a Republican party gathering August 26, and 600 employees of the Humphrey Company on the same day; State-wide AVO pharmacy outing, August 27, and the New Department plant employees August 20.

Nickle Plate Railroad Veterans' Association meets at the park today (19) along with the Westinghouse personnel.

About 10,000 persons are expected for the State Elks convention, August 25-30, and directory salesmen of the Ohio Bell Telephone Company will gather here August 21-25. Annual Cedar Point bridge tourna-

ment will be held at the Breakers Hotel August 18-20.

T. C. Melrose, park op, said half of the hotel's 1,000 rooms will be kept open thru September 10, while the third annual Erie County Fall Festival is in progress on the grounds. Normally, the hotel closes Labor Day but ops in this area are seeking to extend the season to take advantage of normally good weather in early September. From 75,000 to 100,000 are expected at the event, sponsored by Sandusky farmers and merchants, September 7-10. The hotel dining room and ballroom will be closed, but dancing is scheduled on a smaller floor where commercial exhibits will be shown.

## Toledo Zoo Preps Fete for 50,000th Mini Train Rider

TOLEDO, O., Aug. 19.—Toledo Zoological Gardens was primed this week to fete the 50,000th passenger on its Safari Railroad, Ottoway steam model miniature train installed this spring.

Preliminary spree was tossed for the 30,000th passenger last month, with pictures going to nearly 500 Ohio newspapers. The 50,000th rider is expected to board the train sometime this week-end, according to Edward Knight, president, Toledo Zoological Society.

The winner will receive a life-time pass on the railroad which operates on the zoo grounds. The engineer and ticket taker will receive bonuses.

Knight said the miniature line had proved a decided asset in adding atmosphere and interest to the gardens. Installation of the unit developed into a community affair this spring when members of various civic clubs and organizations joined in setting up the 3,100 feet of track, depot and other equipment.

## CONEY ISLAND, N. Y.

By UNO

Despite another week-end (August 12-13) of perfect weather and banner attendances, most ops continue to complain about scarcity of spending money and report the season off 40 per cent from last year. . . . Chamber of Commerce has definitely decided against holding a Mardi Gras, which the majority of ops deplore. The big beef was that too much of the collections went to the new promotional events that were staged in a small area away from most of the concessionaires. . . . Finals in the Cover Girl Beauty Contest will be held August 30.

Joe Bonsignore, ride man and real estate owner, controls and operates the New Thompson Roller Coaster on Surf, the Tunnel of Love adjoining; Bob Sled on the Bowery; Stauch's Baths, with the Raziano Brothers as partners, and a row of new stores, leased out, covering most of the Surf front of the former Luna Park. Staffers on the Roller Coaster include Attilio Repetti, brakeman; Bennie Devoy, mechanic; Thomas Vastola, trackman; Solly Betuna and Thomas Parmigian, second farenen, and James Apontii, Sam Yakia and Dave Lewis, ticket sellers. Bonsignore himself is active as all-round man and train inspector and starter. Tunnel of Love has Albert (Happy) McDonald as operator, and Cutillo Apuzzo and Alfred Fiorillo, ticket sellers. Favio DeLauro is watchman over both rides. Johnnie Bonsignore Jr. is general manager of the Bob Sled where Richard Lenz and Fred Pero are ticket sellers; Don-

inick Terra and Anthony Pavone, re-ride men; Willie Walloman, brakeman; Harry Engelhardt, ticket supervisor and Thomas Mitchell, watchman. Nine Bonsignore store renters embrace the George Brothers, with their Tie Toe ball-rolling game; Jacob Brothers, balloon bust; A. & J. Enterprises, Island newcomers, Angelina DeSposito, proxy, with Jennie Palomba in charge of waffles and ice cream, seven units of Bowl-O from the Square Manufacturing Company, Chicago, and nine Sutphen Products soda machines; Jackman Amusement Company, with Rose Jackman and son, Erwin, operating Walking Charlie ball game; Louis Morano's balloon race, with Clara Raziano in charge; Bennie Puddo's archery; Angelo Puddo's Wham-O, manipulated with sling shots; Harold Hepple's Kandy Meat Market, and Arthur Fishbein's Frozen Custard.

Phil Palala, floorman for the George Brothers' Tie Tac Toe, is taking up embalming, following in the footsteps of his dad. . . . Dora Mazurak, concessionaire, is recovering from illness that incapacitated her nearly a week. . . . Nathan Faber and Herman Rapp, of Eddie's 5-Star Final, have invaded new territory, Edgemere in the Rockaways, with Fascination, Pokerinos and Skee-Ball Alleys. Concessionaires on Steeplechase Walk, covering Harry Nelson's corner, sub-leased to Louis Lobell, are Harry Prostokov, basketball; Charles Ohms, zipper Skee-Ball, (See Coney Island, N. Y., on page 88)

## Hampton Beach Skeds Strong Card for Cele

HAMPTON BEACH, N. H., Aug. 19.—With the best season in years building up, this resort expects daily crowds of 50,000 for Carnival Week, August 24-30, which will feature Bruno Zucchini, cannon free act; Frank Cook's high-wire bike act; Hip Raymond and Company, and the Tien Tsi Lin troupe.

Ralph Harris, treasurer of the Chamber of Commerce, and John Dineen, director, are in charge of arrangements for the week and will pick a Miss Hampton Beach Tuesday (22). A style show, swimming meet, fireworks, band concerts, amateur talent contests, along with the awarding of a new car will round out the program.

Dineen will bring Tommy Dorsey's ork into Casino Ballroom August 29. He has been presenting Jean Flanders, vocalist, nightly, and has booked Ralph Flanagan, Ray McKinley, Les Brown, Guy Lombardo and Sammy Kaye.

Despite a \$500,000 fire, which threatened the newly modernized Casino and entire beach front, the season has been one of the best, Dineen said. Besides community-sponsored advertising in newspapers in surrounding cities, the Chamber has hired a photographer to spread bathing suit art. Shots of professional models and visiting beauties have been hitting the photo sections of newspapers in the area, resulting in much favorable publicity.

## Summer Biz Boffo At Miami Kidland

MIAMI, Aug. 19.—Ed J. Reicher, who came here three years ago to establish a kiddie funspot, Fairyland Park, on Northwest 36th Street, this week expressed surprise at the exceptional summer biz, attributable largely to the heaviest influx of summer tourists this area has experienced in many years. Reicher describes business as only slightly under par of winter operation.

As another business stimulant, Reicher has made a number of successful tie-ups with the newspapers and local business houses to lure the kiddie trade to the play spot. Reicher, formerly at Sandy Beach Park, Russells Point, O., with concessions, recently returned from a five-week tour of the West during which time he visited a number of kiddie parks.

Recent installation of a new Merry-Go-Round gives Reicher 14 rides at his local kiddieland.

## NAAPPB Mulling New Picnic Manual

CHICAGO, Aug. 19.—Plans to publish another edition of the employees' picnic handbook are being made by the National Association of Amusement Parks, Pools & Beaches (NAAPPB) in co-operation with the National Industrial Recreation Association (NIRA).

Paul Huedepohl, NAAPPB secretary, said renewed interest in picnic promotion prompted the decision. About 10,000 copies will be published this fall, according to preliminary plans. The booklet wasn't printed last year but previously ran to 7,500 copies per year.

The 32-page brochure is designed to tell industrial picnic chairmen how to organize and stage their events. It will be distributed thru picnic booking agents of amusement parks.

# Long Beach, Calif., Chit Chat

By Sam Abbott

LONG BEACH, Calif., Aug. 19.—Como F. Norris is operating a Penny Arcade on the Pike and a penny pitch and archery in Virginia Park. Eddie Steadman is manager of the Arcade and Edna Winstanley is handling the archery stand. . . . Sid Hirsch is fixing up the corner of West Pike and Chestnut for his mental act. . . . Lou Manly is rounding out 20 years with his "Punch and Judy" show at the entrance to the Cyclone Coaster. Manly is also secretary of the Pacific Coast Showmen's Association. . . . For the first time in 25 years, an auction is being staged in the Long Beach amusement zone. Called Duffeys, it is reported getting good business.

George and Irene Johnson are ahead of last year's take with their sweet shop. They handle snow cones and cotton candy. . . . Frank (Tex) Kissinger, formerly with Crafts Shows and who has the Pacific Queen, last of the schooner-type boats, on exhibit in the Long Beach Harbor, is going into his second year with this exhibit.

### Al Flint Visits

Harold Stoll, who has the concessions in Municipal Auditorium, opened a fountain and lunch stand on the Nu-Pike Saturday (12). . . . George Magruder, long-time concessionaire in the zone, has the exclusive on popcorn and peanuts in the Nu-Pike area. He also has a salt water taffy stand. In Long Beach for 30 years, Magruder is planning a new popcorn stand near

the entrance to the Long Beach Bath House.

Al Flint, executive secretary of the Pacific Coast Showmen's Association, down from Los Angeles for a visit with Olive and Joe Glacy. Glacy has the Motordrome in the Nu-Pike. . . . H. A. (Pop) Ludwig, manager of Virginia Park, looking for a big Labor Day business.

### Holidays Expected

Jewel and Bill Hobday, who formerly had a mental stand on the Pike, is expected in Long Beach soon from Earp, Calif., where they have a trailer court. They will visit here before taking off for the San Joaquin County Fair, Stockton; California State Fair, Sacramento, and Los Angeles County Fair, Pomona, with their act. . . . Frank Zambrino, Zambrino and Illions, has the Skooter in Virginia Park, Penny Arcade in the Long Beach city area, and Skooter and Merry-Go-Round in Ocean Park. Illions handles the Ocean Park operation.

Joe Creash, associated with Arthur Loeff, still holding forth in the Amusement Area. Lou Creash, Joe's brother, is visiting here from New York. Lou is a sergeant on the police force, where he has served for 27 years. . . . Myrtle and Dale Williams have the archery stand in the Long Beach Amusement Company's Nu-Pike. They were formerly with Al G. Barnes and Ringling Bros., Barnum & Bailey circuses and also located in Virginia Park.

### Velares Have Bazukas

Velare Brothers have opened a battery of four Bazuka guns made in San Diego. . . . Louis Cecchini, concessionaire with the Crafts 20 Big Shows, has leased concession equipment to the Hi-Tide Amusement Company, operating in the Nu-Pike. . . . Joe Oster has the photo gallery in the Nu-Pike. . . . Rex Elder's billiard hall continues to be the meeting place of the amusement area's concessionaires. . . . Charles Rawlings has a balloon game, photo gallery and Turf Club in the city's block on the Pike. Raymond Lang operates the balloon game.

Johnny Aldridge is getting a lot of compliments for his signs along the Pike. . . . Don Simkinson, who has the boat ride in Virginia Park and also a Tilt-a-Whirl in Venice Lake Park, has named his 31-foot boat El Anade. It means The Duck in Spanish, so Don says. . . . J. L. Talley has taken over the Merry-Go-Round in Virginia Park. . . . George Bushkirk has the Broiler Cafe as well as Guess-Your-Age and scales in Virginia Park. . . . Paul Breese has the Honeymoon Express and Flying Saucer on the Ludwig midway. The Saucer is a barrel roll. He plans to take a smaller job to the California State Fair, opening August 31.

I. J. (Baldy) Miller, who has been in show business 56 years and with various circuses, has a hoop-la on the Virginia midway. He has been here five years. . . . A new, informal club, with the meeting place in front of Harold Nichols's drugstore, is called The Ergasiophobians. Meaning those who are not inclined to work, the group follows its purpose. Members include Mac Bybee, the founder; Jack McGee, H. A. (Pop) Ludwig, Joe Glacy and Tex Kissinger. Bybee was ousted from his presidency when he volunteered to help the druggist remove some trash.

### Moose Jaw Shows Cubs

MOOSE JAW, Sask., Aug. 19.—Quadruplet cubs were born to Amber and Prince, lions at the Moose Jaw wild animal park, July 20 but were kept from public view until August 3. Triplets, born last fall, died after a few days. They were mounted and are on display at the park.

# Ops Report Biz Near '49 Level

CHICAGO, Aug. 19.—General condition of park business has improved since July 4 bringing many spots up to last year's level and in some cases putting grosses ahead of 1949, it is reported by Paul Huedepohl, secretary of the National Association of Amusement Parks, Pools and Beaches.

Regionally, he said, Midwest parks are doing well in general while the average in the West and Northwest is somewhat less. Southern business also has been satisfactory. Figuring in early season business was poor weather.

# Woodside, Clementon Institute Cut Rates

PHILADELPHIA, Aug. 19.—Woodside Park and Clementon Lake Park will join other spots in the area in staging special admission days. Featured as five and dime days, all rides will be 10 cents for adults and a nickel for children on Wednesdays and Thursdays thru the remainder of the season at Woodside here.

Clementon announced penny days for kids only for the last three Thursdays this month. From 2 until 5 p.m. admissions to all rides is two cents.

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## Beatty, Opens Ticket Deal; Ill. Biz Off

### Loses Red Oak to Rain

JACKSONVILLE, Ill., Aug. 19.—Clyde Beatty Circus crossed the Mississippi and, after playing here Wednesday (16), continued eastward on an amended route. The show was short of working men here and hot weather also slowed activity, but the matinee was only 30 minutes late. Both houses here were half filled.

A merchants' ticket set-up admits adults for 70 cents and children for 35 cents at the matinee. Reserves go for \$1.20, with a 50-cent tab. The Side Show drew only light attendance here. Opposition of Republican Day at the Illinois State Fair 30 miles away was blamed for the weak circus turnouts. Patients of the State Mental Hospital, newspaper carriers and the Sheriff's Boys' Club were guests at the matinee. Beatty was the first show in this season.

Champaign, Ill., was substituted for Decatur, Ill., as the Thursday (17) stand after Ringling contracted the latter. Other changes on the Beatty route were made for Indiana.

Business for the show has dropped somewhat after its big Denver dates. At Red Oak, Ia., Saturday (12), heavy rains forced cancellation of the performances.

At Grand Island, Neb., Beatty played to a half house for the matinee and a two-thirds house at night.

## Maine Biz Weak For Biller Org; Wind, Rain Hit

HYANNIS, Mass., Aug. 19.—Biller Bros.' Circus played to a pair of straw houses at Haverhill, Mass., Monday (14), but dropped to two half houses here Wednesday (16).

These stands followed a week of rough going which included heavy rain and mud at Millinocket, Me., Thursday (10), where business was off and the Side Show was blown down. Damage to the top was repaired the next day at Dover-Foxcroft, Me., where the show got two half houses in fair, cool weather.

A Saturday stand at Waterville, Me., was blown because of a misunderstanding on the booking and the circus wild-catted into Livermore Falls instead. The substitute town produced good business.

## French Unit Hit By Two Deaths

BRUSSELS, Aug. 19.—Cirque Bouglione, French circus touring Belgium this summer under canvas, has been hit with two fatal accidents in recent weeks.

During the presentation of the human cannon-ball act recently, Miss Hamana missed the net and succumbed. Injuries received in the fall.

At the show's appearance in Liege one of the members of the Pivotos trapeze act slipped from the grasp of his partner and was fatally injured in falling to the ring. This was the second member of the Pivotos act to be killed this season, one of the partners having crashed during a performance at the Cirque d'Hiver arena in Paris some months ago.

## Labor Shortage Slows Dailey Org; Trims to 3 Rings

ANTIGO, Wis., Aug. 19.—A shortage of labor on Dailey Bros.' Circus has caused late matinees and forced curtailment of the canvas spread in recent days. Big top has been reduced to three rings and menagerie is being enclosed with wagons, while the tent is left on the flats.

The show played to two three-quarter houses here Wednesday (16), and the matinee was one hour late. At Menominee, Monday (14), the show had a near-capacity matinee and a three-quarter night house. The Sunday matinee at Oconto was nearly full but the night show drew a half house. In Iron Mountain, Mich., Saturday (12), the matinee was half filled, while the night performance was for a three-quarter house.

A new organ was added at Menominee to replace the band, and the air calliope is used for the come-in. Staff of press agents has been cut to one, with Ray B. Dean holding the spot.

## Council Bluffs Okay for Ward; Gil Gray Helps

COUNCIL BLUFFS, Ia., Aug. 19.—Gil Gray Indoor Circus acts and Dales' elephants were included in the program for Ward Bros.' Circus at Playland Park here, August 8-10, the org's summer finale. Date was promoted by George Pughe and Gil Gray assisted. Business in the 15,000 seat stadium averaged two-thirds matinees and three-quarter night houses. Pughe also is promoting the Kansas City Shrine date. Gray starts indoor dates in September.

Micky Dales and Bobby Miller, formerly with Rogers Bros. and owner of a trampoline act used here, were visitors. George Hubler is being recalled to the air force.

Nick Francis, permanent clown of the television show, Super Circus, had his comedy car on the show. Others on the program included Flying Otaris, Tate and Tate, Cress and

## Midwest Continues Okay For Ringling-Barnum Org

MILWAUKEE, Aug. 19.—Ringling Bros. and Barnum & Bailey's business continued at an improved rate this week, with the org getting several full houses at Indiana, Illinois and Wisconsin stands. The Friday (18) seg of a two-day stand here bucked a late arrival and cloudy weather to get a half matinee and near-capacity at night. Wisconsin State Fair opens today for day-and-date competition.

Freeport, Ill., came thru Thursday (17) with a three-quarter matinee and near-capacity at night, despite cloudy weather. Rock Island, Ill., Wednesday (16), saw Ringling score two full houses. Much of the strong advance sale there came from nearby Davenport, Ia., where the show was set to play until lot problems forced a switch.

Peoria, Ill., had an advance sale of 2,960 for the Tuesday (15) stand and the show drew two-thirds and near-capacity houses. Side Show, which was disappointed in the first day at Milwaukee, scored at Peoria.

At Decatur, Ill., Monday (14), there was a better than half house for the matinee and, despite rain from 5 to 6 p.m., more than a three-

## Mediocre Biz For King Org In Washington

### Three Employees Injured

CHELAN, Wash., Aug. 19.—A full house was on hand for the night performance of King Bros.' Circus here Tuesday (15). Matinee pulled a half house. Several were late in arriving on the lot and only part of the Side Show was in operation.

Earlier business for the King show was somewhat weaker, with half houses the general rule. At Ephrata, Wash., Monday (14) both performances attracted half houses. The office truck turned over en route to Ephrata but little damage was reported and no one was injured.

At Moose Lake, Wash., Sunday (13) the show drew less than a half house for the matinee but the night show attracted a three-quarter crowd.

Three employees were injured at Pasco, Wash., last Saturday (12). Mark Peters was injured severely when struck by an elephant. Edmund Nelson was treated for a lacerated hand after a lion had bit him. Clarence Swartz received a fracture of the shoulder when struck by a truck.

## Kelly-Miller Plays To Full-House Biz On Mich. Stands

DURAND, Mich., Aug. 19.—Matinee-only business for the A. G. Kelly-Miller Bros.' Circus here Sunday (13) was up to the show's usual full-house level.

The org moved in here from Lapeer, Mich., where it played last Saturday (12) to a three-quarter matinee and full house at night. Weather at both stands was good.

The show continues to get good after-notice and comments on its strong advertising policy.

Company, the Glens, the Alvarados, Betty Trasper, Lane Trio, Allen and Lee, and the Flying McBrides.

## Holland Capacity For Mills Org; Manistee Okay

HOLLAND, Mich., Aug. 19.—Mills Bros.' Circus played to a full house for the night performance here Tuesday (15). The matinee drew better than half a house.

At Whitehall, Mich., last Saturday (12) the show attracted only two half houses in clear weather. At Manistee, Mich., the day before (11) the Mills opera played a pair of three-quarter houses.

## Polack Eastern Bests Earlier Lexington Runs

LEXINGTON, Ky., Aug. 19.—Third annual date for the Shrinic here was better for Polack Bros. Eastern unit than the previous pair, show officials reported at the end of the four-day stand Saturday (12). Date had been reduced from six days.

Increase was 60 per cent over last year, and Sam Polack, managing director, credited strong billings, press and promotion. The show followed Ringling-Barnum by 10 days.

Lexington date was promoted by Henry F. Barrett, who reported a 52-page program and promotion gross twice that of 1949. He and his staff moved to New Bern, N. C., and will go next to Oklahoma City where he handles the Western unit's date each year.

## Covington, Ky., Okay For Rogers; Light Plant Loss \$20,000

CINCINNATI, Aug. 19.—New in these parts, Rogers Bros.' Circus put in two days at Covington, Ky., Monday and Tuesday (14-15) under auspices of Kishmee Grotto. Weather was excellent and matinees both days pulled half houses. At nights the tent was filled. Playing all auspicious dates, season has been satisfactory, management reports.

Presented in four rings, Owner-manager S. I. Rubens offers a creditable performance in a 90 with two 40s and two 50s, with seating capacity of 3,200. Prices are \$1.20 and 60 cents. Show moves on 38 semis.

Prior to hopping to Covington, org played Maysville, Ky., August 12, to fair business. However, management suffered a heavy loss at Maysville when the light plant was damaged by fire caused by a carelessly thrown cigarette. Damage was estimated at \$20,000.

## Circo Flamante Biz Up 7%; Oxnard Good

SOLEDAD, Calif., Aug. 19.—Business for Circo Flamante, operated by Herbert Weber and Chaita Escalante, is running about 7 per cent ahead of last year, Weber reports.

Biggest day of the season was at Oxnard, Calif., August 7, where a sellout was registered by 7:30 p.m. and 500 persons were turned away. San Fernando gave two days of capacity shows. The circus started its fair dates at Turlock, Calif., Monday (14) and the final annual will be Elko, Nev., September 12.

Weber returned this week from a business trip to Monterey, Mexico. Nina Suarez escaped injury when a center pole snapped and her rigging fell Thursday (10). New generator, sidewall and seat masking has been added.

## DRESSING ROOM GOSSIP

### Ringling-Barnum

Matinee at Indianapolis included a large group of Firestone people. Terre Haute, Ind., is Laura May Petrello's home town and her parents and friends visited. Dorita Durbin made spec in the candy stick float. Dorita and Ronna returned home to Bloomington, Ind., after spending their summer vacation on the show.

Astrid Franklin celebrated her 13th birthday with a party for all the small fry on the show. Grayci and Tuffy Genders observed their wedding anniversary. Beverle Page and Ernie Vaughn gave a party to announce their engagement. Harry (Junior) Philipps of the band closed the season to accept a scholarship at the Julliard School of Music.

Roxy McAleer and Hoyt Simpkins joined. Bob Raupfer and Ray Young, circus fans, spent their vacations around the show. Jose De Leon, arm—(See Ringling-Barnum on page 77)

### Siebrand Bros.

Unexpected day off in Casper, Wyo., with beautiful weather gave everyone a chance to catch up on his rest, washing, etc., before starting the Central Wyoming Fair. Jump in here was an incongruous mixture of bad highways and detours and beautiful scenery.

Ladder classes continue to get good results under the Patines' directions. Rosa is tutoring Helen Ravell while Tommy directs daughter Marsha. Pancho and Danita Roche, Jerry Van Deventer and Tom, Betty and Joe Hodgini visited with Ma and Pa Quackenbush while catching their show at the Beacon Club in Billings, Mont. Clara and Eugene Hoffmann are thinking of going into the pottery business on their own if the price of plates keeps rising. They use six plates a show in their Race of the Plates number. The writer is taking Hammond organ lessons from Jerry Van Deventer. Capt. and Mrs. Harry Clark announce the addition of another baby colt to their menage.

Recent visitors were Bill Jolly and Betty Hodgini's parents; Steve and Pauline Enyeart and her sister, Janet.—JOE HODGES HODGINI.

### Polack Western

Rudy Dockey's basketball dogs were increased by 10 when two of them had pups. Bec and Gwen Carsey have a new trailer. Hubert Castle came up with a new station wagon and Bobby Kellogg with a new convertible. Dolly Perez, daughter of Ray and Zefta Perez, is becoming a radio personality. In Salinas overcoats were in order and Chester Sherman got out his longies and wool robe. Carl Barnett and Jimmy Martin, of the Nana Woolford dog act, have received draft notices.

Lindon, the pantomime tramp of the bounding rope, has grown a beard and says it cuts down on the make-up problem. In Salinas it was a sleeper jump from the dressing room (See Polack Western on page 77)

### Clyde Beatty

We have rambled across the plains of Nebraska and now are in the Mid-west valleys, where the days are hot and the nights are cooler, but business remains about the same. First real rain of the season came at Red Oak, Ia., and when the day was hot, the trailerites combined it with the Sunday off for a real sight-seeing trip (See Clyde Beatty on page 77)

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### BRANDON BROS.' CIRCUS

SHORTY LYNN, Mgr.  
Eds. 24; Wiley, 25; Springfield, 26; all Colo.

### Hagen Bros.

The past week found our show sitting on top of the world, so to speak, our lots in Eastern Pennsylvania being on mountain tops reached only by steep grades. Grant brothers left for New York to play vaudeville dates. Barth and Meir left for previous fair commitments. The writer is building a new barrel rock and practicing daily.

Larry Carlton is completing the repainting of the trucks. Torchy Townsend is practicing upside-down loops, and Betty Jessicks, web. Jim Conley celebrated his birthday in Pottsville, Pa. Bert Pettus gets the show up and down in good time. Recent visitors include Herman and Henry Vonderheight, Charlie Hunt Sr. and Nick Ollton, of Hunt Bros.' Circus, Charles Kistner, Mr. McGinnis, CFA, and Mrs. Ward, mother of our organist.—FRANK CAIN.

### Mills Bros.

Gay new yellow costumes have been turned out for the Charlotte Rickert girls by Maymie Ward. Toni Martin joined at Sault Ste. Marie. Hotel Manager Charles Thompson, a circus fan, helped personnel get rooms there.

Obert Miller, of the Kelly-Miller show, spent the day on the Sheboygan, Wis., lot. Ferry boat trip was made across the Straits of Mackinac on the jump from Soo to Sheboygan. Chief White Eagle, the Rickerts, Larry Benner, Alex Brock and Jack LaPearl staged a hospital show at Traverse City, Mich. Doc Waddell was featured in a front page newspaper story there.

Bob and Ethyl Heron, formerly of the Cole show, visited at Manistee, Mich., and Bob sat in with the Mills band. Jack La Pearl's brother, G. A. Batchelor, and his wife visited at Manistee. Dr. and Mrs. O. C. Schlack, Chicago, came on for a visit.

### Dailey Bros.

We had the hottest day of the season at Green Bay, Wis., the first real summer we have had. Myke Noble is playing the calliope from the time the doors open until Eva Davenport takes over on the new organ. Both have a wide variety of musical selections in their repertoires. Barbara Williams is working a team of bulls on the lot nightly. Paul Pruitt has been added to the menage act. Marie (Mohawk) Gibson is working the huskie dog act. Mrs. Paul Pruitt and daughters, Donna and Paulette, have returned to Gonzales, Tex., for the start of school.

Visitors: Earl Chevrette, CHS, who showed pictures; M. G. Gorrow and wife, CFA from Appleton; Leo Lefebre and Tony Grovannani, who worked the clowns for the day; Jon Greim, CFA from Appleton; Mrs. Bill Lindemann, Mrs. Pete Lindemann and Mrs. Orville Lindemann and her family. Don Dorsey, Herb Fernstrum, Richard Schacht and Valerie Antalek. Mrs. Fernstrum and Schacht took movies in the backyard. The banner crew spent Sunday on the lot. Jack Knight Jr. joined in St. Thomas, Ont., for the remainder of his school vacation.—HAZEL KING.

### Kelly-Miller

The horse department, headed by William Lane (Red) Farrher, includes Jimmy Lane, Bill Glass, Garland Gibson and Otis Hill, grooms.

Isia and Dorey Miller celebrated birthdays recently. John Grady joined and is painting banners for Dick Scatterday. Jack Evans, trombone, formerly with Cole, and Fuzzy Lambert, trumpet, formerly with Dailey, joined the band.

Harry Rooks, Russ Harrison and Charley Cuthbert went night clubbing in Flint, Mich., after the Sunday matinee. Montana Earl takes the six—(See Kelly-Miller on page 58)

### Cole & Walters

Marvin L. Hulick, Sioux Falls, S. D., circus fan, visited and took pictures. Shirley Cole is back after a week's vacation. Mrs. Laura Anderson has a new trailer, her fourth this season. Eddie Shieler left at Dell Rapids. Mr. and Mrs. Herb Walters have a new car. Al Kendall and Vernon Schultz left for Grand Rapids, Mich., to attend the funeral of Schultz's brother. Mr. and Mrs. Roger Brown, of Sioux Falls, visited. Laurence Porter has returned from the Tyndall, S. D., hospital. Beverly Jean Vanette is recuperating from appendicitis. Mrs. Anderson is on the sick list.

The cookhouse was demolished in an accident on one of Nebraska's slick, muddy roads.

Members of the White Horse Troupe, including Barbara, Phyllis and Catherine Beltzel, Joan Robinson, Leona Simon, Red Finley, and Cal Thompson, visited at Spence, Neb. Bill Todd, circus drummer of Albion, Neb., also visited.

Frank Ellis and Mildred Welbes celebrated birthdays. Dean Gossell is now working in the big show and concert.—MILDRED WELBES.

### Billier Bros.

Circus Fan William F. McDough, Gardner, Me., caught the show in Caribou. Mr. and Mrs. Elmer Michaud and daughter, Emily, Van Buren, Me., visited for several days and took pictures. Madame Rose is still looking for her crystal ball after the Side Show blowdown at Millinocket, Me. Fred Meeks is back with the band, playing the callopie with one hand. He broke his wrist in a fall at Halifax, N. S.

Mrs. William Cowan is on the show visiting her husband for a few weeks. The clowns are now doing another walkaround in place of the stop number. Tommy Bentley is learning to play the tinestettes for a dancing touch and rolling globe act.

Mrs. G. ... and two daughters are visiting Mr. Pridmore. The writer closed the season Friday (18) to return to California because of the illness of his mother.—BOB LORRAINE.

### Rogers Bros.

At Maysville, Ky., the three large light plants burned out shortly before the night show, but replacements were made and a performance was given. At Beckley, W. Va., we gave three shows.

Ann Sutton, trick rider, joined at Covington, Ky. Jim Conway took over the menagerie. Andy Anderson joined Frenehy Leboeuf's band, bringing it up to eight pieces. Dot Anderson, of Seal Bros., also joined at Covington. The writer visited with E. Walter Evans and Charles Wirth at The Billboard's Cincinnati office.

Visitors included Mack McKlein; Mr. and Mrs. Coleman Christopher and family; Herbert Swift, old-time band leader; Fred Doepner, Louise Lombardelli and family; Ethel Levine, Jack Baker and family, Jane and Jack West, Mr. and Mrs. Deriso, Carey C. Emrie, Darrell Cooper, B. F. (Doc) Hughes; Mr. and Mrs. Lou Wolf, daughter and son-in-law of Si Rubens, and their daughter, Marcia, and E. Walter Evans, president, and Charles Wirth, The Billboard.—MAURICE MARMOLEJO.

### Polack Eastern

Bloomington, Ill., was a big date for everyone. The Flying Wards renewed acquaintances with several friends. Harold Ramage was host at a dinner for Mr. and Mrs. Bob Porter, Mr. and Mrs. Mike Kocuk and Clara Levine. Several circus fans from Springfield gave a dinner for Henry Kyces, who whom the Springfield CFA tent is named. Herb George showed pictures of all the personnel after the show.

The Antaleks left to play fairs and will return in the fall. The Gautiers also left for fairs and were replaced by Lady Barbara's Dog and Pony Re—(See Polack Eastern on page 77)

### PHONE MEN (6)

Steady work in Chicagoland suburbs and towns within 125 miles of Chicago. Third year. Repeating under Kiwanis, American Legion and V.F.W. Plenty of renewals. Daily collections. Weekly pay. No advances. Book and tickets.

We do not care what your personal habits are so long as they do not affect your production, or that of steady producers in the offices who are sincere.

If you want steady work under good auspices, willing to work 5 days per week

Write BOX 376

Billboard, 188 W. Randolph, Chicago, Ill., stating qualifications. Work starts Sept. 7th.

### SEAL BROS.' CIRCUS

#### FOR SALE

Complete or any part. 13 late model Trucks, two Elephants, 9 Horses; 7 Ponies, trained; 2 cages Lions, Bear, Monkeys and Kangaroo; 90 with 40 and two 30s used 12 weeks. Light Plants, 30 sections of Seats and Side Show.

#### NORMAN ANDERSON

Oak Grove Auto Court, Box 35  
Oak Grove, Oregon

### PHONEMEN

Capable people come on.  
Book U.P.C., Tickets, Banners.  
JUNIOR CHAMBER COMMERCE  
CHRM. CIRCUS OFFICE

Good Deals to follow.

McRAE, McRAE Bldg., 202 W. Capital St., Jackson, Miss.

### WANTED

Experienced, Sober & Reliable  
TRAIN POLERS

Contact

P. J. McLANE, Trainmaster

RINGLING BROS. AND  
BARNUM & BAILEY CIRCUS  
as per route

### AL G. KELLY & MILLER BROS.' CIRCUS

#### WANTS

Troupe of 2 to 5 Indians for concert, at least 2 women in troupe. State all you do and lowest salary (it must be right). Can use a horse driver, one more food groom, and 3 Bull Men and a Salmaker. Monticello, 25; Lebanon, 26; Noblesville, 28; Tipton, 29; Winchester, 30; Connersville, 31; all in Ind.

### WANTED AT ONCE

#### CATCHER FOR FLYING RETURN ACT

Steady work and good salary

Write or wire

BOX 0-418

The Billboard Cincinnati 22, Ohio

### BOSS CANVASMAN

Single, must drive, handle animals. Capable of talking on animals. Salary with times. Show never closes. Consider Small Show Agent with ear. Hones Path, Aug. 23-24; Iva, 25-26; all South Carolina.

#### AMERI-CONGO ANIMALS EXPEDITION

### HUNT'S CIRCUS

#### WANTS

Working Men in all departments who drive truck. Frackville, Pa., Friday; Ashland, Saturday; Shenandoah, Pa., Monday.

### SIX PHONEMEN

Pay every night—\$2 weeks a year.

TOP AUSPICES

S. W. BENTON

Care Western Union, Davenport, Iowa

### TELEPHONE SALESMEN

Well established official Labor Newspaper. Want only experienced men who can sell Labor Deal. Top commissions; steady work.  
Apply MANAGER  
4014 East Thompson St., Philadelphia 37, Pa.  
Phone: Cumberland 8-2500

## 4 PHONEMEN

EXPERIENCED ONLY

We Will Answer All  
Inquiries

Box 568, Billboard  
1564 B'way N. Y. C.

## CLARK'S BEARS

THE BEAR ACT WITH APPEAL  
The only truly American Bear Act in  
America today.  
OPEN TIME AFTER SEPTEMBER 20TH

For information and rates write General  
Delivery or wire Western Union, Kirksville,  
Missouri.

## HORSE TRAINER WANTED

I want a man capable of training beautiful,  
golden Palominos into an act that will be  
in demand from the best shows. One who is  
capable of developing the act and go with it  
for showing. No bossing need apply. Please  
state experience and give references in  
first letter.

Prairie Haze Stable  
H. L. CONAWAY, Owner  
Cando, No. Dak.

## PHONEMEN WANTED

Who can stand prosperity in target indus-  
trial area in California. Plenty of money  
here. Can work 9 deals a year. No lawyers  
or long moves between deals. No advance  
artists, recuperating promoters, general  
managers or point players needed. E. Robin-  
son and Gordon Spencer, CONTACT.

WILL PHONE or WRITE  
TIL F. TAYLOR  
1307 E. Olympic Blvd., Montebello, Calif.  
PHONE: Union 8-1922

## PHONEMEN

MILLS BROS.' CIRCUS CREWS

Pay every day. Steady to November. No lost  
time between towns. No collect calls or wires.

LARRY LAWRENCE  
Hotel Robert Treat Newark, N. J.

## PHONEMEN

Ross, Murphy, Smythe, Debold, Rees,  
others, answer; top commissions. We collect,  
pay daily. New York Stage Show. Good auc-  
tions. Auditorium locations. Office ready,  
here, Columbus, Birmingham, Memphis  
follow.

ED CLARKE  
EXCHANGE HOTEL, MONTGOMERY, ALA.

## NINE PHONEMEN

JIMMY SMITH

MILLS BROS.' CIRCUS, c/o Western Union  
New Brunswick, New Jersey  
Howard, Marie, George, Al, Dick and Spider,  
contact.

## CIRCUS PHOTOS

10¢ each. Many fine views taken over a period of  
years. Many titles, both old and new. Lists mailed  
monthly to regular customers. Get on our mailing  
lists now. Write: ROBERT SAMS, 2745 Bush  
Blvd., B'ningham 8, Alabama.

## TELEPHONE SALES PERSONNEL

Advertising—We establish orgs. Plenty of  
leads, fast collections. Special Anti-Corruptive  
edition now starting. Tom Ryan, Jack Andrews  
(of Harrisburg, Pa.), answer. Others contact at  
once.

MACK WITZER  
322 Market St. Chester, Pa.  
(Phone: Chester 3-1514)

## BARKER BROS.' CIRCUS

WANTS—PHONEMEN—WANTS

ROTARY CLUB AUSPICES. BANNERS AND U.P.C.

Contact JACK KAHEN

Guthrie, Okla., Aug. 25-26. Plenty of dates to follow. P.S.: Tom Massey and Ray Wright, contact.

## CAPELL BROS.' CIRCUS

Want Inside Concessors for Side Show, Kid Bruck, or any other good, capable Players, answer.  
Also want 1 Capable Agent for Outside Slum Skills, and Help for Fred Brad. Answer Clinton,  
23; Dawson Springs, 24; Central City, 25; Livermore, 26; all Kentucky. Wire:

CAPELL BROS.' CIRCUS OR FRED BEAD

## UNDER THE MARQUEE

Walter W. Tyson, CFA and CHS,  
recently addressed the Guelph, Ont.,  
Rotary Club about circuses and the  
talk rated a spread in The Guelph  
Mercury.

Circus sailmakers make no sails.

Parley Baer will handle radio pub-  
licity for Polack Bros.' Western unit  
in Los Angeles. He conferred re-  
cently with Louis Stern and Justus  
Edwards, of the Polack org. Baer,  
radio and movie actor, is the hus-  
band of the former Ernestine Clarke.  
He's a featured player on the "Count  
of Monte Cristo" radio show.

Don't laugh at an old-timer for clinging  
to his scrapbook of his yesteryear achieve-  
ments. Sooner or later you'll be doing the  
same thing.

Pat Valdo, Ringling-Barnum per-  
sonnel director, has entered Mayo  
Clinic, Rochester, Minn., for a rou-  
tine check-up. . . . Herb Duval,  
Ringling-Barnum legal adjuster, is  
showing improvement at Passevart  
Hospital, Chicago, where he was con-  
fined several weeks.

Seat butchers shouldn't complain over  
carrying seat plank. After all, they are  
the only ones, outside of the customers, that  
use them.

John Grady was in Chicago Fri-  
day (11) en route to the Kelly-  
Miller Circus, where he will work  
under Dick Scatterday. . . . F. A.  
Schmager, Sterling, Ill., circus fan,  
is visiting the Ringling show at sev-  
eral Illinois and Wisconsin stands.  
He's watching with great interest  
the plans of former school mate,  
Cecil B. DeMille, on the proposed  
circus movie.

Years ago a circus manager told an up-  
and-coming young show owner: "Expand  
as big as you like, but always allow for  
shrinkage."

Pat Lovell, sailmaker with a num-  
ber of circuses and now boss can-  
vasman for the Music-in-the-Round  
show at Chicago's fair, was the topic  
of a feature in The Chicago Daily  
News recently. . . . Mel Miller, for-  
mer press man with Dailey Bros.,  
was a Chicago visitor last week. . . .  
Sverre Braathen, Madison, Wis., cir-  
cus fan, scored a layout in a Mad-  
ison paper shortly after Ringling  
billed went up there.

Ringling-Barnum came in for a  
plug when the Sunday (13) maga-  
zine section of The New York Mirror  
gave the show a two-page color  
photo spread with an accompanying  
article. Among R-B personnel men-  
tioned and pictured were Harry Nel-  
son, Lotti Brunn, Gloria Marsh,  
Marion Seifert and Mary Tahmin.  
. . . Charlie Campbell caught the  
Pan-American Animal Exhibit in  
China Grove, N. C., and reports biz  
as good for the org thru the Carol-  
inas. He visited with the Duggans  
and Bill Stiles, who have the magic  
and vent on the show. . . . Jerry R.  
Dean, canvasser with the Clyde  
Beatty Circus, was hospitalized with  
serious injuries in Grand Island,  
Neb., August 10, when he fell while  
working on the top of the tent fol-

lowing the evening performance of  
the Bcatty org.

Pearly Houser, veteran boss can-  
vasman and now sailmaker with  
United States Tent & Awning Com-  
pany, Chicago, is the subject of a  
feature story in the August 12 issue  
of Collier's magazine. The yarn  
tells of Houser's association with  
the Ringling, Barnum,  
Forepaugh-Sells, Buffalo Bill, Barnes  
and 101 Ranch shows and of his  
part in building the special top for  
the Aspen, Colo., music festival.  
George Johnson, George Olsen, Lin-  
wood Miller, Joe Meyer, Frank Lo-  
dico, Louis Petersen and Sidney T.  
Jessop, all of U. S. Tent, come in for  
mention.

Circus bias can be explained to a begin-  
ner easily enough but it takes a few rough  
seasons for him to understand.

Recent visitors at the Ingham  
animal farm at Ruffin, N. C., in-  
cluded Cody Stanley, rodeo judge,  
and his wife of Springfield, O.; Tex  
Watts, old-time bull man from the  
Rhoda Royal Circus, and several  
others from the Rogers Bros.' Circus,  
which showed at near-by Leaksville.  
. . . Bob and Mae Noell report good  
business with their anthropoid ape  
exhibit. . . . Rex Ingham and family  
were recent guests of George Barton  
on Rogers Bros.' Circus. . . . Ed  
Hiler has sold his trained, bison to  
Beers-Barnes Circus and has organ-  
ized a platform show with a llama  
purchased from Ingham. The In-  
ghams and Hiler caught the Beers-  
Barnes show at Chatham, Va., re-  
cently.

Writers of indoor circus programs are  
getting better. Just read one in which  
almost half of the acts' names were spoiled  
right.

J. Paul Ashbrook, Mr. and Mrs.  
T. O. Purcell and Pam Holt, CFA, of  
Campbellsville, Ky., caught the  
Ringling-Barnum circus in Louis-  
ville. . . . Red Harris is with the Kar-  
land Circus at Norfolk. . . . Al  
Pitcher, retired performer, recently  
celebrated his 71st birthday at his  
home in Owego, N. Y. . . . Charles  
Tevepaugh, owner of the Charles  
Society Circus, visited the Pan-  
American Animal Exhibit recently.

Ford Axel Annie, owner of the Wild  
West Show bearing her name, letters that  
her ranch in New Jersey now has a two-  
truck corral.

When Bill and Jackie Wilcox, on  
advance of the Kelly-Miller Circus  
were in Durand, Mich., they visited  
the cemetery where seven known  
and unknown are buried from the  
wreck of the Great Wallace Bros.  
Circus, which occurred in that city  
August 13, 1903. They went thru  
the old files of The Durand Express,  
which had a story of the wreck.  
Twenty-three persons were killed  
and many animals destroyed and  
maimed. . . . Mrs. Dot Louthian,  
operator of the Circus Inn Diner  
at York, S. C., for many years,  
is confined to her home at Naval  
Base, S. C., from an attack of coro-  
nary thrombosis. Landon M. Louthian  
was caretaker of Wallace Bros.'  
Circus quarters at York.

Workingman's opinion of a cookhouse  
steward who serves meal and salu-  
bary steak four times weekly is that some-  
where in his family tree there was a cattle  
rustler.

Ray (Happy) Shaw, former clown,  
recently visited H. C. Robinson, who  
is on the mend at the Veterans' Hos-  
pital, Dayton, O. . . . Maurice Mar-  
molejo, slack wire, and Danny  
Thomas, clown and trampoline with  
Rogers Bros.' Circus, called at the  
Cincinnati offices of The Billboard  
while playing Covington, Ky., early  
last week. . . . George Barnaby,  
Gene Lewis and Billie Burke, until  
recently with Cole Bros.' Circus,

visited Grover and Dolly Nitchman  
at their home in Indianapolis, also  
Albert White and Ernie Burch on  
Ringling-Barnum. . . . Herb Swift,  
former band leader with mud shows,  
caught Rogers Bros.' Circus in Cov-  
ington, Ky., last week. Swift, 80  
years old and in good shape, resides  
in Covington.

Ringling-Barnum got a boost from  
The Milwaukee Journal when the  
paper carried a two-page color lay-  
out showing old lithos from the col-  
lection of C. P. Fox, Oconomowoc,  
Wis., in the issue of August 13. . . .  
The Aerial Christensens stopped over  
in Chicago en route to Iowa fair  
dates. They recently completed 11  
weeks with the Bodart Carnival as  
a free act.

With the changing times it's impossible  
for a manager to try to prove to his help  
that he was a good fellow during the  
boom years when he had it.

Bob Orth, who was 62 years old  
Thursday (16), was the subject of a  
feature story in The Telegram-Trib-  
une in San Luis Obispo, Calif., where  
he now lives. The article lists Orth's  
many activities, including that of  
acrobat and former circus owner.  
At the present time he is recuperat-  
ing from an operation and is looking  
forward to getting back on the road.  
. . . W. R. Patterson, Springfield, O.,  
cards that this is the first season in  
more than 60 years that a circus has  
not been in that city.

CFA members, gathering at the  
Washington Zoo recently, heard Dr.  
William Mann, zoo director and  
CFA, call for better understanding  
between circuses and the public.  
Melvin Hildreth, Washington CFA,  
said the number of circuses has de-  
clined in the past 25 years.

Norman Anderson, son of the late  
Bud Anderson, and his wife, and Joe  
Webb, formerly of Seal Bros.' Circus,  
are at Portland, Ore. . . . Bozo La-  
mont, producing clown for Brandon  
Bros.' Circus, closed August 12 at  
Phillip, S. D., and opened at Lyon  
County Fair, Rock Rapids, Ia., the  
next day. He starts dates for Frank  
Wirth after a few more fairs.

## KELLY-MILLER

(Continued from page 57)

horse hitch uptown daily. June Tear-  
ney practices tight wire between  
shows under the tutelage of Pat and  
Monty Knight. Anne Fleming, school  
superintendent at Daggett, Mich., is  
visiting the Forrest Kuhns. Billy  
Gilian, nephew of Ruby Kuhns, is  
spending the summer working in the  
prop department.

Visitors last week included Jerry  
Welch, calliope player; Morris Hous-  
ley and Lee Melvin, St. Thomas, Ont.,  
circus fans; Mr. and Mrs. Harold  
Gower, formerly with Sparks; James  
Edgar, former operator of Sparks;  
Ray Sheetz, formerly with Sparks;  
Mr. and Mrs. Woyton, of Grayville,  
Ill.; Mr. and Mrs. Carl Romig; Mrs.  
Jack Davies and daughter, Jackie  
Lu; Clyde Wixom and family, Detroit  
circus fans; Mr. and Mrs. Arnold  
Lockyear, formerly with Dailey; Ross  
Rumbell, Cadillac motor company  
official and brother of Red Rumbell,  
and family, of Detroit; Jack Harrison,  
clown with Cavalcade of Stars fair  
unit, and wife; Mr. and Mrs. Robert  
Stanley, wire act; Larry Henry, Lan-  
sing, Mich., circus fan, and Ted  
Haussman, clown and circus fan.—  
EDDIE DULLUM.

## TWO PHONE MEN

FOR FAST DEAL

Six months steady work. Must be good and  
well clean. U.P.C., ads, tickets, banners.  
Wires, photos or write (no collect)

JACK CRONIN

414 Two-Ten Building, Phone Ja 7944  
OMAHA, NEBRASKA

## WANT PHONEMEN

Banner, Program and U.P.C. Tickets. Deal open  
Sept. 1, all winter's work.

PATTERSON BROS.' CIRCUS

R.F.D. #2 HOLLY, MICH.

# ILLINOIS ENJOYS HEFTY RUN

## New Records Seem Certain At N. Y. Event

### Buck Biz Good at Elmira

ELMIRA, N. Y., Aug. 19.—Making its 108th run, the Chemung County Fair here, which started Sunday (13) and ends today (19) seemed a sure bet to top last year in the matter of gate, grandstand and midway figures, according to fair secretary Robert Turner.

As of Thursday (17), attendance reached the 40,200 mark, about 4,000 more than the corresponding time last year. Opening day throngs of 12,400 set a new record for the event. With the grandstand seating capacity set at 5,000, a standee crowd of 8,800 watched Jack Kochman's Helldrivers go thru their paces. Initial night performance of the grandstand show, George A. Hamid's Grandstand Follies of 1950, also played to a capacity audience. A Gae Foster girl line, the Roxyettes, was featured.

Turner said that the grandstand revue was a sellout thru the week, with extra seats always needed and aisles jammed. The weather held good for the most part, thru the week. Brief rains late Wednesday afternoon (16) cleared in time for capacity night audiences.

O. C. Buck Shows, holding down the fair midway, were hit slightly by the Wednesday rain, but Turner reported Buck as being quite happy over the take for the week. Buck cut ride prices to 9 cents for two kids' days, Tuesday (15) and Friday (18), which helped swell the org's take. Tuesday saw 8,000 children on hand. Fair is running a day less this year than last, but Turner said with a Firemen's Day due to be held today, attendance would be sure to stay up. He said that in number of exhibits a new mark probably would be established for the event.

Four days of harness racing at the fair included 11 contests for total purses of \$6,300. Fireworks displays were staged Monday (14) and Tuesday (15) following the grandstand revue.

## Davenport, Ia., Hits '49 Pace All Way 'Round

DAVENPORT, Ia., Aug. 19.—The Mississippi Valley Fair, in the fifth day of its six-day run here today, was racing along at a pace slightly above '49 and expected to hold this gall thru Sunday night, provided weather, generally good all week, holds.

Attendance would have topped last year's by a substantial margin but for the lateness of crops in this agricultural area, which has kept farmers in the fields, according to Frank Harris, fair secretary.

Grandstand attendance was at '49 levels. WLS Barn Dance pulled good Wednesday night. The Sam Howard water show, booked in here by Ernie Young and augmented by variety acts, pulled strong crowds. The unit is in for three night performances and a Saturday matinee.

Stock car races, staged by John Gerber Friday afternoon, drew an estimated 2,000. Joie Chitwood's Auto Daredevils will move into the grandstand tonight and Sunday afternoon. Imperial Shows, owned and operated by the Amusement Corporation

## Cedar Rapids Upped Daily Gate Pulls 150,382 in Six-Day Rush

CEDAR RAPIDS, Ia., Aug. 19.—All-Iowa Fair here, reduced this year from eight to six days, closed Thursday (17) with a total gate of 150,382 compared with 173,000 in '49, according to Andy Hanson, manager. Average daily attendance was up, however, by about 3,500.

Opening day Saturday (12), with a free outside gate, saw a record 30,068 enter the grounds against 22,000 last year and Sunday (13), the first paid day, a record 31,026 attended.

### Strong Revue Patronage

Barnes-Carruthers' revue, night grandstand attractions for five evening performances, did strong business thruout. Wednesday night's (16) performance was interrupted by a power failure which threw the entire grounds, with the exception of the midway, into darkness, for 39 minutes. The acts, with the aid of make-shift lighting, held the crowds in the grandstand.

AAA big ear races, staged by Sam Nunns Saturday afternoon, and featuring the Indianapolis 500-mile race winner, Johnny Parsons, drew 6,000 despite a drizzle. Joie Chitwood's Auto Daredevils' Sunday matinee played to a capacity stand. John Gerber's midget races Sunday night and stock races Thursday afternoon played to estimated crowds of 4,000 and 5,000 respectively. Chuck wagon races, booked thru Barnes-Carruth-

ers, did okay for two afternoon stands, and AMA motorcycle races Wednesday did well.

Fair's exhibits of all types were ahead of last year and the farm machinery show was one of the largest in the annual's history.

Barnes-Carruthers' grandstand revue line-up included Lottie Meyer's water ballet; Gautier's ponies; Oranto Trio, unsupported ladders; Ming and Ling, Chinese hillbillies; Mar-Vels, teeterboard; Vic Hyde, comedy musician; the Martinis, songs; Lucienne and Ashnour, dance team; Libonati Trio, xylophones, and Ala Ming, tight wire.

## All Depts. Up At Ionia, Mich.

Midway shows, rides climb 15%—turnout 350,000—closing day sets record

IONIA, Mich., Aug. 19.—Attendance and spending at the Ionia Free Fair, August 7-12, showed an increase over 1949 in all departments, with attendance estimated by Rose Sarlow, fair secretary, at 350,000 for the six days, compared to 325,000 last year.

The Cetlin & Wilson Shows on the midway were up more than 15 per cent; admissions to rides and shows reached 218,907 as compared with 177,701 last year. Concessions did not fare so well.

The grandstand show, featuring the Barnes-Carruthers revue, drew 59,627 admissions, compared with 56,182 last year. Cars parked at 40 cents on the official lots totalled 21,382, against 18,965 for 1949. Net proceeds of the fair are expected to equal last year, Miss Sarlow said. Expenditures, including advertising, have shown an increase which will keep the net down.

Saturday (12) proved the best single day in fair history, with 56,147 paid rides and show admissions on the midway and 5,675 cars parked. The grandstand attendance of 14,310, including both shows, did not set a record. Good weather thru the week kept farmers busy and held back attendance until the final day.

## Rain No Detriment To Boonville Event

BOONVILLE, N. Y., Aug. 19.—Altho some rain fell every day during the Boonville Fair, August 1-5, no shows were lost and attendance was near 1949's all-time record, according to R. H. Ryder, grounds manager of the fair association.

All afternoon grandstand shows, with acts booked thru the Al Martin Agency, Boston, played to near capacity, and evening performances were sellouts, Ryder said. Races and ball games were daily features and special events were staged daily, which included parades, school band contests and concerts, horse shows and fireworks.

Even with the unseasonable weather, Coleman Bros. Shows, on the midway, topped the 1949 midway gross by about 25 per cent, Ryder stated, and a bargain afternoon for moppets saw 11,000 tickets sold in five hours. Coleman org has been awarded the contract for the 1951 event.

## Pulls 698,000 First 9 Days; Business Good

### Midway Off Only 10%

(Continued from page 46) free gate, whereas this year, in line with a revised policy, the gate has been put on a substantially greater paid basis. Kids' Day, the opener, this year again was a free day, as was Sunday (13), Veterans' Day, and on two other days, Wednesday and Thursday (16-17), those devoted to the Democrats and Republicans, the gate was opened to all-comers from the hours of 10 a.m. to 2:30 p.m.

In past years there have been as many as six free days and on the other days it was possible to get thru the gates by merely waving any kind of a card. This year, in contrast, the paid gate when on was tight.

Paid attendance figures were unavailable tonight, but when released will probably show the highest total in many years. Estimated attendance, both free and paid, thru 5 p.m. of the ninth day was put at 698,000.

Concessioners and showmen put the total attendance at near the level for 1948, the last good year, and they were quite happy. Concessioners noted that the people spent freely, tho not as freely as in '48.

### Hope Pulls 'Em

Grandstand business, both night and day, was good. The Barnes-Carruthers revue, fresh from the Ionia, Mich., Fair, racked up three near-capacity grandstands in their five nights this week. Bob Hope, in tonight for the first of two night grandstand appearances, played before an estimated 15,000 persons. Grandstand prices for the Hope show, higher than for other night grandstand attractions, ranged from \$2 to \$3.50.

Booked in thru the Gus Sun Agency, repped here by Gus Sun Jr., Hope is getting a guarantee of \$20,000 as against the privilege of 60 per cent over \$24,000. Acts booked in by the Sun office to fill out the Hope program are budgeted at \$4,000.

The Hennies Bros.' Shows reported ride and show business not more than 10 per cent under 1948.

## La Porte, Ind., Gate Down Slightly Over 1st Four Days of '49

LA PORTE, Ind., Aug. 19.—La Porte County Fair entered the fifth day of its six-day run here Friday (18) with attendance off slightly from last year. Gate count for the first four days was 21,197, as against 20,109 in '49.

A strong advance sale of grandstand tickets, plus a strong night show, held grandstand biz to '48 levels. A Barnes-Carruthers revue is the night attraction. Harness horse races, plus acts, comprise the weekday grandstand bill.

Gooding Amusement Company, holding down the midway, scored good business during the first four days but the ride and show take was under '49, when a railroad show supplied the midway attractions. Tuesday (15), Kids' Day, was one of the biggest in 20 years, and the huge turnout of youngsters gave Gooding units a strong play.

## Superior, Wis., Jumps Sharply

All depts. show increases—gate, midway spending surpasses '48, '49 levels

SUPERIOR, Wis., Aug. 19.—Tri-State Fair here Friday (18), fourth day of its six-day run, was romping far ahead of '49 and in front of '48.

Weather, which hurt last year, was ideal. Midway business, pruned down last year largely by a mired lot, was up sharply for the Royal American Shows, topping '49 by a considerable margin and running slightly ahead of '48. Kids' Day, Thursday (17), was the biggest in several years.

Grandstand patronage for a Barnes-Carruthers revue at night surpassed both '48 and '49. Frank Winkley's thrill show pulled a fair grandstand Tuesday and an excellent grandstand Wednesday. Grandstand was a sellout Thursday for stock car races.

Considerable money was spent on the fairgrounds, owned and maintained by the county since the '49 fair. Total of \$16,900 was expended on the grounds alone, with the midway and parking area getting drainage installations and cracked rock surfacing.

Livestock entries surpassed barn facilities. County is expected to add buildings and make other improvements to the plant under a four-year improvement plan.

of America, did business on a par with 1949 in the first four days.

Exhibits, particularly in the women's and industrial departments, are well over a year ago in volume and livestock entrants are slightly higher than '49.

**DUE TO  
DISAPPOINTMENT**  
by a very prominent agent  
of New York, we are  
**AT LIBERTY**  
**September 3**

**THE GREAT  
ARTUROS**  
(4 People)

"The Royal Family on  
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## Erie County Pace Equals 1949 Figure

### Chitwood, Horan Score

HAMBURG, N. Y., Aug. 19.—With one day left in the run of the Erie County Fair, which started Monday (14), Frank Slade, secretary, reported that attendance was on a par with last year's 130,000. Event ends today.

Slade said that yesterday (18) was the only day which was marred by bad weather. Following temperatures in the mid-80s Thursday (17), the mercury dived to 70 yesterday and was accompanied by a cold mist. Joie Chitwood's thrill show did capacity biz for single performances Monday and Tuesday. Take was boosted by the personal appearance of Chitwood, according to Slade. Irish Horan's Lucky Hell Drivers also played to a capacity grandstand Thursday night, with another performance slated for today. Also set for today was a big car race staged by Sam Nunis.

Grandstand capacity was increased this year from 5,500 to 7,000 at a cost of \$30,000 and a \$100,000 women's building was erected for this season.

Altho the fair did not utilize a revue, George A. Hamid attractions presented included the Richard Adair Dancers; Montana Kid and Coley Bay, the wonder horse; Campbell Sisters, Al Gordon and His Prls, dog act; Ray Sisters, comedy act; Edna and Leon, dancers; Sam Linfield and His Crazy Scouts, comedians, and the Rosales Sisters, acro-dancers.

James E. Strates' Shows were on the midway and Slade said that 'he shows' take was at least on a par with last year. Five harness racing events were held daily, Monday thru yesterday, for total purses of \$10,000.

## Gate Tops '49 Figure by 16% At Skowhegan

SKOWHEGAN, Me., Aug. 19.—Skowhegan State Fair, which got under way here Saturday (12) and closes today, drew crowds thru the week that put this year's gate 16 per cent ahead of last year, according to Secretary Roy E. Symons.

With a grandstand capacity of 4,000, a George A. Hamid unit, directed by Joe Hughes, played to sellouts nightly, Symons said. In addition to Vanities of 1950, which featured a Gae Foster line of girls, Hamid talent included the Triska Troupe, Irah B. Watkins's chimps, Clair and Hudson, Pierot and Pierouette, Bob Parry, Five Amantis, Paul Kohler and Jini and Charles Frank.

Figures on the pari-mutuel handle were not complete, but with \$16,601 bet Tuesday, first day of harness racing, and \$25,474 wagered Wednesday, Symons felt sure that the total would exceed the sum registered in 1949.

Irish Horan's Lucky Hell Drivers were featured for two performances opening day, and eliminations to choose Miss Maine for Miss America finals at Atlantic City were inducted Monday and Tuesday evenings. Altho Monday was officially kid's day the Tuesday throng was swelled by 7,000 children, drawn by 4-H Day.

King Reid Shows, playing the annual for the first time, racked up hefty biz, with most rides operating full tilt before noon each day. Symons reported Reid highly satisfied with business.

Wednesday attendance received an added hypo when local businessmen closed at noon.

## Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended August 14. The complete list of Fair Dates was published in the issue dated July 30. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O.

### GEORGIA

Waycross—Dixie Fair Assn. Oct. 16-21. Carl S. Strickland.

### MISSOURI

Lebanon—Laclede Co. Fair. Sept. 4-9. A. C. Brockman.

### NEW MEXICO

Springer—Colfax Co. Fair. Sept. 15-17.

### NORTH CAROLINA

Carthage—Moore Co. Agri. Fair. Week of Oct. 23. Billy Bryant.

Clinton—Sampson Co. Fair. Sept. 11-16. E. R. Cooper.

## Edmonton Gross Beats Old High By Nearly 38G

EDMONTON, Alta., Aug. 19.—Gross receipts of the Edmonton Industrial Exhibition were up about \$34,000, according to an interim financial report given the directors by James Paul, manager. Total for the record-breaking six-day show was \$237,843, compared with \$203,025 last year. Paul said it was too early for a complete statement of profits.

Increased labor costs will cut into net profits, he said. More advertising, more police, two staffs for grandstand and platform show, and \$15,000 for new facilities are other factors.

Gross receipts for this year, together with last year's in brackets, included gate, \$43,427 (\$37,850); racing attendance, \$19,551 (\$13,136); platform show, \$31,858 (\$29,405); midway, \$34,148 (\$29,637); pari-mutuels \$80,877 (\$67,175), and concessions, \$27,782 (\$25,782). Racing enthusiasts placed \$374,989 on the horses this year, compared to \$727,668 in 1949.

Paul recommended the midway area be coated with a light asphalt surface to eliminate mud. He also suggested the manufacturers' annex building be moved because it splits the midway. More parking and pad-dock facilities will be sought.

## Ferndale, Calif., Gate Mutuels Surpass '49 Despite Inclemency

FERNDALE, Calif., Aug. 19.—The 1950 run of the Humboldt County Fair of five days and four nights pulled 22,108 paid admissions, 4,000 over the 1949 mark, Dr. J. N. D. Hindley, secretary-manager, announced. Also up this year was the pari-mutuel handle which totaled \$162,424, with \$63,559 being wagered on the Saturday (12) program. Last year's handle was \$126,424.

Altho the fair topped last year's attendance, the figure would have been larger had the event had good weather. Wednesday (9), the opening day, as well as Thursday were fair and sunny. Overcast but warm weather with some evening drizzles cut down the remaining three days' crowds.

Dr. Hindley suffered slight injuries Saturday (12) when he toppled from a stagecoach during a performance in front of the grandstand.

### Charter Roxboro, N. C.

ROXBORO, N. C., Aug. 19.—Person County Veterans Agricultural Fair Association, Inc., has been chartered here by the secretary of state. A non-stock corporation, V. C. Blalock, Robert Long and S. W. Glenn, all of this city, are listed as incorporators.

## Ft. William Doubles Gate; M'way Up 15%

### Grandstand Biz Hiked 50%

FORT WILLIAM, Ont., Aug. 19.—Canadian Lakehead Exhibition here smashed all past records at both its front gate and grandstand and closed Sunday (13) with a total attendance of 146,248, compared with 82,782 in 1949. Paid grandstand admissions this year soared to 24,336 against 15,000 a year ago.

Biggest single day was the all-time record Thursday (10) when 29,403 persons went thru the front gate.

Barnes-Carruthers' eight acts in front of the grandstand and Frank Winkley's thrill show played to larger crowds than a year ago. Royal American Shows' midway biz wound up 15 per cent above last year.

Building plans announced for next year include the addition of 2,500 seats to the grandstand, increased parking facilities and a new building for poultry, dog and livestock shows.

## Trenton Card Set by Hamid

TRENTON, N. J., Aug. 19.—George A. Hamid, president of New Jersey State Fair here, September 24-October 1, has announced attractions for the event.

In addition to Grandstand Follies of 1950, Hamid will present Johnny Olsen and his Ladies, Be Seated radio show opening night; Sleepy Hollow, an American Broadcasting Company radio presentation, September 25; Roy Acuff and His Smokey Mountain Boys and the cast from the Grand Ol' Opry radio stanza, September 27 and 28, and Western Jamboree, featuring a line-up of RCA Victor talent, including Elton Britt, Rosalie Allen, Texas Jim Robertson, Homer and Jethroe, and Jesse Rogers and His 49'ers, September 29.

Hamid has not yet set a name for September 30, but is dicker for a top stage or film personality.

With the Jack Koehman Hell Drivers set for opening day and September 25, Irish Horan's Lucky Hell Drivers will stage a single showing September 30. Frank Bergen's World of Mirth Shows will again be on the midway.

Grandstand attractions include the Bruno Family, high wire; Two Edies, musical novelty; the Ericksons, hand-to-hand acrobats; Bob Parry, comedy trampoline; Wonder Wheelers, comedy bike; the Norberts and Joe Basile and His Madison Square Garden Band. Grandstand shows will be staged each afternoon and night.

## Timonium Annual To Get Intensive Television Coverage

TIMONIUM, Md., Aug. 19.—Intensive television coverage of the Maryland State Fair here will be given this year by Baltimore's WMAR-TV, with the video outlet planning to move its studios to the annual for its entire run, August 30-September 9.

In addition to airing its regular studio programs from a tent of the fair's midway, the station will use a mobile camera to cover outstanding features of the agricultural exhibits, livestock judging, horse races and youth activities. Cameramen will also tour the grounds daily to pick up shots which will be used during the twice-nightly news round-up.

# Dallas Adds Features in Move To Top 2,047,540 Record Gate; See 'South Pacific' Grossing 300C

(Continued from page 3)

the midway ride feature, occupying a spot at right-hand entrance to the midway formerly occupied by a cafeteria. Ray Marsh Brydior will bring in shows, including Sally Rand.

### Heavy Flack for Sally

Fair intends to flack Rand heavily this year, since name is thought to be good draw. Sally was at the fair last year, but publicity department was not notified until a few days before and was not able to do as thorough a job as is planned this year.

Nightly at 7:45, the fair will present a Parade of the Decades, which will appear on the main concourse in front of the Hall of State just as the free acts finish their performance. Parade will include elaborate floats depicting important events of the first 50 years of the century, tying in with the fair's Mid-Century Exposition theme.

Bands will march in a parade and horse show winners also will be in the line of march. On two days of the fair, Parade of the Machines also will be included, with tractors and other farm implements recruited from displays on grounds. Besides giving the fair another free attraction, the parade enables fair to emphasize Mid-Century theme and gives high school bands which come in with special city delegations something to do.

### Accent on Science

New Science Building (bigger part of old Poultry Building) will have a free Atomic Energy Science Show, with exhibits from the American Museum of Atomic Energy in Oak Ridge, Tenn., and other exhibits from industrial laboratories portraying progress in chemistry, aerodynamics, electronics, etc.

Woman's Building will have the Lamont Bird Show as entertainment feature; also hat-making and cake-baking contests and usual exhibits.

All-American Jersey Show is the livestock feature. Fair has shows for 26 breeds and premiums total \$72,659. Nation's highest producing Jersey cow, Orland Signal Vol. Sable, owned by Mr. and Mrs. Chester Eliff, of Tulla, Tex., will be a feature of the Jersey show and will be heavily publicized as "Sensational Sable."

Exhibitors of all types are being urged to tie in with the Mid-Century theme and enough have indicated plans to do so that the theme will be fairly well carried out throughout the grounds. Nostalgic tunes of Gay '90's will be played or the speaker system during fair to give further tie-in with fair theme.

### Strong Grid Slate

Fair has seven football games scheduled for the Cotton Bowl during fair—one small college game, two major college contests, one Negro college game and three high school games.

Austin College versus East Texas State College will be the game on opening day. On October 14, second Saturday, fair will have a good chance to set a new one-day attendance record. Fair set record of 276,000 on this corresponding day in 1949. Two football games have been scheduled for the bowl on this day.

Texas versus Oklahoma, traditional State Fair classic and already a sell-out, is set for the 73,347-capacity stadium in the afternoon and Southern Methodist versus Oklahoma A & M is scheduled at night. The two games are expected to draw at least 125,000. Given good weather, the fair could easily hit attendance of 325,000 on this day. SMU has invited 75 high school bands to be guests at its game.

Negro football game, Wiley College versus Prairie View A & M is set for the night of October 16, one of two Negro days at the fair.

### No Grandstand Show

Fair will have no grandstand show this year. Instead, grandstand arena

will be covered with a circus tent borrowed from the Gainesville Community Circus and livestock judging will be held in the 3,000-capacity tent.

Fair expects approximately 100,000 4-H club members, Future Farmers and Future Homemakers for Rural Youth Day opening day October 7. Kids will be admitted to grounds free and served a lunch thru the courtesy of the Dallas Chamber of Commerce. Fair had 75,000 kids on Rural Youth Day last year. Project was begun in 1946 with 35,000 attending and has grown steadily.

Opening day also will be Press and Radio Day. About 2,000 newspaper and radio people are expected to attend for fried chicken lunch and to see the fair as guests of expo. Visitors are given choice between matinee performances of *South Pacific* and *Ice Cycles*.

Each newspaper and radio station will be limited to two *South Pacific* tickets, but the fair will be generous as possible with tickets to *Ice Cycles* and football game that night. Visitors also get midway passes. *South Pacific* contract calls for only 1,000 press tickets, all to be used for first matinee. However, fair is buying limited number of tickets to give the local press, who cannot attend the first matinee because of work.

### Many Contests Skedded

Fair also is making available to press and radio, at regular price, impossible-to-get tickets to Texas-Oklahoma game October 14.

Six free fireworks displays in the Cotton Bowl are set, with Thearle-Duffield doing pyro. Duffield org also has promised new daytime fireworks for fair.

Contests planned to date include needle-in-haystack, freckles, pie-eating, old fiddlers, oldest married couple grandma beauty contest, square dance, pistol, obstacle race, peanut roll, baton twirling, Miss Teen-Age Texas, tall Texan, turtle derby, toad race. Contests are adapted to the type day they are set for, such as Music Festival Day, Elementary School Day, etc.

Dozens of special days already have been posted for special groups and cities as the result of heavy promotional push. Typical of plans are those of San Angelo, West Texas city some 350 miles from Dallas. Special train will bring 200 residents of the city to the fair and a block of *South Pacific* tickets already has been bought by them.

Another big special day is sponsored by East Texas Chamber of Commerce, with plans to use outdoor Casino for a big afternoon program.

### 90C for Exploitation

Music Festival, sponsored in collaboration with the Texas Music Educators Association, will bring in 4,000 high school bandmen, choristers and orchestral musicians, with concerts on grounds and a big exhibition of massed singing, marching and playing in the Cotton Bowl at night. Best high school bands, choruses and orchestras in Texas are invited, as are representative high school units from Oklahoma, Arkansas and Louisiana.

Fair plans two press parties—one several days before the fair at which talent appearing in expo shows will be invited to appear, and one on final night of the fair.

Fair is operating on \$90,000 publicity-advertising budget. Publicity and special events staff now consists of Charles Yeager, director of public relations; Thad Ricks, publicity manager; Ligon Smith, special events manager and Jim Jarrott, livestock publicity.

By September 1, the fair plans to add a woman writer to handle women's news, a merchandising and radio man and expand livestock coverage staff. Neal Lyons, fair

# Lowville Gate Averages 7,000

LOWVILLE, N. Y., Aug. 19.—With an advance ticket sale nearly double last years Lewis County Fair opened here Monday (14) for a run thru today. Fair Secretary Cyril L. Seymour estimated daily attendance at about 7,000, with Thursday probably the best day of the week.

Seymour said that Carl D. Ferris, owner of the carnival bearing his name and occupying the midway reported business better than expected. The Ferris org is playing its first date here.

George A. Hamid's Ideal Revue did light afternoon business thru the week and scored fairly well at night. Best evening was Tuesday, when an overflow crowd filled the grandstand, which accommodates 2,600. Other Hamid attractions included Paul and Paulette; Mack, Russ and Owen; Greene and Dooley, the Norbertys, Glen Henry Company, and the Victoria Troupe. Mickey Sullivan's band provided the music.

Ward Beam's thrill show staged two shows Monday to light crowds and repeated again today. Weather was good, with only Wednesday afternoon being hit hard by rain. Nine harness racing contests were held during the week for total purses of \$5,000.

# Wausau Ends Big 20% Over 1949

WAUSAU, Wis., Aug. 19.—Wisconsin Valley Fair, aided by a whopping 20,000 final day attendance, biggest single day since 1922, closed its five-day run here Sunday (13), with front gate figures 20 per cent ahead of 1949 when polio was a factor in keeping patrons away.

Sunday afternoon's 100-lap stock car race, staged by National Speedways (Al Sweeney-Gaylord White), played to a full house. Gertrude Avery's Sensations of 1950 drew good crowds for its three night shows. Rib Mountain motorcycle races Saturday afternoon dropped below last year attendance-wise.

Wallace Bros.' Shows reported a 50 per cent gain over the 1949 take.

Talent line-up in the Avery revue included 3 D's, bar act; John Lander and Company, unsupported ladders; Princess Trio, acro; Pansy the Horse; Four Ervings, teeterboard; Four Queens of Song, vocalists; Rudenko Brothers, jugglers; the Lavals, high act; Stan Valer, swappole; Blair and Barnett, dancers, Hap Hazard, and Jimmy Lee, cmse.

# Lincoln, Ill., Gate 15% Ahead of '49

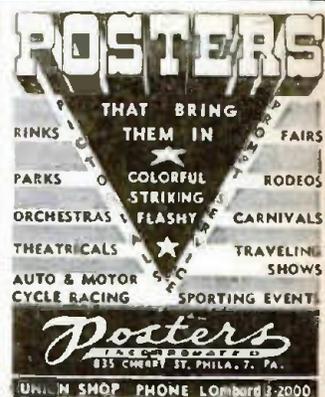
LINCOLN, Ill., Aug. 19.—Logan County Fair, overcoming a complete rainout Tuesday (8) and threatening weather one other day, closed its six-day run here Friday (11) with a 15 per cent increase in attendance over last year.

Grandstand attractions were well received, including the Barnes-Carruthers revue, WLS Barn Dance, Boyle-Woolfolk acts, four night horse shows and four afternoons of harness and running races. Johnny Denton's Gold Medal Shows provided the midway attractions.

A combination women's department and commercial exhibit building will be completed by 1951, according to W. E. Layman, fair's secretary.

photographer, will move his equipment and staff to offices in the Automobile Building about the same time.

Principal change in publicity approach this year is expansion of radio schedule to take in every station in Texas.



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## Weymouth Kicks Off N. E. Season, Cracks 1949 Marks

SOUTH WEYMOUTH, Mass., Aug. 19.—Business at the Weymouth Fair here, which kicked off the New England season Sunday (13), seemed to point the way toward sizable takes for other annuals in the territory as a record-breaking crowd of 22,000 hit the fairgrounds for opening day.

With the event due to close today (19) and a throng of 25,000 expected, attendance figures for the run were: Monday, 16,000; Tuesday, 18,000; Wednesday, 15,000; Thursday, 12,000, and Friday, 20,000.

General Manager Milton Danziger reported that total attendance for the fair would be up about 15 per cent over the mark of 107,932 established last year. The 1949 figure, in turn, was 50 per cent above that registered the previous year.

Despite the greater crowds, Danziger opined that money was not as free as last year. He cautioned that because the Weymouth event was the first one off this season it would skim a good deal of the first-in cream and annuals springing later in the year would meet with a tougher job in selling the patrons.

He said that in Weymouth, which is a ship-building area, economic conditions were good but that a shifting national and world picture might considerably alter the economy for later fairs. Increased attendance at Weymouth, where prices were pegged at 50 cents for adults and a nickel for kids, was due largely to the 20 per cent greater slice publicity and promotion received in this year's fair budget, according to Danziger. Radio, newspapers, billposting and agricultural newsletters all were employed in flogging the event.

Danziger reported that the take from this year's harness racing events would equal the 1949 handle of \$421,000. Pari-mutuel racing started Monday and continued thru today at the

## Prince Albert, Sask., Cracks Gate Record Second Straight Year

PRINCE ALBERT, Sask., Aug. 19.—Prince Albert Exhibition set a new attendance record for the second straight year when it closed its three-day run here Saturday (12) with an estimated total of 42,000 people coming thru the front gate. A new mark was set last year when 37,000 persons entered the grounds.

The fair marked the wind-up of the Western Canadian Class B Circuit and concluded the Western tour of Wallace Bros.' Shows and the Gus Sun-Irving Grossman grandstand revue, *Music Hall Varieties*.

Local stores declared a half-holiday opening day when the annual was officially launched by Hon. J. G. Gardiner, Federal Minister of Agriculture.

Entertainment features, in addition to the revue and midway, included harness racing with pari-mutuels, a parachute jumping display, and fireworks, the first in Prince Albert since the war.

Fair was the first under the management of D. F. Kelly. Food concession booths, built at a cost of \$27,000, were used for the first time.

## Keller Animal Unit Slated for Mineola

MINEOLA, N. Y., Aug. 19.—George J. Keller Wild Animal Show was contracted last week for the grandstand show at Mineola Fair here September 12-16, by J. Alfred Valentine, annual's president. Animal attraction will appear in addition to Hunt Bros.' Circus.

Baton twirling contests and dog obedience tests also have been slated for presentation at the fair.

fair. Eight contests were held each day, except for yesterday, when nine were run.

Second unit of the Lagasse Amusement Company held down the midway, with Bush-Laube Concessions of Kansas City, Mo., operating grandstand units. George Bush, of the latter org, said that his take for Thursday was up 30 per cent over last year. However, Danziger added that the figure for the entire run of the annual would probably be about 15 per cent above 1949.

George A. Hamid talent booked for the fair included the Lawrence Trio, high wire; Bounding Bodos, trampoline; Flying Hartzells; Two Adams, bike act; Billings' dogs, and the Two Shanghais, dancing acros.

Pyro shows were staged by Hamid Monday, Tuesday and tonight, and kids' day was also held Tuesday. Danziger said the number of agricultural exhibits at the fair this year topped any previous showing. Improvements to the extent of \$30,000 were made at the fairgrounds, and with the parking fee reduced this year from 50 to 25 cents, three times as many autos came to the fair as last year.

## Harness Handle Falls at Bangor

BANGOR, Me., Aug. 19.—Altho altered circumstances made for difficulty in comparison, pari-mutuel bettors at the Bangor State Fair here, which concluded its run Saturday (12), wagered \$15,331 less this year than they did in 1948. Annual was not held last year due to a fire.

Secretary Roy Sinclair had high hopes Friday (11) that the handle would exceed that of 1948, at which time 50 races were run in five days. This year, 48 contests were conducted over a six-day period.

Local opinion had it that money was tighter this year than in 1948 and that bettors were slow getting back in the wagering mood. Harness events here this year, were competing with meets staged at Scarborough and Lewiston.

Saturday was the only day of the harness meet this year that approached the corresponding day in 1948. Two years ago, \$48,926 was wagered on 10 races, and this year, \$37,961 was bet on eight contests. In 1948 the bettors wagered about \$4,000 per race, while this year the average figure was close to \$3,700.

Lack of free money tied in with report of Frank Bergen, operator of World of Mirth Shows, fair midway org, that his take was off 20 per cent from 1948.

## Quincy, Calif., Beats '49 Attendance Total

QUINCY, Calif., Aug. 19.—Plumas County Fair pulled a total of 24,063 to beat last year's 20,584 during the four day run which ended here Sunday (13).

Tulsa E. Scott, secretary-manager, said that 584 exhibitors and participants registered an all-time high of 2,465 entries in judging classifications and featured events. More than \$20,000 was paid to exhibitors in the livestock, horticulture, agriculture, poultry, mining, commercial and floriculture departments.

Special events during the run included the Pacific Coast Woodsmen's championship; automobile races under the supervision of the American Racing Association; rodeo, fly casting tourney, and gold panning competition. The final gold panning contest was held in front of the grandstand on the closing day and preceded the automobile races.

## Napa, Calif., Pulls 20,000 in 4 Days; New Arena Opened

NAPA, Calif., Aug. 19.—With a closing day's attendance of 6,000, the Napa District Fair chalked up an attendance of 20,000 for its four-day run ending Sunday (13).

According to Lowell Eddington, secretary-manager, the event debuted a new 3,000-seat arena. The horse shows were staged here in the afternoons and combination horse show and rodeo in the evenings.

The opening days events included the centennial pageant, *Isle of Gold*, featuring a cast of 300.

Before a crowd of 3,000, Charlie West of Oakland won the final feature event in the motorcycle races on closing day.

A fireworks display closed the fair. Crafts' Exposition Shows were featured on the midway.

## Escanaba, Mich., Sights '49 Gate Despite Weather

ESCANABA, Mich., Aug. 19.—After outrunning the '49 gate pace by 10 per cent the first two days, the Upper Peninsula Fair here was hit by rain and cold weather Thursday (17). Given good weather over the weekend, Harold Lindsay, fair secretary, figures the annual may still match and possibly beat last year's attendance.

Grandstand biz as a whole is on a par with 1949, with the first two performances on the Gertrude Avery revue, in for four nights thru tonight, even with last year. Frank Winkley's big car races were hurt by Thursday's weather but he will come back with a 100-mile stock car meet Sunday. Jole Chitwood's Auto Daredevil did a fair opening-day matinee.

Wallace Bros.' Shows are doing good business when weather permits, and the Wednesday kids' day was 25 per cent ahead of the same day last year.

Smiley Burnette's show will close the fair Sunday night, with horse-pulling contests skedded for this afternoon.

Call for exhibit space, particularly in machinery, broke all records, Lindsay said.

## Jerry Colonna Inked For Detroit Annual

DETROIT, Aug. 19.—Last of the name attractions to be signed for the Michigan State Fair was confirmed recently by James D. Friel, fair manager, when Jerry Colonna was set as the headliner for the September 7-10 shows in the Coliseum. Booking was thru Music Corporation of America.

Colonna will follow Betty Hutton and Carmen Miranda, who will play two and four days respectively.

Use of a free act as a crowd-builder in front of the Coliseum is planned. Teeter Sisters, double high act and slide-for-life, have been tentatively penciled in.

Fine arts department is being revived after a lapse of several years, Friel announced.

## Tulsa Builds New Barns

TULSA, Aug. 19.—Tulsa State Fair here is erecting two new livestock barns which will be ready in time for this year's fair, Clarence C. Lester, manager, announced. The larger of the two, 200 by 464 feet, will cost \$90,000, while the smaller one, 50 by 220 feet, is being built with profits from midget auto races.

## Springfield, Mo., Hits Near 1948

Gate tops '49 by 20% first six days; single day gate mark; race crowd record

SPRINGFIELD, Mo., Aug. 19.—The Ozark Empire Fair, thru Wednesday (16), sixth day of its eight-day run, was 20 per cent over last year to the corresponding point and running ahead of the figures for '48, one of its best years.

All departments were topping '49, and several records were set. Sunday (13) yielded the biggest paid gate in the fair's history, with a paid count of 34,987. Auto races, staged that day by National Speedways (Al Sweeney and Gaylord White), also established a record, with 7,890 paying to see them.

Night grandstand show, revue and acts booked thru Boyle Woolfolk, Chicago, played to crowds which eclipsed those of last year.

Royal Crown Shows, on the midway, chalked up ride and show takes far ahead of '49 and indications were that the Eddie Young org would nudge the '48 gross.

## Plainville Sets Endurance Hop

PLAINVILLE, Conn., Aug. 19.—Plans are under way for a record airplane endurance flight to be initiated from the Plainville Fair and Exposition grounds on opening day. The annual will run September 1-5.

Flight will begin following opening-day ceremonies involving local and State government representatives, civic and fraternal leaders and exhibitors. Present endurance mark for aircraft is 40 days and nights.

Ted Matusewicz, president of Aviation Service Company, Inc., will assist in making arrangements for the flight.

Featured this year will be industrial progress, home, sportsmen, transportation, antique auto, boat and aircraft displays. Facilities include parking space for 5,000 autos and permanent seating accommodations for 5,000 persons.

Fair midway will feature a Kiddieland, plus the standard line-up of rides and concessions.

Officials expect attendance of better than 40,000, with the Labor Day holiday helping to boost crowds. General Manager Joseph Tinty said that sale of exhibit space has begun and early demands indicate a favorable balance of exhibits.

## Flourtown Annual Bows to Okay Biz

FLOURTOWN, Pa., Aug. 19.—Great Flourtown Fair, August 2-12, sponsored by the volunteer fire company and under the direction of William J. Goss, drew large crowds and accompanying good business the first four days of its 10-day run. Heavy rain Thursday (3) hurt some but a satisfactory crowd turned out for the evening.

Walter C. Smith Jr., press representative for the fire company, used newspaper, radio, billboards and airplane streamer advertisement to excellent results, and Goss, general chairman of the fair and who has guided the event since 1933, said that he expected attendance the remaining days to break all records, aided by an estimated 7,000 Pennsylvania Legionnaires attending Philadelphia for their 32d annual convention.

Morris Hannum Shows were on the midway. Free acts were Les Idaly, booked thru the George A. Hamid agency, and the Great Shaffer, Hannum org's free turn.

### All Depts. Beat '49 At Wapakoneta, O., Despite Heavy Rain

WAPAKONETA, O., Aug. 19.—Auglaize County Fair, overcoming the loss of an entire day to rain, closed here Friday (11) with all departments ahead of 1949, according to Harry Kahn, secretary.

Largest crowd of the week was on Wednesday (9) when, due to a down-pour which washed out the afternoon horse racing program, the management tacked a free sign on the front gate and the Gooding mid-way units did big business.

B. Ward Beam's auto thrill drew a capacity crowd opening afternoon and Klein's Attractions did a two-thirds business at night. Horse racing Tuesday evening and Thursday afternoon ran before full grandstands as did the WREFD radio show Thursday evening. Friday's night grandstand show, produced by Henry Lueders, was also capacity.

Livestock exhibits were the largest on record. The professional bird show was seen by an estimated 12,000 people and the electric display of coal mining, brought in by the Baltimore & Ohio Railroad, attracted attention.

Gooding rides reported their gross was 30 per cent above a year ago.

### Pasadena Sets Up 20G Building Outlay For Initial Annual

PASADENA, Tex., Aug. 19.—An estimated \$20,000 will be spent on plant make-ready for the Pasadena Livestock Show, Fair and Rodeo to be launched here October 23-29, Edgar L. Ball, manager, announces. Event will be held on a 14-acre site donated by the city. Five-year plan calls for a \$100,000 building program.

Harris and Ratcliff have been signed to present five rodeo performances, prices for which will be scaled down from \$2.40. Midway attractions will be booked independently, with a 15-minute stage show planned on an hourly schedule. Advance ticket sale has been started, with a 40,000 pre-opening sale as the goal.

Besides Ball, other officers are J. C. Thomas, president; Jack W. Anderson and L. O. Zeiger, vice-presidents; Dr. William E. Myer, recording secretary; Jimmie Nagel, treasurer, and Rushing Manning, assistant manager.

### 13,782 Paid Gate At Roseville, Calif.

ROSEVILLE, Calif., Aug. 19.—Placer County Fair closed its four-day run here Sunday (13) with a total attendance of 18,000 and a paid gate of 13,782, Nic Huddleston, secretary-manager, said.

The annual opened Thursday (10) following a pre-fair celebration the night before during which the coronation of the queen was held.

Entertainment features included three nights of horse show with 149 entries. Staged by Ted Miller, manager, Prof. C. E. Howell of the University of California, and Davis, and Curt Nelson, Sacramento, served as judges. The second night of the horse show pulled 960 people and featured a six-horse percheron hitch owned by Raymond Church, Rio Vista, and an eight-horse Shetland pony hitch entered by the Pope Shetland Breeding Farm, Ft. Worth.

Opening day's attendance was 4,000, including 1,000 kids who were admitted free. Saturday's attendance was 2,180 and the day's program included a parade of old automobiles. A large parade was held in the town at noon that day.

### Conn. Events Prep for Big Autumn Run

HARTFORD, Conn., Aug. 19.—State fair executives are looking forward to the fall season with optimism.

C. Irving Jarvis, general manager of the Danbury Fair, said that the event is scheduled for nine days, no nights, from September 30 to October 8. Fair is offering 77 attractions on one admission price, and Jarvis is confident that a big run will be registered.

Fred Libutzke, assistant chief of the marketing division, State Department of Farms and Markets, said that many fairs thruout the State are expecting their biggest season, judging from their stepped-up advance promotional work. The department is distributing free booklets describing all fairs slated in the State for this fall.

President of the Association of Connecticut Fairs, Joseph C. Bartlett, concurred in the idea that fair staffs are doing a good job of advance advertising this year. The increased activity will be an important drawing factor once the fall season is under way, Bartlett believes.

Bartlett attributes the expected better business this season not only to increased advertising but also to heavy plugging by newspapers and radio stations.

Connecticut Agricultural Extension Service recently conducted a training class here for judges of annuals in the State, with accent on home displays and hobbies.

### New Plainville Event Skeds Tent Housing

PLAINVILLE, Conn., Aug. 19.—Plainville Fair & Exposition, to be held at Plainville Stadium here, September 1-5, will be housed in tents for its first run. Local officials hope to make the event an annual and may establish permanent buildings on the grounds if operation this year is successful.

Managing directors of the fair are Howard Wry and Fred Pittera, with Joseph Tinty as general manager and Monica Tinty as treasurer.

Fairgrounds will offer free parking space for 5,000 autos and permanent seating facilities for 5,000 persons. The stadium serves a population of 500,000 in the area.

More than 400,000 square feet of exhibit space will feature agricultural, farm machinery, trailer, auto and truck, industrial and home appliance displays. The midway will offer rides for adults and children, shows and food, merchandise and novelty concessions.

Attractions will include stock car racing, a wild animal show, thrill shows, antique auto exhibit, sportsmen's show, cavalcade of transportation, community show and a better homes exposition. Free acts will be offered daily.

### Yorkton, Sask., Hits 15-Year Gate Peak

YORKTON, Sask., Aug. 19.—Attendance at Yorkton's 65th annual exhibition surpassed all records for the past 15 years.

Three-day total was 21,054, compared with 17,494 last year. Grandstand attendance was 15,701, against last year's 11,788.

Opening day gate was termed an all-time record.

Wallace Bros.' Shows were on the midway, and the Sun-Grossman London Music Hall Varieties was the night grandstand feature.

### Owatonna, Minn., Matches 1949 Pace Despite Elements

OWATONNA, Minn., Aug. 19.—Despite cold weather one day, the Steele County Fair here today, in the fifth of its six-day run, is rocking along on a par with last year. Stan Muckle, fair secretary, expects to match '49 attendance providing the weather holds thru Sunday, the final day.

The Gus Sun revue, in the grandstand Tuesday night and Wednesday afternoon and night, did fair but cool evenings cut the crowds. Ernie Young's revue opened Friday night for three performances.

IMCA big car races, staged by Frank Winkley Thursday afternoon, were a shade off from '49 but the comparative day last year was Owatonna Day, when all local businesses closed for half a day. Hot rod races made their bow here Friday afternoon under the Midwest Roadster Association.

Midway biz, where the William T. Collins Shows hold forth, is matching last year's grosses.

Winkley will come in again Sunday afternoon with another program of big car races, and a horse and saddle show will be held this afternoon in the grandstand.

Fair management was forced to add a number of tents this year to house increased exhibits, particularly in livestock. Publicity and advertising program was hyped, with an increased number of 24-sheets, 35 newspapers and four radio stations.

### Corunna's Gate, Midway Holds to '49

CORUNNA, Mich., Aug. 19.—The free-gate six-day Shiawassee County Fair, which closed Saturday (12), drew an estimated 40,000 persons, about equal to last year. Weather was favorable, with rain Thursday (10) and cool weather the last two days. Event was managed by Blair Woodman in his first year as secretary.

The W. G. Wade Shows played the midway, with 13 rides, 6 shows and 56 concessions. Midway business was almost identical to last year's, according to Wade.

A variety hillbilly show was booked for the grandstand Tuesday, Wednesday, and Thursday by Glenn W. Jacobs of the Gus Sun Office, drawing good crowds. Crowning of the local queen on Monday night and a stock parade and home talent show the last two nights drew full houses.

### Horace Heidt Pulls 8,000 at Vancouver

VANCOUVER, B. C., Aug. 19.—Horace Heidt and his Youth Opportunity Program pulled 8,000 customers into Exhibition Forum, Hastings Park, Thursday night (10).

It was Heidt's Canadian preem and was sponsored by the Vancouver Sun and Optimist Club.

### Austin, Minn., Scores Gains Despite Rain

AUSTIN, Minn., Aug. 19.—Mower County Fair wound up its six-day run here Sunday (13) with front-gate attendance topping 1949 and nearly all departments running ahead of a year ago. Bigger attendance was racked up despite rain and cloudy weather the first two days.

Barnes-Carruthers revue, in for five night performances, topped all other grandstand attractions and pulled capacity houses Thursday thru Sunday. Joie Chitwood's Auto Daredevils played to just fair houses in its two night performances. Staple's Rodeo was hurt by mud at its Wednesday (9) show but picked up a good crowd the next afternoon. Klausler Attractions, with big car races Friday afternoon and hot rod and stock car speed events the following two matines did just fair.

Imperial Exposition Shows reported midway grosses were below the '49 pace.

Exhibits were substantially ahead of last year. This was particularly true with farm machinery which was crowded in the liberal space allotted. Livestock producers were in strong numbers and brought in their animals from widely scattered areas.

New this year was a free shuttle bus which moved continuously from one end of the grounds to the other. New buildings opened this year, built at an approximate cost of \$75,000, included wild life, agriculture and varied industry, cattle barn, sheep barn, a women's exhibit hall and a new concrete eat stand.

P. J. (Pete) Holand, annual's secretary, was presented with a bronze desk lamp by members of the fair board to commemorate his 10th fair.

Barnes-Carruthers' grandstand talent line-up included Captain Heyer, horse act; Ming and Ling, hillbillies; Van de Velde and Company, finger stand; Tiebor's Seals; Libonati Trio, xylophone; the Hustreis, high act; Ridola and Company; Ziegler, the Horse; the Ahearns, comedy, and Dick Wright, emcee.

### House Succeeds Brauer

MULBERRY, Ark., Aug. 19.—T. J. House has been elected secretary of the Crawford County Fair here, succeeding the late B. G. Brauer. Dates are September 18-23.

**WANTED**  
For Independent Midway  
**CORN PALACE**  
Mitchell, S. D., Sept. 25-30.  
Clean Concessions.  
Write W. T. WILT, Mitchell, S. D.

**CARNIVAL WANTED**  
**LaFayette County Fair**  
STAMPS, ARKANSAS  
Week September 11 through 16, 1950  
J. A. THOMAS, Pres.

**WANTED TO RENT**  
One large Merry-Co-Round with Operator and One Ferris Wheel with Operator for the week of October 1-8. Send full particulars to:  
**GRAHAM COUNTY FAIR COMMISSION**  
Box 407 Safford, Arizona

**KIDDIE FIRE ENGINE RIDE**  
SEE OUR NEW MODEL OPERATING AT THE C. N. E., TORONTO,  
Also at LONDON, ONT., FAIR  
A Genuine 10 Wheel Tractor-Trailer  
**OVERLAND AMUSEMENTS** Lexington, Mass.



## Hennies Gets Near 1948 Biz as Illinois State Fair Hits Normal Gate Pace

### Vclares' Double Wheel Scores Big in Appeal, Gross

SPRINGFIELD, Ill., Aug. 19.—It was like the good days of '48 at the Illinois State Fair here this week for the Hennies Bros.' Shows. Business thru tonight (19), ninth day of the 10-day exposition, was big, with final figures expected to show a drop of less than 10 per cent from two years ago, the last year the Hennies org was here. Crowds were huge, greatly exceeding those of last year when a polio scare kept the kids away in droves and stunted the gate. The '49 event was, in fact, but a shadow of its former self. And for this reason the current run is something akin to a return to action after a year's lay-off for the fair and particularly the midway.

#### Weather With It

Generally favorable weather played a big part in bringing out good crowds during the present run. The first seven days were ideal—warm and clear.

Friday (18) brought cool weather and the daytime hours today were marred by menacing skies and the night by cold. Yet these two days produced good turnouts as compared with corresponding days in the good years of the past and tonight's turnout, sparked largely by the personal appearance of Bob Hope in front of the grandstand, was excellent for the second Saturday night.

Midway business was assisted thru-out by the crowds who thronged to see the new Illinois State Building, a structure costing more than \$1,000,000 (*Hennies Gets Near 1948 on page 69*)

## Sunset Chalks Up Good Takes

Early Monticello, Ia., biz runs ahead of '49—sets new record at Faribault.

MONTICELLO, Ia., Aug. 19.—Sunset Amusement Company, owned and managed by K. H. Garman, was running slightly ahead of 1949 here Friday morning (18), with two days of the four-day Jones County Fair in go. Good business the first two days was shared by rides, shows and concessions.

Org now is in its fourth fair, with 10 remaining. Of the earlier fairs, Rice County Free Fair, Faribault, Minn., was exceptionally good, with the gross hitting a new high for that event, according to Frank Duncan, fair secretary.

Season as a whole, Garman said, has been satisfactory despite adverse weather conditions during the early months. While at Faribault, Garman purchased a 1951 Tilt-a-Whirl from the Sellner Manufacturing Company, which will bring the shows' ride line-up to 17. Garman disclosed he already has closed several fairs for 1951.

Recent visitors included Frank Winkley, thrill show operator; Stanley Muckle, secretary of the Owatonna (Minn.) Fair; Martin Sellner, Sellner Manufacturing Company, and Ed Bauder, secretary of the West Union (Ia.) Fair, where the shows will go next.

Shows will close at Yell County Fair, Danville, Ark., October 14.

### Smith Loses Arm in Accident

POCAHONTAS, Ia., Aug. 19.—Clem Smith, co-owner of the Boone Valley Shows, lost his left arm at the elbow recently when it became entangled in derrick equipment used in erecting a Ferris Wheel. Attractions were being set up at the Pocahontas 4-H Fair.

## Ken Maynard Set for WOM Ottawa Stand

### Initial Maine Date Good

OTTAWA, Aug. 19.—Making a fast run in with no hitches from Rumford, Me., Frank Bergen's World of Mirth Shows arrived here early today (19) and began making ready to occupy the midway at the Central Canadian Exhibition, Monday (21) thru Saturday (26).

Stellar addition to the org in preparation for this date was cowboy star Ken Maynard, who will appear in the shows' Kiddie Land at the event.

Prior date at Rumford, Me., was an initial showing for the World of Mirth. Playing four days, Monday (14) thru Thursday (17), the stand was reported as good, with money free and the location satisfactory for a replay.

## Three Ill. Annuals Give Nessler Org First-Rate Business

MARSHALL, Ill., Aug. 19.—Business boomed for Nessler's Greater Shows at three Illinois events, including Clark County Fair, which opened here Friday (11). Rain slowed the initial days, but by Wednesday (16) business was good and on Thursday the annual broke its gate records with 15,000 paid admission. Shows were held over thru Saturday.

The move to Mendota, Ill., for the Sweet Corn Festival earlier was marred by two accidents which kept one ride out two days and another out for the week. But the stand was the best of the season for Nessler's, with an estimated 18,000 on the midway Wednesday and up to 25,000 on Thursday, when the annual gave away eight tons of corn seasoned with one ton of butter. The Ferris Wheel sold 3,300 admissions that day. Shows were on city streets, and Eddie and Fannie Cavanaugh, Chicago radio performers, were in for the annual. Roy Roseir joined with two shows.

At Carthage, Ill., where the show moved July 23 after an uneventful stand at Pekin, Ill., the show was enlarged to 10 rides, 35 concessions and five shows. Frenchie Boullion came on with his *Parisian Models*, Nudist Colony and Snake Show. Attractions were set up around the court house square. Business opened okay on Monday and by Tuesday had reached the top level. Square was jammed thru Saturday.

## Casey Smith, Vet Carnival Owner, Dies in Muskogee

MUSKOGEE, Okla., Aug. 19.—Casey Smith, 57, veteran outdoor showman and owner of the Grand Union Shows, which headquartered in Hugo, Okla., died in Veterans' Hospital here July 23. He had been ill several years.

Smith's first show business affiliation was with the old Chicago Amusement Company at the age of 14. He traveled with early-day wagon shows, carnivals and Wild West shows and went to Hugo in 1937 when he joined his brother-in-law, the late J. J. Colley, in the operation of a carnival which toured the Midwest.

After Colley's death, Smith took over the carnival, which was called the Casey Smith Shows until two years ago, when the name was changed to Grand Union Shows.

Survived by his widow, Shirley; a daughter, Jessie; two sons, Howard and Billy; his mother, Mrs. H. H. Myers, all of Hugo; two sisters, Mrs. G. W. Goen and Mrs. J. J. Colley, of Dallas, and three brothers, Frank, Coalgate, Okla.; John, Vinita, Okla., and Fred, Bicknell, Ind.

Services were held at the Wesley Methodist Church here July 25.

## Strates Take At Erie Event Exceeds 1949

### Money Tight at Annual

HAMBURG, N. Y., Aug. 19.—Holding down the midway at the Erie County Fair here, which started Monday (14) and ends today (19), the James E. Strates Shows were about 10 per cent of the take racked up at the annual last year.

Owner Strates reported that bad weather was encountered last night (18) and Thursday evening but arrived sufficiently late so as not to do any damage. He said that although biz was better this year than last, money was tight at the fair, and work was necessary to get it. Line-up of shows and rides on the org remained unchanged for this date.

Shows continue their fair route at Cortland, N. Y., next week, playing the Cortland County Fair, Monday (21) thru Saturday (26).

## Tighter Money, Rain Hurt Griggs in Iowa

MALVERN, Ia., Aug. 19.—Biggest crowd of the year was on hand for the Griggs Greater Shows on opening night here Tuesday (8), but spending was off sharply. The date followed Corning, Ia., where Griggs was up and ready Sunday to catch the crowd after Jimmie Lynch's grandstand show, but rain as the grandstand event closed wiped out the day's business. Bedford, Ia., the previous stand, was off 60 per cent from last year, according to Charles Griggs, owner.

Ferris Wheel still takes top money, with the Tilt-a-Whirl coming next. Happy Jackson and two boys joined the ride crew. James Fisher will go to his Tampa home to recuperate from a crushed hip.

Shows go next to Clarinda Ia., for three days and then to Mount Ayr and Greenfield, Ia., and Sapulpa, Okla., for fairs.

## Cedar Rapids Good for JJJ; Sets 2 Marks

### Scores Big Kid Day Biz

CEDAR RAPIDS, Ia., Aug. 19.—Johnny J. Jones Exposition closed its initial stand at the All-Iowa Fair here Thursday (17), chalking up grosses substantially ahead of '49 figures. Opening day's biz Saturday (12), with a free outside gate, and Sunday (13), set new midway records and Kid Day, Monday (14), saw large throngs of youngsters lined up at the rides.

Business was evenly spread out among all segments and all shows and rides did good biz. Threatening weather in the early days failed to keep crowds away.

Show railed in here from the Delaware County Fair, Muncie, Ind., where it equalled 1948 business, the last year the org played that fair. Rides did capacity business on Children's Day.

Org strengthened its back-end considerably here. Dick Best rejoined with his Side Show from the closed Cole Bros.' Circus, bringing with him Carter Lindsay, fat boy; Bob Melvin, twin-faced; Boyd Selumacher, armless and legless, and Count Nicholas, inside talker.

Bert Mine is prepping a new front for Al Singer's Midget Show which will join at Sedalia, Mo., along with Blondie Mack's Monkey Show. David Lightfoot joined here with two kiddie rides and Gyp McDaniels completed her new mule train kiddie ride. Mrs. J. C. Weir planned in to join her husband and son.

## Buck's Gross Cut by Rain At North N. Y.

### One Day Lost at Elmira

ELMIRA, N. Y., Aug. 19.—Rain appeared likely to nullify an increase in business scored by O. C. Buck Shows over last year's take at the Chemung County Fair here, which ran Sunday (13) thru today.

Owner Buck reported that, even tho his org lost three hours Wednesday (16) afternoon, up to yesterday (18) his gross was 5 per cent ahead of that registered last year at the annual. Rain which washed out yesterday and continued into today would probably put the org's take for this year on a par with 1949, Buck said.

Two kiddie rides, a Little Dipper and Sky Fighter, were added to the shows' line-up for this date.

Buck said that, although money was not tight, patrons were not spending with complete freedom. The rides did better business over-all thru the week than the shows, he said, and the take from the devices exceeded that made last year going into today. He felt that any drop in show grosses could be made up by ride takes.

## Jayhawk Amusement Sold to L. F. Ganote

OSAWATOMIE, Kan., Aug. 19.—The Jayhawk Amusement Company, here this week, has been sold by Toney Martone to L. F. Ganote, Kansas City, Mo.

Org's personnel will continue to work for the new owner and all contracts for fairs and celebrations will be fulfilled by the carnival.

# Clif Wilson Big Times Snake Shows Into Major Exposition

(Continued from page 47)

Young Buffalo Wild West Shows, where he announced for Annie Oakley returned performer.

During the last two seasons with that org, Clif also helped his father manage the Washington Hotel in Peoria, Ill., winter quarters for the Young Buffalo Wild West Shows. This hostelry was leased by the Wilsons from Fred Streibleh, grandfather of Joe Streibleh, present secretary of the Showmen's League of America.

### Buys First Show

Clif's first venture as the owner of a midway show came in the early 20s when he bought a Monkey Speedway and joined the Patterson Shows on the midway at the Illinois State Fair, Springfield. The show grossed a surprising \$2,083 in a week and netted him around \$1,000.

That opened his eyes to the profits from back-end carnival operations and as a result he deserted the circus for the greener pastures of carnivals.

Wilson units soon appeared on the S. W. Brundage Shows, Rubin & Cherry and the C. A. Wortham Shows, with Clif taking his profits and banking them for future expansion. This expansion took place when he moved into the big time with seven shows on the Johnny J. Jones Exposition, a Monkey Speedway, Jungle Show Crystal Maze, Big Snake, Portable Funhouse, Slide Show and a Turnover. Of these, the Snake Show and the Crystal Maze have continued to be his standbys.

### Gets \$ at Expos

Bolstered by experience gained on some of the nation's largest State fair midways, he moved into the

world's fairs of the '30s and during that era was represented at every major exposition. His python walk-thrus and Crystal Mazes won Clif sizable profits at the Chicago 1933 fair, two years at Cleveland, and the 1938-'40 seasons at both New York and San Francisco. He also scored a winner with his giant python show at the 1949 Chicago Railroad Fair.

Clif's early lessons in publicity and showmanship were well learned. Although personally conservative, he many times has demonstrated a keen ability to spark profitable publicity.

### Sea Serpent

There is a twinkle in his eyes when he recalls the story of the Sandusky, O., sea serpent which front-paged the Wilson enterprises all over the continent. Discovery of the serpent swept the nation for two weeks before Clif stepped into the picture, claimed it had escaped from his collection and then proceeded to add to the publicity fire when he and several assistants returned from a Lake Erie boat trip with a huge reptile aboard.

Dollar-wise, the publicity reacted powerfully, with the "Sandusky Sea Serpent" as his featured attraction, the show topped the Rubin & Cherry midway that year at the Canadian National Exhibition, Toronto.

### Reptile Wrestler

Best accidental publicity break came just prior to his opening at the Cleveland World's Fair and to this day Clif still carries scars as a reminder of the incident. While muzzling one of the pythons, he and an assistant, Frank Loughney, became encoiled and Clif's right hand was entrapped in the reptile's huge jaws. Frantically exerting their combined strength, the two men contrived to drag themselves and the python out of the building into the open where their cries brought help to save them.

Both he and Loughney were hospitalized, but Clif reflects it was worth it. Much of the success of his unit that season, he attributes to the publicity given the incident by the Cleveland press.

Most of Clif's reptiles come from the Netherlands, East Indies and the Philippine Islands. Wilhelm Hagenbeck, of the famous German circus family, is currently obtaining snakes for Clif in Colombo.

### Insures Supply

When World War II shut off his sources, it didn't work a hardship on Clif who, with typical foresight had built several "snake banks" in the country, boarding out the reptiles to insure a constant supply.

Largest snake ever owned by Wilson was a 28-foot python which died several years ago and is at present on display in the Smithsonian Institution in Washington. Such a huge living python would be invaluable today, according to Clif, who points out that an 18-footer is worth about \$700.

### Real Estate Dabbler

Clif has, in addition to show biz, dabbled profitably in real estate in Florida, where he has developed a 3½-acre bamboo grove from which source he gets his jungle-type show fronts. He makes his permanent home in Miami with his wife, Freda, who assists Clif in his show operations. They have one daughter, Clover, who with her husband, Charles Fogle, operate the Wilson Snake Show and Crystal Maze on the Royal American Shows. A grandson, Clifford Fogle, is serving a stretch in the navy.

Clif's hobby, when he is home, is his flower garden, but he also takes an active part in how biz organizations. He is finance chairman and chairman of the building committee of the Miami Showmen's Association as well as a trustee of the home building fund of the Showmen's League of America.

## 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 Grand Shows or any Show that does not conflict. **SIDE SHOW**—Jeff Griffin wants Freaks and Working Acts for the Fair. **ROY SHEPHERD** wants Ride Foreman and Second Man; 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 TENT. Complete with Counters, Tables, Dishes, all ready to open. Will give exclusive choice location on Midway at the above FAIRS. PRICE: \$7,500.00. ½ cash, balance on percentage. Quick action—Time is Short.

Write—Wire—Phone

## CRAFTS 20 BIG SHOWS, INC.

7283 Belleira

North Hollywood, Calif.

Phone: Sunset 2-3131

# W.G. WADE Shows

### OSCODA, MICH. GALA DAYS

AUG. 28-31, MON. THRU THUR.

### ALPENA CO., MICH. FREE FAIR

SEPT. 2-6, SAT. THRU WED.

Celebration put on by Business Men and Chamber of Commerce  
CAN PLACE—Legitimate Concessions of every description, especially Ball Games. Excellent opportunity for DARK RIDE for balance of season.  
WRITE OR WIRE

### W. G. WADE SHOWS

Sandusky, Mich. (Fair), Now

P.S.—After the Alpina Fair follows the Pinconning Annual Free Fair, Friday and Saturday, Sept. 8 and 9.

## UTAH EXPOSITION SHOWS

Want Legitimate Concessions of All Kinds, Also Bingo.

Delta, Colo., August 20-27. Two Labor Day Celebrations: Ridgeway, Colo., and Rifle, Colo. Hotelkiss, Colo., September 6-9; Laguna, N. M., Indian PowWow, September 16-19; other celebrations to follow. Long season in cotton country.

Ellis Walker wants Ride Help on all rides. This show closes December 15 in Arizona.

H. L. SEIFER, Manager

## BALLSTON SPA, N. Y., FAIR

AUGUST 28 TO SEPTEMBER 2

WITH GARDEN STATE, NEW JERSEY, AND DOYLESTOWN, PA., TO FOLLOW

Can place for Ballston Spa, Concessions that work for stock, Ball Games, Long and Short-Range Gallery, High Striker, Grab and Cook House. For Garden State and Doylestown, will place a few Merchandise Wheels and Percentage. Write or wire

ROSS MANNING, Lockport Fairgrounds, Lockport, N. Y.

## HAGENSICK'S RIDES

WILL PLACE

For Ottawa County Fair, Minneapolis, Kansas, Aug. 22-24; Appleton City, Mo., Fair, Aug. 28-Sept. 1st; Deepwater, Mo., Labor Day, Sept. 4-5; West Mineral, Kansas, Fair, Sept. 6-9; Wier, Kansas, Homecoming, Sept. 14-17; Kincaid, Kan., Fair, Sept. 22-24. Class Pith, Milk Bottles, Short Range, Fish Pond, Balloon Darts, Bumper, Coke Bottles, Cork Gallery, Percentage, Hanky Panks of all kinds. Shows with own equipment. Rides not conflicting.

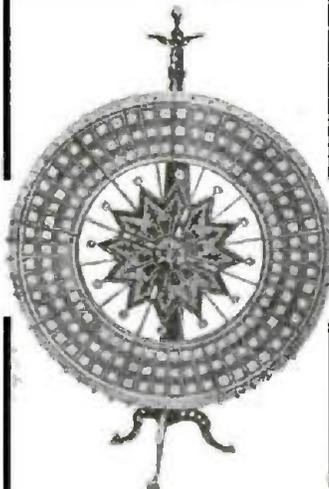
C. E. HAGENSICK, Mgr.

## LOOK WANTED

## BURDICK'S GREATER SHOWS

For following Fairs: Central West Texas Exposition, Menard, Texas, Aug. 30 to Sept. 5; Guadalupe County Fair, Seguin, Texas, Sept. 11 to 16; Floresville Peanut Festival, Sept. 18-20; Bosque County Fair and Stock Show, Clifton, Texas, Sept. 25 to 30; other Texas Fairs to follow. Place Concessions: Custard, Scales, Long and Short Range Gallery, Novelties, Ball Games, Independent Shows, Place Pitt, Octopus, Fire-Plane, Rollplane, any Major Ride not conflicting. Contact: IRA BURDICK, Mgr., Gatesville, Texas, Aug. 21-24. Always use good Ride Help. P.S.: E. Red McFarlin, contact.

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## JUMBO DICE WHEEL

The Finest Ever Made

Here's Chuck Luck in its most popular form. Richly ornamented and trimmed. Evans' Original Jumbo Dice Wheel has the extra brilliant, irresistible flash that wins top rakes every season anywhere! A legal for dependable performance. 60" and 32" diameters for prompt delivery at reasonable prices. Write NOW for catalog.

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1528 W. Adams St. Chicago 7, Illinois

## WANTED

Carnival or Roadshow (outdoor) for October, November or December. Sponsored by the Lions' Club.

LIONS CLUB

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**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

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DESIGNERS - MANUFACTURERS - DISTRIBUTORS  
FLUORESCENT FIXTURES  
145 N. 7th St., Phila. 6, Pa., Lombard 3-7789

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**New Apex 4 Star Carnival Wheels**



**Apex 5 Star BINGO BLOWERS**



Complete Bingo Supplies, also Amplifiers. SEND FOR FREE CATALOG.

**MORRIS MANDELL, INC.**  
24 East 121st St., (Dept. B) New York 3, N. Y.  
Phone: ORegon 3-3112

Heavy Duty Mounted BINGO CARDS in Various Colors

## WANTED

CARNIVAL TO PLAY  
MONETT, MISSOURI, SEPT. 15 & 16  
FOR DAIRY SHOW.

Contact  
**DICK PADGHAM**  
MONETT, MO.

## HUBERT'S MUSEUM

228 W. 42nd Street, New York, N. Y.  
Open all year round  
Want Freaks and Novelty Acts.  
State salary and all particulars in first letter.

## FOR SALE IRON LUNG

and Truck  
Ready to go to work. Will sell for reasonable price.  
Box 373, c/o Billboard Pub. Co., Chicago 1, Ill.  
188 W. Randolph

**NEW FORTUNE**  
Buddha Papers on  
**NEW WHITE**  
Paper MASTER OUTFITS NOW AVAILABLE.  
**S. BOWER**  
Belle Meade, N. J.

**LESLIE'S TRAILER PARTS AND ACCESSORIES**  
Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.  
1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626.

## AGENTS WANTED

For Photos, Coke and others. Man for Derby. Harry Davis, come on.  
**E. L. WINROD**  
c/o IMPERIAL SHOWS  
Fairbury, Ill., Fair, this week; Alledo, Ill., Fair, next.

## MIDWAY CONFAB

R. L. (Red) Bishop, general agent for Victory Exposition Shows, has returned to the org after a fair-booking jaunt. According to Bishop, the Victory shows will play 21 fairs this season. . . . Sandra Berkeley is back with Eastern Amusement Company, working a single-o, called "Streets of Paris," with Sandra Lee. . . . Robi Marlaine cards from Baltimore that he recently visited with Bobby Kork, of the John H. Marks Shows, in Washington.

Zora Blaize has taken over the Side Show on C. A. Vernon's United Exposition Shows. Line-up includes Charles B. Kennedy, assistant manager and human pin-cushion; Margie, Miss Indestructible; Van-teen, magician and front man; Congo, electric chair; Jolene, death dancer and torture board; Ricardo, fire eater; Thaa, mentalist; Ralph Tuttle, ticket box, and Zora, annex. . . . Flo Carlson, formerly one of the Carlson Sisters, boxing fat girls, pens from New York that a rumor of her death has been going the rounds and that her sister, Happy Dot Blackhall, still in show business, has been receiving many condolences on her (Flo's) death. She writes to say that she is very much alive, tho living in quiet retirement at 414 West 46th Street, New York. . . . Jimmy and Min O'Connor closed August 12 with Heller's Acme Shows. The O'Connors, cookhouse operators with the org are vacationing in Atlantic City before rejoining Heller to play out the show's fair route.

Cricket Barnes was hostess at a baby shower for Ruby Mozley on Paul's Amusement Company at Crane, Mo., August 15. Guests included Mrs. Lorine Johnson, Skeeter McAllan, Lucille Bunch, Gertrude Conklin, Ruth Donnelly, Dolly Tip-

ton, Diana Wright, Florence Mozley, Mabel Wright, Bernice Harkins, Mrs. Cora Mae Harkins, Mrs. J. C. Barnes, Mrs. E. T. Barnett and daughter Gail, Mrs. F. Anderson, Mrs. Dewey Spradling, Mrs. Edward Burney, Mrs. Cecil Mozley, Mrs. R. H. Hayward, Mrs. Wallace Baird and Mrs. Bob O'Leary.

Oscar Bloom, former carnival owner and operator, was a visitor on the James H. Drew Shows at the Carlisle, Ind., Fair last week. The Drew org is booked for the Cocke County Fair, Newport, Tenn., September 27-30. . . . Hobart Harkins, of Paul's Amusement Company, was recently hospitalized in Carthage, Mo., for serious burns on his hands and chest suffered while connecting a light wire to his trailer. . . . Jimmie Brown, nephew of Mr. and Mrs. J. H. Drew, who has been spending the summer on the James H. Drew Shows, leaves Labor Day to enter Georgia State College. . . . Dolores Hauer is in her fourth week at Duffy's Tavern, Pittsburgh.

Harry Heller, general manager of Heller's Acme Shows, staged a farewell party recently in a Rahway, N. J., grill, marking the departure of units to fill other commitments, reports Oliver Poole, Entertainment was offered by Vic Zarra, Shummy Rock and Tangerine. The 1950 Martin Brynes award went to Johnny Glynn. The Flying Siglers have originated two new routines in preparation for their tour of Eastern fairs. Bill Weekly is taking over the Uncle Happy Show in the absence of Moneyboy Harry. Shummy Rock will go north with his concessions, while Johnny Glynn heads west. Louis Pasteur, who has had a cobra show at the Chicago Fair, infos he will join Ray Marsh Brydon at the Sandusky (Mich.) Fair August 22.



## FISH BOWLS

\$8.80 PER CRYSTAL F.O.B.  
GROSS PACKED 6 DOZ. MILW.

Shipment of 10 gross or more, \$8.00  
F.O.B. factory from Ohio et. . . . Gross

PING-PONG BALLS, \$4.80 PER GROSS

Have you our No. 60 Catalog? State your business first letter for Free Catalog.

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Milwaukee 13, Wis.

## HORSE RACE WHEELS • BIG SIX WHEELS

All Other Types, Too



MONEY WHEELS • PENNY PITCH BOARDS • MERCHANTISE WHEELS • OVER-UNDER • LAY DOWN CLOTHS • BEAT THE DEALER • DICE CAGES • CHUCK-A-LUCK • ELECTRIC PENNY PITCH • PENNY PITCH CLOTHS.

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50 KW CATERPILLAR DIESEL D-8800—50 KW G.E. GENERATOR. 3 phase, 60 cycles, 220 volts, 4-wire. Completely reconditioned by factory. Can be seen in operation at our plant.  
\$4,000.00

## D. & D. MACHINE WORKS

3848 S. KEDZIE AVE. CHICAGO 32, ILLINOIS

## AGENTS—WANTED—AGENTS

2 Slim Skills Agents, 2 Six Cat Agents who can work to orders. Sparky Gilson wants Count Store Agents. All contact at once.

## VINCE McCABE

c/o Sunset Amusement Co., West Union, Iowa, this week; Marshalltown next week.  
P.S.—Olen Osborne, please contact Harry Lamon, care of show.

## EVANS UNITED SHOWS

We book one of a kind

Can use Legitimate Concessions: Cork Gallery, Glass Pitch, Scales and Age, Clothes Pins, Slum Spindle, Novelties, Banquet, Basketball, Country Store, Photos, any Concession not conflicting. Drunk and agitators, stay where you are this is a clean show. Can use sober, reliable Ride Help who can drive wemba. D. J. Cox needs Agents for Hinky Panks, Sparks, Kan., Aug. 14-29; Severance, Kan., Sept. 2-4; Horton, Kan., Tri-County Fair, September 7-9; other good ones booked. Contact CLAY A. EVANS

## WANTED FOR THE GREAT STAUNTON, VA., FAIR SEPT. 2-9

Will sell exclusive on Novelties, Popcorn, Candy Apples, Snow Cones, Candy Pitch, Seats and Ice Cream in the grandstand.

HAVE FOUR MORE STATE FAIRS TO FOLLOW!

WRITE, WIRE or CALL

## S & G CONCESSIONS

c/o Lawrence Greater Shows  
This week: Cambridge, Maryland  
Next week: Richmond, Va.

## CAN PLACE

FOREMAN—

C-CRUISE RIDE

HI-BALL RIDE

MINIATURE TRAIN

ALSO RIDE HELP

## CAVALCADE OF AMUSEMENTS

TOLEDO, OHIO, AUG. 21-29

## CRYSTAL SHOWS

WANT

For following Fairs: Greene County Fair, Greenville, Tenn.; Farmers' Fair, Clintwood, Va.; Scott County Fair, Dungannon, Va.; Otway, Tenn.; Greene County Fair, Concessions of all kinds. Will sell X on Mug, Custard, Scales, Jewelry, Diggers, Pan Game, Beat the Dealer and Rat Game. Can place Side Show, Snake Show or any Grind Show not conflicting with Monkey Show, have plenty canvas. Want small organized Musical Show. Want first class Mechanic with tools.

W. E. BUNTS

WISE COUNTY FAIR GROUNDS, WISE, VA.

## FREDDIE'S BINGO

New 30x40 Walk-In.  
Well stocked. Available week  
September 18. Preferably in  
Pennsylvania. Wire or call

**FRED BLYTH**  
ANGOLA, NEW YORK

## HARRY CRAIG WANTS

for

## Heart of Texas Shows

Want Athletic Show Manager, 4 or 5-Piece Big Show Band, Acts for Side Show, Grind Shows, Funhouse. Want Tilt Foreman and other Ride Help who drive. Want Spiffie Foreman, also Mechanic with tools. Book Little Train or Boat Ride. Book Fish or Duck, Scales and Age, Hinky Panks of all kinds, Arcade Diggers, Long or Short Range Gallery, Basket Ball. Want Class Pitch. Address: HARRY CRAIG, Liberal, Kan., this week.

## SAM'S RIDES

WANT

Sober Ride Help who can drive. Foreman for Ell Wheel, Merry-Go-Round and Ride-O. Also other Help. Address this week, Salisbury, N. C.; next week, Reidsville, N. C.  
P.S.: Sam Swain, got in touch.

WANT

For Missouri and the cotton, Ferris Wheel Foreman, top salary; Flying Scooter Foreman, Second Man on all rides, West Grab Stand, Girl Show or any Show with own equipment. Skills, Roll-down, Pin Store, Hinky Panks of all kinds.

## Mountain States Shows

Floyd Stockdale, owner-mgr.; Eddie Davis, Bus. Mgr. Wire or phone Augusta, Kan., Aug. 22-25.

## RECREATION PARLOR

With Beer

FOR SALE

Brick building, 23 by 73; 3 pool tables, 1 snooker table, 6 card tables and chairs, and beer equipment and 1 popcorn machine; 3 room and 1/2 modern apartment in back. All furnished. Bath parlor and apartment air conditioned and heat. All in A-1 condition. \$7000.00 will handle. Town of 2200 population. Write Recreation Parlor, Box 204, Chelsea, Kan.

Percell's  
**PIONEER SHOWS**  
high class midway attractions

**MCCONNELLSBURG, FULTON COUNTY FAIR AND CENTENNIAL COMBINED**

**AUGUST 28 TO SEPTEMBER 2**

Four Parades end on Fairgrounds—Pageant Plus Regular Grand Stand Attractions

Want Eats, Drinks, Photos, Novelties, Custard, Ice Cream, Waffles, Short-Range, Popcorn, Apples, Candy Floss, Jewelry, French Fries, P.C., Diggers, Rotaries, Pan Game, Rat Game; everything open. Pitchmen, Demonstrators. Want a few Shows. This is big. Wire or come on. This week Troy, Pa.

**MICKEY PERCELL**

**JAMES H. DREW SHOWS**

**Can Place—For Long Southern Tour—Can Place**

BLANCHESTER, OHIO, FALL FESTIVAL ON THE STREETS, Week Aug. 28. Labor Day Week in the Heart of the Steel Area; All Mills Working Day and Night. MIDDLEPORT, OHIO, ANNUAL HARVEST FESTIVAL ON THE STREETS, Week Sept. 11; Followed by 9 Topnotch Southern Fairs.

Special opening for Fun or Glass House and Motor Drome. Note: Party who wrote regarding Orama, please wire.

Will place Concessions of all kinds, must be legitimate. "X" open on Photos, Novelties, Cookhouse or Grab, Age and Weight. Will place Racer 25% to office for balance of season. Note: Want to hear from High Act for Morgan County Fair, West Liberty, Ky., week Sept. 18; Franklin County Fair, Lavanis, Ga., week Oct. 2; Dublin, Ga., Fair, Oct. 16. Want Agent for office Pan Game. "Cris Jerigan" wire. All wires this week.

**JAMES H. DREW, c/o Western Union, Crown Point, Indiana**

**J. A. GENTSCH SHOWS WANT**

**For the Best Cotton Towns in Mississippi  
10 BIG FAIRS, STARTING SEPTEMBER 4**

Grind Stores of all kind that work for stock. Shows with own outfit. RIDES—Want to book Dark Ride and Looper. Also Ride Help who can stay sober and drive semi. Want Free Acts for rest of season.

**J. A. GENTSCH**  
Henton, Ky., this week

**BEE'S OLD RELIABLE SHOWS, INC.**

**WANT WANT WANT**  
For Warren Co. Fair, Glasgow, Ky., Aug. 28-Sept. 2; Humphrey Co. Fair, Waverly, Tenn., Sept. 4-9, and other Bona Fide Fairs until we close in October. CONCESSIONS—Rat Game, Short and Long Range Galleries, Novelties (none on Show now), Popcorn, Snow Ball, Cotton Candy, Candy Apples, Custard, Ice Cream, African Dip, Photos, Basketball, Pan, Hoop-La and Hanky Panks of all kinds. RIDES—Can place Chairplane and any Major Rides not conflicting. Want Merry-Go-Round Foreman. Top salary. Must be over 30 years old. SHOWS—Snake, Unborn, Slide or any Show not conflicting. Address all replies—RAYMOND C. HULL—BEE'S OLD RELIABLE SHOWS, INC. Mohanwald, Tenn., this week and then as per route.

**UNION CO. WEST END FAIR**

**September 6-9 — LAURELTON, PA. September 6-9**

WANT SHOWS of all kinds. Girl Shows do good. CONCESSIONS that work for stock. All open except Bingo. No Gypsies. No changes made for old Concessionaires at this Fair. Write:

**J. FRANK SNYDER, Thompson Bros.' Rides**  
Laurelton, Pa., or James Thompson, Mercar, Pa., Fair, this week

**JOE SCIORTINO WANTS**

GIRLS for GIRL SHOW. Dance Team, Skating Act, Girl Singer to mc show, Acrobatic Dancer, Rhumba, Hawaiian, Fans, Strip and any Novelty Acts.

GIRLS for Posing Show. Must be attractive.

HAMMOND ORGANIST with own organ. Must be able to cut show.

TALKER for Posing Show. Must be experienced. MAN to take over LIFE SHOW. Must be sober and free of female trouble. Very good proposition to right party. Convoysmen and Ticket Sellers who can drive semi. No time to write. Wire (not collect) or join immediately.

Reply to Joe Sciortino, Royal Crown Shows, Alton, Illinois

Eddie

Young's

**Crown**

**Royal**

"AMERICA'S  
FINEST CARNIVAL"

**Shows**

**LAST CALL**

**LAST CALL**

**HEART OF ILLINOIS FAIR**

Peoria, Ill., August 28th Thru Labor Day, September 4th

**CONCESSIONS**

Of all kinds. Jewelry, Age, Scales, Novelties, Cookhouse, Grab, Snow, Floss, French Fry, Ball Games, Fish Ponds, Hoop-las, or any kind of Hanky Pank.

**RIDES**

Dark Ride, Fly-o-Plane, Rock-o-Plane, Caterpillar, Kid Boat Ride or Airplane, or any ride not conflicting.

**SHOWS**

Motor Drome, Midget, Fat Show, or any worth while well-framed attraction.

**RIDE HELP**

Foreman for Auto Scooter, and other rides, also second men, must drive semi truck.

**SHOWMEN**

Want operators for Fun House, Snake Show, and Glass House, office owned. Must be capable grinder. Drive semi-truck and see that shows go up and down.

ALL REPLIES AT ONCE TO

**E. L. YOUNG, Mgr., ROYAL CROWN SHOWS**  
Alton, Ill., this week

**WANT WANT**

**GREENWOOD, ARK., SEBASTIAN COUNTY FAIR  
AUGUST 29-SEPTEMBER 1**

Followed by Hot Springs, Ark., Garland County Fair; Mena, Ark., Polk County Fair; Six More in Louisiana.

Want major rides, Swings, Tilt, Rolo Whirl, Octopus. Any major rides: contact quick. Fun House, Arcade, Glasshouse. Excellent route. Stock concessions of all kind. Especially want Pop Corn, Long or Short Range, American Palmistry (positively no gypsies), Custard, Novelties, Ball Games, etc. Shows—Monkey, Snake, Mechanical, etc., excellent route. You can't miss, no competition. Second man for Eli and Jenny. Sober and drive. All replies quick.

**FLOYD O. KILE SHOWS**

Talulah, La., till Aug. 28th; then Greenwood, Ark.

**WANT FOR BRITT, IOWA, AND MARSHFIELD, WIS., FAIR**

Concessions of all kinds. Want Girl Show Manager for Posing Show and Girl Review. Must have girls and wardrobe. Want Agents for Six Cats and Buckets. Must stay sober and take orders. Ride Help on all rides that can drive semi. Wire all replies to

St. James, Minn., August 24-27; Britt, Iowa, August 28-29.

**WM. T. COLLINS SHOWS**

**GATTO AMUSEMENT**

**WANTS HELP**

Ferris Wheel and Merry-Go-Round Foremen at once; top salary to reliable men. Must be semi drivers. George (Preacher) Kellen, contact Bill Martin. Concessions—Popcorn, Apples, Floss, Fish Ponds. Will book any Hanky Pank. Rides—Will book any Kiddie Rides except Train. Essington, Pa., Aug. 27-30, to follow Chester, Pa.; Third Street, Glenolden, Pa.; two church locations, 49th Street area, then South. This show will definitely stay out all winter. Contact

**ROX GATTO, Chester Arms Hotel, Chester, Pa.**

**FOR SALE—TUCKER CAR SHOW—FOR SALE**

"The World's Most Talked About Car"

Topping the Midway wherever shown.

Complete show already booked five State Fairs. Can be seen in operation Iowa State Fair, Aug. 23 to Sept. 2d; Nebraska State Fair following. Write, wire, phone 1120 Park Ave., Des Moines, Iowa.

**ROLL TICKETS**

**100,000  
\$27.00**

PRINTED TO YOUR ORDER

**Keystone Ticket Co. DEPT. B  
SHAMOKIN, PA.**

10,000 ..... \$ 9.00  
20,000 ..... 11.00  
50,000 ..... 17.00

Send Cash With Order. Stock Tickets, \$20.00 per 100,000.

**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.

**PAUL H. MILLER**  
**WANTS AGENTS**  
 for Six Cats, Buckets, Swinger, Short-Range, Coca-Cola, Fish, Air-planes, Milk Bottles, Hit-Miss. We show Alton, Ill., water front; North-east Arkansas District Fair, Blytheville, with seven more fairs to follow. Address, care Fidelity United Shows, Mattoon, Ill., this week.

**ORANGE STATE SHOWS**  
**WANT**  
 On account of disappointment, Pop Corn and Candy Apples, Cook House, any kind of Legitimate Concession. Write or wire Jackson, N. C.

**JOE J. FONTANA**  
**WANTS CANDY FLOSS AGENT**  
 For 12 more Bona Fide Fairs; must drive truck.  
 L. J. HETH SHOWS, DICKSON, TENN.

**WANTED**  
**For Vallejo Goldorado Association Celebration**  
 August 31st Through Monday, September 4th  
 Biggest thing in years downtown Vallejo. Shipyards are all working, payroll of millions monthly. This one has the support of civic, fraternal, business and labor organizations. Parades, street dancing, rodeo, sports contests.  
 Can use legitimate Stock Concessions of all kinds. Contact  
**MRS. GENEVIEVE P. BONAMY**  
 738 Valle Vista St., Vallejo, Calif., or  
**WYATT SHEPHERD**  
**SUPERIOR SHOWS, INC.**  
 Fort Bragg, Calif., August 17th-27th

**GREATEST CENTENNIAL CELEBRATION**  
 San Francisco, SEPT. 4 to 10 inclusive  
 Some CONCESSION SPACE still AVAILABLE for the above CELEBRATION. Also SANTA CLARA COUNTY FAIR; San Jose, to follow SEPT. 11 to 17 inclusive.  
 Contact **MIKE KREKOS**  
 Roosevelt Hotel, San Francisco, Calif.

**CARNIVAL WANTED**  
**For Clarendon County Agricultural Exposition**  
 OCTOBER 9-14  
**ROBERT N. DURANT, Secretary**  
 Manning, S. C.

**PAGE BROS.' SHOWS**  
**WANT FOR WILLIAMSON COUNTY FAIR NEXT WEEK, FRANKLIN, TENN., AND 7 MORE TO FOLLOW**  
 Pop Corn, Grab, Ice Cream, Custard, Jewelry, Arcade, Hanky Panks of all kinds. Operator for Fun House, Ride Help who drive. Agents for Hanky Panks, Hertsville, Tenn., now; Franklin, Tenn., Fair next week.

**CLUB ACTIVITIES**

**Heart of America Showmen's Club**  
 913A Broadway, Kansas City, Mo.  
 KANSAS CITY, Mo., Aug. 19.—Past-President W. L. Nellor and Mrs. Nellor announce the approaching marriage of their daughter, Mary Margaret, to Edward Fisher Jr. Nellor is president of the W. L. Nellor Canvas Goods Company and former president of Baker-Lockwood Tent & Awning Company.  
 Tommy Cooke, who recently joined Hennies Bros. Shows, returned to Kansas City because of illness. Roy Marr, who joined the show at the same time, continues there. Treasurer George Carpenter reports that business is on the upgrade for the Hale Shows of Tomorrow. George Elser will start renovation of the club-rooms soon in preparation for fall meetings.

**Miami Showmen's Association**  
 236 W. Fingler St., Miami  
 MIAMI, Aug. 19.—The executive secretary has opened a club blood bank and is urging all members to donate.  
 Mark (Curley) Graham infers that Lew (Blinky) Bernstein is in St. Francis Hospital, Olean, N. Y. Checks received from Harry Schreiber and Harry Meyers for their Century Club tickets.  
 Ben Braunstein letters that he and Mrs. Braunstein have entered into partnership with Bruno Zaccchini to frame the Jewel Crown Shows.  
 Cliff Wilson has returned to his Miami home after several months absence.

Letters received from Danny Elias, David Lithgow, Charles Lenz, Frank Brady, Raymond Blumberg, Phillip Berman, Bernard Renn, Charles Gerard, Vince Anderson, George Clyde Smith, Michael Barnes, Michael Timin, Isidore Levitt, C. R. Schmidt and Ross Dyar.  
 Mabel Wright has returned to Delavan and Mr. and Mrs. Bob Parker are playing host to many guests there.  
 Ann Roth and Bess Hamid sent in cash donations. President Mae Oakes received a card from Wanda Derpa, who is in Italy.

**National Showmen's Association**  
 1564 Broadway, New York  
 NEW YORK, Aug. 19.—With regret we announce the death of brother Lon Ramsdell, who died Wednesday (9) at Biloxi, Miss., after a short illness. Sympathy is also extended to William B. Moore, whose father died recently.  
 On the sick list is Henry Kaufman. Harry Mirsky, who has been ill for some time, is slowly recovering. Jack Gallagher and Murray Zand also are on the mend.

Letters were received from Joseph Spivak, Hyman Yesser, Barney Gerety, Michael Goldstein, Raymond E. Oviatt, Joseph L. Bosco, Teddy Struhl, Richard J. Coleman, Edward S. Goldman, R. J. Marroletti, Frank Feit and Charles and Vi Lawrence.  
 Among recent visitors were Babe Harris, Michael Wynn, Mack Brooks, Stanley Wathon, Emanuel Silver, Neal Carr and Jack Owens. Club physician, Dr. Jacob Cohen, and his wife, have returned from a vacation. Gerald Snellens is working hard soliciting ads for our annual year book. It is to be published in conjunction with our banquet and ball, to be given at the Hotel Commodore November 22. Vice-President Joseph A. McKee, general chairman of the banquet, says that attendance should set a new mark.

President Perry notes that sale of tickets on the new auto, now touring fairs, is good. Proceeds of the ticket sale will go to the building fund.

**Caravans, Inc.**  
 P. O. Box 1902 Chicago  
 CHICAGO, Aug. 19.—Information was received of the death of Orpha Shepherd, operator of the Taylor Games Shop, Columbia City, Ind.  
 Jeanette Wall, past president, letters from Delavan, Wis., that she was visited by Edna O'Shea Stenson and Mrs. Goodman. Mr. and Mrs. Goodman also visited Mr. and Mrs. Ned Torti while in Delavan.  
 Mabel Wright has returned to Delavan and Mr. and Mrs. Bob Parker are playing host to many guests there.  
 Ann Roth and Bess Hamid sent in cash donations. President Mae Oakes received a card from Wanda Derpa, who is in Italy.

**Arizona Showmen's Assn.**  
 Arizona Hotel Bldg., Phoenix, Ariz.  
 PHOENIX, Aug. 19.—Clubrooms will be closed until September 1.  
 Babe Gallamore reports concession business just fair with the Utah Exposition Shows. Sammy Coomis is on the sick list in Missoula, Mont.  
 Don Hanna returned recently from a two-month San Antonio vacation. Jack and Bertha Austin announce the birth of a daughter, Jackie. Harry L. Gordon resting here since he closed with the Clyde Beatty Circus.  
 Lloyd Wilson and Percy Jones report business okay, with Larry Nolan doing just fair. Curtis Hayes is away on a month-long fishing trip.

**Lone Star Show Women's Club of Texas**  
 Campbell Hotel, Dallas  
 DALLAS, Aug. 19. — A capacity crowd was on hand for the dinner served Thursday (10). Food was prepared by Millie Cepak, president; Edna Hackler, Grace Tender, Evelyn Harrell, Virginia Gifford, and Margaret Pugh.  
 Club is making ready for the many visitors expected here for the State Fair of Texas, October 7-23, at which time a benefit show will be held.

**PENNY PITCH GAMES**  
 Size 48x48". Wash & Jack Post, \$50.00.  
**PARK SPECIAL WHEELS**  
 36" in Diameter, Beautifully Painted. We carry in stock 12-15-20-25-30-number Wheels. Price ..... \$27.50  
**BINGO GAMES**  
 15-Player Bings, Complete ..... \$4.00  
 100-Player Bings, Complete ..... 9.00  
 1/3 Deposit on All Orders.  
**SLACK MFG. CO.**  
 114-127 W. Illinois St., CHICAGO, ILL.

**AMERICAN EAGLE SHOWS**  
**WANT**  
 For Shelbyville, Ill., Aug. 23-24-25-26; Windsor, Ill., 28-29-30-31; Tiptonville, Tenn., Sept. 4 to 9  
 Neatly framed Cookhouse or Grab. Will sell exclusive on Photos. Can use a few Hanky Panks. Good Second Man on Merry-Go-Round. Must drive. All replies to  
**DANNY ARNETT, Mgr.**  
 Per Route.

**Old Home Week and Labor Day Combined**  
 Sheffield, Pa., 7 Days, Aug. 28 thru Sept. 4  
 Parades, Mardi Gras, Block Dance, Fire works, New Auto awarded on midway Labor Day night. Come on everything, open except Cookhouse, Floss, Apples, Popcorn, Bingo, percentage.  
**BUFFALO SHOWS**  
 Angelica, N. Y., this week.

**WANT AGENTS**  
 For Slum Stores, also for Grand Store and P.C. Can use 2 Truck Drivers.  
**S. B. WEINTRAUB**  
 This week Mammoth Springs, Ark. Care Crescent Amusement Co.

**N-O-T-I-C-E**  
 I will trade my No. 5 Big Ell Wheel for (4) late model factory built Kiddie Rides. Kiddie Rides must be in perfect condition to correspond with condition of Wheel. The Wheel can be seen in operation at the Lake Wausau Amusement Park, R. R. 3, Syracuse, Ind. This Park will be in operation after Labor Day. What have you?

**For Sale at Giveaway**  
 1944 Spiffire in perfect condition; 1942 Dodge 2 ton cabover tractor; 26 foot Semi built for ride. Price complete \$3,000.00 cash. Tractor and semi worth \$2,500.00. This week operating at Coshen, Ind., Fair.  
**BILL GEREN SHOWS**

**WANT**  
 For long route of Fairs and Celebrations: Stock Concessions of all kinds, Athletic Show Manager with talent Ride who can drive. Will trade Double Loop for Kiddie Ride. Bartonsville, Ill., this week; Woodriver, Mo., Labor Day; then Fairs and Celebrations in Missouri and Arkansas.  
**BURKHART SHOWS**

**LINDA LOPEZ WANTS**  
 Freaks and all around Side Show Help, Dancing Girls. Work all winter. DuQuoin, Illinois, State Fair next week; all Fairs following; c/o Gentsch Shows, Benton, Ky., this week.

**WANTED**  
 For Ten Fairs  
 Snake Show or small Grand Show.  
 Sylvania, Ala., week of August 20; Columbus week of August 25.  
**LEE AMUSEMENT CO.**

**FOR SALE**  
 15 KW. AC. 110 volt gas powered Generator mounted on pneumatic tired Trailer. Brand new, \$695.00  
**JESS F. HOWES**  
 Sidney Center, N. Y.

# Hennies Gets Near 1948 Biz at Illinois State Fair

(Continued from page 64)

and housing exhibits of various State agencies. Spotted near the main gate, hard by the midway, the building held many people in the area, pulled others to it who otherwise might have missed the section, and a vast number spewed into the midway.

### Velares' Ride Impresses

Biggest sensation on the midway was the Sky Wheel, the retitled Sky Ride (or double Ferris), owned and operated by Elmer and Curtis Velarec. The 90-foot ride towers over other midway units and is spectacular at night in its brilliant lighting. The ride registered whopping business, hitting a peak single day's gross of \$2,061 at 25 cents per customer. Except on the biggest days of the fair, the Sky Wheel cut back business of the Ferris wheels carried by the Hennies org to practically nothing.

The Velares' ride drew raves from visiting showmen and fair officials. One of the latter, L. E. Herren Jr., of the Mid-South Fair, Memphis, was so impressed that he closed with the Velares to have it at his fair this year. As a result, the ride is now slated to be routed from here to the Canadian National Exhibition, Toronto, then to the fairs at Nashville and then into Memphis, before going into the State Fair of Texas at Dallas.

Top-money getter in the Hennies show line-up for the first nine days here was Charlie Taylor's Minstrel Show, which tosses out an arresting front. Dale Crouch's Motordrome

was the second highest grosser.

Ice show, owned and operated by Mark Travlsano, pleased here, but business was disappointing, and the front and the inside set-up are to be revamped for Hennies' next spot, the Iowa State Fair, Des Moines. Flash Williams's Merma (gal in tank) also failed to get satisfactory money, with its set-up blamed. Show is presented in a beautifully flashed trailer, but plan now is to put it under canvas and use traditional outside bally.

Sixty-one concessions operated in the Hennies line-up for the first nine days, with regulations governing their operation changed after the first five days. As a whole, the concession department enjoyed good business.

Paul Olson, concession manager, and Keith Chapman, org's legal adjuster, said that they and about 15 concessions would pass up the Des Moines fair, playing fairs at Abilene, Kan., and Beloit, Wis., during that event, then rejoining Hennies at the Nebraska State Fair, Lincoln.

Visitors to the midway here included Richard McElotosh, manager of the Alabama State Fair, Birmingham; Vincend Townsend, editor of The Birmingham News, and J. M. Dean, secretary Mississippi State Fair, Jackson.

Mrs. Daisy Hennies, mother of Harry Hennies, rejoined the shows after a fishing trip in Minnesota and a visit to friends in Kansas. Alice Hennies also returned after a three-week vacation, during which she visited Houston and her home in Hot Springs. She immediately resumed her work in the office, assisting Secretary Al Kunz. Mr. and Mrs. Rance Beard, of Hot Springs, were on hand as guests of Bill Naylor, Hennies press agent.

# GEORGE CLYDE SMITH SHOWS

## WANTED

Ball Games, Pitch-Till-You-Win, Duck Pond, Fish Pond, Penny Pitch, Spot the Spot, Cigarette Shooting Gallery, Hoopla, Six Cats, Swinger, Buckets and Custard, Novelties, Guess Your Age and Scales. WANTED—Girl Show, Monkey Show, Wild Life, Mechanical City, Motordrome. WANTED TO BOOK—Spit-Fire and Tilt-a-Whirl, also Pony Ride. WANTED—General Ride Help, Truck and Tractor Drivers and Second Men on Rides.

### All replies to GEORGE CLYDE SMITH SHOWS

Scalp Level, Pa., this week; Kaiser, W. Va., next week.

# Groves Greater Shows

## AMERICA'S CLEANEST MIDWAY

Beginning Aug. 28 at Alexandria, La., Colored Fair, followed by Sebastopol, Miss., Fair, Sept. 11-16; Jonesboro, La., Live Stock and Agriculture Fair, Sept. 25-30; Marksville, La., Parish Fair, Oct. 2-7; Ruston, La., Parish Fair, Oct. 9-14; Yazoo City, Miss., Colored Fair, Oct. 16-21; Liberty, Miss., Amite County Fair, Oct. 23-28, and the cream of the cane country in Louisiana.

Can place Legitimate Concessions: Diggers, Hi-Striker, Bowling Alley, String Game, Hoopla, Nickel Roll-down, Short Range, Basket Ball, Age Scales, Groceries Store, Aluminum Wheel, Bumper. Will sell X on Novelties at fairs. Want Chairplane Foreman, Second Man on Wheel, Agent for office-owned Fish Pond, Manager for Snake Show, Minstrel Show Performers, Shows with own outfit. Have two Band Organs for sale, \$100 each. Will pay \$70 a week for sober, reliable Tilt Foreman. Must give reference and drive semi. All replies

ED GROVES, Breard and 18 Street, Monroe, Louisiana

# QUEEN CITY SHOWS

Want for PENNSBORO, W. VA., FAIR, Aug. 28-Sept. 1

CONCESSIONS: Fish Pond, Watchla, Pitch-Till-You-Win, High Striker or any Concession that works for stock. Will book Penny Pitch Mug and some P.C. SHOWS: Want good Girl Show with own outfit. Want Pitchmen and Demonstrators of all kinds. This Show closes after Pensboro Fair and is still for sale. Address all replies to:

### CURLEY LITTLE, QUEEN CITY SHOWS

Wood County Fair Grounds, Parkersburg, W. Va.

# MIDDLEBORO, MASS., FAIR

WEEK OF AUGUST 28, OPENING SUNDAY

Wants Grind Stores, Stock Wheels of all kinds. Grab Joint and Cook House open. Mitt Camps, Hanky Panks of all kinds and all kinds of exhibitions wanted. Contact

### HARRY J. TROCK

Essex Hotel, Boston, Mass., or the Middleboro Fair Grounds.

# MAX SHARP

WANTS FOR PRELL'S WORLD FAIR SHOWS

Agents for Bowling Alley and Grind Stores. All those who contacted before, please answer again as mail was mislaid. This week, Meyersdale, Pa.; next week, Woodstock, Va., with eleven more fairs to follow.

## WANT

# SHOWS AND CONCESSIONS

West Lafayette, Ohio, Centennial, Aug. 29 to Sept. 3; Coshocton, Ohio, Labor Day Celebration, Sept. 3 and 4; Newark, Ohio, Labor Day Celebration, On Streets, Sept. 4; Groveport, Ohio, Celebration, On Streets, Aug. 31 to Sept. 4

### POWELSON AMUSEMENTS

BOX 128

Phone 1066 M

Coshocton, Ohio

# WANT FOR CENTRAL IOWA FAIR

MARSHALLTOWN, AUGUST 31 TO SEPTEMBER 5

Side Show and Independent Shows. Exclusive Photos open, Ball Games and Hanky Panks. Ride Help for Octopus, Dodger, Kid Ride and Ferris Wheel; must drive.

### SUNSET AMUSEMENT CO.

West Union, Iowa, this week; Marshalltown next.

# HILLSBORO FALL FESTIVAL

Hillsboro, Ohio, September 27-28-29-30

On the streets—Free Admission. Now booking Legitimate Concessions, high class Free Acts, Clean Shows. Write or wire at once:

C. H. STEVENSON, HILLSBORO, OHIO

## AGENTS

### AGENTS

### AGENTS

Want Agents for Roll Down, Razzle, Skillo and Pin Store. If you can't stand prosperity and stay sober and don't know how to play a concession, don't answer this advertisement. We haven't missed a week yet and don't intend to if we can help it. Also need A-1 Bingo Caller and Manager. Good proposition if you are worth it. Contact

### LEO ALLEN

Great Sutton Shows, Hermann, Mo., Festival and Annual Celebration opening Aug. 23.

## FOR SALE

### S & S CHAIRPLANE

Can be seen in operation Crystal Beach, Castleton, Vt., or will buy \$5 Wheel and pay difference. Want Train, gas preferred. Cash waiting if price is right.

### "ROXIE" WILSON

CRYSTAL BEACH RUTLAND, VT.

# 14 UNIT RABBIT RACER

Perfect shape, fine appearance, with crates. Sell at close of Minnesota State Fair or write:

### J. P. COLIHAN

EXCELSIOR, MINNESOTA

# Agents for Scale and Age

For the best route of fairs

2 Girls for Guess Your Age preferred.

### SOL KANE

c/o Cettin & Wilson Shows, Bay City, Mich., this week; Indianapolis next.

# WANTED MECHANIC

Who understands a fleet of International trucks. Top salary to sober and reliable party.

Write

### Lawrence Greater Shows

Cambridge, Md.

## AGENTS WANTED

FC, Buckets, Coke and Hanky Panks for trip through cotton country. Leaving Iowa, Call Boone, Iowa, for snack spots, Mineral Point, Wis. Fair and trip south to follow.

### C. B. MOORE

Dyer's Greater Shows

# American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Aug. 19.—Visits last week included (9) B & C Exposition Shows and Gaiety Shows exhibiting jointly at Genesee County Fair, Batavia, N. Y., along with Boxall Concessions, DiMarco Concessions and Spencer Explosive Corporation, all members of the association; (12) James E. Strates Shows and Je's Concessions at Buffalo, and (14) Carl Ferris Shows at Lewis County Fair, Lowville, N. Y., where owner Carl Ferris and General Agent Martin Smith, as well as H. K. Leeworthy extended courtesies.

Since the last report, 66 additional personnel membership have been issued to the Carl Ferris Shows, and one to B & C Exposition Shows. Current standings in the personnel membership race follow: James E. Strates Shows 252; Carl Ferris Shows 68; Gaiety Shows 31; Boxall Concessions 30; H. W. Jones Concessions 22; Holman's Rides 11; Jermalm's Rides 6; Roxy Rides and B & C Exposition Shows 4 each, and Gooding Greater Shows 3. A total of 436 cards have been issued to date.

# Potter and Petrie Injured in Crash

CLINTON, N. Y., Aug. 19.—Howard Potter, general manager of the Buffalo Shows, and Raymond Petrie, show employee, were injured August 13 when a car driven by the latter crashed into an electric light pole at Herkimer, N. Y. The men were en route here, where the shows have played this week.

Potter sustained severe eye injuries, multiple cuts and bruises, and Petrie suffered a broken wrist. Both are hospitalized in Harkinson Memorial Hospital, Herkimer.

# INSURANCE

**IDA E. COHEN**

175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

## TYLER'S SHOWS WANT TO BOOK

Big Wheel that can do 2 spots a week. Stock Concessions. Want Jenny Foreman that can cut it. Chillicothe, Ill., 21-26 Illinois best Labor Day Celebration, Glasford, Ill., Sept. 14. Oct. 1st Nov. 11. Address

**BOB POSEY**  
Per route.

## Want To Buy for Cash

Equipment for small circus—Top, Seats, Light Plant, etc. Must be cheap for cash.

**W. E. PAGE**

Page Bros. Shows, Hartsville, Tenn.

## WANT CARNIVAL

Week of Aug. 28  
The 79th year Pioneer Celebration for  
Kalida, Ohio  
Want all kinds Hanky Panks, also Diggers.

Write  
**FORREST BROWN**  
Delphos, Ohio

## Now Booking for October 23-29 PASADENA, TEX., LIVE STOCK SHOW & RODEO

(Sponsored by the Chamber of Commerce)

**RIDES SHOWS CONCESSIONS**  
(No gambling or girl shows)

Everything will be booked on an independent basis, the midway is well located on our newly erected permanent fairgrounds with parking facilities for 5,000 cars and bus service to the entrance. The midway is 400 ft. x 800 ft. and grandstand patrons must walk the full length to get in the grandstand. Expected attendance is 40,000.  
Pasadena has a population of 30,000, our industries are working to capacity. Our city limits join FABULOUS INDUSTRIAL HOUSTON on our west and the LARGEST CATTLE PRODUCING AREA IN TEXAS on our right. Write (ride owners, state your terms).

**Pasadena Live Stock Show & Rodeo Ass'n**

P. O. BOX 1007

Pasadena, Tex.

## TOPSFIELD FAIR

TOPSFIELD, MASSACHUSETTS

SEPTEMBER 3-9, INCLUSIVE

No grift at Topfield Fair. Miet Camps, Flat Stores, etc., save your gasoline and tires. Can use legitimate Concessions only.

Hanky Panks, Grab Stands, Custard, Long and Short Ranges, Floss, etc. We have no Shows of our own.

Can use a good clean Girl Show, Animal Show, Ten-In-One or what have you?

**CONTACT RIDES, INC.**

237 Riverside Avenue, Medford, Massachusetts

MYstic 8-9671—6-2288

Jack Flynn or C. S. Borggaard

## CAN PLACE

All classes Hanky Pank Concessions for Red River Valley Fair, Fargo, N. D., week of August 28; South Dakota State Fair, Huron, S. D., week of September 4.

Address—Aberdeen, S. D., this week.

## IMPERIAL EXPOSITION

—NOTICE—

## MOTORDROME OPERATORS

Want Manager for office owned Drome. Must ride and have riders, and P.A. sets for same. 90 foot panel front and transported on two semi trailers. Have a string of first class fairs. Close middle of November. Open in February in Florida. Preference given to party that owns some machines. Reply to

**E. L. YOUNG, Mgr., ROYAL CROWN SHOWS**

Afion, Ill., this week.

## FROM THE LOTS

**Capell Bros.**

FAIRVIEW, Okla., Aug. 19.—Shows moved here from Yale, Okla., biggest spot of the year. Acts from Capell Bros.' Circus were with the show for the date. Circus crew worked all week to get equipment back into shape after the blowdown at Erick, Okla., and the circus resumed its route at the end of the week.

C. T. Preskitt, general agent for the carnival, returned from signing Carnegie and Bristow, Okla., fairs. Johnny Adams and Bill Starr have purchased new cars. Staff remains the same, with Jack and Bob Capell as managers, Bill Starr as legal adjuster and Dorris Del Mar as secretary.

### Rides

Ferris Wheel, Buck Reynolds; Merry-Go-Round, Robert Ward; Kiddie Cars, Dego Reynolds; Train, Ted Fowler; Street Car, Chuck Archer; Octopus, Booker Washington; Fly-o-Plane, Cecil Capell; Roll-o-Plane, Tom Patterson, and electrician, Buck Capell.

### Shows

Girl Show, E. C. Tracy; Side Show, Heppy Parker; Snake Show, J. C. Parley; Funhouse, Bill Edwards; Micky Mouse, Clarence Malnes, and Athletic Show, Pete Hickman.

### Concessions

Mr. and Mrs. Wendell Pearson, cookhouse, 10 concessions and kiddie ride; Jack Del Mar, lingo; Marie Star, age and scales; Mr. and Mrs. Keffer, bee hive and raffle; Mark Hodges, skills and three hanky-panks; Aberty Dennis, six; Mr. and Mrs. E. Bulmer, diggers, Tom Blaka, rat game and pan joint; L. Ellis, p.c.; Mr. and Mrs. Johnny Adams, snow, floss, popcorn and candy apples, and Johnnie Hines, mug joint.

**L. W. Elliott**

CEDAR SPRINGS, Mich., Aug. 19.—Org did good biz at Whitmore Lake, Mich., at the Annual Fireman's Festival. Mrs. Elliott celebrated her birthday there. She received a wrist watch from show members and a corsage from the local fire department.

Recent visitors included William Positvait and Mr. and Mrs. George Schienburg, of Down River Amusements, and Mrs. Leona Gibbs and Nancy Rosenburg, of Happyland Shows.

Staff consists of Leon Elliott, owner and manager; Mrs. Thelma Elliott, secretary, and Gaylord Caler, advance agent. Ride personnel includes Donald Branam, foreman, and Robert Simmons and Byron Foster, Merry-Go-Round; Roy Jackson, foreman, and J. Mallet, Octopus; Orville Rector and Harry Eastman, Ferris Wheel; Virgil Caler, Chairplane; Clarence Tift and Bonnie Carey, Aeroplane, and Mrs. Claude Rosenburg, Hobby Horse.

Concessionaires are Mr. and Mrs. Alton Dennis, candy floss; Kay Jackson, cork shooting gallery, high striker, bottle pitch; Mr. and Mrs. Eddie Herman, ball games and lead gallery; Mr. and Mrs. Ralph Carey, cookhouse; Gaylord Caler, guess your age, Ashpond, balloon dart, string game; Mrs. Gladys Southerland, jewelry; Mr. and Mrs. Edson Russell, taffy candy; Edwin Russell, novelties; Mr. and Mrs. Gerald Hall, popcorn, photos; Mr. and Mrs. Fred Warner, pea pool; Mr. and Mrs. Cliff Scott, clothespin pitch, French fries.

Mr. and Mrs. Warner and Mr. and Mrs. Elliott were guests of band leader Merle Evans of Ringling Bros. at Lansing, Mich.

Business has been on par with that of 1949.—HELEN HAYES.

## Virginia Greater

EASTON, Md., Aug. 19.—Opening day business at this stand, Monday (7), was good, with the take building the following night. Business thru Thursday (10) was satisfactory, but Friday evening (11) was lost due to heavy rain. A Saturday (12) kid's matinee went over big. Committee here was the Knights of Pythias, and the location was in the heart of town.

Mr. and Mrs. Philip Minelli, who had been guests of his uncle and aunt, Mr. and Mrs. Rocco Masucci, returned to their home in New Jersey. Bill Sanders, of the American Tent & Awning Company, Norfolk, visited here and received orders for new canvas.

Billie Owens, billposter on Lawrence Greater Shows playing nearby, visited here, as did personnel from Harrison Greater Shows, playing at Cambridge, Md. Roger Savino joined here with frozen custard.

Mrs. John Garrett, wife of the cookhouse operator, visited Baltimore relatives while here. Jim Harrington spent a day there buying stock for his five hanky panks. J. Bernard and H. Carson have been added to the Rolloplane crew.

New top for the kiddie auto ride arrived here from the American Tent & Awning Company and features an orange and blue color scheme. New performers added to the Cotton Club Revue include Caledonia and Jimmy Reed.

## Prell's Broadway

BUTLER, Pa., Aug. 19.—Business at Bedford, Pa., was 30 per cent above last year. Opened here Monday (14) and the strong kiddie day on Tuesday indicated that the org will top last year's grosses.

Barney Kaminsky has a new grab on a trailer owned by Floyd and Bill Brinlo. Joe Prell is the new manager of the No. 2 unit. Alice Buck, office secretary, is visiting her sick son in Tampa. Bill Naser is the new billposter.—ABE R. PRELL.

## SPENCER FAIR

SPENCER, MASS.,

SEPT. 1-2-3-4

Choice space for Novelties, Ice Cream, Grab and Games available.  
Contact

**HARRY KAHN**

Lee, Mass., till August 26;  
Then Spencer.

## WANTED

FOR RHODELL, W. VA., AUG. 31 TO SEPT. 9

Labor Day Celebration, on the streets; Sophia, W. Va., Sept. 11-16, first show in 2 years. Want Merry-Go-Round or Chairplane with own transportation. Legitimate Concessions of all kinds, small Cookhouse or Sit-Down Grab. Agents for Pea Pool and Pan Joint. All wires to Martin Lezier.

## Lozier Amusements

Mt. Savage, Md., Aug. 21-26, then as per route.

## BLACKIE JETT WANTS AGENTS

For Four Concessions, Two Count Stores, Pin and Skillo.

These will be only stores on this 15 ride show. Nine more fairs. Also party take charge of Monkey Speedway. Wire or phone inc. Mammoth Springs, Ark., this week; Rollo, Mo., Fair next. Big Soldiers' Pay Day.

## FOR SALE

Allan Herschell 36-foot 3-abreast Merry-Go-Round in good condition, with a Wurlitzer organ, iron fence, new top, \$5,500.00. Can be seen in operation at St. John the Evangelist Church Carnival, August 30 to September 4, Hudson, N. H.  
**HENRY BUSHAY**

## Wolf Greater Shows

WANT

Concessions and Shows for following Fairs, all Minnesota: St. Peter, Aug. 24-27; Caledonia, Aug. 30-Sept. 2; Chaffield and Lake City, Labor Day; Cambridge, Sept. 6-9; Jordon, Sept. 8-10; Fairmount, Sept. 14-17; Brocton, Sept. 21-23. Ride Help wanted.

## FOR SALE MERRY-GO-ROUND

42 ft. Parker, 2 abreast, 24 horses, 3 ponies, all jumping. Ride in perfect condition. Come and see it. Terms to right party.

**JEAN ZUVON**

Janesville, Wis.

Phone 24709

SECOND-HAND SHOW PROPERTY FOR SALE  
\$10.00 Velvet Curtain, dark brown, 12x13 ft.  
\$16.00 Large Bass Drum, good heads, bargain.  
\$6.00 each, flags on streamers, also larger sizes.  
\$40.00 Suit Armor, ancient battletype Korea, bar.  
\$30.00 Three snake banners, 8x10 ft. Bargain.

**WELL'S CURIOSITY SHOP**  
20 So. 2nd St. Philadelphia 6, Pa.

WANTED

## Burdick's Greater Shows

For Our Fairs  
Set of Kid Rides, Airplane, Auto Train or any other Kid Rides. Prater factory built Rides. Getaway, Tex., Fair this week; Menard, Aug. 30-Sept. 3.

## COOKHOUSE FOR SALE

4x20, fully equipped, newly painted and ready for use, new top, steam tables, \$600.00. 1946 1/4-ton Int. Truck, covered, with hitch. Will sell with Cookhouse or without. Will deliver.

**R. H. DANIEL**

Box 501

Phone 16M

Muntsville, Ala.

### CAN PLACE

3 experienced Candy Floss Operators; John Detroit, all fairs. Candy Apple Dipper, Caramel Corn Dipper, Help for popcorn trailer.

### CAVALCADE OF AMUSEMENTS

Toledo, Ohio, August 21-29.

### PENN PREMIER SHOWS WANTED—WANTED

Ride Help wanted to join immediately for balance of season. Foreman for Merry-Go-Round and Chairplane. Also can use Second Man that drive, on all rides. We pay every week in cash, not promises. Must be sober and reliable. This show is booked solid until Aristidee Day. Come on, we will place you. Address all mail and wires to

**LLOYD D. SERFASS**  
PENN PREMIER SHOWS  
Huntingdon, Pa.

### ROCCO SHOWS

St. Paul, Minn.

For Sale

1 Spitfire, Merry-Go-Round, Kid Ride and Train, with or without trucks. Excellent condition; operating now; available at once. Will sacrifice for quick sale on account of ill health. Contact 2434 No. Fairview Ave., St. Paul, or Iron River, Wis., Aug. 25-27; Webster, Wis., 29, 30, 31, Sept. 1; Cloquet, Minn., Sept. 7, 8.

### AT LIBERTY

AFTER LABOR DAY

Ferris Wheel, Kiddie Auto Ride and Kiddie Swings. Have own wire, Switch Boxes, etc., complete for small unit. Will play Maryland, Virginia, North and South Carolina.

Write: BOX 12-A

c/o Scotland Rides Fayetteville, Pa.

### CARNIVAL PLASTER

at Mattei's on Madison Street. Large stock on hand; 76, 107, 256 f.o.b. Louisville.

G. C. J. MATTEI COMPANY

927 E. Madison Louisville 4, Ky.  
Phone Jackson 1271

### Monarch Imperial

MOLALLA, Ore., Aug. 19.—Org moved here this week from Gladstone, Ore. Latter spot saw numerous visitors from neighboring shows, including Virginia Kilne, Anthony and Jean Massith, Paul Hoffman, Mr. and Mrs. Jim Barber, Mr. and Mrs. Val Blitz, Richard Blitz, Mr. and Mrs. Bill Massina, Mr. and Mrs. R. C. Schmidt, Nick Nickodemus and Vance Horton, of the Redwood Empire Shows.

Mr. and Mrs. Norman Anderson and Joe Webb, of Seals Bros.' Circus, are wintering in Portland. Mike Krekos and Frank Carpenter, of the West Coast, visited at Gladstone, as did Jennie Perry of Douglas Greater Shows. Others included Fuzzy Hughes, Riley and Betty Tweedie, Mr. and Mrs. Bulldog Jackson and Marge and Harry Chipman.

Mike and Ruby Pearl Malinaro left with their Pony Ride for California fair dates. Personnel making their residence in Portland during the Gladstone stand included Howard Clifford, Johnnie Cardwell, Milton Nichols, Mr. and Mrs. Ed Beebe, Mr. and Mrs. Frank McAllister, Mr. and Mrs. F. Thrope. Trips into Salem were made by Emmy Clifford, Mr. and Mrs. Mel LaLonde, Mr. and Mrs. L. Midgett, Del Glass, Ida Cook, Cleve Clifford, Farrel James and Ed Beebe.

### Eudy Bros.

JOHNSTOWN, Pa., Aug. 19.—Org moved here this week from Mahanoy City, Pa., where shows set up on a grass midway in the new stadium and drew from 3,000 to 5,000 thru the gates nightly. Spot was the second pay-dirt stand in as many weeks. Exeter, just outside Wilkes-Barre, played the previous week producing the first real profits of the season.

Tom Bush is painting the train coaches orange and red and the flat cars silver. John Dempsey has completed a new front for the Miss Solitaire Show. Rides and shows are all repainted for the fair season, which begins next week at Roncouverte, W. Va., and Jim Zabranski, electrician, has changed all light towers and the front entrance to fluorescent lighting.

### INDIANA STATE FAIR

August 31 to September 8 incl., Indianapolis, Ind., locating lot on 27th.

### GREAT READING FAIR

September 10 to 16 incl., Reading, Pa.

### ALL FAIRS UNTIL NOVEMBER 11

CAN PLACE—Rock-o-Plane, Fly-o-Plane, Hey-Dey or any ride that does not conflict. Will furnish transportation if required. Special proposition to those with own transportation.

CAN PLACE—Experienced Ride Men and Workingmen in all departments.

CAN PLACE—Novelties for all fairs on account of disappointment.

CAN PLACE ALL EATING AND DRINKING STANDS AND LEGITIMATE MERCHANDISE CONCESSIONS STARTING AT READING, PA., FAIR.

All Address This Week

## CETLIN & WILSON SHOWS

Bay City, Mich., Fair; then Indianapolis, Ind.

## PRELL'S BROADWAY SHOWS

GET WELL WITH PRELL  
WANTED—2 BEST FAIRS AND FINEST MIDWAYS IN PENNSYLVANIA. INDIANA FAIR AND GREAT EBENSBURG FAIR TO FOLLOW.  
80,000 People on Labor Day, Indiana Fair, Ebensburg Fair.  
WANTED—Novelties, Photo Galleries, Penny Arcade, Derby Racers, Rotaries, Eat and Drink Stands; all kinds of Grind Stores. Book now. Space limited. Those booking now will get preference for 12 more fairs in Virginia, North Carolina, South Carolina, Georgia and Florida.  
WANT SHOWS—Fat Show, Midget, Mechanical City, Unborn, Hillbilly or any Show with merit.  
WANT—High-class Dancing Girl, also Posing Girls; salaries paid out of office.  
WANTED—Al Renton, outstanding Freaks.  
AU answer SAM E. PRELL  
Cumberland, Md., this week; Indiana, Pa., Fair, Aug. 28-Sept. 2; Ebensburg, Pa., Fair, Sept. 4-9.

### WANT WANT WANT DOWNRIVER AMUSEMENT CO.

10138 W. JEFFERSON RIVER ROUGE 18, MICHIGAN

Can use several HANKY PANK Concessions, GRAB STAND or COOK HOUSE. RIDES—Octopus and Spitfire, SHOWS—Funhouse or any worthwhile Shows. HELP needed for Merry-Go-Round, Ferris Wheel, Kiddie Auto, SHOW ELECTRICIAN who understands Caterpillar Diesel Plant.

No gypsies, drunks, chasers or floaters. Save your time and mine.

New Baltimore, Mich., this week; Wayne, Mich., next; followed by River Rouge, Mich.

GET WITH A WINNER!!!

### Belle City & Brasch Bros.' Combined Shows

WANT FOR LARGEST LABOR DAY CELEBRATION IN WISCONSIN  
MEMORIAL HOSPITAL FUND

\$250,000.00 already donated—Sept. 1-2-3-4. Television Set, 2 Bicycles. Other prizes given away. Free Admission—Free Parking

Want Legitimate Stock Concessions only. Penny Arcade, Fun House, must be good. Butler, Wis., Aug. 24-26; Oconomowoc, Wis., Sept. 1-4; Monroe Cheese Day, Sept. 8-9.

### PELICAN SHOWS

OPENING CAMP POLK AMUSEMENT PARK NOW

Want major Rides not conflicting with Wheel, Rolloplane, Chairplane, also Kiddie Rides. Shows of merit and excellent location for Motordrome that can produce. All Shows and Rides reasonable. Twenty per cent to office. Legitimate Concessions open, no exclusive. All Rides, Shows and Concessions must be nice. Can always use sober, reliable Ride Help and Concession Agents. Come on. We are here to stay. Write, wire, phone Show Manager, Pelican Shows, NewHaven, La. (near Leesville). No Girl Shows, Flats or Camps, please.

### H. B. SPENCER & SON AMUSEMENTS

WANT WANT WANT

For the following Fairs: Chester, Conn., Aug. 26 & 27; Portland, Conn., Sept. 2. Legitimate Concessions: Wheels, Hanky Panks, Duck Ponds, Scales, Age, Glass Pitch, Slum Skillo, Hood-La. One or two small Shows with own equipment. Will book any Rides not conflicting. Address: HAOOAM, CONN. WILL BE ON LOT AUG. 21.

## WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST MIDWAY  
Warsaw, Ind., Free Fair, Aug. 28-Sept. 2  
Want Unborn, Mechanical City, Snake, Animal, etc., Side Show or large Animal to feature. Ride Help who drive semis. A-1 Mechanic for truck and ride motors. Do not misrepresent.  
Marshall, Mich., Fair (all this week).

### GRANGERS' PICNIC & FREE FAIR

WILLIAMS GROVE PARK, Mechanicsburg, Pa.  
AUGUST 28 TO SEPTEMBER 4 INCLUSIVE  
Outstanding Spot for Shows and Concessions (We Have Our Own Rides). Particularly need a couple good shows. Not Girl Shows. This is the 78th year of the Grangers' Picnic and Free Fair, and will be bigger and better than ever this year. Wire, phone, write  
SECRETARY, GRANGERS' PICNIC ASSOCIATION  
Mechanicsburg, Pa., Phone 4571.

## ALAMO EXPOSITION SHOWS

Now Booking for . . . 10 Fairs—10 . . . Now Booking  
Concessions: Custard, Cigarette Gallery, Long and Short Range Lead Galleries, Photos and all Hanky Panks. Shows: John T. Hutchens can place Musical Act, Mental Act, Annex Attraction, Mae-Joe, wire and come on. Also Side Show Acts. Bill Williams wants Grinders for Monkey Show. Warren Murphy can place Arcade Mechanic. Snippy Kolb wants Waiters and Cooks for Cook House. Have for sale: 12 Car Ride-o-Ride, now located in San Antonio, Tex. This show stays out until late in November. All address: JACK HUBACK, Mgr.  
Columbus, Kan., Free Fair, August 21-24; then Salina, Kan., Free Fair, August 28 to September 1; then Labor Day Celebration, Pittsburg, Kan., September 3, 4; then to our Southern Fairs.

**Coming Events**

**ARKANSAS**

Mammoth Springs—Soldiers, Sailors, Marines Reunion, Aug. 31-26. E. E. Sterling.  
Salem—Livestock Show, Sept. 14-15. S. T. Jennings.

**CALIFORNIA**

Los Angeles—Grape Festival, Sept. 15-17. Verne W. Hoffman.  
Tracy—Harvest Holidays, Sept. 29-Oct. 1. Carmen B. Boughton.

**COLORADO**

Arvada—Harvest Festival, Sept. 8-9. Stanley H. Stotts.  
Craig—Ride 'n' Tie Days, Sept. 8-9. Fred W. Siebert, Am. Legion.  
Denver—Gift & Jewelry Show, Sept. 15-20. Mrs. Mildred M. Dalton, 713 S. Olive St., Los Angeles.  
Wiggins—Fall Festival, Sept. 15-16. Seth Harshmar, Box 165.

**CONNECTICUT**

Mainville—Plainville Fair & Bahn, Sept. 1-5. Howard Agency, New Britain.

**IDAHO**

Cottonwood—Stock Show, Sept. 14-16. Gene Lauffer.  
Weiser—Fall Festival, Sept. 1-3.

**ILLINOIS**

Bloomington—Centennial, Sept. 17-22. Wayne C. Townley.  
Dixon—Injun Summer Days, Aug. 20-24. Chester Barriase.  
Eldorado—VFW Celebration, Sept. 8-9. Fred Williams.  
Foreston—Am. Legion Sauerkraut Day, Sept. 21. Mick Deuth.  
Hoopeston—Sweet Corn Festival, Sept. 7-9. Leroy—Fall Festival, Sept. 7-10. O. J. Lero.  
Rantoul—Fall Festival, Aug. 31-Sept. 2. Benjamin E. Shore, Chamber of Commerce.  
Ridge Farm—Tomato Festival, Aug. 31-Sept. 2. John Corcoran.  
Rutland—Am. Legion Fall Festival, Aug. 24-27. E. M. Vincore.  
Salem—Soldiers & Sailors' Reunion, Aug. 24-29. Omar J. McMackin.  
Strasburg—Home-Coming, Aug. 23-26. Lauren R. Hamm.  
Wilsonville—Firemen's Home-Coming, Aug. 24-27. Louis Pellegrini.  
Windsor—Centennial Celebration, Aug. 28-31.

**INDIANA**

Batesville—Fall Festival, Sept. 11-16. Robert Nordmeyer.  
Bloomingsdale—Fall Festival, Sept. 14-16. Commercial Club.  
Burlington—Old Settlers Reunion, Am. Legion, Aug. 25-26. Nelson Hobensack.  
Denver—Fall Festival, Sept. 20-23. Norman L. Hay.  
Friendship—Street Fair, Sept. 22-23. W. B. Lemon.

**IOWA**

Keokuk—Street Fair, Aug. 29-Sept. 2. Chas. Livermore, Jr. Chamber of Commerce.

**KANSAS**

Chanute—Mexican Fiesta, Sept. 15-16. Nick Bonilla.

**LOUISIANA**

Abbeville—Dairy Festival & Fair, Sept. 22-23. Roy R. Theriot.  
New Orleans—International Expo. in Municipal Auditorium, Sept. 15-Oct. 16.

**MICHIGAN**

Detroit—Gift Show, Sept. 2-7. Walter E. Oinger, 15-117 Midway, Mart. Chicago.  
Romos—Peach Festival, Sept. 2-4. Donald Payne.

**MISSISSIPPI**

Hernando—Livestock Show, Sept. 14-16. W. E. Manning.  
McComb—Dairy Show & Fair, Sept. 11-13. N. A. Coplen, Summit, Miss.  
Newton—Dairy Show, Sept. 21-23. I. M. Nichols.

**MISSOURI**

Carrollton—Fall Festival, Sept. 13-14. Eva Chaney.  
Concordia—Fall Festival, Sept. 21-23. Hugo A. Leiker.  
Dexter—Fall Festival & Agrl. Show, Sept. 18-24. Thos. J. Ross.  
Hamilton—Am. Legion Race Meet, Aug. 23-26. R. C. Brandon.  
Hannibal—Fall Celebration, Sept. 11-16. F. T. Russell.  
Holden—Fall Fiesta, Sept. 27-29. William English.  
Jackson—Am. Legion Homecomers Celebration, Aug. 28-Sept. 2. Burton Short.  
Jasper—Street Fair, Sept. 20-22. Eli W. Scott.  
Lamar—Farm & Indust. Expo, Sept. 7-9. Sud Moore, Chamber of Commerce.  
Liberty—Horse Show, Aug. 31-Sept. 2. James Howard.  
Lucerne—Stock Show, Aug. 21-Sept. 2. D. E. Smith.  
New London—Fall Festival, Aug. 23-26. S. G. McCune.  
Palmyra—Fall Celebration, Sept. 8-9. W. E. Sears.  
Salem—Fall Festival, Sept. 7-9. Robert F. Maledy.  
Sklomere—Pumpkin Show, Aug. 21-Sept. 2. Donald F. Hart.  
Stover—Fall Festival, Sept. 26-30. J. L. Steverson.  
Sweet Springs—Fall Festival, Sept. 14-16. M. L. Hemme.  
Trenton—Celebration, Aug. 28-Sept. 2. Wayne Love.  
Wellsville—Fall Festival, Aug. 24-26. Allen E. Updyke.

**NEBRASKA**

Arnold—Festival & Rodeo, Sept. 15-17. Crawford Pool.  
Auburn—Fall Festival, Aug. 23-26. Chester May.  
Gothenburg—Harvest Festival, Sept. 21-23. Keith Windrum, Chamber of Commerce.  
Omaha—Midwest Home Show, Sept. 13-17. A. B. Parks, 1805 Harney St.  
Superior—Diamond Jubilee Celebration, Sept. 18-19. Ora King, R. V. McBroom.

**NEW JERSEY**

Atlantic City—Miss America Pageant, Sept. 5-9. Lenora S. Slaughter, 2313 Boardwalk.

**NEW YORK**

New York—Madison Square Garden Rodeo, Sept. 27-Oct. 23.  
White Plains—Flower & Harvest Show, Sept. 13-17. Robert A. Durk.  
White Plains—Better Homes Expo, Sept. 28-Oct. 1. Robert A. Durk.

**NORTH DAKOTA**

Larimore—Am. Legion Celebration, Sept. 14-16.

**OHIO**

Ashtabula Harbor—North End Street Fair, Sept. 7-9. John J. Porter.  
Canal Winchester—Am. Legion Fall Festival, Sept. 20-23. Denver C. Gieseler.  
Cincinnati—Food & Home Show at Zoo, Aug. 22-Sept. 4. J. P. Heuser, 3400 Vine St.  
Columbus—State Gift Show, Aug. 27-30. Walter E. Offinger, Merchandise Mart, Chicago.  
Jonestown—Lions & Am. Legion Home-Coming, Aug. 24-26. L. O. Frank.  
Silo—Fall Festival, Aug. 24-26. Charles N. Hueft.  
Seville—Seville's Carnival, Aug. 30-Sept. 2. Leo Carlin.  
Valley City—Street Fair, Aug. 23-27. Earl B. Arick.

**OKLAHOMA**

Enid—Dairy Show, Sept. 8-9. O. S. Zink, Chamber of Commerce.  
Enid—Cherokee Strip Celebration, Sept. 18.  
O. B. Zink, Chamber of Commerce.  
Perry—Cherokee Strip Celebration & Fair, Sept. 13-16. George Freeman, Fair Assn.

**PENNSYLVANIA**

Elfers—Farmers' Fair, Sept. 4-10. Wm. J. Leitch.  
Lyon Station—Firemen's Fiesta, Sept. 1-4. Earl F. Hoffman, Fleecewood, Pa.  
North East—Am. Legion Grape Carnival, Sept. 21-23. Harry E. Coush.  
Sharpsville—Firemen's Convention-Celebration, Aug. 21-26. Edw. L. Teague.  
Titusville—Oil Festival, VFW, Aug. 31-27. H. W. Bush.

**SOUTH DAKOTA**

Madison—Turtle Days, Sept. 22-23. Emil Ruchenbecker.  
Menno—Stock Show, Aug. 23-25. Erhard Schamp.  
Salem—Harvest Festival, Aug. 28-29. Loren F. Outler.  
Vermillion—Days of '89, Aug. 30-31.

**TENNESSEE**

Memphis—Mid-South Gift Show & Variety Fair, Aug. 28-31. A. J. Cory, 621 M. & M. Bldg.  
Petersonburg—Cott & Dairy Show, Sept. 5-6. Thomas L. Warren Jr.  
Sheilville—Tenn. Walking Horse Nat'l Celebration, Aug. 29-Sept. 2. F. J. Scudder.

**TEXAS**

Dallas—Gift & Jewelry Show, Sept. 2-8. Mrs. Mildred M. Dalton, 713 S. Olive St., Los Angeles.  
Hallettsville—Lavaca Fiesta, Sept. 14-16. Harvey Bengar.  
Houston—Food Show, Sept. 3-6. Tom Cloud, 1909 W. Gray St.  
Schuaburg—Eggs & Poultry Show, Sept. 28-30. R. F. Kuser.

**UTAH**

Cedar City—Livestock Show, Sept. 1-9. Dr. John H. Beal.  
Payton—Onion Days, Sept. 1-4. Edward R. Bates.

**VIRGINIA**

Hampton—National Seafood Festival, Sept. 14-16. W. R. Van Buren.

**WASHINGTON**

Grandview—Harvest Festival, Sept. 7-9. Tieton—Harvest Festival, Sept. 2-4.

**WEST VIRGINIA**

Beeley Raleigh Co. Centennial, Aug. 27-Sept. 2. E. R. Pitts.

**WISCONSIN**

Bloomer—4-H Fair & Livestock Show, Aug. 24-27. Adalbert Fehr.  
Mt. Horeb—Fall Fric, Sept. 7-9. Jorgen M. Moe, Chamber of Commerce.

**Dog Shows**

**CALIFORNIA**

Ferdale—Sept. 4. Vera Hunt, Eureka, Calif.  
Petaluma—Sept. 10. J. Dupon, Box 1064.

**COLORADO**

Colorado Springs—Sept. 23. Mrs. R. Jones, 2539 Glencoe St., Denver.  
Colorado Springs—Sept. 24. R. Nordstrom.  
Durango—Sept. 3-4. Miss J. Williams, 930 University Bldg.

**CONNECTICUT**

Darien—Sept. 4. Foley, 2009 Ranstead St., Philadelphia.  
Darien—Sept. 30. Foley, 2009 Ranstead St., Philadelphia.  
Newton—Aug. 28. Foley, 2009 Ranstead St., Philadelphia.  
Stratford—Sept. 2. Foley, 2009 Ranstead St., Philadelphia.

**INDIANA**

Indianapolis—Sept. 18. R. Edwards, Route 11.

**KANSAS**

Wichita—Sept. 3. C. Richardson, 215 N. Main St.

**KENTUCKY**

Louisville—Sept. 10. Mrs. Evelyn Morris, 2203 Edgell Road.

**MAINE**

Lewiston—Sept. 22. Mrs. R. Ling, 27 Orkney St., Portland.  
Lewiston—Sept. 24. Miss M. Dean, Box 277, Auburn, Me.

**MASSACHUSETTS**

Great Barrington—Aug. 27. Foley, 2009 Ranstead St., Philadelphia.  
Newton—Sept. 16. Foley, 2009 Ranstead St., Philadelphia.

**MICHIGAN**

Detroit—Sept. 23. Mrs. R. Owens, Aurora, Ill.

**MINNESOTA**

Duluth—Sept. 10. Elisabeth Kermott, 15 E. Kent Road.  
St. Paul—Sept. 2-4. Mrs. T. Pederson, 1055 S. Smith Ave.

**NEW JERSEY**

Far Hills—Sept. 9. Foley, 2009 Ranstead St., Philadelphia.  
Ellisdale—Sept. 17. Mrs. D. Winter, Westbrook, Conn.

**NEW YORK**

Huntington, L. I.—Sept. 23. Foley, 2009 Ranstead St., Philadelphia.  
Ontario—Sept. 30. Foley, 2009 Ranstead St., Philadelphia.  
Pawling—Sept. 4. Foley, 2009 Ranstead St., Philadelphia.  
Rye—Sept. 10. Foley, 2009 Ranstead St., Philadelphia.  
Westbury, L. I.—Sept. 24. Mrs. T. Olering, Great Neck, L. I., N. Y.

**OHIO**

Painesville—Sept. 17. Bob Mells, Rt. 1, Kingsville, O.

**OREGON**

Eugene—Sept. 10. Mrs. Mary Huhn, W. Eugene.  
Klamath Falls—Sept. 2. Miss T. Spawn.  
Medford—Sept. 3. Mrs. J. Downs, Box 624.

**PENNSYLVANIA**

Pittsburgh—Sept. 10. C. Grater, 215 Perry Highway.  
Reading—Sept. 17. Foley, 2009 Ranstead St., Philadelphia.  
Saxenburg—Sept. 24. Foley, 2009 Ranstead St., Philadelphia.

**VIRGINIA**

Norfolk—Sept. 17. Mrs. R. Carpes, Box 177, Lynnhaven, Va.

**Labor Day Celebrations**

**ALABAMA**

Phenix City—Sept. 2-4. J. L. Mariows, Idls Hour Park.

**COLORADO**

Oak Creek—Sept. 1-3. Guy L. Bennett, Miners & Business Men's Assn.

**ILLINOIS**

Alton—George Girth, 605 State St.  
Crest—Sept. 2-4. Earl J. Bohan, Fire Dept.  
Dakota—Sept. 2-4. C. F. Riem, Fire Dept.  
Graysville—Sept. 2-4. Bernard Sturm, Chamber of Commerce.  
Kewanee—Don Sweet, E. Moline, Ill.  
Kingston Mines—Sept. 1-1. Chas. Snyder, Am. Legion.  
Mt. Vernon—Sept. 1-6. Roy Rash, Central Trades Council.  
Pontiac—Sept. 3-4. C. J. O'Donnell, Am. Legion.  
Shannon—R. O. Stevens, Am. Legion.  
Streator—Sept. 2-4. Clarence Mascall, Labor Day Assn.  
Thomson—Legion & Firemen Melon Day, Joe Shuttles.

**INDIANA**

Freetown—Sept. 2-4. Wayne Gobis.

**IOWA**

Cedar Rapids—Andy Hanson, Fair Assn.

**KANSAS**

Cedar Vale—Sept. 2-4. Glenn Cross, Labor Day Assn.  
Florence—Thelma Rath, Chamber of Commerce.

**KENTUCKY**

Faducuh—J. E. Lovvo, Central Labor Union.

**MAINE**

Woodland—Aug. 31-Sept. 4. John M. Siefner, Central Labor Union.

**MICHIGAN**

Farwell—Sept. 3-4. Donald E. Smith.  
Manton—Harvest Festival, Sept. 3 and 4. Gordon M. Bassett.  
Michigan Center—Sept. 2-4. Richard DeWolfe, Boosters Club.  
Romos—Peach Festival, Sept. 2-4. Donald W. Payne.

**MINNESOTA**

Tracy—Box Car Day, John Vable, Civic & Commerce Assn.

**MISSOURI**

Carthage—Central Labor Council.

**NEBRASKA**

Schuyler—Sept. 2-4. Albin Viassak.

**NEW YORK**

Akron—Sept. 2 and 4. George Martiny, Raisin Dickinson.

**NORTH DAKOTA**

Mooreton—Sept. 2-4. Don J. Hermet, Commercial Club.

**OHIO**

Coshocton—Sept. 3-4. Central Trades & Labor Council.  
Newark—P. R. Muhleman, Fed. of Labor.

**OKLAHOMA**

Ralston—Sept. 2-4. Rex Spaulding, Am. Legion.

**PENNSYLVANIA**

Harrisburg—Dr. Wm. J. Ross, Kipona Club.

**SOUTH DAKOTA**

Buffalo—Sept. 2-4. Wm. Gardner Jr., Commercial Club.  
Lead—John Moodie, Homelake Mining Co.  
Wagner—Golden Jubilee, Jim Mullen, Chamber of Commerce.  
Windsor—A. Irene Harris, Chamber of Commerce.

**UTAH**

Weirville—Founders' Day & Dairy Show, Sept. 4-5. Melvin E. Archibald.

**WEST VIRGINIA**

Paden City—Sept. 1-4. Lester C. Doak.

**WISCONSIN**

Cornell—Labor Day 4-H Fair, Sept. 2-4. Wm. Currie.  
Madison—Sept. 3-4. Jerome B. White, Fed. of Labor.

**WYOMING**

Rock Springs—Sept. 2-4. John Fornengo, 1306 10th St.

W. R. GEREN Presents



**FAIRS**

**CELEBRATIONS**

**FAIRS**

Want Legitimate Concessions and Shows, Optimal Club Celebration, 10th and Wilson streets, Columbus, Ind., Aug. 29 thru Sept. 2. Pay day for 50,000 soldiers. Then the biggest Labor Day Celebration in the State, Sullivan, Ind., around Court House square, Sept. 4 thru 9, followed with Batesville Fall Festival, Sept. 12 thru 16 in beautiful Liberty Park. Also booking for Versailles Pumpkin Show and Aurora Farmers' Fair. For Sale—6 Major Rides, three Kiddie Rides. Replacing with new ones, can be soon on route. Will give proposition to buyer after October 7.

All replies Western Union per route, this week Goshen, Ind., Fair Grounds.

**BILL GEREN**

**WANTED**

**WANTED**

**WANTED**

Hanky Panks of all kinds, Milk Bottle, Scale, Age, Balloon Dart, Glass Pitch, Jewelry, Shows; Monkey, Glass House or Mechanical Show, Strasburg, Ill., Home-Coming, Aug. 22 to 27; Jerseyville, Ill., Aug. 30 to Sept. 4; St. Charles, Mo., Sept. 6 to 10.

**BIG FOUR AMUSEMENTS**

**WANTED**

**FIRST CLASS MEAL COOK  
SECOND COOK AND FRY MAN  
FOR CAFETERIA**

Can also place good man in Penny Arcade.

**DORSO & GOODMAN**

c/o Cetlin & Wilson Shows  
Bay City, Mich., August 21 to 26.

**WANTED  
HIGH CLASS  
FREE ACTS**

WEEK OF SEPT. 18TH  
**CLAY BELL**  
HARTWELL, GA.

**RIDES FOR SALE**

**KIDDIE AIRPLANE.** Five planes, electric motor driven. Has propellers and landing wheels. Beautiful illumination. Send for photos. Price \$1200.00.  
**DOUBLE LOOPER PLANE.** A-1 condition. Brand new motor. Beautiful illumination. With fence, ticket box and 2-wheel trailer with carry tubs. Price \$1000.00.  
**SMITH & SMITH CHAIR-O-PLANE.** Good as new. Brand new LaRoi motor. Beautiful illumination. 17-foot fence and ticket box. Price \$1250.00.  
**1946 AUTOCAR TRUCK.** 3 1/2 ton. Specially built 20 ft. steel body. In perfect condition. Price \$750.00.  
 All above equipment can be seen in operation.  
**FOR SALE—NEW KIDDIE MERRY-GO-ROUND.** Manages make, two abreast, twenty footer, 16 aluminum jumping horses, beautifully illuminated (will send photos) Price \$3,000.00.

**MAX GRUBERG**

P.O. Box 101 Philadelphia 5, Pa.

**FOR SALE**

Octopus and good Transportation, \$5,500.00;  
 24 Seat Smith & Smith Chairplane, \$700.00;  
 10 Car Kiddie Auto Ride, Kiddie Butterfly Ride, 1940 Chev. Truck, all for \$1,500.00;  
 18x36 Bingo, complete with some Stock, 22 ft. all steel Van, 1939 Chev. Tractor, \$1,500.00; C.M.C. 75 K.V.A. Diesel, Van and Tractor, \$5,000.00; Tangley Calliope, complete with Gas Engine Blower, \$450.00; Wurlitzer Merry-Go-Round Organ, \$400.00; Pop Corn Machine, Roller Rink Skates.

**ALLIED AMUSEMENT EQUIPMENT CO.**  
 BOX 228 COTTAGE HILLS, ILL.

**WANT FOR UTICA, O., HOMECOMING OCT. 5-6-7, ON MAIN STS.**

FREE ACTS—Sensational High Act and Platform Animal Acts. Must be quality Acts. CONCESSIONS—Can place a few more Legitimate Concessions. No Cypises or Criff, Apples, Flour, Bingo and Popcorn sold. Write:

**Stewart Anderson, Supt.**  
 UTICA, OHIO

**WANTED A-1 FLASHY BINGO**

Starting August 28th through balance of season. Also Short and Long Range Shooting Gallery, Watch-La, BB Gallery, Ball Games, any other Legitimate Concessions. Booking one of a kind. Privilege in right-on-ways, Iowa, Aug. 21-24; Hopkins, Mo., Aug. 29 Sept. 7.

**GUST KARRAS GREATER SHOWS**

**YAGER UNITED ATTRACTIONS WANT**

For 7 fairs and celebrations! Legitimate Concessions. What have you? Especially want Custard, Fish Pond, Glass Pitch, Penny Pitch, Ace and Scales, Lead, Pitch-Tilt-U-Win, Ball Games Going into cotton Sept. 15th. Get on the band wagon. Out till December. Also want Side Show with own outfit. Agents and Ride Help. Cypise come on. Will book Merry-Go-Round. We now carry four rides. All answer as per route: Roseville, Ill., Fair, Aug. 21-25. Bob Kobakar, Gen. Agent; Harry Yager, Owner-Mgr.

**WANTED**

**RIDE MEN:** Good Tilt Man, Ferris Wheel Man, Second Men of all Kinds.  
 CONCESSIONS: For Southern Fairs.  
 ADDRESS:  
**CHARLES OLIVER, Mgr.**  
 Elsberry, Mo., this week; Cuba, Mo. (Fair), next week.

**SCALEMAN**

Wanted for one of the best Scale Spots in the East  
**RUTLAND, VT. FAIR**—after Rut and Stock—Beautiful platform to work on.  
**"ROXIE" WILSON**  
 Rutland, Vt.  
 Positively no drunk.

**WANT CONCESSIONS**

Stock P.C. open, American Palmistry, Shoot-Ins Gallery, High Striker, Photos, Scales, Pop Corn, Cook House, Side Shows, Snake, 18x11, Illusion for Atlanta, Mich., Fair, Aug. 14-23-24.

**MOSHER SHOWS**  
 Atlanta, Mich.

**RODEO DATES**

(Continued from page 53)

**Ellensburg, Wash.—Ellensburg Rodeo.** Sept. 2-4, 5 events \$1,200 each, wild cow milking \$600, total \$6,600, 3 perfs. Herb J. Smith, secy.

**Walla Walla, Wash.—Southeastern Washington Rodeo.** Sept. 2-4, saddle bronc riding \$1,500, 4 events \$1,000 each, total \$5,500, 3 perfs. M. R. Loney, president; Leslie L. Stewart, secy.

**Holalington, Kan.—Chamber of Commerce Rodeo.** Sept. 2-4, 5 events \$300 each, total \$1,500, 3 perfs. Herb J. Smith, secy.

**Brookfield, Mo.—Hoof & Horn Club Rodeo.** Sept. 2-4, 5 events \$200 each, total \$1,000, 3 perfs. Bill Parks, 415 S. Livingston St., secy.

**Port Madison, Ia.—Chamber of Commerce World Championship Rodeo.** Sept. 2-4, 5 events, \$1,800 each, total \$9,000, 6 perfs. Everett Colburn, mng. dir., World Championship Rodeo, Dublin, Tex., producer.

**Marfa, Tex.—Marfa Rodeo.** Sept. 2-4, 6 events including team tying, \$300 each, total \$1,800, 3 perfs. Gloria event \$200 Earl and Jack Sellers, Del Rio, Tex., producers.

**Bridgeport, Mont.—Jim Bridger Rodeo.** Sept. 3-4, 5 events \$200 each, total \$1,000, 3 perfs. Paul Holzum, secy.

**Thermopolis, Wyo.—Thermopolis Rodeo.** Sept. 3-4, saddle bronc riding \$800, 5 events incl. team steer roping \$600 each, total \$4,200, 2 perfs. Cecil R. Glover, secy.

**Pratt, Kan.—Saddle Club Rodeo.** Sept. 3-4, 5 events \$200 each, total \$1,000, 2 perfs. Pat Woolwine, secy. Paul Long, Alden, Kan., producer.

**West Monroe, La.—North Louisiana Rodeo & Horse Show.** Sept. 6-10, 5 events \$625 each, total \$3,125, 5 perfs. E. E. Gentry, 101 Coleman St., manager.

**Jerome, Idaho—North Side Fair & Rodeo.** Sept. 7-9, 5 events \$350 each, total \$1,750, 3 perfs. Virgil Cross, secy.

**Cheyenne Wells, Colo.—Cheyenne County Fair Rodeo.** Sept. 8-9, 5 events \$200 each, total \$1,000, 2 perfs. Byron Hudson, secy. Lester Hines, Arapahoe, Colo., producer.

**Heppner, Ota.—Morrow County Fair and Rodeo.** Sept. 8-10, 5 events incl. wild cow milking, no bull riding, \$300 each, total \$1,500, 3 perfs. N. O. Anderson, secy.

**Hot Springs, Ark.—Hot Springs Rodeo.** Sept. 8-10, 5 events \$350 each, total \$1,750, 3 perfs. Cutting horse contest \$225. Earl and Jack Sellers, Del Rio, Tex., producers.

**Dodge City, Kan.—Boot Hill Rodeo.** Sept. 8-10, 5 events \$400 each, total \$2,000, 3 perfs. Mr. Perkins, care of Chamber of Commerce, secy.

**Gordon, Neb.—Sheridan County Fair & Rodeo.** Sept. 8-10, saddle bronc riding \$500, 4 events \$400 each, cow milking \$150, total \$2,200, 3 perfs. George B. Comer, secy.

**Lewiston, Idaho—Lewiston Round-up.** Sept. 8-10, saddle bronc riding \$1,000, 4 events \$750 each, all around cowboy \$150, total \$4,150, 3 perfs. Joe M. Skol, secy.

**Natchez, Miss.—Natchez Rodeo.** Sept. 12-15, 5 events \$500 each, wild cow milking \$400, total \$2,900, 4 perfs. Doris Ballew, secy.

**Ardmore, Okla.—Carter County Free Fair & Rodeo.** Sept. 13-16, 5 events \$700 each, total \$3,500, 4 perfs. Bill Sparks, president.

**Wichita, Kan.—4th Annual Jaycees Rodeo.** Sept. 14-17, 5 events, \$800 each, total \$4,000, 4 perfs. Junior calf roping, \$200 Harry Shepler, 452 N. Main, producer.

**Merced, Calif.—Merced County Fair Rodeo.** Sept. 14-17, 4 events \$450 each, sack race \$350, team steer roping \$400, local steer stopping \$50, total \$2,600 3 perfs. W. O. Woxberg, Box 1352, secy-mgr.

**Springfield, Mass.—The Ranch Rodeo.** Sept. 16-21, 5 events \$400 each, total \$2,000, 3 perfs. Col. Jim Eskew, Waverly, N. Y., producer.

**New York—Madison Square Garden Rodeo.** Sept. 27-Oct. 22, 5 events \$18,120 each, wild horse race or wild cow milking (optional) \$2 perfs. \$8,400, total \$84,000, 42 perfs. Gen. John Reed Kilpatrick, pres.; Ned Irish, vice-pres.; Frank Moore, mgr.; Everett Colburn, mng. dir.; World Championship Rodeo, Omaha-Ark-S-Ben Rodeo, Sept. 29-Oct. 8, 5 events \$2,200 each, total \$11,000, 11 perfs. J. J. Laason, 201 Patterson Bldg., mgr. Leo Cromer, Big Timber, Mont., producer.

**OCTOBER**

**Little Rock—Arkansas Livestock Show & Rodeo.** Oct. 2-6, 5 events \$1,650 each, total \$8,250, 11 perfs. Clyde B. 823 Pyramid Bldg., secy-mgr. Homer Todd, Ft. Smith, Ark., producer.

**Mojave, Calif.—Mojave Gold Rush Days Rodeo.** Oct. 14-15, 5 events \$200 each, team roping \$100, total \$1,100, 2 perfs. Wm. R. Naba, Box 564, pres. Jack Pittman, arena director.

**Willford Cline, Lone Pine, Calif., producer**

**Houma, La.—Terrebonne Livestock Agri. Fair & Rodeo.** Oct. 14-15, 5 events \$130 each, total \$650, 3 perfs. Gibson Austin Jr., pres.; Irving George, Ranch Headquarters 96 Rodeo, Monroe, La., producer.

**San Francisco, Calif.—Grand National Livestock Exposition (Cow Palace), Oct. 27-Nov. 5, 5 events \$2,800 each, total \$14,000, 14 perfs. Carl L. Garrison, secy-mgr.**

**VOGT'S SOUTHERN AMUSEMENT CO.**

Wants Man for Girl Show. Must have Girls. We have complete show. Concessions: Lead Galleries, Long or Short, Fish or Shell, Ponds, Balloon Dart, Age, Scales, Bumper, any other 10-cent Concessions not conflicting. Ft. Worth now then Belton, Texas, Soldiers' Pay Day. This best Girl Show Spot in Texas. All answers: **W. D. VOGT**  
 Texas Hotel, Fort Worth, Texas

**BINGO FOR SALE**

18x36, Center Flash, Top, used only few weeks, \$750.00 in operation, Petoskey, Mich., Fair.  
 Contact:  
**R. Wayne—Leroy C. Crandell**

**ROYAL**  
 Exposition Shows

**WANTS FOR THE FOLLOWING:**

**PUTNAM COUNTY FAIR,** Eatonton, Ga., Sept. 11 to 16  
**LEGION ANNUAL FUN FESTIVAL,** Sylvania, Ga., Sept. 18 to 23  
**EVANS COUNTY FAIR,** Claxton, Ga., Sept. 25 to 30  
**COFFEE COUNTY FAIR,** Douglas, Ga., Oct. 2 to 7  
**MIDDLE GEORGIA FAIR,** Milledgeville, Ga., Oct. 9 to 14  
**BULLOCH COUNTY FAIR,** Statesboro, Ga., Oct. 16 to 21  
**JEFFERSON COUNTY FAIR,** Louisville, Ga., Oct. 23 to 28  
**BACON COUNTY FAIR,** Alma, Ga., Oct. 30 to Nov. 4  
**CENTRAL GEORGIA COLORED FAIR,** Macon, Ga., Nov. 6 to 11  
**LEGION ANNUAL GALA-WEEK AND FAIR,** Pelham, Ga., Nov. 13 to 18

Want and can use for this circuit, Monkey or Animal Show, Girl Revue, Midget Show, Snake Show (Lee Houston, note), Minstrel Show, Funhouse, Motor-drome, etc. Rides: Want Tilt, Octopus, Kiddie Autos, Sky Fighter, Little Dipper, Concessions! Want any clean cut merchandise Concessions, also Frozen Custard, Long and Short Range, Candy Floss, Dingers and Derby Race (Farrell, confirm if coming), American Palmist (Helen Barfield, Ruth Williams, note), any others that are clean cut. This Show will make several dates in Florida to follow, with a Spring Circuit of Fairs as usual. All address:

**J. P. BOLT, Gen. Mgr.** Union Point, Ga., this week.

**WANTED**

for

**MINEOLA (LONG ISLAND) FAIR**

SEPTEMBER 12-16

ALL KINDS OF LEGITIMATE CONCESSIONS. NO WHEELS  
 Can use good Monkey Show or any novelty show. Must be clean and capable of getting money.

**I. T. SHOWS, Inc.**

PHILIP ISSER, General Manager

1539 East 29th Street

Phone: Cloverdale 8-1061

Brooklyn, N. Y.



"HONESTY IS OUR POLICY"

**LEXINGTON, TENN., DOWNTOWN LOT, THEN SPENCER, TENN., VAN BUREN COUNTY FAIR; HICKMAN COUNTY FAIR, CENTREVILLE, TENN.**

CONCESSIONS: Novelties, French Fries, Cookhouse, Derby, Cork Cafeteria, Balloon Dart, Short Range, Pan Game, Coke Bottles, Buckets, Six Cat, Watchla, Hit-Miss, Milk Bottles, Cat Rack and Panny Pitch. Agents wanted for Pea Patch, and Scales and Age, or will book same.  
 SHOWS: Ten-In-One (Linda Lopes, contact), Monkey Show, Motor-drome (Curley Seyers, contact), Funhouse and Clear Home.  
 RIDES: Need Second Man for Wheel. Must drive semi.

All replies to **JOHN PORTEMONT, Gallatin, Tenn., this week**

**VIRGINIA GREATER SHOWS**  
 The Show With The Proud Reputation

**NOW BOOKING FOR THE BIG KELLER, VIRGINIA, FAIR**

All Concessions must wire in deposit for space this week. Harry Howard wants Side Show People. John Hutchens, contact. Snow Hill, Maryland, all this week. All mail and wires to:

**WM. C. "BILL" MURRAY**

**HOME STATE SHOWS**

Want for Celebrations and Fairs

Street Celebration at Winona, Sept. 1 to 4; Redwood Falls Fair, Sept. 6, 7, 8; Watermelon Days at Kellogg, Sept. 9 & 10; Spring Valley Fall Festival, Sept. 11, 12, 13; Le Center Fair, Sept. 14-17.

**ALL MINNESOTA**

Want Legitimate Concessions, Grind Shows, Foreman for Dodgem, Roll-o-Plane, Wheel, Tilt, and Kid Rides. Also Second Man. Zumbrota, Minn., August 24 to 27.

**WANT FOR**

**SAN MATEO COUNTY FAIR, SEPT. 8 TO 14 LEGITIMATE CONCESSIONS**

Can place good Grab Stand, Novelties, Photos.

**Frock & Meyer Combined Shows**

821 El Camino Real, Palo Alto, Calif.

**MARVEL SHOWS****WANTED**

Mugg Joint, Hi Striker, Cook Gallery, Lead Gallery, Ping Pong, Candy Floss, Snow Cones. Any others not conflicting. Also Ball Games, Tempico, Ill., Aug. 23, 24, 25, Ronald Reagen Days, 20,000 people, Des Moines, Iowa, Aug. 24-27, Biggest Labor Day at Albany, Ill., Sept. 2, 3, 4, A. J. Newman wire Bill. This show out until Dec. 15. Contact Lee Reese-Marvin Fullerlove.

**ATTENTION, COMMITTEES**

Have Rides and Concessions available for open dates in September, October, including Labor Day. Wire

**DICK BACON**  
1608 Erie, Saginaw, Mich.

**HAROLD RALEY****WANTS**

Bingo Caller, Snake Show Operator, Hanky Park and Percentage Agents.

**HAROLD RALEY**  
c/o Harrison Greater Shows  
Tasley, Va., Fair this week.

**ROLL-O-PLANE FOR SALE**

Good condition; stored and painted. \$1,300.00.

**3B AMUSEMENTS**

OLYMPIC PARK IRVINGTON, N. J.

**BINGO FOR SALE**

Bargain, 16x40 complete with new top, sound system, blower, etc. Also '46 Ford Tractor and Trailmobile Van. Booked on show with 10 solid pairs to go. Reason for selling, reserve officer. \$3,500.00 takes all. Can be seen at Salem, Ill. Fair this week.

**GOLD MEDAL SHOWS****ATTENTION**

Showman or circus. Ideal location for winter quarters. Plenty room, fishing, hunting, cafe and camp; high power electric line, gas supply towns close by. Phone 2402, Donaldsonville, La., or write Belle Rose, La. Camp Bayou Corne.

**LOUIS AUCOIN****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.**  
Eifers, Pa.

**R. M. SHANNON**

Did you get your two shipments? One is at Wilson Truck Lines, care of Navajo Freight Lines, Albuquerque, N. M. Other at Railway Express, San Miguel, N. M. Please advise.

**ST. LOUIS ART NOVELTY CO.**

4520 Manchester Ave. St. Louis 16, Mo.

**BILL MILLER Wants**

Skills, Count Store Agents. Only 4 stores on show. Playing tobacco markets, Hartsville, S. C., this week, then Dillon, Mullins, Marion to follow with 10 fairs. Plenty money. All address Bill Miller, Marion Greater Shows, Hartsville, S. C.

**HAVE TO BOOK**

After Sept. 10: Fly-O-Plane Ride, Wildlife Show, Mouse Circus, Slat Back Ball Game and High Striker. Advise route and privileges.

**H. W. STECK**

c/o J. Gould Circus, Pittsfield, Ill., Aug. 25-26.

**FOR SALE—24 SEAT CATERPILLAR**

Recently overhauled and painted; in good shape. May be seen in operation at Silver Lake Amusement Park in Virginia, Minnesota.

**Virginia Fire Department Relief Association**  
Virginia, Minnesota

**AT LIBERTY—SEASON 1951****WELL KNOWN, CAPABLE GENERAL AGENT**

Railroad and truck show experience in Mid-Central and Mid-Southern States. Enjoys acquaintance of Fair Men and Know Still Date Territory. Prefer 10-12 Ride Show seeking to get somewhere. Salary or salary and P.C. basis. Replies held confidential.

Box 183, c/o Billboard Pub. Co., 398 Arcade Bldg., St. Louis 1, Mo.

**WALLACE & MURRAY SHOWS**

Johnson County Fair & Bean Festival, Mountain City, Tenn., Aug. 28-Sept. 2.

Want for open midway, Concessions of all descriptions. Want clean Cookhouse that caters to show people. Also want flashy Bingo for balance of season. Good opening for Photos, Glass Pitch, Shooting Gallery and any other Legitimate Concession at still date privilege. Can use at once experienced Tilt Foreman. All replies to Al Wallace, Mgr., Unicoi County Fair, Erwin, Tenn., this week.

**HELLER'S ACME SHOWS****FAIRS****FAIRS****FAIRS**

Want Concessions of all kinds, few Wheels, and what have you? Ben Braunstein, Bill Grosso (Poppe), contact. Want Mechanical, Molodroms, 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 (Aster Phillips, write), Train, Whip, Pony Track or Boat Ride. Will book Octopus, Rolloplane, Whip or Tilt-a-Whirl. Dick Giladoff, Geo. Mort, contact. Will buy Snake Show Banners. Want Mechanic. Want Custard, Grab, Candy Floss, Hanky Panky. Contact for now and the following fairs: Richmond, Va., Aug. 21; Danville, Va., Negro Fair, Aug. 28; Franklinton, N. C., Sept. 4; Martinsville, Va., Sept. 11; Laskoville, N. C., Sept. 18; High Point, N. C., Sept. 23; Reidsville, N. C., Oct. 2; Madison, N. C., Oct. 9; Carteret Fair, Buford, N. C., Oct. 16, and 3 other dates to be announced later. All address: HARRY HELLER, Richmond, Va., this week. All joining now given preference. I positively hold above contracts and will play and fill them.

**GULF COAST SHOWS****WANT FOR #2 SHOW**

FERRIS WHEEL, BALL RACKS and STOCK CONCESSIONS FOR THE BEST FAIRS and STILL SPOTS in THE COTTON COUNTRY

F. M. SUTTON SR.

Bowling Green, Mo., Aug. 21-26; Vandalia, Mo., Fair Aug. 28-Sept. 2.

**GRACELAND GREATER SHOWS****WANT**

Royal Center, Ind., 4-H Fair. Opening Tuesday, August 22, thru Sunday. Concessions, Cookhouse, High Striker, Bumper, Ball Games, String Game, Hoopla. Any Legitimate Concessions. Some P.C. open, with one or more Hanky Panky.

**RIDE HELP**

Foreman on Merry-Go-Round, Ferris Wheel, Chairplane; Second Man on all Rides. Top wages but must be sober and drive semis. Answer HARRY ALKON, Fair, Royal Center, Ind., this week.

**WANT****WANT**

Concessions of all kinds, no exclusive. Concessions that join now given preference at all our Georgia and Florida fairs. Bingo, Penny Arcade, Novelties, two Ball Games. Will sell exclusive. Shows with own equipment. Girl Show, Wild Life, 10-in-1 or any Show that doesn't conflict. RIDES—Will book any Flat Ride, Loop, Dark Ride, Caterpillar, Fly-o-Plane or Tilt. P.S.—Johnny Riddick wants Musicians and Performers for Minstrel Show. Salary and percentage. Bill Reed, Pete Smith, contact at once. John J. Ceruso, Pine State Shows, Fitzgerald, Ga.

**ATTENTION, PROMOTERS, PERFORMERS**

Account absence from Ardmore some replies to our previous ad not answered as routes expired. Please write again giving more route or permanent address. Can place Promoters beginning September 1. Following please contact: Al Kayda, Phil Beany, V. E. Tripp, Dick Lehman, H. A. McAdoo, Pat Finnigan, John Shafer and Bill Osborne. Also Ed Wideman and Wally Wallace. Harry Mason, answer, Champ, Seal and Bear Acts write giving lowest.

**WEST BROS.' INDOOR CIRCUS**

BOX 162

ARDMORE, OKLAHOMA

**WANTED FROZEN CUSTARD**

FOR NEW YORK STATE FAIR, SEPTEMBER 3 TO 9

**JAMES E. STRATES SHOWS**

CORTLAND, N. Y., THIS WEEK.

**WANT****WANT****WANT****For Waukesha County Fair and Fall Celebration**

3 BIG DAYS PEWAUKEE, WIS. SEPT. 23-4  
Stock Concessions of all kinds, Long and Short Range Shooting Galleries, Novelties, SHOWS—Fun House, Monkey Show, Mechanical or what have you?  
Sponsored by American Legion-Chamber of Commerce. 20,000 attendance last year.  
Write or wire: Celebration Chairman, Pewaukee, Wis.

**Harrison Greater Shows****CAN PLACE**

Concessions of all kinds. Want at once to join on wire, Ferris Wheel Foreman, Allan Herschell MGR Foreman, Top salary, long season. Want Electrician at once. Want Girls for Girl Show following Tasley. All wire to

**Frank Harrison, Mgr.**  
**Jack Lance, Bus. Mgr.**

Tasley, Va., this week, then as per route.

**WANT**

Popcorn, Floss, Apples and Snow. Will sell 'C' to right party for balance of season. Also want party with girls and wardrobe to take over small Girl Show. Can place Ride Help on all Rides, both First and Second Men.

Contact

**F. M. Sutton Jr.**

**GREAT SUTTON SHOWS**

Herrmann, Mo., Festival and Annual Celebration, opening Aug. 23.

**CONCESSIONS WANTED**

Exclusive on Photos, Jewelry, Novelties, Watchla and others not conflicting. Address Oneida, S. D., Aug. 25-26; Salem, S. D., 28-29; George, Iowa, 30-31.

**KLEIN AMUSEMENT CO.**

The Show With the New Rides.

**WANT****FOR OLD SETTLERS' REUNION**

Shelbville, Mo., August 26 thru 26

Stock Concessions, Ball Games and small Cook House. Will book or buy Octopus. Will book Monkey Show. Have eight fairs in Missouri and Arkansas. Wire or write or come on

**JACK WALLACE, Manager**  
Mound City Shows 22, Stonefort, Ill.

**MONA VAUGHN****CONTACT ME IMMEDIATELY**

Wire me in care of Western Union, Davenport, Iowa; where I can phone you.

**MICKY S. RANKIN**

**COOKHOUSE HELP**

Griddle Man, Waiters, Cooks, Counter Men

**CAVALCADE OF AMUSEMENTS**

Toledo, Ohio, Aug. 21-29; Detroit following, and all fairs.

**NOTICE—****HARRY BEACH**

Contact me immediately—Important

**AL WAGNER** Cavalcade of Amusements  
TOLEDO, OHIO

**GAYLAND AMUSEMENTS****WANT**

For Eaton Street Celebration and Big Labor Day Celebration

Bingo, Ball Game, High Striker or Snowball or any Legitimate Concession not conflicting. Also will book Kiddie Rides. We are out through October. Eaton, Ind., Aug. 22 to 26; St. Marys, Ohio, to follow.

**20TH CENTURY SHOWS**

Want Concession Agents for the Following Fairs:

Albert Lea, Minn.; Belleville, Kan.; Bethany, Mo., and other good ones to follow.

Pin Store, Count Store, Blower, Dart Stand and outside for Wheel. Contact Albert Martin, Albert Lea, Minn., this week, then as per route.

**C. A. STEPHENS SHOWS****WANT**

CONCESSIONS: Custard, High Striker, Photos, Ball Games and Center Hoopla. SHOWS: Acts for Ride Show, Max Stafford, answer, Girls for Bally and Blade Box, Jimmy Crawford wants Girls for Girl Show. Salary or percentage. Will send tickets. Can place 1 major Ride for 10 Georgia fairs and 2 Florida fairs. Place Free Act for these fairs. Must be reasonable. Harrison, Tenn., this week, Dalton, Ga., follows.



## What is so right about this picture?

Is it THAT Dad's finally retired . . . the old alarm clock gagged for good?

Is it because now Mom won't have to watch him leave for the office any more, looking just a little bit tired?

Or is it because now Dad and Mom will be starting an especially happy time of life together?

We think it's all these things—all the things that are only made possible by financial security.

Nearly everyone seeks financial security, but far too few find it. That's because financial security seldom is achieved without a sound, carefully executed savings plan!

U. S. Savings Bonds offer you two absolutely safe, automatic plans for saving: The *Payroll Savings Plan* where you work or the *Bond-A-Month Plan* where you bank.

By signing up for one or the other of these plans, U. S. Savings Bonds are purchased for you out of your savings or income . . . automatically.

You can't forget to save . . . your saving is done for you! And remember, U. S. Savings Bonds pay you 4 dollars for every 3 invested, in ten years.

Start planning your own retirement today!

*Automatic saving is sure saving—*  
**U.S. SAVINGS BONDS**



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★ **Morris Hannum Shows** ★  
*One of the Great Eastern Shows*

MANSFIELD, PA., FAIR, AUG. 28-SEPT. 2; LEHIGHTON, PA., FAIR, SEPT. 4-9

**WANT**

**RIDES**—Tiltawhirl, Caterpillar, Rocket and Whip.  
**SHOWS**—Fat Show, Midget, Minstrel, Wild Life, Fun House, Glass House and especially Motordrome.  
**CONCESSIONS**—Stock Concessions of all kinds. No gypsies.  
**CAN PLACE** capable, experienced Ride Help. Semi drivers preferred.

**All replies MORRIS HANNUM**

Kutztown Fair, Kutztown, Pa., this week; Mansfield, Pa., Fair, August 28-September 2.

**GOLD MEDAL**  
*Shows*

**CAN PLACE FOR THE BIG CAMP CAMPBELL CELEBRATION, HOPKINSVILLE, KY.**

Week August 28, pay-day week, 60,000 soldiers inside main gate, sponsored by Army Officers' Club.

**CONCESSIONS**—Sell exclusive on Custard, Candy Apples, Novelties, Ice Cream Bar, High Striker, 6 Cat, Swinging Bull, Buckets. Photo Gallery. Good opening for Percentage if you have Hanky Panks.

**SHOWS**—Glass House, Motordrome, Penny Arcade, Snake Show or any Grind Shows not conflicting. Have 10 more weeks of fairs to go.

**Wire JOHNNY J. DENTON, Salem, Ill., this week**

★ **CAPITOL CITY** ★  
**SHOWS**

**WANT FOR LA RUE COUNTY FAIR, HODGENVILLE, KY., week Aug. 28-Sept. 2. Sensational High Act for balance of season. Can join on wire. We have 3 more bona fide fairs in Kentucky, followed by 8 in Georgia.**

Want legitimate Stock Concessions of all kinds. Good opening for Long Range. All Eats and Drinks open. Johnny O'Conner wants Agents for Bowling Alley. Hoppie Chapman can use Swinger, Count Store and Six-Cat Agents. Will book Rockoplane.

All replies to  
**J. L. KEEF, Knox County Fair, Barbourville, Ky.**

**BARNEY TASSSELL**

**UNIT SHOWS**

*That Big Little Show*

**WANT FOR WEEK OF AUG. 28, PRINCESS ANNE COUNTY FIREMEN'S FESTIVAL**

Nine Fire Departments and one big affair at Speedway on Norfolk, Va., line. Wonderful location and population, between two 4-lane highways. Want 1 Major Ride not conflicting. Shows of merit and strictly legitimate Concessions of all kinds. A free game with a sensational free act. Parade, fireworks and a car given away.

Wire this week Hopewell, Va.

**FRANKLIN COUNTY FREE FAIR**

**WANTS**

Shows and Concessions. September 6 to 9. \$2.00 foot.  
Bingo sold. No gypsies.

**BUD MESSINGER, Seey.**  
Radio St., WCHA, Chambersburg, Penna.

**MAGIC CITY SHOWS**  
**Can Use Concessions of All Kinds**

EAST TENNESSEE COLORED FAIR & HORSE SHOW, KNOXVILLE, TENN., AUG. 28-SEPT. 2  
Then the big one, Labor Day Week, Greater Anderson County Fair, Clinton, Tenn.  
(Open midway at Clinton)

Have some space left for Pitchmen. Will book Digzera at \$26.00. Will book any Shows of merit with own equipment and transportation. Especially want Motordrome and Minstrel Show. Doc Thomas, let's hear from you. Can place any Ride not conflicting with what we have. All replies to D. O. (Budi) Point, Kingston, Tenn., this week.

P.S.—Will do business with legal adjuster who has at least four Concessions and can pay my privilege money Monday morning.

# INTERSTATE SHOWS

WANT

WANT

FOR GIBSON COUNTY FAIR, TRENTON, TENN., SEPT. 4-9, FOLLOWED BY TIPTON COUNTY FAIR, COVINGTON, TENN., SEPT. 11-16, WITH 8 MORE FAIRS TO FOLLOW.

SHOWS: Will book Side Shows with own equipment. Have excellent proposition for Motordrome. Will book Glass House, Fun House, Monkey Show, Snake Show, Fat Show or any Grind Show. RIDES: Will book one or two more Flat Rides, also Octopus, Spinnfire, Caterpillar or Roll-a-Whirl. RIDE HELP: Want Foremen for Tilt and Chairplane. Second Men on all Rides. CONCESSIONS: All Hunky Panks open and all Eating and Drinking Strands, such as Cookhouses, Grabs, French Fries, Foot-Long Hot Dogs, Frozen Custard, Popcorn, Candy Apples, Root Beer, ALL REPLIES TO:

**H. B. ROSEN, MGR.**

Boswell, Ind., Benton County Fair, this week.

# John FRANCIS Shows

WANT

WANT

For Plymouth, Wis., September 1-4, Fair and Labor Day Celebration. El Paso, Illinois, Big Corn Carnival, September 7-8-9. Normal Tomato Festival, Normal-Bloomington, Ill., September 13-16. Then Spots in Cotton Country.

Want Ride Help that drive semi trailers. Top wages. Will place good clean Concessions. Can place one or two Grind Shows. Address:

**JOHN FRANCIS, MGR.**

PRESTON, MINN., This Week.

# LAST CALL "READ" LAST CALL

NOTE: ALL THIS WEEK—SANDUSKY, MICH.

"Scotty" Kean, "Aloa," Crocodile Boy; "Brandy," join now or contact me. I will give you route to follow.

A-1 TALKER—Work hour on hour off. Pe. pay nightly.

3 — GOOD LOOKING BALLY GIRLS — 3

WILL BUY BROOM ILLUSION or KNIFE or SWORD ILLUSION for bally. One more outstanding Freak to feature. State salary. All big fairs thru Dallas, then all Winter Museums in big cities. All reply:

**RAY MARSH BRYDON**  
SANDUSKY, MICH., Now.

# Fidlers United Shows

WANT

WANT

Stock Stores, Shows with own transportation. For Alton Waterfront Celebration, Alton, Ill., Sept. 23 to 16, Birtsville, Ark. Fair to follow together with 14 other Arkansas Fairs. Can place Ride Help who can drive semi trailers for our three units. Out till the snow flies. Contact: SAM FIDLER, Mgr., Mattoon, Ill., this week.

# NEW YORK GAIETY SHOWS, INC.

WANTED

Concessions of all descriptions for the GREAT PENN YAN FAIR OF WESTERN NEW YORK Week Aug. 29 to Sept. 2

**ANTHONY SANTILLO, Gen. Mgr.**

106 MADISON ST.

EAST ROCHESTER, NEW YORK

# INTERESTING FIGURES



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# CARNIVAL ROUTES

(Continued from page 52)

- Merryland: Mesick, Mich., 25-27; Howard City Sept. 1-4.
- Meerenden, Lloyd, Am.: Wautoma, Wis.; Lunenburg 28-Sept. 5.
- Midway Expo.: Smith Center, Kan.
- Misery of Mirth: Greenville, Ill.
- Midwest: (Fair) Burley, Idaho; (Fair) Ririe 31-Sept. 2.
- Mighty Hooster State, No. 1: (Fair) Goshen, Ind.; Columbus 28-Sept. 2.
- Mighty Page: Luray, Va.
- Model: Princeton, Mo.
- Moody Shows of Canada: St. John, N.B., Can.
- Modernistic: Delmar, Del.
- Monarch Imperial: (Fair) Monmouth, Ore.
- Moore's Modern: (Fair) Albion, Ill. (Fair) Vandalla 28-Sept. 2.
- Motor State: Bradner, O.; Romeo, Mich., Sept. 2-4.
- Mosher: Atlanta, Mich.
- Mound City: Elsbury, Mo.; Cuba 28-Sept. 2.
- Mound City, No. 2: Stonefort, Ill., 21-23; Shelbyville 24-26.
- Mountain States: Augusta, Kan.
- Myers, Wm.: Fayetteville, Tenn.
- Nelson, Odo, W.: Nevis, Minn., 22-23; Lake Park 28-27.
- Nessler's: (Fair) Greenup, Ill.
- Nolan, Larry: (28th & Lawrence St.) Denver, Colo., 21-27.
- Northern Expo.: Miles City, Mont., 24-26; Jordan 27-29; Sidney 31-Sept. 2.
- Orange State: Jackson, N. C.
- Pacific United: Concord, Calif.
- Page Bros. No. 1: Hartsville, Tenn.; (Fair) Franklin 28-Sept. 2.
- Page Bros. No. 2: (Fair) Lewisburg, Tenn.
- Palmello Expo.: Minturn, S. C.
- Pan-American Am.: Ingleswood, Calif.; (Fair) San Fernando 30-Sept. 4.
- Parade: Paola, Kan., 21-23; Garnett 30-Sept. 1.
- Paul's Am.: Lockwood, Mo.; Marshfield 28-Sept. 2.
- Peck Am. Co.: Lyons, Ind.; Hernando, Miss., 28-Sept. 2.
- Pedant: Newlano, La.
- Penn Premier: (Fair) Huntingdon, Pa.
- Pine State: Fitzgerald, Ga.
- Pioneer: (Fair) Troy, Pa.; (Fair) McConnellsburg 28-Sept. 2.
- Playland: Alma, Mich.
- Playtime No. 1: (Fair) Marshfield, Mass.; (Fair) Windsor, Me. 29-Sept. 4.
- Playtime No. 2: (Fair) Marshfield, Mass.; (Fair) Blue Hills, Me., Sept. 1-4.
- Powelson Greater: Parkersburg, W. Va.; West Lafayette, O., 29-Sept. 2.
- Pretz's Broadway: (Fair) Cumberland, Md.; (Fair) Indian, Pa. 28-Sept. 2.
- Pretz's World's Fair: (Fair) Meyersdale, Pa.
- Queen City: (Fair) Parkersburg, W. Va.; (Fair) Pennboro 28-Sept. 1.
- Raines Am.: (Fair) Richmond, Kan.
- Raney United: Alexandria, Minn., 21-24; Herman 25-27.
- Rea: (Fair) Lyndonville, Vt., 23-28; (Fair) Rhinebeck, N. Y., Sept. 2.
- Rocco: St. Paul, Minn., 22-24; Iron River, Wis., 25-27; Webster 29-Sept. 1.
- Rogers Bros.: (Fair) Pine River, Minn., 21-23; (Fair) Proctor 24-27; (Fair) Floodwood 28-29; Two Harbors 30-Sept. 2.
- Road City: (Fair) Rehaddon, Tex.; Terrell 28-Sept. 2.
- Royal American: (Fair) St. Paul, Minn., 20-Sept. 4.
- Royal Crown: Alton, Ill.; Peoria 28-Sept. 4.
- Royal Expo.: Union Point, Ga.
- Royal Midway: (Fair) Ashland, Ky.; (Fair) Alexandria Sept. 2-4.
- San Valley: (Fair) Howard, Kan., 23-28; (Fair) Burlington 29-Sept. 1.
- Schafer's Just for Fun: Duncan, Okla.
- Shamrock: Mountain Grove, Mo.
- Shan Bros.: (Fair) Maryville, Tenn.; (Fair) Pennington Gap, Va., 28-Sept. 2.
- Siebrand Bros.: (Fair) Boise, Idaho; (Fair) Piler 28-Sept. 2.
- Silver Slipper: (Fair) Irvine, Ky.; (Fair) Booneville 28-Sept. 2.
- Smith, George Clyde: Scalp Level, Pa.; Keyser, W. Va., 28-Sept. 2.
- Smith's Funland: Barnesville, O.
- Snapp Greater: Sturgeon Bay, Wis.; Oshkosh 28-Sept. 1.
- Strader, M. A.: (Fair) Goodland, Kan.; (Fair) St. Francis 29-Sept. 1.
- Star Am. Co.: Tuckerman, Ark.
- State Fair: (Fair) Burlington, Colo.
- Stephens, C. A.: Burkeville, Ky.
- Strates, James E.: (Fair) Cortland, N. Y.
- Sunset Am. Co.: (Fair) West Union, Ia.; (Fair) Marshalltown 31-Sept. 5.
- Tassel, Barney: Hopewell, Va.
- Tatham Bros.: Lacon, Ill., 22-24; Rutland 25-27; (Fair) Henry 28-Sept. 1.
- Texas: Odem, Tex.
- Thomas Joyland: Crown Point, Ind.
- Thompson Bros.: Mercer, Pa.
- Tidwell, T. J.: (Fair) Cheyenne, Wyo.; (Fair) Liberty, Kan., 28-Sept. 2.
- Tinsley, Johnny T.: Atlanta, Ga.
- Tip Top: Bloomer, Wis., 25-27.
- Tivoli Expo.: (Fair) Georgetown, Ill. (Fair) DuQuoin 27-Sept. 4.
- Tri State: Osborn, Mo.; (Fair) Greenfield 30-Sept. 2.
- Turner Bros.: (Fair) Terre Haute, Ind.; Grayville 30-Sept. 4.
- 20th Century: (Fair) Albert Lea, Minn.
- Twin City: Hamilton, Mo.
- Tyler's: Chatham, Ill.; Glasford Sept. 1-4.
- United States: (Fair) Clay, W. Va.; (Fair) Kermit 28-Sept. 2.
- Utah Expo.: Delta, Colo.
- Veterans United: (Fair) Pipestone, Minn., 21-24; (Fair) West Point, Neb., 27-31; Ne-ligh Sept. 1-3.
- Victory Expo.: (Fair) Wakeeny, Kan.
- Virginia Greater: (Fair) Snow Hill, Md.; (Fair) Keller, Va., 28-Sept. 2.
- Vivona Bros.: Meyersdale, Pa.
- Vox's Southern Am. Co.: Fort Worth, Tex.; Belton 28-Sept. 2.
- Voyager: Adairville, Ky.
- Wade, W. G., No. 1: (Fair) Sandusky, Mich.; (Fair) Hale 28-Sept. 1.
- Wade, W. G., No. 2: (Fair) Mt. Pleasant, Mich.; (Fair) Marna 28-Sept. 2.
- Wallace Bros.: Manitowoc, Wis.
- Wallace Bros.: (Fair) Three Rivers, Que., Can., 21-24; (Fair) Sherbrooke 25-Sept. 1.
- Wallace & Murray: (Fair) Erwin, Tenn.; (Fair) Mountain City 28-Sept. 3.
- W. B. J.: Eimore, O., 24-28; (Fair) Pemberville 31-Sept. 2.
- West Coast: (Fair) Gresham, Ore.; Medford 29-Sept. 3.
- Western: Oak Harbor, Wash.
- Williams Ray: (Fair) Armada, Mich.; Wayland 29-Sept. 3.
- Wilson Famous: (Fair) Princeton, Ill., 23-25; (Fair) Mason 31-Sept. 4.
- Wilson Greater: (Fair) Coalville, Utah; (Fair) Farlow 30-Sept. 2.
- Wise Wonderland: Newport, N. C.
- Wolf Greater: (Fair) Garden City, Minn., 21-23; (Fair) St. Peter 24-27; (Fair) Caloconda 30-Sept. 2.
- Wolfe Am.: Bassett, Va.; Drapet, N. C., 28-Sept. 2.
- World of Mirth: Ottawa, Ont., Can.
- World of Pleasure: Marshall, Mich.; Warsaw, Ind., 28-Sept. 2.
- Yager's United: Roseville, Ill., 21-25; Marietta 26.
- Young, Monte: Murray, Utah.

# Butlin Seeks Extra \$ For Vacation Village

LONDON, Aug. 19.—Officials of Butlin's (Bahamas), Ltd., have applied to the British government for extra funds to complete the Vacation Village recently laid out on the Grand Bahamas Island, off the coast of Florida, as a vacation resort for Americans.

The Butlin firm, headed by William E. Butlin, has expended \$3,640,000 — actually closer to \$5,000,000 at the rate of exchange prevailing at the time — on the resort, which has been operating on a limited scale since late last year, but requires approximately \$2,800,000 additional cash to complete the project.

# Charter Edenton, N. C.

EDENTON, N. C., Aug. 19.—American Legion Fair Association, Inc., Edward G. Bond Post No. 40, here has been chartered by the secretary of state. Incorporators of the non-stock organization include R. L. Pratt, J. W. McClenny and G. A. Gyrum.

# WANTED

For Alton Annual American Legion Celebration in City Park on Waterfront, Alton, Ill., Sept. 13 to 16.  
Stock Concessions, Shows with own transportation, especially Side Show, Motordrome, Animal Show that sells admission tickets.

CONTACT:

**CARL TRIBBLE**

c/o American Legion, Alton, Ill.

# GIRL SHOW HELP

Need Dancer to feature, also Talker and Ticket Sellers. Or organized troupe to take over new show built on 30-foot van. I have two good girls. Open until Nov. 15. Top salaries or percentage. Transportation refunded upon arrival. No collect wires or phone calls.

VIVIAN ARRIVAL

Raney United Shows, Alexandria, Minn., until Aug. 24; Norman, Minn., until 27th.

# MIDWAY OF MIRTH SHOWS

WANT

WANT

Agents for Slum Stores, Hit and Miss Ball Game. Will book Fish Pond and Frozen Custard, also want Concessions. Can place Second Men who drive semis. Also want Electrician. Starting Labor Day, Cape Girardeau, Mo. Can place Agents for Pea Pool and Pan Game. Will also book Girl Show. Address: Greenville, Ill. (Fair) this week; Caloconda, Ill., Aug. 29 to Sept. 1; then Labor Day, Cape Girardeau, Mo.

# DUMONT SHOWS

Washington, N. C., Aug. 21 to 26; Greenville, N. C., Aug. 28 to Sept. 2; New Bern, N. C., Sept. 4 to 9. All downtown lots. Featuring the Great Cleper High Wire Act. Will book Hunky Panks of all kinds. Want Manager with Girls for Girl Show. Will book Clothes Pin or Devil's Bowling Alley (Chet and Jeanne, get in touch with me). Want Second Men on all Rides, must drive semis. All Address:

**LOU RILEY, MGR.** As per route.

**POLACK EASTERN**

(Continued from page 57)  
 vue. Trisko, high trapeze, joined in Bowling Green, Ky. Mrs. Mary Gardner is getting along well at a Bloomington hospital, where she underwent surgery.  
 Bowling Green was promoted by Henry Barrett, assisted by Ben Yearte, H. Baker and Art Williams. Business was very good. At Lexington we had turnaways each night. Henry Barrett received the Legion of Honor and life membership in the Lexington Shrine. Several of the personnel were guests at dinner parties. Mr. and Mrs. Zip Lee entertained Henry Kycs. The writer had dinner at the home of Mr. and Mrs. Desmond. Clara Levine was a guest of Mr. and Mrs. Skinny Goe. Edythe and Whitey Boyd were guests of Harry Abraham. Ann Porter, whose home is in Louisville, visited there several days. The writer visited in Cincinnati. Mr. and Mrs. Nate Lewis bought a new trailer. Richard Sidney has been painting his trailer.

About 10 acts and the band took part in a show on the lawn of a Lexington hospital, with Nate Lewis in charge. Penny Wilson has joined her family for the summer vacation. Claude Coons and W. B. Griffen played in the band and renewed acquaintances. Jeep Ward celebrated his birthday. Josephine Berosini was a recent visitor.

Other visitors were Rex and Hazel Ronstrom, Mr. and Mrs. Herbert George, Mrs. Nina Holmberg, Henry Kycs's sister; Mr. Roe, Mr. and Mrs. Armhein, Dr. Mark Foutch; Mr. and Mrs. Burden, of Creve Coeur, Ill.; Albert Fleet's hometown; Darby Hicks, Fleet's brother, who worked the baby chimp at one performance; George Bishop, Charlie Storm, Gordon Hunt; Earl Jones, drummer; Mr. Twitchell, Cole show drummer, and Mr. and Mrs. Arthur Barrett and Bill Kay, who are promoting the Knoxville date.

Happy birthday to Art Barrett, Walter Ullman and Mrs. Clyde Harrison.—IRENE LAFFERTY.

**POLACK WESTERN**

(Continued from page 57)  
 to the stage and ring. Eddie Kohl was a hit in the flying act at San Jose.

A birthday party was held for Doty Ward and in return she gave a party for the girls on the show. Jack Klein also had a birthday. Charilna Harnack is official baby sitter. Clyde Ferguson's concession department went on a sight-seeing trip between Salinas and San Jose.

Joe Galasso, of the Loyal-Repensky Family, is practicing his one-hand stand and juggling act daily and drilling his junior edition of the Seven Brannocks acrobatic act. They are sons and daughters of the Loyal-Repensky Family. Papa Loyal, at 70, still does acrobatics.

On the sick list are Nana Pallenberg with a sprained knee and Hubert Castle with a broken finger, but neither missed a show. Visitors included Gene Faust, Frances Stillman, Joe Preist, Jim Edwards, Lewis Fluty, Mr. and Mrs. French LaMont, Louis Goebels, Joe Finocchio, Bert Martin, Nick Gallucci, May Raymond, Jean Ford, Charles Olevant, A. W. Giles, Mr. and Mrs. Ernie Bishop, Fred Harvey, Ernie Hastings, Donald Marks, and Mr. and Mrs. Parley Baer.—FREDDIE FREEMAN.

**RINGLING-BARNUM**

(Continued from page 57)  
 less wonder, visited with the Side Show folks. Betty Broadbent's son joined the navy. Two of the first boys on the show to report for draft physicals were Al Schwartz and Jackie Bostock. Peoria, Ill., was a big visitors day, with many friends and relatives of showfolks from Bloomington on the lot.

Visitors included Mr. and Mrs. Ralph Hunter, Jake Crumley, Virginia Young, Mary Jane Robinson, Tom Plank, Roy Deisler, Grayci Genders' relatives, C. G. and Lucy Campbell, Mr. and Mrs. Utter, Gussie and Millie De Long, Mrs. Tom Pence; E. Walter Evans, of The Billboard; Cap Curtiss, Mrs. Sonnenberg and son, Barbara Petry, Lou Childers, Agnes Stewart's son and daughter-in-law, Mr. McElwee, Mitzie Fein, George Peirce, Theol Marlowe, Ed. Raycraft, Sam Stern, Mr. and Mrs. Mike Pleskovich and sons, Ken Palmer; Floyd Pfuhl; Mr. and Mrs. Al. C. Lindemann, of the Kelly Miller show; Mr. and Mrs. Gus Slagle, Mr. and Mrs. Clyde Noble, Art and Fran Carnahan, C. D. Curtis, Mr. and Mrs. I. G. Lane and family, Jackson Kyles, Gene Enos, Art Vas Concello, Harold Ramage, Bones Brown's family, Les Thomas's family, Tuffy Genders's family, Dorothy Durbin's family and Jeannie Sleeter's relatives.—MARY JANE MILLER.

**CLYDE BEATTY**

(Continued from page 57)  
 to the next town. The writer was able to spend the day at home in Ottumwa, Ia., visiting with his family. Bernie Griggs has recovered sufficiently to rejoin the show. Frank Doyle writes he will not be able to work any more this season.

Otis Leslie is a new member of Pat Graham's train crew. At North Platte, Neb., Oscar Lawande, Sammy Danesi, Lavonda and Alva Evans were entertained at the home of Mr. and Mrs. Earl K. Shutterly, a midget couple retired from the road. Alex Linton is making a collection of rocks and will polish them this winter for use as decoration at his home.

Herb Taylor was on the sick list last week. Margarita Caudillo celebrated her birthday and served lemonade and sandwiches.

Mark Anthony, the Caudillo Sisters, the Manzellos and others are practicing daily.

Recent visitors included Happy Johnson, Arden Beecher's mother, Benny Fowler, Jack Crippen, Frank Orman, Loren Russell, Waxie Dykes, Mrs. "Pappy" Johnson, and Mr. and Mrs. Clifford Droge.—LAURENCE CROSS.

**PRELL'S WORLD FAIR SHOWS**

**Want for Woodstock, Va., Fair, Aug. 28-Sept. 2; Warsaw, Va., to follow**

Want Long-Range Shooting Gallery, Derby Racer, Palmistry, all kinds of Hunky Panks, Eating and Drinking Stands, Age and Scales, Novelties. Want Motordrome, Unborn Show, any kind of show worth while. Speedy Ayers, get in touch.

Can use all kinds of Ride Help, semi drivers preferred.

Want Griddle Men and Waiters immediately for office-owned Cookhouse.

All answers!

**JOE PRELL or JOHNNY VIVONA MEYERSDALE, PA.**

**CHEROKEE AMUSEMENT CO.**

WANTS FOR OTTAWA, KAN., SUNDAY, AUG. 27-30; COTTONWOOD FALLS, KAN., AUG. 31-SEPT. 2; CEDAR YALE, KAN., LABOR DAY, SEPT. 3-4; CHANDLER, OKLA., SEPT. 6-9; PERRY, OKLA., FAIR AND CHEROKEE STRIP, SEPT. 11-16. With more fairs to follow.

WANT—Ride Help on Wheel, Jenny and Tilt.

CONCESSIONS—Photo, Novelties, Darts, Fish Pond, Cork and Lead Gallery, Floss and Sno, Age or Weight, Hoop-La, Spindle, Glass, Bumper, String and Jewelry Concessions.

SHOWS—Mechanical, Snake, Fun House or any Show of merit.

Contact J. W. Mahaffey, Blue Rapids, Kan., this week

**LAST CALL!**

**DU QUOIN, ILL., STATE FAIR**

WANTS WANTS

BEGINNING SUNDAY, AUG. 27, ENDING SEPT. 4, LABOR DAY. 9 BIG DAYS AND 9 OTHER BIG FAIRS AND CELEBRATIONS.

RIDES: Spiffire, Octopus, Dark Ride or any Major Ride that doesn't conflict. SHOWS: Mechanical, Illusion, Glass House, Minstrel Show, Snake Show, Monkey Show, or any Grand Show. Half and Half with wardrobe and Front Man who can produce wanted for Side Show, going into real territory. CONCESSIONS: Hunky Panks that don't conflict, no Gypsies and no flats. Want large first-class Cookhouse. Ride Help: Help wanted on all rides, must drive semi. Our route includes the following, all bona fide fairs until November: 1. Madison, Wis.; Georgetown, Ill.; Du Quoin, Ill.; Brownsville, Tenn.; Camden, Ark.; Magnolia, Ark.; El Dorado, Ark.; Vicksburg, Miss.; Charleston, Miss.; Beizoni, Miss. Join now for first consideration. Contact H. W. PETERSON, Gen. Mgr., TIVOLI EXPOSITION SHOWS, Georgetown, Ill. Fair this week, or B. J. COLLINS, care Western Union, Du Quoin, Ill.

**Reynoldsville, Pa., Centennial Celebration**

AUGUST 28-SEPTEMBER 4

Parades — Fireworks — Free Acts — Special Events  
 Midway will be on the Main Street of the town. Space available for all kinds of legitimate Concessions. Far better than a fair.

Write or Wire

**BEAM'S ATTRACTIONS**

DAYTON, PA., this week for space. Show holds X.



**11 FAIRS—11**

Starting Blue Ridge, August 28

Want No. 1 Wheel Man, must drive semi, Concessions—Want Bumper, Pitch Tilt-Win, Cigarette Gallery, NO GAMES OVER 10 cents. Fair Secretaries. ATTENTION—Can use one more Fair for No. 2 Unit of 9 rides, Jefferson, Ga., this week.

**Attention, Michigan Fair and Celebration Committees**

Have Labor Day and the following two weeks open. Have 5 major Rides and 1 Kiddie Ride, 25 Concessions and 3 Shows.

Contact E. H. PARKER

West Branch Fair, Mich., this week; Hale to follow.

**MODEL SHOWS, INC.**

Want Ride Help who drive, Caterpillar Foreman, Junior Weeks, wire or come on for all winter work. Octopus Foreman, help on Spiffire. Concessions for Dayton, Iowa, Labor Day Celebration; Norfolk, Iowa; Audubon, Iowa; Neosho, Mo.; Benham and McKinney, Texas. Fairs then five weeks at the largest military base in the Middle West, 90 thousand soldiers. Want Girl Shows with own equipment, any Show of merit. Want Cookhouse Help.

**JOHN L. ROBINSON, Model Shows**  
 Princeton, Mo., this week

**FOR SALE**

Late model Gruner 24 seat adult Chair-lane, V belt drive, Lerol power unit, french and ticket box, \$1300. Seven Car Auto, like new, \$400. Both rides can be seen in operation French Camp, Mississippi.  
**IVY WEST**

**WANTED**

**FIRST CLASS ARCADE MECHANIC**  
 Top salary to man who knows how to keep them working. Apply, giving experience and for whom you worked previously.  
 BOX 187, c/o Billboard Pub. Co.  
 390 Arcade Bldg., St. Louis 1, Mo.

Information wanted as to whereabouts of

**JOHN COOK**

Operator of 4-gun short range gallery with deer scene painted on inside door. WIRE COLLECTOR.  
**Supreme Welding Co.**  
 3320 14th St. Detroit, Mich.

**FOR SALE**

**Entire Stock of Amusement Equipment including:**  
 2 Allan Herachell Merry-Go-Rounds, 1 EB Ferris Wheel, 1 C-Cruise, 1 Miniature Train, Large and Small Chairlaine Vans and Trucks. All bought in 1949. Now in operation. Box 374, c/o The Billboard Pub. Co.  
 788 W. Randolph St. Chicago 1, Ill.

**FOR SALE**

1 24 seat Swing with derrick on wheels; one man can load. 1 9 car Kiddie Ride gasoline engine. 1 6 Airplane Ride with electric motor in each, prop. pulled. One Concession Trailer with electric Star Sandwich Ring Hot Plate, Popcorn Popper, Snow Cone equipment. All in first class shape. Can be seen at Fountain Lake Resort, Hot Springs, Ark.  
**L. L. Starbuck, Owner**

**FAT MEN AND WOMEN**

Join the Fat Folks Anonymous Now. Send 25c for literature.

**GOODWIN**

BOX #1081 CHICAGO 90, ILL.

## Greeley Clinic Draws Delegates From 11 States

GREELEY, Colo., Aug. 19.—Rink operators, teachers and skaters from 11 States attended the second annual Greeley Skating School and Clinic at the Warnock rink following the American Amateur Roller Skating Rink Operators' Association's (RSROA) convention-contest in Denver.

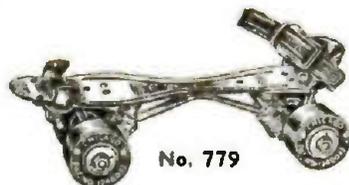
The 11-day school attracted 35 participants and offered a complete elementary and advanced curriculum in figures and free-style skating, dance, show production, organization, programing, racing and rink operation. Parts of the fall and spring follies productions given in Greeley last November and April were presented as one of the clinic features. Many of the skaters passed bar and bronze medal tests in dance and figures at the conclusion of the school.

Composing the faculty of the school were Fred Bergin, Pueblo, Colo., dean of the Society of Roller Skating Teachers and newly elected RSROA president; Art Russell, Greeley, representative to the board of representatives of Roller Skating Teachers and pro at the Greeley rink, and Fred A. Martin, executive secretary-treasurer of the RSROA. Assisting the instructors were Joe Murphy, of Fresno, Calif., and George Bergin, Pueblo.

The 11 States represented and the number of participants are: Arizona, 1; California, 1; Colorado, 6; Florida, 1; Illinois, 2; Iowa, 3; Kansas, 4; Missouri, 5; Oregon, 1; South Dakota, 5, and Texas, 7.

**COMPLETE PORTABLE RINKS**  
SECTIONAL RINK FLOORS  
Oldest Manufacturers of Rink Equipment  
**BILT RITE FLOORS & RINKS**  
100 East 4th St., Tyler, Texas. Phone 4-9585

## RINK MEN WHO USE CHICAGO SKATES



**ARE SUCCESSFUL**  
There's a reason. Chicago are strong, can take hard wear, low up-keep cost, easy rolling. Simple to replace worn parts after long wear, cheapest in the end. The most complete line from the smallest child's needs to the most proficient skaters' requirements. Write for Catalog and Rink Mgrs.' Booklet No. 6 by a successful rink man.

## CHICAGO ROLLER SKATE CO.

Manufacturers of All Kinds of Roller Skates

6427 W. LAKE STREET

CHICAGO 24, ILLINOIS

## 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

## 1950 Report to the Industry On Findings at Skating Lab

By Perry B. Rawson

Rawson Skating Laboratory, Asbury Park, N. J.

(Continued from last week)

### Tough Going

The year 1950, then, finds the scooter-skater score not much improved over the 95-5 score of 1949 (possibly 1 or 2 per cent) and the box office still is a prisoner of the jump skate which took over the industry about 1940. Efforts to teach the Rawson effortless glide on the jump skate have been failures. We have ceased trying. Now the jump skate is getting competition. Corrective infiltration by flexible non-binds is under way. If this infiltration ever hits the rental skates, the box office should get a hypo.

We are miles ahead in having an ever increasing number of beautiful effortless glide Rawson-system skaters circulating around. Rawson graduates—so the testimonials keep telling us—stand out with charming prominence. They can be spotted at once. They are tops in advertising value.

The ultimate in skating-for-pleasure by the cash meal tickets is the effortless glide, the heart and soul of the Rawson system. You have heard much about it, but you have not seen much of it. It is rather rare. One in perhaps 5,000 or 10,000 has it now. Wherever seen, it is envied, is considered "out of this world" and unattainable. The Rawson system will change all this. In the 20,000,000 box office drive this same "out of the world" edge running on the effortless glide is basic kindergarten training for all. Even raw beginners are bottle-fed with it. Hence, given 5,000 graduates from the system or 10,000 or 1,000,000, we will get that same number of "out of this world" talking advertisements. Every one of them will be on the effortless glide. If not

on it, they have not been fed the Rawson system.

The first 1,000,000 on this system will produce a stampede. Scooter-walkers will demand to be taught to skate that way. Even now they are demanding it when they see it. It will be no trick at all to get the next 19,000,000 once we get the first 1,000,000.

### Reverse Beef

Listen to this beef from a Rawson-trained professional: "The whole thing wrong with your system is that it gets too much (the italics are his, not mine) business for the professional; in fact, so much I am going batty." It's a pleasure to read testimonials from Rawson-system spots showing box offices in good condition. "Financial returns have increased each year, even the general business went down," says one spot. There's no space here for a parade of testimonials, altho they are hot stuff.

Instead of selling adults and kids and more of both, one school of thought plugs only for kids, kids and more kids. There is a reason. The thinking is sparked by the question, "Where do the kids go after they become adults?" It's no mystery at all. They quit because they were not sold the right stuff while we had them. All they got was a kid's sport—scooting.

If today a magic wand waved 1,000,000 or 5,000,000 of the quitting adults back onto our rink floors could we hold them? The answer is a big "no" in spots that have not "revolutionized."

I have been falsely accused of advocating an overnight revaluation; a complete housecleaning—out with the old stuff, in with the new. Common sense dictates that it cannot be done that way. Scooters are and have been the box-office mainstay. They are used to the scooter skate; they operate on a scooter-walking technique; they should not be disturbed; the box office can not stand it.

Of their own accord the scooter crop will largely follow like sheep when they see the Rawson technique in operation. That point, too, has been tested. But test it for yourselves, don't take my word for it.

Our aim, then, is to hold what we have while building up gradually a new crop on a safe and saner system, a more profitable system. Let's call it a restoration instead of a revolution.

### Like Oil and Water

The two systems, the old and the new, will have to be kept separated. They will not mix. Even the different skates won't mix. All efforts at mixing them have failed or were only partial successes. If we can't mix them at the lab what chance have you got? The old package sold them three F's—fear, falls and fatigue. The new package sells them the 5 F's—freedom from fear, falls and fatigue. On the matter of fatigue, it's the shoes, we find, that cause more fatigue than the skates. So the boss has to make a study of foot and shoe comfort.

The switch-over will have to be gradual at first because of the lack of trained professionals for Rawson sys-

## Double or Nothing

AIKEN, S. C., Aug. 19.—Aiken city council has made several changes in the city license ordinance, one of which is that henceforth, a skating rink operator will have to pay \$25 for his license instead of \$12.50. However, a survey reveals that there are no skating rinks in Aiken at present.

## Ind'pls Civic League Gunning for Tenter

INDIANAPOLIS, Aug. 19.—A local civic league has asked the board of safety to close a tent roller rink in the 2000 block of Hillside Avenue, operated by M. L. Taylor, Shelbyville, Ind.

The rink has been in operation about three months, and the noise and appearance of the structure are said to have been the reason for the league's complaint. Floor is laid on cement blocks, without any other support.

## Louise Duncan, Wildwood

### Op, Preps for TV Career

WILDWOOD, N. J., Aug. 19.—Louise Duncan, who operates the Roller Skating Arena in Convention Hall here during the summer, is preparing for a career in television. This winter she will attend the American Theater Wing school of voice and dramatics in New York. However, she will operate the rink next summer. Miss Duncan has operated the rink nightly except Saturdays for four years, on which night her father, Turc Duncan, a sports promoter, stages wrestling.

tem non-competitive work. Our well trained international style pros are not going to be made the goats in this thing. They are not going to stick their necks out until the boss tells them to do so. Years and much money have been expended by them in perfecting a certain art, a hard and very exacting art, an art that (See 1950 Report on page 90)

## GILASH ROLLER OUTFITS

on Chicago Skates

\$10.00 Immediate delivery

GEORGE GILLIS SHOE CORPORATION  
Pittsburh, Mass.

## 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  
81 Chatham St. PITTSBURGH, PA.

## FOR SALE

\$4,000 down, \$1,500 terms. New Portable. 40x100, in operation two months; downtown location. Easily moved. Tent, chain gun, stakes, plug-in light system, amplifier, record changer, 125 pr. Chl. 459 clamp, 12 pr. shoe skates, parts, Northern maple floor with interlocking ends, skate room, skate bins, sander. See at Rockport, Ga., or call 3762, Smyrna, Ga.

## BEST BUILT RINKS

Largest manufacturer of portable rinks and sectional floors. Only one complete 40x100 ft. rink left for immediate delivery at the present low price. Buy now and save money. Write for full information about complete rinks or interchangeable, sectional floors, of Northern hard maple. Make big money in the skating business.

**GOLD'S PORTABLE RINKS CO.**

409 N. 5th St., Longview, Tex. Phone 2443M.

## CURVECREST RINK "COTE"

THE PLASTIC RINK SURFACE

Write

PERRY B. GILES, Pres.

Curvecrest, Inc. Muskegon, Mich.  
Originator and Sole Distributor

## RINK LIGHTING

Crystal Showers, Spotlights, Motor Driven Color Wheels.

**NEWTON**

253 W. 14th St. New York City

## WANT TO BUY

ABOUT 1,000 PAIRS OF NEW OR USED ROLLER SKATES AND SHOES

Box D-415, c/o The Billboard, Cincinnati 22, O.

## ORGANIST

Male or female with skating rink experience for roller rink in Eastern Pennsylvania. Write, stating age, experience, salary desired.

**BOX D-421**

THE BILLBOARD CINCINNATI 22, O.

**SLUM** This deal good for Dimpers, Duck Ponds, Fish, Navy Novelties, Stars, Grub Bags, Pitch-Till-You-Win, Packages, Ball Game, etc.

Giveaways - All items - Toys, Gifts, Novelties, etc., for children, adults. Some items retail up to 25c.

**3000 PCS., \$25.00 Lot**

Also special lot, 1000 pcs., \$4.75; 500, \$18.

**LUCKY PRIZE BOXES**

NOVELTY

ASSORTED NOVELTIES OF ALL KINDS

100 Items \$4.50 Gr., 250 Items \$12.50 Gr., 100 Items 7.00 Gr., 500 Items 24.00 Gr., 100 Items \$40.00 Gr.

**JEWELRY**

**HOT BUY! HOT BUY!**

**BANKRUPT STOCK, SACRIFICING FOR CASH**

100,000 pcs. asst. JEWELRY, all boxed - Items \$4.50 Gr. to \$5.00 ea.

Plms, Bracelets, Necklaces, Beads, Earrings, Pin & Earring Sets, ETC., ETC.

100 Pcs. Asst. \$4.50 Gr. to \$5.00 ea.

200 Pcs. Asst. \$4.50 Gr. to \$5.00 ea.

300 Pcs. Asst. \$6.00 Gr. to \$7.00 ea.

FIRST COMES, FIRST SERVED, RUSH YOUR ORDER AT ONCE!

**BANKRUPT STOCK!**

100,000 Strings of Pearls, Crystals, Imported Beads of all descriptions. Originally priced up to \$5 each.

100 Pcs. Asst., \$23.00

500 Pcs. Asst., \$100.00

Never sold before or never again at this price!

**NEVER AGAIN CAN WE OFFER SUCH A LOW PRICED MATERIAL!**

**5,000,000 U. S. Army Insignia Patches**

At ridiculously low prices!

Absolutely the original, authentic Army and Air Force patches (irregular for all American army & air force divisions, units, commands, etc., and supplementary sleeve insignia. Formerly sold to Government as high as 50c each.

(In lots of 10 Sample Gr. asst'd Gross \$2.50)

**\$1.50 gr.**

**CAMPAIGN RIBBONS**

Same deal for official U. S. Army & Air Force ribbons of every color in 1000's of American Campaign.

Sample Gross, \$7.50

**FIVE MILLION 24K GOLD PLATED TABLETS**

Army, Navy, Air Force styles, suitable for novelty jewelry. Assorted sizes.

\$3.50 Sample Gr. Asst'd.

\$18.00 in 10 Gr. Asst'd.

**JEWELRY FLATS**

\$2.20 Sample Gr. Asst'd.

\$30.00 in 10 Gr. Lots Asst'd.

**Think, Wide-Awake Operators!**

Thousands of American Legion Posts, VFW, Amvets, Catholic War Veterans, Jewish War Veterans, etc., want them! AND wonderful decorations to promote business for bars, concession stands, etc. AND sell to schools, mothers, etc., for 10,000,000 American Veterans.

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Top Notch Branded Mdsse.

**CIRCLE YOUR CHOICE—SAVE MONEY**

Price P.O.B. New York	Per Doz	Gross
4 Piece Pen & Knife Set	\$5.25	\$4.00
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4 Piece Pen & Flashlight Set	\$4.50	\$4.00
Dreamlight Lightup Pencil (2 pairs)	3.50	\$3.00
Pen Lighter—Vividia Supply	2.75	\$3.00
Cigarette Lighter Pencil (Gold)	3.25	\$3.00
Keychain Flashlights (Carded)	2.25	\$3.00
Original Wolfpack Playing Cards	18.00	\$10.00
Ball Pens, assorted colors, carded	14.00	
All Gold Pencils	1.80	\$2.00
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Gold Budget Cig. Lighter	15.00	

Shipped Same Day or Money Back Guarantee 25% Deposit With Order. Add 25% extra handling on orders under \$15.00. GET TO KNOW US! IT PAYS!

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**HALLOWEEN PARTY HATS—FAVORS**

Flat Crown Hats \$4.50 per 100

Blow Metal Noisemakers \$7.75 per 100

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Mask Critters \$1.75 per 100

25% WITH ORDER, BALANCE C.O.D.

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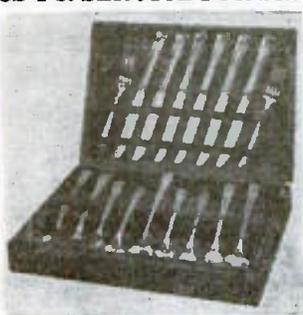
**AGENTS & DISTRIBUTORS**

**AAA SENSATIONAL TALKING XMAS CARD** (Full tape end card clearly says "Merry Christmas"; fascinating money-maker; sells on sight for 50¢; send 25¢ right now, today, for sample and price list; representatives wanted everywhere. Minna Mig., 2003 Main St. Santa Monica, Calif. au26

**AAA RED HOT NOVELTY FOR MEN; EVERY** body; 40¢; 10¢; 20¢; 30¢; 40¢; 50¢; 60¢; 70¢; 80¢; 90¢; 100¢; 110¢; 120¢; 130¢; 140¢; 150¢; 160¢; 170¢; 180¢; 190¢; 200¢; 210¢; 220¢; 230¢; 240¢; 250¢; 260¢; 270¢; 280¢; 290¢; 300¢; 310¢; 320¢; 330¢; 340¢; 350¢; 360¢; 370¢; 380¢; 390¢; 400¢; 410¢; 420¢; 430¢; 440¢; 450¢; 460¢; 470¢; 480¢; 490¢; 500¢; 510¢; 520¢; 530¢; 540¢; 550¢; 560¢; 570¢; 580¢; 590¢; 600¢; 610¢; 620¢; 630¢; 640¢; 650¢; 660¢; 670¢; 680¢; 690¢; 700¢; 710¢; 720¢; 730¢; 740¢; 750¢; 760¢; 770¢; 780¢; 790¢; 800¢; 810¢; 820¢; 830¢; 840¢; 850¢; 860¢; 870¢; 880¢; 890¢; 900¢; 910¢; 920¢; 930¢; 940¢; 950¢; 960¢; 970¢; 980¢; 990¢; 1000¢; 1010¢; 1020¢; 1030¢; 1040¢; 1050¢; 1060¢; 1070¢; 1080¢; 1090¢; 1100¢; 1110¢; 1120¢; 1130¢; 1140¢; 1150¢; 1160¢; 1170¢; 1180¢; 1190¢; 1200¢; 1210¢; 1220¢; 1230¢; 1240¢; 1250¢; 1260¢; 1270¢; 1280¢; 1290¢; 1300¢; 1310¢; 1320¢; 1330¢; 1340¢; 1350¢; 1360¢; 1370¢; 1380¢; 1390¢; 1400¢; 1410¢; 1420¢; 1430¢; 1440¢; 1450¢; 1460¢; 1470¢; 1480¢; 1490¢; 1500¢; 1510¢; 1520¢; 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**SILVER PLATED  
32-Pc. SERVICE FOR SIX**



HEAVY COATINGS OF SILVER ON NICKEL BASE INSURE LONG WEAR  
**\$3.85** 10 SETS or more  
SAMPLE **\$3.95** Display Chest, \$1.00 extra.

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223-225 W. Madison St. Chicago 6, Ill.



25% Deposit, Bal. C.O.D. If not for resale, add Federal Tax.

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ANOTHER SURE-FIRE SALES WINNER

**DE LUXE  
JEWELRY SET**

24K Gold Plated 5-Piece Jewelry Set. Gold embossed \$29.50 price tag and 24K gold plate label. Plush silk-lined box.

Must be seen to be appreciated. This set cannot be duplicated for anywhere near this price. Satisfaction guaranteed, immediate delivery.

**\$51.00** Doz. Samples, \$5.00 ea.

**CUTTLER & COMPANY, INC.**

928 Broadway...New York 10, N. Y.

**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.

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**JOBBER-DISTRIBUTORS  
PROTECT YOURSELF  
ORDER NOW!**

Take advantage of these sensational low prices. Due to current conditions, prices may rise. "Age" has terrific sales in REAL FUR and Plush Stuffed Toys for Carnival, Premium and Christmas Trade.

- ◆ 18" Rayon Plush Bear, movable eyes, asstd. colors .... **\$24.00** dz.
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**SPECIAL SAMPLE DEAL**  
A total of 36 pieces, incl. 1/2 dozen of each number for only **\$48.00**  
No orders taken without 25% dep. unless noted!

**SPECIAL SET-UP FOR QUANTITY USERS**  
Send for Free catalog of exclusive line of Stuffed Fur and Plush Toys for the Carnival and Concession trade. Closeouts always on hand. State nature of your business in first letter. Write today!

**ACE TOY MFG. CO.**  
122 West 27 St. New York 1, N. Y.

**POT OF GOLD  
NEW BEACON LEOPARD  
DESIGN BLANKET**  
54x72 Packed 30 to Case  
**\$3.10** EACH IN CASE LOTS OF 30  
**\$3.50** FOR SAMPLE  
Include 25¢ Postage for Sample Order

No. 740 TORAE .....	Case lots of 30
No. 144 Midway .....	\$2.75
No. 148 Magray .....	3.70
No. 144 Mingo .....	3.70

Less Than Case Lots Add 10¢ Per Blanket.  
For Sample Add 50¢ Per Blanket.  
Do you have our No. 60 Catalog? If not, write. State nature of your business in first letter.  
1702 N. THIRD ST. MILWAUKEE, WIS.

**WISCONSIN DELUXE CO.**

**WE CONTINUE OUR LOW PRICES**  
Unique, Amazing, Unpredictable

**FUSSY FIDO**  
The Most Outstanding ACTION Toy in Years!

Feed Him The MADIC HOT DOG and Watch Him Perform  
**FEED HIM ONE END—HE EATS IT!**  
**FEED HIM THE OTHER—HE REFUSES IT!**  
**\$3.95** Minimum order 2 doz. \$45.00 Gross  
doz.

Genuine MOTHER OF PEARL pistol lighter, lights every time, a beauty, reduced price. **\$22.00** doz.

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MINIMUM ORDER \$8.00  
25% Deposit, Balance C. O. D., Plus Postage We Prepay With Full Remittance. Wholesalers and Jobbers, Write for Current Price List.

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Oregon 3-2417

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NO. 800 5c EACH Least Shipped, 1 Gross	SAMPLE IDENT ASSORTMENT <b>\$4.00</b> ORAB BAG MERCHANDISE 3¢ EACH 25% Deposit on all C. O. D. Orders PLEASE STATE YOUR BUSINESS	NO. 747 5c EACH Least Shipped, 1 Gross
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604 W. LAKE ST. CHICAGO 6, ILL. FRANKLIN 2-2567  
FOR SAME DAY SERVICE CALL

**STATE MAP  
SOUVENIR COASTERS  
FOR MOST STATES**

Write for prices and information  
**MODERN ARTWARE CO.**  
131 W. 75th St. Chicago 20, Ill.

**"Drisco Pete"** 604 W. LAKE ST. CHICAGO 6, ILL. FRANKLIN 2-2567  
FOR SAME DAY SERVICE CALL

**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 - CAMÉES - SIGNETS - BIRTHSTONES - COCKTAIL RINGS. They are just what you need for Department and Drug Store Dollar Ring Sales.

Prices from \$1.00 to \$72.00 Per Doz. Also 101 New, Flashy Jewelry Items for Fairs, Carnivals and Resorts. State Your Business.

**HARRY MAHREN RING CO.** Red and White Stone  
303 5th Ave., N. Y. 14, N. Y. Combination ... \$3.00 Doz.

**14K Gold Plate; \$2.75 dz.**  
#553

SEND FOR PRICE LIST  
25% DEPOSIT ON C. O. D.  
PLEASE STATE YOUR BUSINESS

**RINGS—PEARLS—COSTUME JEWELRY**  
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(Continued from page 80)

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**NEW CHINA NOVELTIES**

**#0537**  
**18TH CENTURY COUPLE**  
 4 1/2" high  
**\$3.60 doz. pair**  
**\$39.00 gr. pair**

**#0676**  
**MUSICAL GROUPING**  
**\$2.75**  
 dozen sets  
**\$30.00**  
 gross sets

**#95480**  
**CHINA TEA SET**  
 Teapot, Sugar and Creamer  
**\$1.00 per set**  
**\$10.80 doz. sets**

**MINIATURE VASES**  
 assorted  
**80c doz.; \$8.40 gr.**

WRITE FOR 1950 CATALOG State your business

**#2297**  
**FIGURINE ASSORTMENT**  
 Cowboy and Cowgirl, Negro Farm Boy and Girl, 8" tall.  
**\$1.50 per dozen**  
**\$15.00 per gross**

**#25A268**  
**DEMITASSE SET**  
**\$2.00 dozen sets**  
**\$21.60 per gross sets**  
 Prices F.O.B. Indpls., include postage with order. 25% deposit with C.O.D.'s.

**KIPP BROTHERS**  
 Wholesale Distributors Since 1880  
 240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 23, IND.

**BUY NOW!** While stock is available

**FEATHER DOLLS**  
 11 1/2" Hat, Tinselled w/ Jewelry

Doz.	Gross
7 inch.....	\$1.50 \$16.80
9 inch.....	2.25 25.00
12 inch.....	3.50 39.00
18 inch.....	6.00

Individually Boxed

**FUR MONKEYS**

Gross	
4 inch.....	\$ 3.60
8 inch.....	4.80
6 inch HI Hat.....	7.20
8 1/2 inch.....	12.00
11 inch.....	21.00
Jumbo Head Monkeys.....	28.80

**RAYON PARASOLS**  
 Fashioned Designs, Am'g Colors

22 Inch Spread.....	\$ 4.20
27 Inch Spread.....	6.00
32 Inch Spread.....	7.20
13 Inch Jap Swords.....	9.00
RWB Bell Batone.....	12.50
Long Loach Whips.....	12.00
Bamboo Walking Cones.....	10.00
Opera Glasses.....	30.00
Squeaky Plush Dogs.....	21.00
Inflatable Rubber Animals.....	14.50
Plastic Bugles or Clarinets.....	21.00
Plastic Ukuleles, Ooz.....	4.80

25% Deposit with order, balance C.O.D.

Satisfaction Guaranteed—No Substitutions

**Schattur Novelty Co.**  
 142 Park Row New York 7, N. Y.

**GIVE TO THE RUNYON CANCER FUND**

**MERCHANDISE TOPICS**

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

**New York:**

Suppliers are beginning to feel the pinch in obtaining products. During the past few weeks, many additional wholesalers have been forced to curtail their sales efforts due to non-arrival of manufacturers' items. Several merchandisers forecast a wartime situation whereby the trick will not be to sell the merchandise but to obtain it. Others believe the reported "shortages" are due to scare hysteria which will subside in due course.

Latest innovation in the ukulele craze is Arthur Godfrey's Uke Player, a \$1.49 seller. The six-button plastic attachment snaps on any standard ukulele, and eliminates fingering by the uke player pressing a button for each desired chord. . . . Almart Company has another product to stir and chill drinks without diluting. Their frosty freezers are sealed, liquid-filled stirrers which freeze quickly in a refrigerator. A set of four stirrers retails for \$1.50. . . . D. Robbins now delivering a 10-cent joke novelty, "What I Know About Women." The attractive 16-page booklet has empty pages. . . . Damar Distributing has an electrical paint peeler which is reported to remove paint to bare wood in a matter of seconds. No blowtorch action, scraping or sanding is said to be required with this \$3.95 seller. . . . Magnus Harmonica Corporation has announced "Lone Ranger Harmonica," a 10-hole, 20-reed instrument embossed with a picture of the Lone Ranger and his horse, Silver. The 98-cent seller is packaged in a cut-out window box. . . . For young Westerners, Cowboy Concertina is a \$2.98 musical toy by Carlin Products. The full-sized, all plastic instrument has 10 buttons, 20 reeds, and plays full scale and chords. . . . Irving Brambler, of Ed-U-Cards, has introduced Batter Up, moppet's card baseball game. The playing cards are brightly colored, and the layout is similar to regular baseball. . . . On an item known as "Cherry Bombs," The Billboard has been asked for a source of supply. Interested in this business? . . . To sell for \$2.79 Lux Clock Manufacturing has a home scene alarm clock

in full color, with a turning spinning wheel on the clock dial. . . . J. T. Sexton Company offering a combination auto trouble lamp and spotlight to the trade. The \$3.75 retailer plugs into the cigar lighter socket of the car, and is reported to beam focused light 300 feet. . . . To promote their auto trouble light, Monowatt's handy \$1 item (Merchandise Topics, April 29 issue) will get a full-page ad spread in a September issue of the Saturday Evening Post magazine.

Stori-Views is preparing to market fairy tale kits. Each kit—there's "Cinderella," "The Three Bears," "Jack and the Beanstalk"—has a viewer and 12 picture-and-story slide photographs. It's three-dimensional and in full color. . . . Olin Industries exhibiting their nickel-plated metal flashlights to sell for 80 cents, less batteries. The two-cell spotlight features a new end cap for easy battery loading. . . . Delayed action toggle switches have been introduced by Blan. The \$1.65 sellers are designed to eliminate existing hazards after the lights have been turned off. . . . Raymond G. Weeks Associates offering army surplus balloons. The 1 1/2, 24 and 28-inch balloons originally were used for target practice and meteorological studies. . . . Knox-Reese producing a Roy Rogers Branding Iron Set. The rubber stamp, duplicate of the star's "Double-R-Bar" ranch brand, is mounted on a colorful wire branding iron handle. The 39-cent set comes complete with washable ink stamp pad. . . . Soberetts is a medical compound that is claimed to be a safe and effective means for bringing speedy relief from the effects of over-indulgence. Adams Drug Company is handling the new product.

**Los Angeles:**

Sanford Perlman and Joseph Lee have purchased Abbott & Company and will specialize in gift items. Firm will also handle a line of premium merchandise. . . . Dick Hirsch, with Hawley Distributing Company, is featuring musical stuffed toys that are recommended for prizes for concessions and shuffleboards. . . . Satisfactory Sales has been named national distributor for the Mild cigarette viewer. The viewer comes complete with 20 full-color art studies. Resembling a pack of cigarettes, Herman and Lou Rubin, Satisfactory owners, say that the item has plenty of eye-appeal and has chalked up a lot of sales in the brief (See Merchandise Topics on page 88)

**IMPORT SPECIALS**

- 4" FUR MONKEYS, GR. .... \$ 4.00
  - 8" FUR MONKEYS, GR. .... 9.00
  - 10" FUR MONKEYS, DOZ. .... 1.75
  - 13" FUR MONKEYS, DOZ. .... 3.00
  - 7" HI HAT BEAD FEATHER DOLL, GR. .... 16.50
  - 9" HI HAT BEAD DOLL, GR. ... 24.00
  - 12" HI HAT BEAD DOLL, GR. ... 40.00
  - 11" SILK PARASOLS, DOZ. ... 3.60
  - 13" SMK PARASOLS, DOZ. ... 4.00
  - 11/16" HAWAIIAN LEIS, GR. ... 1.50
  - 1" HAWAIIAN LEIS, GR. .... 2.50
  - MINIATURE STRAW MEXICAN HAT, GR. .... 9.00
  - MINIATURE STRAW COOLIE HAT, GR. .... 4.80
- 25% deposit with order.  
 Prompt Service—Write for Catalog.
- CHARLES SHEAR**  
 150 PARK ROW NEW YORK 7, N. Y.

Now . . . at NEW LOW PRICES!!

"BOOBY" . . . Hoffer than ever! Shaking and Shimmying to new sales records! Fleesh-like, soft plastic rubber . . . feather baldie. \$6 doz. Send \$1 for sample

"SALOME," the Harem Dancer The cutest, HOTTEST item you ever saw! Six wiggles and squirms so SEDUCTIVELY!! Operates simply . . . soft, plastic rubber . . . LIFELIKE! EVERYWHERE! Individually boxed . . . colorful, with TERRIFIC sales appeal.

\$39.80 gr.; \$4.00 doz.

"CUTIE PROJECTOR" Puckish, also, with 40 full-color transparencies of ART MODELS. Projects on any wall; retails for \$3.00.

\$76.50 doz.; Sample \$2

"MR. SKELETON" Plastic rubber . . . realistic . . . HOT SELLER!!

\$18 gr.; \$2 sample doz.

Assorted ART PICS . . . 4x5 Glossy prints . . . set of 12; \$1.00 dozen sets . . . \$6.00.

**HARRIS MFG. CO.**  
 584 Hollywood Blvd.  
 Hollywood 28, Calif.

**DAZZLING BARGAIN!**  
 #2 of a Series  
**FABULOUS JEWELRY—LOW, LOW PRICES!**

**FABULOUS SQUARE CUTS**  
 The original necklace from which this fabulous ensemble was created . . . the necklace alone . . . is on sale at an exclusive Fifth Avenue Jeweler at \$18,000.00. 10 huge emerald-cut, gem-like, simulated rubies enhanced by dazzling, large size, full-cut, simulated diamonds. Terrific skill was required to copy faithfully the remarkable, hand-made connectors on the necklace and bracelet—but we did it and still kept the price astonishingly low. Retailers get \$35.00 and more for this set. Also available in Aquamarine, Sapphire or Emerald. All combined with simulated diamonds. Sample in gorgeous 3 tier presentation chest 4 sets \$28.00 gift boxed \$32.50 unboxed \$28.00

**SPECIAL OFFER**  
 Send only \$25.00 and receive our five best 4 place sets. Total retail value over \$200.00—Yours for only \$25.00.

3% with order, balance C.O.D., F.O.B. New York. Send for Big Illustrated Catalog.

**Ted BURKE Industries, Dept. B9**  
 Dept. B9, 10 W. 27th St. MURray Hill 4-6737 New York 1, N. Y.

**PITCHMEN**  
 Double Your Profits. Amaze your audience. Put a lighted cigarette in your pocket. Easy one minute demonstration.

**"SAFE-T-SMOKER"**

Sells like wildfire. Big volume. Comes with colorful display card individually packed in clear view plastic case.

Only 45c Each in Doz. Lots Sample \$1.00 Prepaid

All Cash Orders Sent Prepaid. 25% Dep., Bal. C.O.D. on all others.

**ECON PRODUCTS COMPANY**  
 340 W. Huron Street, Chicago 10, Illinois

**WM. A. ROGERS SILVERWARE**  
 by Oneida, Ltd., Silversmiths

26 PIECE SERVICE FOR 6.....	\$ 6.75
34 PIECE SERVICE FOR 8.....	8.75
50 PIECE SERVICE FOR 8.....	12.00

Rogers Anti-Tarnish Chests, 2-Tone 1.75  
 Many other sets available.

**EUREKA WATERLESS COOKWARE SET**  
 14 pc. extra heavy gauge, spun virgin aluminum. Guaranteed. 32 page cook book in full color. Display folder showing \$49.95 retail price.

**COMPLETE, only \$8.50**  
 Immediate Delivery—Continuous Supply.  
 \$20 Min. Order. 25% Dep., Bal. C. O. D.

**H. B. DAVIS COMPANY**  
 520 Hudson St. New York 14, N. Y.  
 Lots of Free Parking!

**"BOOBY"**  
 Bouncing Bombshell she BUMPS, SHAKES, GRINDS!  
**\$58.80 Gross—\$6.00 Dozen**  
 Sample \$1.00

**"SALOME"**  
 Harem dancer . . . she WIGGLES and SQUIRMS. Attractively packaged to SELL!  
**\$38.80 Gross—\$4.00 Sample Doz.**

**IMMEDIATE DELIVERY**  
 Cash, check or M.O. with order.

**SOI'S Dist. Co.**  
 7471 Melrose Ave. Los Angeles 46, Calif.

**"LAUGHING LARRY"**  
 Finger Puppet—HOT SELLER  
**\$18.80 Gross—\$2.00 Sample Doz.**

### SPECIAL VALUES!

DIRECT IMPORTS

Large Walking Bear \$6.50 doz.



Gross lots, \$6.00 doz.

	Dozen	Gross
SCOTTIE DOG	\$6.20	\$5.60
WHITE BEGGING POODLE	7.20	6.50
WALKING ZEBRA	7.20	6.50
BARKING DOG	7.20	6.50
BROWN PANDA	7.20	6.50
ROLL-OVER CAT	7.20	6.50
BEAR ON TRAPEZE	7.50	6.75
ELEPHANT	7.50	6.75
JUMPING DOG	7.20	6.50
WALKING GORILLA	7.20	6.50
ROARING DOG	7.50	6.75
WALKING LION	7.50	6.75
PERFORMING FUR SEAL WITH BALL	8.00	7.20

IN STOCK! SHIPMENTS MADE SAME DAY ORDER RECEIVED  
1/3 with order, balance C. O. D.  
Send \$1 for sample any item  
Guaranteed mechanically perfect

Consolidated Distributors

2412 THIRD AVE. SEATTLE 1, WASHINGTON

### CLOSE-OUTS

Red, White and Blue 26-Inch

### BATONS

With Cold Tassels and Silver Knobs. \$9.50 Per Dozen

4 Gross \$33.00 for

Sample Dozen—\$1.00

Cash With Order No C. O. D.'s

Chas. Demee Mfg. Co. 108-116 E. WALNUT ST. MILWAUKEE 12, WIS.

Profit Making SPECIAL

### SENSATIONALLY PRICED

PRECISION MADE ELECTRIC SHAVERS



Individually wrapped with \$22.50 price tag, including simulated pigskin pouch.

SINGLEHEAD	DOUBLEHEAD
GROSS LOTS \$1.75 ea.	\$2.50 ea.
LOTS OF 60 1.85 ea.	2.60 ea.
LOTS OF 12 1.95 ea.	2.50 ea.

Full Line of Watches Available. SAMPLES, \$1.00 Extra

25% Deposit, Balance C. O. D.

NATIONAL DISTRIBUTING CO. CALUMET BLDG. MIAMI, FLA.

### BINGO

PROMPT SHIPMENTS

SPECIALS LAPBOARDS FLASH BOARDS BINGO BLOWERS Write for Free Catalog

H. A. SULLIVAN

104-22 BLVD., DEPT. O ROCKAWAY BEACH, N. Y.

### TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS, COILS, Needles, Quills, Genuine German Palms, Ink; free catalog, Owen Jensen, 120 W. 83d St., Los Angeles 3. su26

EVERYTHING YOU NEED FOR TATTOOING—Electric Tattoo Machines, Designs, Colors; complete outfits; illustrated catalog free. MIKE ZELA, 728 Lesley Rockford Ill. su29

### WANTED TO BUY

BLADE BOX, WITH BLADES, SWORD BOX or any Blumkin that can be exposed, Side Show Banners, etc., 215 Willow Rd., Palo Alto, Calif. su26

CALLIOPHE WANTED—MUST BE IN GOOD workable condition; send complete information picture if possible. Write SOS Insurance Bldg., Madison 3, Wis.

WANTED—ROLL UP SKATING MAT, 10' BY 10'. Miss Helen Triano, 409 Lake Ave., Lyndhurst, N. Y. Rutherford 2-1686.

### HELP WANTED—ADVERTISEMENTS

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

LADIES TO TRAVEL—MUST BE NEAT APPEARING, no age limit, to talk to customers in chain stores. Fred "Six" Cummings, 3123 Boardman, St. Louis 8, Mo. su9

MAKE MORE MONEY WITH OUR MONEY making secrets. Free facts. Service Bureau Box 2823, Orlando 2, Fla. su29

MAKE MONEY—SELL POCKET SIZE BOOKS; daily hints to happiness; everyone's a prospect; big profits; sells for \$1; free sample. Write Ernest Jones, 1211-K Grand, Kansas City, Mo.

MUSICIANS WANTED; ALSO BOY AND GIRL vocalists; reliable and permanent work with established dance band. Box C-188, care The Billboard, Cincinnati, O.

WANTED BY R.S.R.O.A. ROLLER RINK—A professional music teacher; teach children and adult classes immediately; contact Roll-arena, 19721 E. 14th St., San Leandro, Calif. su26

WANTED—HAMMOND ORGANIST, WHO doubles piano and accordion to work in established trio, must read and fake, be sober and draft exempt; I have new Hammond Organ; good salary and opportunity for right man. Write particulars. Chuck Taylor Trio, c/o Duncan's, Valparaiso, Fla.

WANTED—HOBO HILLBILLY GUITAR PLAYER free to travel. Write Ray Lynch, R. D. 2, Coatesville, Pa.

WANTED—TENOR SAX DOUBLING ALTO and clarinet for well organized commercial combo; salary \$800. Contact Bandleader, 2123 14th Ave., So. Birmingham, Ala. immediately.

WANTED—MALE VOCALIST; TERRITORY dance band, ballads, novelty, etc., with Bennett-Gretton Orchestra; prefer string bass double. Contact Lark Merryman, Nuville Hotel, Rochester, Minn.

### TERRIFIC SAVINGS

FOR PREMIUMS, PROMOTIONS AND PRIZES!

ELGIN • BENRUS • GRUEN BULOVA • WALTHAM



For men and women. New model cases and dials. Reconditioned 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

RING CLOSEOUT

Values to \$36.00. Assorted doz. \$9.95

25c Will bring you our 56-page wholesale Catalog—you may take credit of 25¢ on your first order, in that way you get the catalog FREE.

LADIES' RHINESTONE CASE WATCHES

New cases, cop-let seven sive models, ready to move-ment. Bran-teed like new. \$8.95



Wholesale only—6 Watches minimum (\$1 additional for samples). 25% with order, balance C.O.D.

JOSEPH BROS.

5 S. Wabash Ave. Dept. B-29 Chicago 3, Ill.

### BIG GENERAL CATALOG (322 PAGES) READY

STATE BUSINESS WHEN REQUESTING COPY

Push Toys, sparkling Plaster, first, second and third shelf Bings, Prizes, Slim, new Jap imports and a thousand other items. All at the lowest prices.

MA 10—Pocket Combs, Cr.	\$ .90	MA 201—Assorted, imported China Vases, Figures, Novelties, etc. Were priced as high as \$4.80 gross. At least 8 different items to every gross. Per Gross	\$4.20
MA 11—Plastic Cigarette Holders, Cr.	1.85	MA 202—Larger sizes. Very finely finished and gilded. Were priced as high as \$10.00 gross. At least 8 different items to every gross. Per Gross	8.50
MA 12—Jap. Charm Knives, Cr.	2.00		
MA 13—Finger Traps, Cr.	1.00		
MA 14—Fur Minks, 5 in. Cr.	4.50		
MA 15—Imp. Hawaiian leis, Cr.	1.75		
MA 16—Jap. Flying Birds, Cr.	6.00		
MA 17—Jap. Paper Parasols, Cr.	8.50		
MA 101—Baseballs, Doz.	2.00		

25% DEPOSIT WITH C. O. D. ORDERS. POSTAGE EXTRA.

When requested, a change apron will be sent FREE with each order for \$25.00 or more.

LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA

### YOU CAN CLEAN UP With MEXICAN JUMPING BEANS

They rated THREE pages of pictures in LIFE magazine. Truly they are a wonder of nature, they grow on bushes yet live and jump for months. Thousands who have read of this mystery of nature have never had the opportunity of seeing them and buying them. After a crop failure the last two years, we have a chance to clean up this year. Counter displays contain 20 alive packages with 5 beans and historical game chart in each package, plus FREE demonstration beans with each display. Carded beans \$1.25 per card Postpaid. You can order these displays from your jobber or from us. Loose beans from us, 1000, \$7.00; 500, \$4.00; 100, \$1.25. All wholesale orders filled in rotation while harvest is on. Rush yours today!

W. H. RILEY DRAWER 9283

SULPHUR SPRINGS FLORIDA

ALIVE!—ALIVE! MEXICAN JUMPING BEANS 10¢



KITCHEN SET VALUES Attractively Boxed, Fine Quality Stainless Steel. Imported Rosewood Handles. Guaranteed

10 Pcs. Set Each \$2.80 Many other attractive numbers available and each is packaged for sales appeal.

### SILVERWARE VALUES



24-Pc. Silverplate Flatware, 8 1/2".....\$2.19 Attractive Leatherette Anti-Tarnish Chest, 8 1/2".....1.99 Scores of other sets in silverplate and stainless steel to 182-piece sets for every type operation—Premiums, Dealers, Auctioneers, Concessionaires, etc. Write for Catalog, 25% with order. F.O.B. N. Y. THOMAS A. WOLFE, INC. Dept. 8B, 1132 Broadway, N. Y. 10, N. Y.

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.C.P. 3 Medium Size White Stones. Per Doz. \$19.75



#B2245/5

Genuine 1/30 14K R.C.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



6000 Smash Hits—in 480 Pages Wholesale Book Dealers, agents, salesmen and jobbers, you will find this book business with Test of Money Makers. Latest catalog shows average price reductions about 21% on many items. Since 1927 our money back guarantee is a source of confidence to all buyers. 25¢ brings you this latest 1950 wholesale catalog of Field Sellers. You may take credit for the 25¢ on first order in that way the Book will not cost you any money. Get your copy now before supply is depleted. SPORS CO., P.O. Lamont, Le Center, Minn.

### BINGO SUPPLIES and EQUIPMENT

IMMEDIATE DELIVERY!

- Electric Flash Boards
- Electric Bingo Blowers

Wire or write for Catalog

John A. Roberts & CO. INC. 617-623 Broadway, Newark 4, N. J.

# AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Thursday for the Following Week's Issue

## CIRCUS AND CARNIVAL

**FAST SINGLE DOG ACT, COMEDY TRAMP**  
Clown Act, Magic Act, Circus, Fairs, Celebrations, Schools. The Prices, Box 212, Olathe, Kan.

## MISCELLANEOUS

**EXPERIENCED VOCAL DUO FOR BAND—**  
Man (doubles trombone), wife (rhythm and ballads); good wardrobe formerly with Kenny Sargent, Henry Brandon, Phil Levitz, Herbie; available Sept. 2. Box 373, Billboard, Chicago. *se2*

**PROF. E. SPIES, THE HOLY MAN AND**  
Great Divine Healer at lecture, 302 Level Ave., Rochester, N. Y.

**SITUATION WANTED AS PARTNER TO**  
lady in whip sets, such as handkerchiefs, cigarette, etc.; also for new Amazon slave act; subject to ideas of lady partner. T. Phillips, 3311 Broadway, Apt. 4, New York City.

**STAGE MANAGER-SCENIC ARTIST-GEN.**  
Bus. Actor, some leads, wardrobe, no specialties. At liberty about Sept. 1. Write Clarence Klein, c/o Jack Brooks Stock Co., Sabula, Iowa. (Forward.) *se2*

## MUSICIANS

**A-1 TRUMPET, DRUMS OR BASS FIDDLE,**  
Arranger (top big band or combo); sight read and fake; play big or anything; white, 21, single, experienced, prefer modern big band but will take commercial or combo; available immediately, will travel. Contact Ronald Wollmer, Venice Center, N. Y. *se2*

**ALTO AND CLARINET—BIG RESONANT**  
tones, good intonation, good jazz, relaxed phrasing, fine appearance and character; no or no notice. Tommy Smoot, R. R. 1, Rankin, Ill. *se2*

**ALTO, CLARINET, FLUTE—EXPERIENCED;**  
available immediately; will travel. Gene Schuetz, 3110 N. 18th St., Sheboygan, Wis. *se2*

**ALTO, TENOR, BARITONE AVAILABLE IM-**  
mediately; age 26, experienced, single, sober, reliable; any chair, read, fake, ad lib; arrangements if desired; wine, phone. Paul Simmons Jr., 802 N. Rankin St., Natchez, Miss. Phone 3478. *se2*

**BASS MAN—DOUBLE GUITAR; WILL TRAV-**  
el; 30; single, sober, good appearance; 15 years' experience; 3 1/2 years with "3 Spaces"; arranging for and singing in vocal sections; etc. show experience; last job as combo guitar man; prefer something that swings; anything for a price. Wally Spangier, 2559 E. Ave., Sacramento, Calif. Phone, Hillcrest 5-8941. *se2*

**DRUMMER—YEARS OF EXPERIENCE WITH**  
all sizes and style bands; formerly with Milt Britton, Al Trace, Chris Cross, Denny Beckner and Bill Bardo; also double on comedy routines; no bad habits; have own car; no or no notice; locations only; all offers considered. Write or wire. Bill Lange, 3 McKinley St., Newayton, Conn. *se2*

**DRUMMER-UNION, CUT SHOWS, TRAVEL,**  
available immediately. Phone 2272. Cliff Anderson, 334 Market St., Orléans, La. *se2*

**DRUMMER AVAILABLE IMMEDIATELY—**  
Combo or orchestra band, semi-name experience; reliable, will travel. Bill Scheffer, 161 W. Wilkes Barre St., Easton, Pa. Dial 2-1098. *se2*

**HAMMOND ORGANIST—SEVERAL YEARS'**  
experience roller rinks; reliable; references; available for fall season. Box 30-161, Billboard, Cincinnati, O. *se2*

**LEAD TENOR—SEMI-NAME EXPERIENCE;**  
fine tone, experienced, society. Latin; Dixie; want good bands; former lead singer; no or no notice. Ed Arnold, 101 Union, Dayton, Ohio, Penna. *se2*

**ORGANIST—I FURNISH ORGAN; MOST POP-**  
ular, standards from memory; read; experienced radio, hotels, clubs, dance cut; no or no notice; want good bands; want Southeastern coast at present; want Florida, eastern position only; preferably Florida. Box 30-187, Billboard, Cincinnati, O. *se2*

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Above Samples Mailed Postpaid.  
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**PIANIST—UNION, ALL AROUND PROFFES-**  
sional experience, trained musician, single, veteran; state particulars. Raymond Dempsey, 44 Maple Ave., Franklinville, N. Y.

**PIANIST—AVAILABLE AFTER SEPT 4TH;**  
play any style, no one nighters, location note preferred; semi-name experience. Marc Fraley, 117 W. Elm St., Lima, O.

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equipment, wants location in high-class hotels, restaurants as featured organist; 25 years' experience in best theaters; do concerts on civic and school assembly programs. Attention, bookers, am top in profession; grand operating, radio etc.; literature on request. State street, Franklin Shory, 403 W. Monroe St., Sandusky, O.

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R.S.I.O. experience city rinky excellent metronome rhythm; congenial, reliable know the business; available immediately; please state best time four weeks' trial. F. Utzinger, Gen. Del., Joliet, Ill.

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**TRUMPET-COMEDIAN—NOVELTY, VOCALS,**  
Comedy Acts; read, fake any tune; union, experienced; pictures on request. Combo, radio show, have car. Write or wire. Contact Box No. C-184, Billboard, Cincinnati, O.

**TRUMPETER—DOUBLING AS VOCALIST,**  
read or fake anything; southern location; job preferred. Rick Shary, 63 Beacon St., Winthrop, Mass. Tel.: Ocean 3-1878-W. *se2*

**TRUMPET—READ, RIDE, TONE, EXPERI-**  
enced, sober, reliable; available now. Joseph H. Ott, 409 Pleasant Ave., Pleasantville, N. J.

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band leader; 4 years with Barnes and Caruthers; many years with Broadway shows and units. Guaranteed perfect first show. Now conducting grandstand show. Available after Oct. 1. Address Jules Shashman, c/o General Delivery, Fargo, Aug. 25-Sept. 25. Huron, Sept. 4-9, after Oct. 1 c/o Billboard, 1564 Broadway, New York City.

**YOUNG COLORED ORGANO STYLIST DESIRES**  
spot in first class lounge bar, dining room or theater, around Metropolitan, New York area; now on 15th month at Uptown Club and NBC Mutual Radio Station; have organ, 23 years' experience; union; Local 44 New York City; giant library; lives in New York City, now on location; Reginald Smith, P. O. Box 17 Waverly, N. Y. Phone 784-R Waverly. *se2*

**YOUNG ATTRACTIVE GIRL ORGANIST,**  
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**BALLOON ASCENSIONS, PARACHUTE JUMP-**  
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**"ENCASER" CHARLES LA CROIX, OUTSTAND-**  
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**GREAT CALVERT—AMERICA'S LEADING**  
high wire performer; all bookings independent; price \$300 Great Calvert, 16 Averill Ave., Rochester, N. Y. *se2*

**SENSATIONAL HIGH FIRE ACT—25 YEARS**  
of impressive results; available parks, fairs, celebrations. Capt. Earl Macdonald, 456 Lamphier Place, Warren, O. *se2*

**SKY PRINCE—AMERICA'S YOUNGEST DARE**  
Devil, 110 ft. sway pole with traps; nicely upholstered; lighting effects; parks, celebrations, fairs. Lee Sade, 2646 Park Ave., Detroit, Mich. *se2*

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**WILSON'S COMEDY DOG CIRCUS, A FAST**  
working dog act with lots of comedy. Worked by lady and clown. We also do general clowning. Reasonable prices. Address G. E. Wilson, Billboard, 2160 Patterson, Cincinnati, O. *se2*

**WORLD'S HIGHEST CONTORTION TRAPEZE**  
Act. Available for late Southern fairs or balance of season with reliable carnival that can afford 3 people's salaries. Give details; beautifully costumed, flashy rigging. Contact Jerry D. Martin, Billboard Office, Cincinnati, O. *se2*

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etc.; routines, costumes; theater-club experience. Johnson Sisters, Box 30-183, c/o Billboard, Cincinnati, O. *se2*

**YOUNG MAGICIAN AND VENT (18) DESIRES**  
to work as assistant or part of act in reputable Magic or Horror Show. Bob Martin Jr., 7 Marshall Ave., Marcus Hook, Pa. *se2*

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**VOCALIST OF POPULAR SONGS—BARITONE,**  
age 28, with fine quality and interpretation, desire chance to break into show business; week-ends only; have studied 2 years. Joseph Ametrano, 225 East 17th St., N.Y.C. *se2*

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EXACTLY AS ILLUSTRATED!

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Copies of expensive \$200 & \$300 watches. 7-Jewel \$9.95  
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**\$1.28** per doz. plus shipping charge

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**#195 CRYSTAL HURRICANE LAMP**  
\$1.30 ea.  
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Stunning is the word for this most distinctive of all lamps. Beautiful on the mantle, piano, or suitable as prizes. Has 3 frosted glass shade with clear crystal crimped top. Height 13 1/4". Also available with Ruby Shade and Ruby Prisms. Specify color desired.

Packed 2 to Carton (no less sold)

All orders are F. O. B. Chicago. Please include 40¢ for each pair of lamps to cover parcel post. TERMS: 25% deposit required on all orders—balance C. O. D.

# Pipes for Pitchmen

By Bill Baker

**MARGE BEISTEL** . . . cards from Stanton, Calif., that State is strictly n.g. for pitchmen, that a \$20-a-day license confronts anyone trying to work and that a non-licensed worker faces a possible \$50 fine. "Tell the boys not to go out there and starve. There is no free enterprise anymore. To me, California is the Siberia of America."

Talk down to your tip and your sales will slide accordingly.

**HENRY H. VARNER** . . . links from Akron that he has perfected a new ballpoint pen which uses a standard refiller and has finger-tip control. "It writes much easier and is less tiring and fits the hand better than other pens," he adds, "and I'm looking for a manufacturer who can produce same a plenty."

**CHICK VARNELL** . . . vet med show operator, is at his home in Greenville, O., recuperating from a broken ankle sustained recently.

It isn't too early to begin planning for next season.

**SCOTTY GEORGE BROOKS** . . . writes the following: "Since my last pipe to the column I have started my fair season, with the first one in Metropolis, Ill., selling snow balls for Slim Loman, winding up a blank. Next to La Center, Ky., where I tried it for two days to another blank. At my next stop, Carrollton, Ill., I discovered that the 40 & 8 vets had taken over the grandstand and were working it with kids. For a change, Martinsville, Ill., where I worked the grandstand with popcorn, turned out okay, and two other red ones followed—Longansport and Muncie, Ind. No biz at the next stop, Portland, Ind. The people were there but no dough. A jump to La Porte, Ind., was useless, as the American Legion Post had lined up all Boy Scouts to hustle the grandstand for the fair there the August 14 week. Other stops I have lined up are Rensselaer, Ind., Greenwich, Ill., and the DuQuoin State Fair at DuQuoin, Ill."

**BUSTER DOSS** . . . well known in Pitchdom, is with the Babe Sherwin med show, currently playing Oklahoma spots.

**JAMES (KID) CARRIGAN** . . . and Dave Rose seem to be a bit at odds concerning Chicago's Maxwell Street Market situation. Carrigan's latest communique about it, and "is last, he says, is in answer to Rose. "I have been in the business for 40 years. In the olden days one could work Maxwell Street when "Red" had charge. Since the new market master took over things are not the same. Yes, one may sell balloons or razor blades out of your pocket but if you expect to get a tip, as good workers do, that's another question. I was there and could not work. There are few home guards who have

it tied up. The market master makes his own price. Why didn't Ross state what the fee is? My advise is, if you work med or health of any kind, go on in. I have never given any worker a bad steer and I will not do so now."

And now for the lairs.

**BARTONE'S IDEAL** . . . Comedy Company, med show, is reported to be getting plenty of long-green playing Ohio spots.

**GIPSY DAN** . . . is reported to be operating a pitch store on Fifth Street at Sun Valley, Calif., to fair business.

**AL K. HALL'S** . . . med opry is playing Kentucky and Ohio locations to reported fair business.

## Pitchdom, 10 Years Ago

B. R. Moore was en route to the Georgia tobacco markets after working the North Carolina vegetable section to only fair returns. . . R. H. Butler was purveying his wares in Colorado to satisfactory business. . . Working Indianapolis were Fred and Millie Hudspeth, Monte Montague, Len Cersinski and Red Knobbe. . . Wrangler Rambo and Chief Buffalo were working med in St. Louis to fair results. . . Alan Weston chalked up a good lure count at the Cheyenne, Wyo., Frontier Days Celebration. . . Paul Paulus framed a juice layout which he had booked into New York and Pennsylvania fairs. . . Jake Miller was finding Chicago a haven for foot workers. . . After laying an egg in Milwaukee, Stanley Naldrett high tailed it for Madison, Wis., where he teamed up with Al (Pop) Davis. . . Paddles Louie was intriguing patrons with his dancing dolls while working Wyoming towns. . . Ray Foster was purveying his nifty liquid thread demonstration in Butte, Mont. . . Johnny McLane was confined in the State Sanatorium, Cresson, Pa., where he enjoyed visits from Tom Kennedy and Old Bill Ellis, who were working that territory. . . Joe Maher, poke and pen expert, was getting the gelt with those items in Butte, Mont. . . After several weeks in Indiana, Indian Chief Mexas rambled into Cincinnati for a brief vacation. . . Rusty Ruzmisse and Herb Johnstone were working Kansas City, Mo., to good business. . . Business in Indianapolis wasn't anything to rave about for Doc Jerry Coates. . . Chief Blackhawk took a vacation from pitching and was operating a high striker on the Frank Burke Shows. . . Mr. and Mrs. Sid Horse were grinding out some good takes with scopes at the Cheyenne, Wyo., Frontier Days Celebration. . . After two and a half seasons with World's Medicine Company, J. H. Rutledge quit the road in favor of operating a night club in Pittsburgh. . . Red Gunn was in New York working Svengali decks to lucrative returns.

## MERCHANDISE TOPICS

(Continued from page 83)

time it has been on the market. . . Murray Sales, according to Murray Hoiberg, owner, is featuring pistol-type lighters as well the table models. A complete line of cigarette holders is also carried. . . Martin Israel, of Normandie Sales, is spending his vacation at Coronada, Calif. . . Pico Novelty Company is featuring a half dozen mechanical toys, Harry Heslein and Bob McDearman, owners, report. The items are proving money makers for pitchmen.

**Detroit:**  
Following his recent nylon hose deal, G. Rosenberg, Gainer Sales Company, 2540 Monterey, is putting out another specialty in men's hose,

offering assorted dozens at \$3.35. Said to be of high grade and made of rayon and mercerized material. . . William Zakoor, head of Border Novelty Company, is taking a lease on a new site on Woodward Avenue and expects to be open in two months. Present site of the company is being taken over for a civic center development. . . Gem Sales Company, 533 Woodward Avenue, is distributing 20,000 copies of its new 72-page illustrated catalog. . . Jack Erman, Bumper Re-New Company, P.O. Box 147, Hamtramck, Mich., announces a finish-renewing agent for auto bumpers, available to agents and demonstrators on a national basis.

## CONEY ISLAND, N. Y.

(Continued from page 54)  
and Joseph Billanti and Joseph Pelegriano, penny pitch.  
Ralph Santangelo's World in Wax employs Charles (Coney) Smith, Joe Carucci and Max Winkler, ticket-sellers, and Ralph D'Esposito and B. Martorello, ticket-takers. . . Movie cameramen are taking shots of all prominent rides and spots for a new film to be called "Playground of the World" to be released next February. . . Betty Harris, former Jimmy Kyrimes ride attendant, was a three-day guest recently of Jean Gordon, operator of the Scooter Speedway ride on Surf, where Jean's sister, Goodie Laddie Mazie, continues to hand out lollypops to kiddie customers.

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In 14K Gold Plated Case



**\$4.25**

- Brand New
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- 8 Flashing Rhinestones and 4 Simulated Rubies
- Genuine Swiss Movement
- Looks Like \$50 Watch
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- Matching Gold Plated Link Expansion Band, \$1.00 Add'l.

**14K Gold Plated CHRONOGRAPH**



**\$3.95**

- Jewel Movement
- Assorted Radium Dials
- 1 Yr. Service Guarantee
- Instruction Sheet
- Copy of \$75 watch
- 50% New, Not Rebuilt

(With Strap and Gift Box, 20¢ add'l.)  
With Matching Gold Plated Link Expansion Band, \$1.00 Add'l.  
Above prices for orders of 6 or more watches; \$1 ea. extra on orders under 6. 25% with order, balance C. O. D.

**DUNHALL IMPORTS Co**  
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## Sell NEW SALES BOOSTER PLAN TO RETAIL MERCHANTS EVERYWHERE!

No experience needed! Just show sensational plan with nationally famous merchandise items—collect big commissions. With **STEADY REPEAT COMMER.** J. N. sold 8,612 from June 7 to August 30. Prospects everywhere. **SAMPLE KIT** furnished. Write quick to **Leo Schubert, Pres., STATES TRADING CORP.,** 330 S. Wells, Dept. 18, Chicago 6.

Make Up to \$9.00 to \$24.00 Daily!

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

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**STEEL OR WOOD CHAIRS**  
Folding or Non-Folding  
Prompt delivery if desired. Minimum order, 4 doz. State quantity needed. **ADIRONDACK CHAIR CO.**  
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**#711 NOVELTY DICE LAMP**  
\$1.15 ea.  
**\$12.00 Per Doz.**

Made of opal white glass. Colors available: black dots. Height 10 in. Individually packed. 12 to a master carton. Weight 3 lbs. each lamp.

**MADE IN U.S.A.**

**SERVING THE CARNIVAL TRADE OVER 34 YEARS**  
**M. K. BRODY**  
1118 S. HALSTED ST., CHICAGO 7, ILL.  
All Phones: MONroe 4-7320

# Pitchmen Now Rich Men Via Video Spiels

May KO PI Evil

(Continued from page 8)

more effective than the razzle-dazzle approach of the regular pitchman.

Commenting on the situation, radio veteran Duncan observed that TV will never carry the lowbrow type of advertising that radio used to take back in its pioneer days. He recalled that, at one time or another, early broadcasters were selling "bullet-proof bibles, gardenias that glowed in the dark and monkey glands." Time-wise, too, the situation is different, he opined, citing the fact that the first disk jockeys used to pitch an item until the entire switchboard lit up with incoming calls. Then, after they'd play a record, they would launch another unlimited spiel.

Most of the video phone orders in New York are handled by Telanserphone Service, which can handle as many as 50,000 calls for one product, via 10 to 20 trunk lines for each number. Hub of the Hollywood pitch deal gimmick is Central Registry Telephone Exchange, subscribed to by all seven video outlets and the 20-odd radio stations in the local area. Phone exchange has a switchboard set-up capable of handling 4,000 calls hourly and manned by 25 operators. Exchange acts as a central clearing house for all lead deals, operating 24 hours daily. By assigning different phone numbers to each station or pitchman, results are coded on each pitch. This information is made available to all agencies, time buyers and stations.

## FINAL CURTAIN

(Continued from page 45)

1900 and also of the Century Film theater circuit, August 10 in Greenwich, Conn. The theatrical cosmetic house was first opened next to the People's Theater in the Bowery, but when the theater began to fail

they took it over to preserve their business and began operating burlesque. In 1903 Miner and his father introduced amateur nights, and the success of the burly and amateur policy started them on the operation of a chain. With the waning of burly, Miner began his film chain. His widow and son survive.

**MURRELL** — Gerry, 47, equestrienne and tight-wire performer with the Gainesville (Tex.) Community Circus for 20 years, in that city August 19. Survived by her husband, Alex; father, E. G. Finnie, both of Gainesville, and a brother, T. J. Finnie, Lake Charles, La.

**PIGEON** — Rudolph E., clown, known professionally as Frank (Shorty) Maynard, in Denver General Hospital August 15. (Details in Circus Section.)

**PIERONG** — Harry W. (Nick), prominent in Spokane theater circles for 30 years, August 11 in a hospital in that city. Pierong, whose show business career started with a cross-country tent show in 1905, had managed the St. Paul Metropolitan Opera House and a Portland, Ore., theater. He was traveling manager for Alexander Pantages, with offices in Los Angeles, and later managed the old Pantages Theater in Spokane for many years. He subsequently managed other Spokane theaters and served in the Washington State Legislature. Survived by a daughter, Mary Jean, Spokane. Crematory services August 14 in Spokane.

**REEL** — Ralph H., 36, midget racing car driver, August 16 in Grand Rapids, Mich., of injuries sustained in an accident at Bigelow Field. Survived by his widow, Althea.

**SMITH** — Casey, 57, veteran showman and owner of the Grand Union Shows (former Casey Smith Shows), which headquartered in Hugo, Okla., recently in a veterans' hospital in Muskogee, Okla. Details in Carnival Department, this issue.

**SMITH** — Mrs. Ethel Schubert, formerly a singer in the New York area, August 12 in Detroit. She was the widow of an orchestra conductor and the mother of Leonard B. Smith, well-known concert bandmaster and cornetist. Another son, Schubert E. Smith, of Munich, Germany, also survives. Interment in Poughkeepsie, N. Y.

**STAPLES** — Dr. C. Henry, head of the Louisiana State University dairy department and for many years active in the Louisiana State Fair, Shreveport, in Baton Rouge, La., August 13.

**STOREY** — Mrs. May Garcia, 82, bareback rider in the Barnum & Bailey Circus in the 1880's and 1890's, August 17 in New York. After retiring from the circus, she spent four years as a stock company actress and appeared under the management of Charles Frohman in *The Girl From Montmartre*. Later she became a maid for several other actresses, including Gloria Swanson and Elsie Ferguson. As wardrobe mistress, she worked for the Shuberts and Florenz Ziegfeld, and was one of the first volunteers to work for the Stage Door Canteen, devoting five days a week to making aprons for the hostesses. A son survives.

**YARDON** — Frank, 72, former vaudevillian, August 6 in Los Angeles. He was a member of the Yardon, Perry and Wilbur act, and is said to have introduced ragtime to England. His widow, Vera Yardon, partner in the act, survives.

**ZITA** — Arthur R., 75, ork leader and composer, July 30 in Albany, N. Y. He was well known in Albany for frequent appearances in big hotels, for his conducting of musical shows and his association with the pit ork at the Capitol Theater. He also had played for the inauguration of New York governors since 1914. He was the composer of eight tangos, waltzes and march tunes. His widow and sister survive.

**ORIGINAL "WOLF PACK"**



Regulation size playing cards featuring fifty-two exciting art studies of gorgeous models in full color!

**\$9.50 Doz.**  
Sample Pack, \$1.25

**\$4.00 DOZ.**  
**\$45.00 GR.**

"Original 3 pc. Kimco Pen Sets, beautifully boxed with \$7.50 gold embossed price tag. All sets fully guaranteed"





**\$3.60 Doz.**  
**\$42.00 Cr.**

"DREAM GIRL" LITE-UP PENCIL

**\$6.50 Doz.**  
Automatic Type Gun Lighter

**\$7.20 Doz.**  
Large Black Handle Pistol Lighter

**\$8.50 Doz.**  
33002 Cont. Handle Black Lighter

**\$10.80 Doz.**  
Large Pearl Handle Gun Lighter

**\$12.00 Doz.**

#9 Kat Mottle Balloons ..... \$4.80 Cr.  
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**IMMEDIATE DELIVERY!**

LARGE WALKING BEAR  
SMALL WALKING BEAR  
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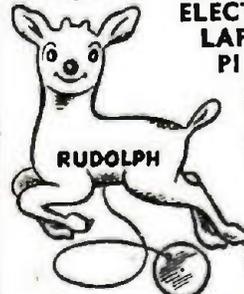
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5 Popular Flavors,  
45¢ per box (20 pkgs.)  
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Large 8¢ Pks.  
30¢ per box (24 pkgs.)  
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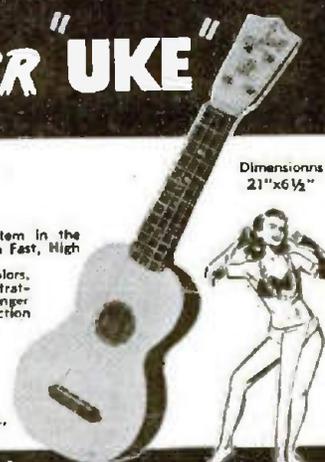
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ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description	Def.	Profit	Price
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400	5¢	LUCKY BUCKS, THICK	Def.	7.00	75
1000	5¢	J.P. CHARLEY, THIN	Def.	12.00	90
1000	25¢	J.P. CHARLEY, THIN	Avg.	32.00	90
1200	25¢	TEXAS CHARLEY, THICK	Avg.	102.78	175
1000	5¢	SOUTH PACIFIC, GIRL BOARD	Avg.	22.78	175
1000	5¢	HOLD THAT LINE, OIL BOARD	Avg.	27.28	175
1000	5¢	FLAMING GIRL, GIRL BOARD	Avg.	27.90	175
1000	10¢	TEN CENT SAW BUCKS	Avg.	45.00	175
1000	25¢	SIX TWO BITS	Avg.	114.28	175

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

State your requirements. Large stock. Plain Tin Definite, Jacket Boards, Coin Boards, Super Giant Holes. 25% deposit with all orders—balance C. O. D.

### MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

# SALESBOARD SIDELIGHTS

Guy E. Noel, president of Gay Games, Inc., Muncie, Ind., thinks that the business cycle in the board industry is swinging into higher gear, with an upturn in over-all business on the books. . . . Superior Products Company, Chicago, tells of a five-some of "profit styled" numbers that is hitting into the upper order brackets. The group consists of King of Beasts, Silver To Win, Silver Dollar Mint, Flying Saucer and Flying Saucer Jr.

Marshall Maltz, Peerless Products, Inc., Chicago, reports the firm's new fall line of boards is now going out to customers. Line is made up of 16 associated numbers, covering the nickel, dime, and quarter punch field, with action money boards taking the spotlight. Marshall states that raw material prices have not, as of this week, advanced enough to pass on such increases to customers. Peerless will aim to absorb such hikes as far as possible, he adds, Ben Maltz is winding up a flying trip west of the Rockies, during which he is reacquainting himself with the company's friends and customers throuth that region.

Irwin Secore, Secore & Secore, Chicago, announces enthusiastic reception of the recently introduced mechanical board, They're Off. Available in 5, 10, and 25-cent play, the number features full action, with 15 horses running, definite payout and silver flair for added appeal.

Irwin says operators are reordering the number in quantity as first placements pay off. Both Irwin and his brother, Mort, are off on three-week tours, with Irwin covering the New York area and Mort hitting Pennsylvania. Firm's Indiana representative, Roy Rotfeld, continues actively contacting his territory, with all three boys now featuring the They're Off board.

Sam Feldman, sales manager of Harlich Corporation, Chicago, reports a notable pick-up in business over the last two weeks. Firm's Movie Stars and Cash board is bidding high sales-wise as succeeding weeks find it climbing in order-favor, Sam says. He adds that Harlich has just released the last batch of a new series of girle boards, which brings the full series to 20 numbers.

Walter McNamara, production manager of the McNamara Company, Chicago, feels the firm's five new cut-out pellet boards, in five and dime play, will prove valuable supplements to the expanding line of insert numbers for both the Color-Ex and Color-Addo frames. Adopting the slogan, "Better Punchboards for Better Operators," McNamara intends to keep up the flow of new 'y-stimulator numbers for its customers, Walter emphasizes.

Otto Goldman, Globe Printing Company, Philadelphia, is making with the enthusiasm over the new

three dimensional effect coinboards introduced recently. Featuring cut-out lettering, "sandblast" background for additional eye-appeal, the boards are proving fine order and punch getters, Otto claims. The new line has been "in the works" for the past year, he states.

## 1950 REPORT

(Continued from page 78)  
does not fit into our box-office drive picture at all except in dancing, which is not international but an art in itself. The boss will have to make the switch for the pro; will have to ask for it. It's his money, his risk. The pro problem is a boss problem. The lab cannot hurry the bosses and it has no desire to do so.

On feet music (the stuff that makes the skate go) we are far ahead of 1947. Certain companies and composers have come thru with more feet music numbers. It's the only kind of music we can teach from at the lab. Re-read about the time factor in the aforementioned Billboard article of September 3, 1949. The time factor is getting to be a big item as television approaches.

**Laminated Wheels Good**  
Research on laminated wood wheels turns out to be hot stuff for rentals, but not so hot for resale business. They last too long.

Summing up the research work, I would say that 1950 finds all the preliminaries solved, and it's now up to the operators to test the system and the dollars-and-cents angle.

One word of caution: Make sure there are no mistakes about the ingredients. The system is simple but jealous about omissions. Don't leave out an item or two, thinking it does not matter. No one can kid the system and get away with it. The system and Mr. Skate go together. No one has ever been able to kid Mr. Skate.

(Continued next week)

## USED COIN-OPERATED MACHINES

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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**

AAA-1 CLEAN 24 1/2 MASTERS, 56; 10 1/2 ART Challengers, 88; all or part; 1/4 deposit. Sheridan, 49 Fabyan Place, Newark, N. J.

A-1 BARGAIN — CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postal, 6416 N. Newland Ave., Chicago, Ill. 6616

BALLY GAMES—TWO SPECIAL ENTRY ONE-Ball, each \$37.50, in perfect working order and clean; two High Hand Consoles, as is, each \$10; like new Art to Target Gun (latest model), \$25; other bargains. Write Keystone Coin-Op-Matic Corp., 2163 Berryhill St., Harrisburg, Pa.

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.

DIGGERS; CLEARANCE SALE—MERCHANT-men, Electro-Boats, Mutosopes, Buckleys, Mutoscope hand operated, \$49.50 each; Exhibit Rotary Merchandisers, Digger Parts, National, 4843 Sanson, Philadelphia, Pa.

RIGHT ELECTROBOIST DIGGERS, PERFECT condition, nickel slots, coins set them for fifty dollars each. Bob Miller, c/o Greater Midway Shows, Loria, S. C.

FOR SALE—MUSIC ROLLS FOR NATIONAL Automatic Piano; over 100 American tunes available; send for list. Also want Music Rolls of all description. Russell Miller, 3274 Adriatic Ave., Long Beach 10, Calif. 649

MERCURY DELUXE COUNTER GRIPPER — 200, three months old; factory guaranteed; proven money-maker; regular \$59.50; sacrifice; 12 1/2 or part money back if not satisfied; also Floor Model Deluxe, like new, regular \$119.50, only \$45; few left. Chester Rosinski, 4120 Garland Ave., Detroit 13, Mich.

FOR SALE—TWO HILCO ICE CREAM BAR Vendors, 100-bar capacity, sealed Keginator unit; one floor sample, slightly used; \$400 for both. Kle-Fin equipment Co., 525 Mills St., Kalamazoo, Mich.

OPERATORS, ATTENTION! WE WILL START you in the shuffleboard business without any investment on your part; pay for them as you make collections. Reliable Shuffleboard Co., 2212 Irving Park Rd., Chicago, Ill.

POP CORN SEZ MACHINES (WRITE), STRIKE 2¢ Spares, rebuilt; 20 Mills Locks, \$1.25 each; United Bowlers old 4¢, \$5 each; late model, \$85 with pins; send 1/3 deposit. Frank Guerrini, Burnham, Pa. 6226

SEEBURG CHICKEN SAMS, PARACHUTES, Bally Turpedo, Seeburg Hockey, Air Raider, Bally Defender, 159.50; Polaris Gold, Anti-Aircrafts, \$35; ART Challengers, etc.; Kicker-Catcher, Beta-Ball, \$18.50. On location Detroit. Mannan, 110 Arsenal, Highland Park, Mich., TO-50670.

STAMP FOLDERS DIRECT FROM MANUFACTURER—low prices, immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

USED "POP" CORN SEZ AUTOMATIC VENDING machines, Model TC-10. Surplus to our operation. All in very good condition; thoroughly cleaned and checked; ready for location. \$40 each; lots of 10 machines, \$37.50 each. Lots of 25 machines, \$33 each. P.O. Box New Haven. Vending Machines, Inc., 726 Congress Ave., New Haven, Conn. 662

VENDING MACHINES—LIKE NEW! SANITARY Napkins; will close out 80 pieces at \$15 each. Box 500, 306 W. 43d St., N.Y.C. 18.

WANTED TO BUY—USED VENDING MACHINES, Used Stands. Write R. Fleish, 1121 N. Eighth, Springfield, Ill.

WANTED—COIN OPERATED RADIOS: 10¢ Columbia Model E-213 preferred. We buy used. Cohn Radio A-Rite Co., 3608 Merriam Drive, Merriam, Kan.

WILL BUY CANDY VENDING ROUTE — Hartford or nearby area; give full details and price. P.O. Box 1331, Hartford, Conn.

WURLITZER EQUIPMENT—SIX MODEL 8140 (Chrome) Bar Boxes, each \$25; two Model 214 Multi-Selector Master Transmitters for 3140 boxes, each \$20; Model 3045 Wall Boxes (remote), each \$20; six Model 3045 Wall Boxes (3-wire), each \$20; five Model 210 Impulse Piepers, each \$20; three Model 210 Impulse Receivers, each \$10; seven Model 215 Impulse Transmitters for 3020 Wall Boxes, each \$5; all equipment guaranteed like new; will sell as above or accept bid for \$200 cash. Keystone Coin-Op-Matic Corp., 2163 Berryhill St., Harrisburg, Pa.

25 COUNTER GAMES AND CARD VENDOR. 25 each; as is; 1 Rotomatic, clay type, \$175; 2 Diggers, \$75 each; 2 Exhibit's Card Vendor, \$75 each; 1 Phonic, \$75; 1 Phonic, both \$75; as is; 1 Old Mill, \$25; 5 Victor Vendors, \$7.50 each; 100 Gum Boards, \$5 each; 20 Assorted Pinballs, \$15 each; 1 Sign Stamp, \$25; 50 Card Dispenser, 75¢ each; Penny Counter, \$50. J. Cante, 806 Montgomery St., Jersey City, N. J.

# GOLDEN DERBY



2500 Holes

**DEFINITE PROFIT \$55**

Also Available in 10¢ Play

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WE ARE MANUFACTURERS

ALL KINDS—PULL TICKET GAMES

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## BLACKHAWK BOARDS JAR DEALS

Write for list.

**Galentine Novelty Co.**  
South Bend 24, Ind.

### SALESBOARDS

1440 5¢ Barrel Prof. \$18.00, . . . \$9  
1800 5¢ LULU Board, RTL, Prof., \$18.00, . . . 1.49  
1200 25¢ Texas Charley, Seal, \$102.78, . . . \$1.49  
1000 3¢ Assorted J.P. Eds; Prof., \$37.00, . . . 1.49  
1000 5¢ J.P. Girls Eds.; Prof., \$37.00, . . . 1.75  
25% DEPOSIT—WRITE FOR CATALOG  
DELUXE SALES CO.—BLUE EARTH, MINN.

Communications to 188 W. Randolph St., Chicago 1, Ill.

# NO SUMMER LULL IN PREMIUMS

## Denver Solons Will Consider Bell Proposal

### Call Special Session

DENVER, Aug. 19.—Governor Walter W. Johnson on Monday (14) called for a special session of the State Legislature to organize the State's war defenses and to decide whether or not to submit a proposal to legalize coin machine operation to a vote of the people in the November 7 general election.

The call to the Legislature to meet next Monday (21) placed four matters on the agenda. In describing the matters necessitating the special session, including bell operation, Johnson said he considered each one "an issue of pressing concern," any one of which would not be important enough to justify a special session, but important enough to be included in the session called to consider defense plans.

The bell machine problem will probably be submitted on a straight "yes" or "no" basis. It is generally conceded that the Legislature will not legalize operation of the machines without submitting the question to a popular vote.

## Allied Buys Out All Nation-Wide Parts, Goodwill

CHICAGO, Aug. 19.—Allied Coin Machine Company this week purchased the goodwill, a large portion of the inventory and parts and accessories of Nation-Wide, it was announced by Victor Weiss and Billy Knapp, Allied executives. Nation-Wide will discontinue its activities in the coin machine field, with its plant being turned over for war work effective immediately.

Charlie Gillard, head of Nation-Wide, who suffered a severe heart attack several months ago, has been unable to continue with the firm because of his illness.

Operators of Nation-Wide's Baseball shuffle game, introduced earlier this year, will be able to obtain parts and such accessories as weights, from Allied effective immediately, Weiss and Knapp stated.

## Sked Johnson Bill Action

WASHINGTON, Aug. 19.—The Johnson Anti-Gambling Device Bill is tentatively slated for House action next week following its clearance for debate by the House rules committee this week. Without a dissenting vote, the rules group granted the bill one hour of debate under an "open" rule which permits amendments from the floor.

Following the general debate of not more than an hour, any member of the House may offer amendments. If any are offered, debate on each is to be limited to five minutes. According to House procedure, no motion may be made concerning the measure, except for one to recommit it to the House Interstate Commerce Committee.

If the bill is approved by the House, it would then go back to the Senate, which may either concur in House amendments and send the measure directly to the President or request a conference with the House for the purpose of compromising in House and Senate language.

## Pin Game Goes to College as Harvard Prof Tests Hunches

CAMBRIDGE, Mass., Aug. 19.—The pinball machine has finally been recognized by Harvard. Psychologists at Memorial Hall in the Ivy covered Institution are now looking into them.

They are using a scientifically fixed pin game in carrying out exploratory investigations of hunches—especially the kind that people get at race tracks.

Dr. Frederick C. Frick, son of Ford Frick, prexy of the National Baseball League, is in charge of the tests. He and his colleagues rigged up a table model pin game with two lights, reading Yes and No. The game was fixed so that Yes was the winner, with the Yes light blinking on every other time.

### Player Tests

Each player had 100 tries. Frick expected that several players would notice that the Yes light blinked on every other time, but it didn't work out that way.

No one figured out the way the machine was rigged. The hunch players fared no better than the system players or the random players, but the system players did beat the machine a few times, but not for long, Frick said.

The system players explained their systems to Frick, but were abashed when told the machine was rigged.

Whether or not there is anything to hunches hasn't been decided yet. Frick says he isn't sure. "This is all tricky stuff," he says.

## Ops, Distributors Giving Merchandise Lines Credit For Maintaining Incomes

### Constantly Adding New Items to Line; Clocks Head List

CHICAGO, Aug. 19.—A trend which unveiled itself several months ago, that of handling premiums by distributors and jobbers, and the employment of these items as play stimulators on shuffle and pin games and shuffleboards, has grown with amazing speed in the past few weeks. So pronounced has this trend become that many distributors and jobbers in this area credit their premium lines with being responsible for carrying them thru the warm summer months with increased sales volume as compared with comparable periods one and two years ago. While many operators also reported that by using premiums they had been able to sustain higher-than-average grosses on their equipment over the summer, most of them said they were buying their premium lines more for the fall months than for use now. As in the past, these premiums will be used with practically all types of amusement games as well as shuffleboard.

### Increase Lines

Jobbers and distributors handling the premium lines advised this week that they are now buying most items directly from factories, rather than going thru the distributors who specialize in merchandise items. Practically all those contacted during the current week reported they have added new lines steadily, and that they will continue to do so for the remainder of the year.

An example of the merchandising job that has been done with pre-

(See No Summer Lull on page 108)

## Miami Vacash

CHICAGO, Aug. 19.—Howie Freer, Empire Coin exec, recently returned from Miami Beach after spending several weeks vacation there. Freer reported a heavy turnout of coinmen and their families in Miami, which he said has become a leading summer playground as well as top winter resort. He pointed out that many of the "upper crust" were going there out of season.

"There's only one difference between them and me," said Freer, "we both went there with money, but theirs lasted longer."

# State Coin Taxes Increase

### An Arcade Story:

## West Coast Op Finds \$-Making Potential of Location Thru a Trial-and-Error Test Program

By Sam Abbott

LONG BEACH, Calif., Aug. 19.—The best way to find the money-making potentialities of equipment in a

Penny Arcade is thru trial and error, Como F. Norris, operator of arcades for 14 years, has learned. Norris has operated the fun stands here for 10 years and at one time was the largest operator of Pan-o-Rams in the nation.

On the Pike, the name for the amusement zone, Norris has 100 arcade pieces in a store 34 by 85 feet. Altho thoroly familiar with his business, he frankly admits that the only way to tell whether a machine is getting all that it can is to move it around from time to time.

Norris basis his theory on actual operation. At one of his arcades, he had a Goalie spotted in the middle of the store where it did little or no business. At his present location, which he has had for five years, the Goalie is located in the center and it is one of the best earners in the

(See Coast Op on page 106)

## Census Bureau Report Covers Local Levies

### Washington Heads List

WASHINGTON, Aug. 19.—The coin machine industry is paying sharply increased amounts in taxes to States, a Census Bureau tax survey for the last fiscal year showed this week.

According to the Census Bureau, the State of Washington nicked operators the hardest. State taxes on pinballs and bells amounted to \$8,252,000 in fiscal 1949 and \$5,434,000 in fiscal 1948. The Washington income from machines was some five times as large as the amount paid to Nevada in all types of gambling taxes.

Only one State, Maryland, reported a separate juke machine tax to Census. Maryland collected \$40,000 from this source in fiscal 1949 as compared with \$41,000 for the preceding year. (See State Coin Taxes on page 108)

# N. Calif. Ops Under Fair Trade

## Cost of Doing Biz Survey Is Established, Approved; Becomes Effective Aug. 20

### CMG Spearheaded Move To Gain Juke Ops Act Benefits

OAKLAND, Calif., Aug. 19.—One of the most important actions in coin machine history becomes effective tomorrow (20) when the operation of juke boxes and wired music systems in 48 counties of Northern California will come under the Fair Trade and Unfair Trade Practices Act. George A. Miller, president of the Music Operators of America, and executive secretary of the California Music Guild (CMG), announced this week. Culminating years of effort on the part of the Guild and music machine operators in this State, the inclusion of the music industry in the coverage of this Act is expected to prevent "unfair, dishonest, deceptive, destructive, fraudulent and discriminatory practices by which fair and honest competition is destroyed or prevented."

The primary purpose of the California Fair Trade Act is to prohibit anyone in the State from doing business at less than cost. Because the "cost of doing business" is often difficult to determine, the Act provides for the establishing of a "cost survey" which, when approved, is competent evidence which can be used in proving the cost of doing business of a firm or person charged with violating the Act.

#### Set Up Committee

With the phonograph operators having for a long period of time faced practices banned in the Fair Trade Act, the CMG months ago set up a Fair Trade Committee to make a thorough study of the business and to take steps necessary to avail themselves (See N. Calif. Ops on page 96)

## Philly RCA Rep Pushing Disks, Wurlitzer 1250

PHILADELPHIA, Aug. 19.—With Wurlitzer having introduced its 1250 music machine which takes the 45 r.p.m. records, Raymond Rosen and Company, local RCA Victor distributors, have launched an all-out campaign in behalf of the new phonographs. Working in conjunction with Active Amusement Machines Company, local distributors of the Wurlitzer machine, the Rosen company has placed a 1250 on display in the showrooms of the company's record department.

Paul Knowles, manager of the record department, has invited all the amusement machine operators in the area to visit the showrooms to inspect the new unit, referring the operators to the Active company for purchases.

Prime interest on the part of the Rosen company is that the new Wurlitzer model will play the new speed records. Knowles, in a letter to all the coin machine operators in the territory, listed all the record manufacturers that offer 45 records—stressing the fact that there is no longer one established speed on the market. He pointed out that RCA Victor alone has 48 selections to offer the operator immediately of the top hit tunes in the new speed.

In order to stimulate the sale of the music machine, the Rosen company points out that the Wurlitzer 1250 adaptor is offered free of charge. In addition, the Rosen company includes 24 Victor records, giving the music machine operator the choice of disks.

### Cabellero Serenade:

## Guanguancos, Mambos & Paso Dobles Spell \$\$\$ to Op With Jukes in Spanish Locations

By Is Horowitz

NEW YORK, Aug. 19.—Catering to the musical tastes of Spanish and Latin American colonies here has built a thriving phonograph route for Max Bell, of Bell Automatic Music, who started with a single machine three years ago and this week placed his 50th unit in operation.

It has been a period of steady growth for Bell, whose boast is that

he has yet to lose a location to competition. This despite a no-contract policy and no special inducements to proprietors other than a fluent command of Spanish, a thorough knowledge of the music Spanish-speaking people like to hear, and a willingness to go to all lengths to get authentic recordings.

#### Special Titles

To go into a typical Bell location and look over the title strips in the juke box alone is a challenge to the average operator. First, the titles are typewritten in Spanish. They also list tunes and artists that he has never heard of. Many of the disk labels would also be strange. In most cases no American numbers are carried. In others, four or five records may be of general interest. But these, even if they head current pop charts, are slotted at the tail end of the program panel.

The 50th machine installed by the firm is a Seeburg Select-o-Matic. And with 100 tunes called for, just eight are American.

While the average operator's knowledge of Spanish and Latin American music begins and ends with tangos, rumbas and sambas, Bell breaks down his tune categories into boleros, guarachas, guajiras, guanguancos, mambos, rancheras, corridos, tanguillos, flamencos, paso dobles and zambas, among many others.

#### Develops Disk Supply

Many of the records he uses are all but impossible to obtain thru normal dealer channels. But Bell has searched out sources of his own thru the years, originally to stock a retail store he still runs with his brother, Joe, that also caters to Spanish-speaking clientele.

Filling location requests often (See Cabellero Serenade on page 96)

## Wurlitzer Names Laymon Org Rep For South. Calif.

NORTH TONAWANDA, N. Y., Aug. 19.—Paul A. Laymon, Inc., Los Angeles, has been named distributor of Wurlitzer phonographs and accessories for Southern California and Clark and Lincoln counties in Nevada. Ed Wurgler, Wurlitzer general sales manager, announced this week.

Laymon succeeds the Southland Distributing Company which formerly handled the Wurlitzer line in that territory.

Principals of the new Wurlitzer outlet are Paul and Lucille Laymon, who have been associated with the coin machine field since 1921, and who have been located in Los Angeles since 1933. Firm maintains headquarters at 1429 West Pico Boulevard, complete with sales and service facilities.

Wurgler announced Laymon will cover the Southern California area from San Luis Obispo in the north to San Diego in the south as well as the two Nevada counties.

An open house to introduce the Wurlitzer products will be held shortly by Laymon. Meanwhile firm is already equipped to service older model Wurlitzers as well as the current 1250 unit.

## Merchandising Music

**LOCAL ATMOSPHERE . . .** The home town, or regional touch, has been a money winner for Freeman Harrison, Gallatin, Tenn., music operator. Freeman is using records by local artists, records that are recorded locally, to create added interest in his music machines, and he has found, by actual increases in grosses, that patrons favor these disks offering local tie-ins, preferring to play the platters of those artists they know personally. The Dot label is located in Gallatin, and in not-too-distant Nashville there are several diskeries, all using talent from the neighborhood. Freeman advises ops to check local nearby indie firms to see if they can't make similar tie-ins in their own balliwick.

**MEMO TO DISKERIES . . .** It gets pretty hot in Miami along about this time of the year, but the Haller Amusement Company execs have sent along a special memo to the recording companies. Haller would like to see the manufacturers use a heat-warp-resisting material in their disks, a material that would eliminate this type of warpage entirely. It seems disks from some manufacturers have caused service calls on brand-new phonos when the platters warped, causing distortion and misalignment on record changes and tone-arm units. Haller pointed out that little trouble had been experienced along these lines with Victor disks.

**TITLE STRIPS TELL TALE . . .** The record department of R. Dempsey's firm in Allston, Mass., has come up with a new, readable and colorful title strip which ops report has helped boost their grosses whenever

used. Strips feature large type for the song titles, and only slightly smaller type for the artist's name. Bordered in bright red, these strips can easily be read by the juke box patrons, and, even more importantly, dress up the selector panels of the phonograph. Firm also sells disks to operators in its territory at 5 cents above wholesale, doing a volume business as a result, and allowing the operator a break price-wise.

**PROPER PAIRING . . .** Still on the platter kick, here's a plea from the Paragould Music Company, Paragould, Ark., for a system of selection pairings on disks which would help the average operator program his new multi-selection phonographs. Paragould would like to see the platter firms, and artists, (See Merchandising Music, page 96)

## SDPA Schedules Deadwood Meet

YANKTON, S. D., Aug. 19.—Mike Imig, president of the South Dakota Phonograph Association (SDPA), this week announced the org would hold its regular quarterly meeting in Deadwood either late this month or early in September. Actual date is being held up pending confirmation of hotel reservations.

Deadwood meet will be hosted by Tony Trucano, who operates in that sector. Locale is in the heart of the vacation section of the State, thus many operators are planning to bring along their families, spending a few days at the meeting, and the balance of their seasonal lay-off at a resort.

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Radio-Phono-TV, Music and other departments up front in this issue of The Billboard are:

**JUKE BOX OPS HAVE MORE ON BALL.** Operators today do more buying and have more program savvy than a year ago (Music Department).

**ZENITH'S McDONALD HAS SPEED OF HIS OWN?** Sixteen r.p.m. pitch is the latest in a wild series (General and Radio-TV departments).

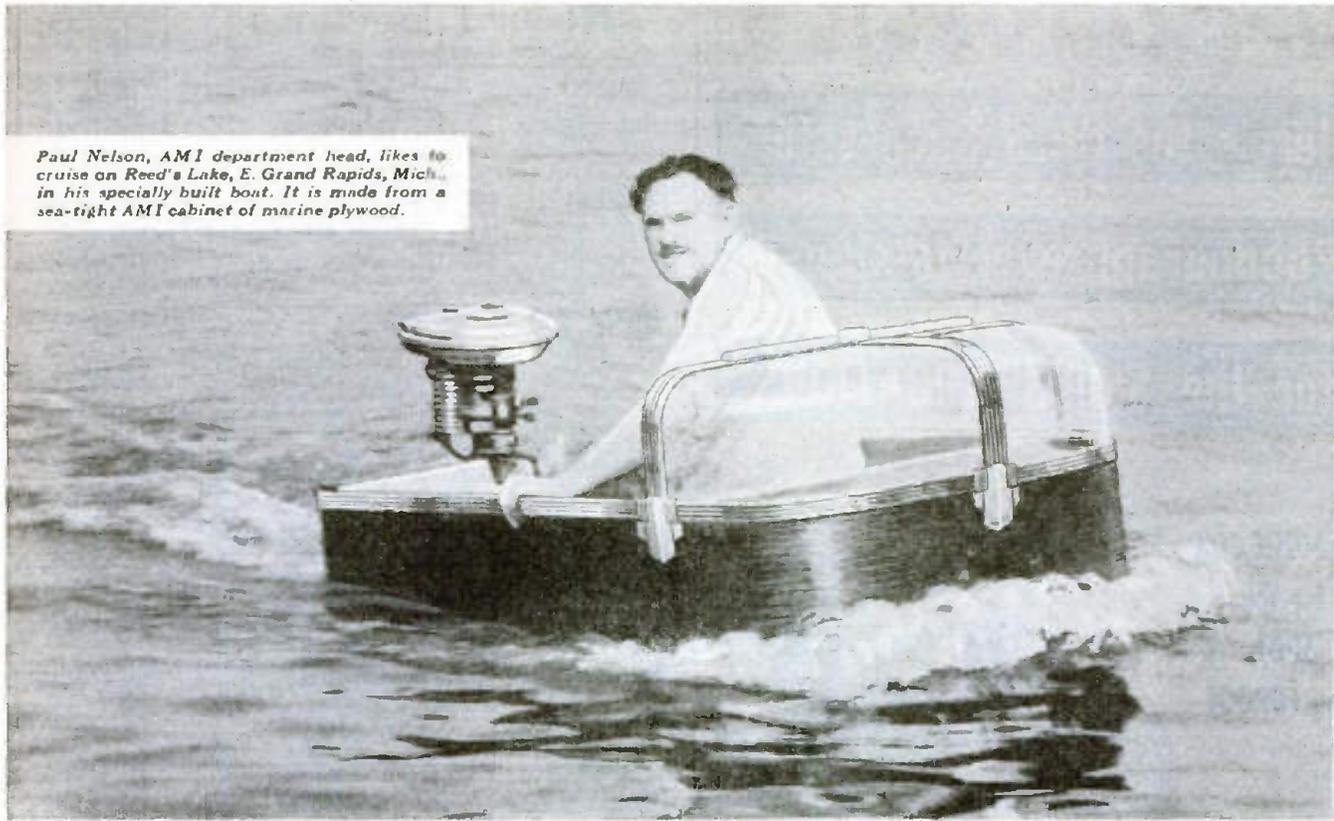
**COLUMBIA REVIVING ITS POP DISK FIELD.** Diskery opens purse strings; Kaye, Weston and Misses Day, Stafford now in fold (General Department).

**VINYL PRODUCTS STRIKE PERILS 45, 33 DISKS.** Stoppage of chlorine and chloride production throws wrench (General Department).

**CONGRESS PUTS FINAL LICKS ON CONTROLS.** Curbs on radios, phono and TV sets due; others in offing? (General Department).

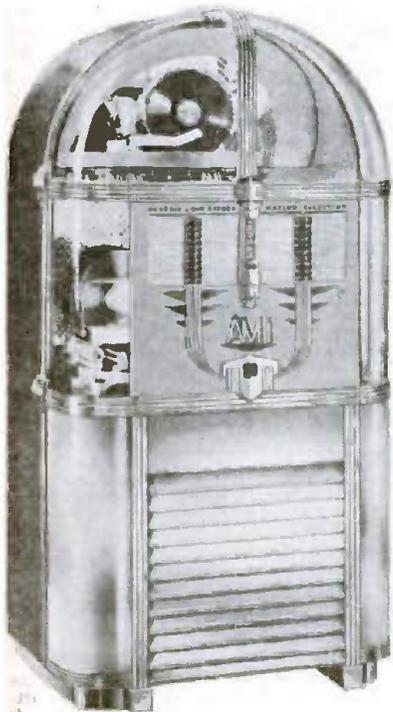
And other informative news stories as well as the Honor Roll of Hits and pop charts.

Paul Nelson, AMI department head, likes to cruise on Reed's Lake, E. Grand Rapids, Mich., in his specially built boat. It is made from a sea-tight AMI cabinet of marine plywood.



## See the Seaworthy "C"!

The "C's" cabinet—either beautiful blond or rich natural mahogany—is *marine plywood*, a construction that resists peeling and warping with relentless strength and endurance. There's no blistering, no shrinking, on the "C", and that's your very good luck! For you well know that many a usable phonograph has to be turned into a hideaway because its warped, peeled or blistered cabinet (not made of marine plywood) can never be restored to presentable condition. Sail with that marine plywood on AMI, the cabinet that has gone through rains, and floods and countless rigors, but always carries that necessary fair-weather, well-dressed appearance!



# AMI Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids, Michigan

Branch Office: 134 North La Salle Street, Chicago 2, Illinois

# OPERATORS!

Here's the **ONLY** Successful

Phonograph ever Designed

for the **SMALL LOCATIONS**

The **MUSIC BOX**  
for the  
**SPOT**  
You **FORGOT**



## RISTAUCRAT '45'

Here for the first time is a **PHONOGRAPH** that means **PROFITS** for **YOU** from the small locations. Precision engineered **RISTAUCRAT "45"** plays 12-45 R.P.M. records at one time, restacking them automatically. Compact, low cost, **RISTAUCRAT "45"** gives you fast, steady profits from spots such as Motels, Small Taverns, Road Stands, Drugstores, and similar places, yet it's **PRICED** at only a **FRACTION OF THE COST OF A LARGE JUKE BOX.**

IDEAL FOR RENTAL PURPOSES

**PLAYS 12 45 RPM RECORDS**—restacks automatically. Unbreakable 45 RPM's outlast all others.

**SUPERB TONE**—clear, sparkling tone is comparable to the most expensive phonographs made.

**HANDSOME CABINET**—hand finished; unbreakable plexiglas dome top is lighted in soft, glowing color.

**5¢-2 FOR 5¢ PLAY**—slug rejecting mechanism—separate cash drawer and key.

**LIGHTWEIGHT**—weighs only 30 lbs. Measures 12" wide, 12 3/4" deep, 16" high.

**WALL SPEAKERS**—one or two wall or bar speakers can be connected quickly and easily.

**PROFITABLE**—low unit cost enables you to open dozens of small, profitable locations.

## RISTAUCRAT, Inc.

1216 E. Wisconsin Ave.

Appleton, Wis

## Record Reviews

(Continued from page 33)

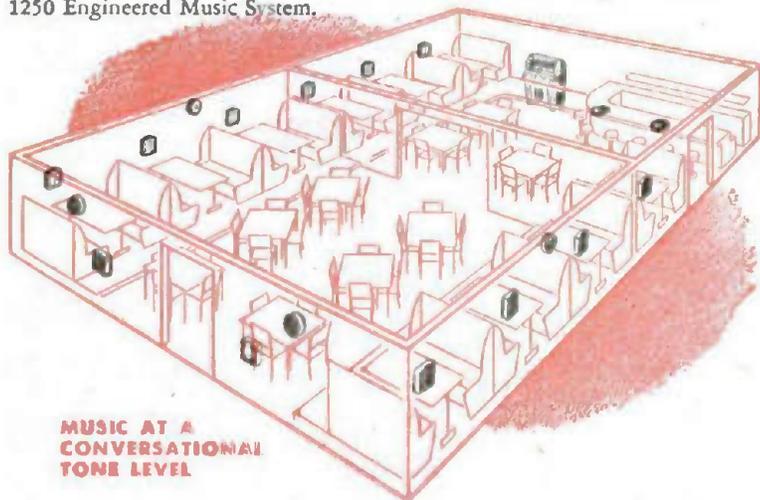
RATINGS	OPERATOR
OVER-ALL	RETAILER
	DISK JOCKEY

ARTIST LABEL AND NO.	TUNES COMMENT	
<b>DINAH SHORE</b> Columbia 38927	<b>POPULAR</b> <b>Can Anyone Explain?</b> The on-coming Benjamin-Weiss ballad is the vehicle for one of Dinah's greatest renditions. Tasty backing helps the great mood. <b>Dream a Little Dream of Me</b> Attractive revival brings forth another great effort from the thrush.	89--89--89--89 84--85--84--84
<b>SNOOKY LANSON</b> (Jack Pleis Ork) London 763	<b>You Wonderful You</b> The "Hit Parade" warbler does handsomely by the contagious "Summer Stock" flick ballad. Could be a leader if the tune clicks. <b>Honestly I Love You</b> Strong, simple ballad is especially attractive in Lanson's vibrant rendition. May depend on plug effort the tune gets.	84--84--84--83 84--84--84--84
<b>SYLVIA FROOS</b> (Sid Bass Ork) Jubilee 4006	<b>Forgive and Forget</b> Gail fails to impress on a tune that seems better suited to rhythm and blues treatment. <b>Can't Seem To Laugh Anymore</b> Fine string-aided scoring by Sid Bass aids a heart-felt job by the come-back thrush. Ballad material may find tough sledding.	54--55--54--52 64--66--64--62
<b>DON CORNELL</b> Victor 20-3084	<b>I Need You So</b> Cornell, with Winterhalter backing, sells the Ivory Joe Hunter blues ballad handsomely. Could be a big one for the "He Ain't Fair" warbler. <b>It Couldn't Happen to a Sweeter Girl</b> Pleasant, innocuous vehicle gets another solid selling job by Cornell, with group assist.	85--85--85--84 71--72--72--70
<b>HARRY GELLER ORK- PATTI CLAYTON</b> Mercury 5432	<b>Monkey Coachman, The</b> A fantasy in song doesn't come off despite a full-blown production effort by Geller. <b>Golden Sails on a Sea of Blue</b> Bob Carroll sings this pretty new ballad richly with acceptable ork-choir backing.	65--70--65--60 74--77--73--73
<b>GEORGE SHEARING QUINTET</b> MGM 10763	<b>When Your Lover Has Gone</b> This lovely oldie is handed the subdued beat treatment for which the Shearing unit has become noted. Figures to follow the sales patterns of previous Shearing disks. <b>Carnegie Horizons</b> Bop-flavored instrumental go by the smart jazz crew should please the Shearing followers.	77--80--75--73 70--75--70--65
<b>BILLY WILLIAMS QUARTET</b> MGM 10764	<b>Longing</b> This TV foursome, led by the former charioters' tenor debuts on wax with a handsome ballad effort on a new and acceptable song. <b>I Didn't Slip, I Wasn't Pushed, I Fell</b> Late issue of this hit rhythm novelty is done tongue-in-cheek style by this polished new group. They show wax potential in this effort.	69--72--68--68 66--74--62--62
<b>TERESA BREWER</b> London 768	<b>Cincinnati Dancing Pig</b> Cute-voiced version of the promising rhythm novelty lacks, however, the tautness and excitement of the Damone and Foley versions. <b>Punky Punkin</b> The "Music, Music" thrush provides a cute one for the moppet trade.	79--79--79--79 74--74--76--72
<b>JIMMY DORSEY BAND</b> Columbia 38654	<b>Panama</b> Spirited modern Dixieland by the stellar combo. Great for the Charleston fans, and plenty of imaginative solos for non-purist jazz bugs. <b>Jazz Me Blues</b> More meat and beat on this more familiar Dixie oldie.	76--78--76--75 78--80--78--77
<b>SARAH VAUGHAN</b> Columbia 38925	<b>Thinking of You</b> Reveal ballad spotted in the "Three Little Words" flicker is done by Sarah in her individual note-searching style. Strictly for fans in spite of the plug attached to the song. <b>I Love the Guy</b> Live, beautiful ork support backs up Sarah richly. She knocks out some of her style stunts en route on this growing rhythm ditty. One of her finest Columbia efforts.	72--75--72--70 80--80--80--80
<b>AL MORGAN</b> London 766	<b>There's No Season on Love</b> Morgan's ebullient delivery makes fairly attractive fare of ordinary material. Fort his fan following. <b>Can Anyone Explain</b> Fast-arriving ballad gets one of its top renditions here. Should top Midwest honors.	76--76--76--76 87--87--87--88
<b>KITTY KALLEN- RICHARD HAYES</b> Mercury 5466	<b>Honestly I Love You</b> Duo provides schmaltzy harmony on the simple, effective Larry Foline ballad. <b>Our Lady of Fatima</b> Religious number is given a strong production by duo and organ, with chorus. Entry is a bit late, but could still get into the action.	77--77--77--78 75--75--75--75
<b>RED FOLEY</b> Decca 46261	<b>Cincinnati Dancing Pig</b> The catchy new novelty, potential successor to "Chatanooga and M-I-S-I-S-I-P-P-I"; gets Foley's best efforts and a smart orking, complete with squeals and snorts. Side has top potential in pop and folk circles. <b>Somebody's Cryin'</b> Single, rather than ballad is sung with heart and warmth, and might well have steeper possibilities.	89--89--89--89 85--85--85--85
<b>BILL DARNEL</b> Coral 69287	<b>Pink Champagne</b> Darnel lends his intense rhythm style to this smash r & b hit. Rocking, effective orking enhances. Could score in rhythm maris as well as with Darnel admirers. <b>Well, Oh, Well</b> Another top r & b item comes off as a driving rhythmic excursion for Darnel. Moving rhythm section, hand-clapping and punching orking all contribute toward this spirited waxing.	77--79--75--76 79--79--79--79

(Continued on page 106)

# Only a **WURLITZER** Twelve Fifty ENGINEERED MUSIC SYSTEM gives you all these PLAY-PROMOTING, PROFIT-PULLING FEATURES

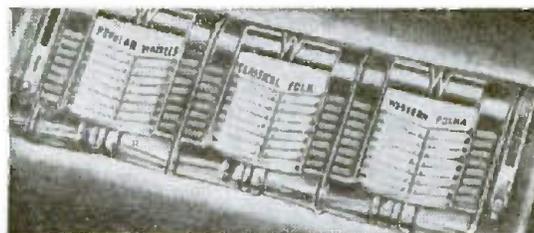
No other music system on the market can match the exclusive new features of the Wurlitzer 1250 Engineered Music System. Features that give you protection against obsolescence, greater flexibility, more saleable music, and a higher take with a better profit percentage. Visit your Wurlitzer Distributor. Find out now about today's most profitable investment—the feature-packed Wurlitzer 1250 Engineered Music System.



**MUSIC AT A CONVERSATIONAL TONE LEVEL**

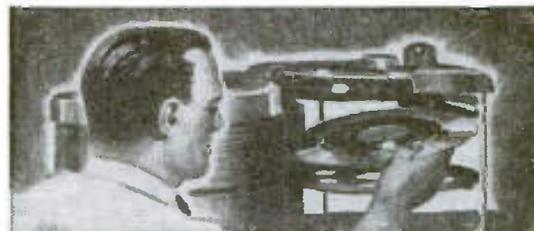
A Wurlitzer 1250 Engineered Music System makes your music available to all the patrons of a location no matter where they sit. Your music comes to them at conversational tone

level throughout the location. No blasting near the phonograph, no straining to hear at other sides of the room or in adjoining rooms. A sure-fire play promoting feature.



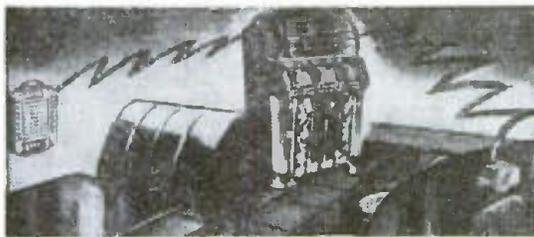
**48 TUNES—JUST THE RIGHT NUMBER**

The 1250's 48 selections provide plenty of play-stimulating variety without slowing down selection by too large and confusing a number of choices. And there's no increase in record costs—the 1250 plays 48 tunes from 24 records—saves you money, makes money at the same time.



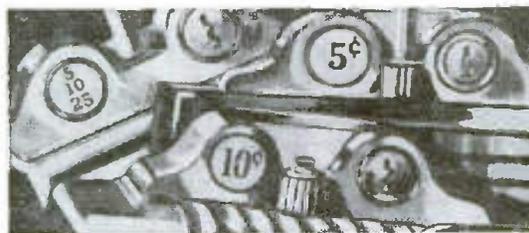
**COSTS ONLY \$4.75 TO CONVERT TO 7" RECORDS**

With an \$8.75 kit and a half hour's time you can convert the 1250 to play 33 1/3 or 45 RPM seven inch records. No expensive new record changer needed. Here's full protection against obsolescence whichever speed records become the vogue. You can switch *right now* to the superior tone of seven inch records if you want. You can place two seven inch records back to back and play only the best sides of each.



**COMPATIBLE WITH PRESENT REMOTE CONTROL EQUIPMENT**

The Wurlitzer 1250 does not obsolete present remote control equipment. All current Wurlitzer Wall and Bar Boxes will play the top sides of all 24 records and many models can be converted to play all 48 selections.



**PERMITS A GREATER VARIETY OF COIN SET-UPS**

Wurlitzer's complete line of remote control Wall and Bar Boxes includes 5¢ units, 5¢ and 10¢ units, and single entry 5-10-25¢ units. In addition, most models can be easily converted to 1 play for 10¢, 3 for 25¢ or 6 plays for 25¢.



**IDEAL PHONOGRAPH FOR MONTHLY RENTALS**

The 1250 is the ideal phonograph for rental to plants, stores, banks, offices and other commercial establishments that desire continuous music to increase efficiency, improve working relations, entertain customers. Plays standard ten inch 78 RPM records. Can be converted to play ten inch or seven inch 45 or 33 1/3 RPM records. When converted to ten inch LP records it provides a *pre-selected* 24 hour program of continuous music.



**REMOTE EQUIPMENT SUFFICIENT TO MEET ALL CONDITIONS**

Wurlitzer offers the most complete, most flexible line of remote Wall Boxes, Bar Boxes and Speakers on the market. All the equipment you need to set up a

profitable Wurlitzer Engineered Music System in any location is available, whatever its size, shape, acoustical properties or decorative scheme.

**THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK**

## New Halifax Law Restricts Music Machine Volume

HALIFAX, N. S., Aug. 19.—A new city law against noise in Halifax has been passed by the city council and approved by the provincial department of municipal affairs. It affects operation of juke boxes as well as public address systems and radios.

A permit must now be obtained from the city council or police chief for operation of a juke box, and operation is barred between 10 p.m. and 10 a.m. daily. The law is already in effect.

The police chief is empowered to refuse application for a permit if operation disturbs the peace. Those refused by the police chief can appeal to the city council. Conviction for violation brings a fine of \$100 or 60 days in jail.

Dartmouth, across Halifax harbor, already has a law restricting the use of juke boxes, amplifiers and radios, with operation prohibited after 9:30 p.m. daily. On Sundays those juke boxes which can be heard 300 feet from origin are allowed to operate only between 2 and 5 and 8 and 9:30 p.m. There is no provision for permits.

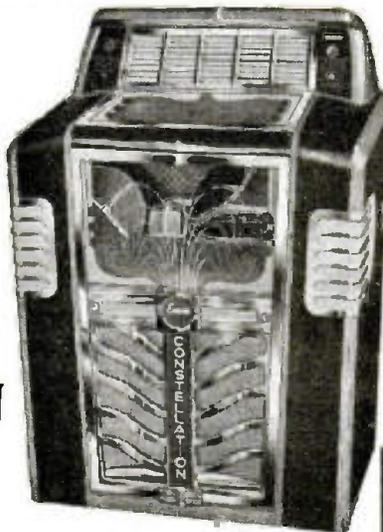
The Halifax law covers mobile or stationary juke boxes, radios and public address systems. Authority for the restrictive civic legislation was given by the provincial assembly, as well as the provincial government.

### COBRA CARTRIDGES

Replanned and resurfaced. 90¢ each, plus postage. Original tone and performance guaranteed or money refunded. 10 day service via air mail P.F.

Electronic Industries  
Phoenix, Arizona  
2111 N. 1st St.

## THE PERFECT PHONOGRAPH FOR ANY LOCATION . . .



EVANS' 1950

20 RECORD

40 SELECTION

## CONSTELLATION

Constellation is equally at home in a roadside stand or ultra-modern salon. Designed to add color and beauty to a simple interior—or blend harmoniously with grand decor—Constellation styling meets any requirement. Equally effective everywhere is Constellation's trouble free performance. With Constellation you get into the spots of your choice—and stay there, profitably! See your Evans Distributor or write Factory direct.

AVAILABLE NOW—Evans' Record Play Meter for Original Constellations.

GENUINE PARTS for Mills Throne of Music, Empress, Original Constellation.

### H. C. EVANS & CO.

1528 W. Adams St.

Chicago 7, Illinois

SEE OUR COIN MACHINE AD ON PAGE 115

## N. Calif. Ops Under Fair Trade; Cost of Doing Biz Survey Set

(Continued from page 92)  
selves of the benefits of the California Fair Trade Act.

After numerous meetings, investigations of operators, and the study of scores of complete operation records to determine the irreducible cost of doing business, the committee drew up a cost survey and presented it to the CMG meeting here July 20. The members unanimously adopted the survey, and it has now been established according to law, becoming effective tomorrow (20).

According to Miller, anyone (phono operator) doing business at less than cost after August 20, 1950, will be prosecuted as provided by law.

### Terms of Act

Following are violations covered by the California Fair Trade Act:

Section 17045. The secret payment or allowance of rebates, refunds, commissions or unearned discounts, whether in the form of money or otherwise, or secretly extending to certain purchasers special services or privileges not extended to all purchasers purchasing upon like terms and conditions, to the injury of a competitor and where such payment or allowance tends to destroy competition, is unlawful.

Section 17046. It is unlawful for any person to use any threat, intimidation, or boycott, to effectuate any violation of this chapter.

Section 17047. It is unlawful for any manufacturer, wholesaler, distributor, jobber, contractor, broker, retailer, or other vendor, or any agent of any such person, to solicit any violation of this chapter.

Section 17048. It is unlawful for any manufacturer, wholesaler, distributor, jobber, contractor, broker, retailer, or other vendor, or any agent of any such person, jointly to partici-

pate or collude with any other such person in the violation of this chapter.

Section 17049. The prohibitions of this chapter against locality discrimination and sales below cost embrace any scheme of special rebates, collateral contracts or any device of any nature whereby such discrimination or sale below cost is in substance or fact effected in violation of the spirit and intent of this chapter.

### Area Covered

Counties in Northern California in which operators may avail themselves of benefits of the Act are Alameda, Alpine, Amador, Butte, Calaveras, Colusa, Contra Costa, Del Norte, Eldorado, Fresno, Glenn, Humboldt, Inyo, Kings, Lake, Lassen, Madera, Marin, Mariposa, Mendocino, Merced, Modoc, Mono, Monterey, Napa, Nevada, Placer, Plumas, Sacramento, San Benito, San Francisco, San Joaquin, San Mateo, Santa Clara, Santa Cruz, Shasta, Sierra, Siskiyou, Solano, Sonoma, Stanislaus, Sutter, Tehama, Trinity, Tulare, Tuolumne, Yolo and Yuba.

## Programing Savvy Of Juke Ops Rises

(Continued from page 13)

Ops are evincing more and more interest in the backside of a record. With collections dropping in many locations, "he needs two good sides in order to realize more profit on his record investments," one distributor commented.

Most ops are perfectly content to wait until the disk jockeys launch a new hit, or until it shows signs in *The Billboard* Picks. One distributor finds ops less reluctant to take a chance with novelties or rhythm tunes than with ballads.

Several distributors expressed the opinion that too many ops buy strictly according to their personal tastes. A number suggested that the advice of their countermen should be followed with greater regularity. "We are only hurting ourselves if we render false sales talks to these boys and, after all, when we have to live with them from day to day we believe that it should pay off in better business for us, and better results for them"—is the way one expressed it.

One thing appears certain, that the average operator is finished with pioneering. He's generally reluctant to sample disks by new artists, and if a tune hits he will usually stick with the first version issued. When the record is a certain hit he doesn't hesitate to order heavily. Consequently, as one distributor put it, "the disk jockey is instrumental practically 100 per cent in introducing new records."

## MERCHANDISING MUSIC

(Continued from page 92)

have the same type of tune on both sides of the release. Thus, two pops would be coupled, as would a pair of standards be backed. Paragould also feels there have been too many new releases recently, thus causing the distributors and, following naturally, the operators to buy short on standards.

**BIZ BANTER . . .** From Bernard W. Lucey, Santa Barbara, Calif., operator, comes word that because of better record selections recently, his music machines have all chalked up larger grosses in recent weeks. Lucey compares these increases with other types of equipment which he handles. Shuffle games have dropped way off (this may be seasonal, however) and sales in his cigarette vendors are going up. Thus, over all, the picture, as far as Lucey is concerned, shows music and vending on the uptrend, amusement games considerably off.

## New Disk Firm Promotes Label Via Juke Boxes

MINNEAPOLIS, Aug. 19.—A new record label, Request, recently organized here, has been promoting its releases via juke box operators in the Five States territory. Label, using Minnesota bands and artists, is sending out special pressings to ops for use on their boxes. Request feature tunes which are popular in this area, rather than on a national basis.

Handling the Request disks here are the Acme Music Company and Automatic Games Supply Company in St. Paul.

## Colo. Ops Plan Buying Program

DENVER, Aug. 19.—Co-operative buying of globes, lamps, tubes, and other electrical parts in quantity was the topic of a meeting held here last week by members of the Colorado Music Guild, Wolf Roberts, president, said.

The fledgling association plans to reduce operating expense for each of the seven firms on the roster, according to Pete Geritz, of Peerless Music Company, association official.

"There has been too much thing as large-quantity co-operative buying in the phonograph industry here for many years," he declared. "We feel that much of the added expense for equipment can be reduced by pooled orders in the future."

## CPMA Parties Disk Artists

CLEVELAND, Aug. 19.—The Cleveland Phonograph Merchants' Association (CPMA) played host to the Three Suns, Jerry Colonna and Andy Russell, recording artists, at a cocktail party at the Hotel Hollenden Friday (18). Members of the association, their wives, Cleveland disk jockeys and newspapermen were on hand for the party, Jack Cohen, CPMA president, announced.

The performers opened an engagement at Loew's Theater here this week.

## CABELLERO SERENADE

(Continued from page 92)

means importing batches of records. Foreign pressings comprise the major portion of the authentic Spanish recordings he slots in jukeboxes. Thru friendships he has struck up with foreign sailors, they, too, have become sources of new and difficult to obtain disks.

All this costs more money than most operators would care to spend, even to satisfy their best location. But Bell is convinced it pays off for him. An outlay of \$1.25 per disk, once shipping charges are added in, is not unusual on his route, and on occasion he has spent as much as \$2.50 for an especially rare number.

### Location Relations

In addition to programing, much of Bell's success is traceable to the close and friendly relationship he enters into with location owners. Reared in Cuba, he is entirely at ease among Spanish Americans. They look upon him as one of their own.

He recalls now that it took him six months to locate his first phonograph. But after that it was easy. Word spread quickly that here was an operator who could supply records of tunes that no other route owner seemed willing to furnish. Bell says locations come to him for machine placement and he has never gone in for direct solicitation.

Because of the specialized service his route provides, he has often been able to revive locations that were abandoned by other operators.

# Evaluate Cig Vender Locations

## Good Will a Full-Time Job:

### Employee "Tip" Cards, Product Plugs Used by Macke Corp. To Hypo Customer, Location P-R

WASHINGTON, Aug. 19.—Building location good will and public relations is a one-breath, full-time job at Aaron Goldman's G. B. Macke Corporation route here. While some of the firm's various business incentive undertaking may not be feasible for smaller operations, such as its recent full-scale hotel showing of its complete range of vending equipment, at least one program can be used to good advantage by all types of vending operators.

#### Ideas Simple

Macke's ideas are simple but pay definite dividends. One is that every pack of cigarettes vended thru the firm's machines must bear the company's imprint on the cellophane, plus the phrase: "Factory Fresh Cigarettes." Another idea, which can be utilized on a broader scale, has been

used successfully by Macke for several years. It can be accomplished at little cost as it requires only the purchase and printing of small 2½ by 3¼-inch cards to put the idea into effect. The copy on each card reads:

"Buy Your Next Package of Cigarettes From a Macke Machine. Thanks! Always — Factory — Fresh. Compliments of (serviceman or other employee of the operator signs here)."

The space between the words "Always" (See EMPLOYEE "TIP" on page 101)

## Ops Find Industrial, Top Public Installations on Par; Service Both Types

Average 1 to 3 Servicings a Week; Daily in Best Spots

By Fred Amann

(This is the final part of a three-part location-study series. The first two articles dealt with candy and cup beverage venders.)

CHICAGO, Aug. 19.—Cigarette vender operators, to a more noticeable degree than candy and soft drink cup equipment operators (The Billboard, August 12 and 19), place emphasis on the non-industrial-type location as companion installations (volume-wise) with in-plant spots. This program is due to a greater need for transient trade to keep cigarette sales high than that required by candy or soft drink venders. Where a factory worker may purchase two, three or more candy bars or soft drinks in a day, the usual cigarette purchase is a single pack. Because he is normally not able to smoke while performing his job, the average worker does not consume anywhere near 20 cigarettes during his work-shift.

However, operators do not underestimate the value of a good industrial or other type captive installation, as was indicated in the same survey by The Billboard which disclosed general operator thinking along location lines.

For the above reasons, cigarette operators are perhaps more prone to place equipment in both industrial and public locations than operators of other types of equipment. Large numbers of cigarette routes consist of both captive and non-captive installations, the survey revealed.

#### Plant Sales Potential

On the plant location level, operators look for these five points as promising good sales potential:

1. Plant must have at least 100 workers per machine.
2. Workers must not be too "spread" (See Measure Cig Vender, page 102)

## Berlo Tells Serviceman Story In New Location Promosh Piece

PHILADELPHIA, Aug. 19.— In view of the fact that very few of its locations, especially motion picture theaters, are cognizant of the organization necessary to service the vending machines in the theater lobby or balcony, Berlo Vending Company has made a special effort to acquaint the theater with the route man handling the machine's service.

In pictorial array, the theater owner is reminded that just as the milk man is essential to housekeeping, the route man is vital to the machine's operation. He starts his day early in the morning, and, during the day, often does the jobs of a truck driver, clerk, salesman, and

repair man to perform one of the important behind-the-scene functions in keeping a machine in running order. While this is taken for granted, Berlo points out that the route man must be "skilled, trustworthy and efficient."

"He must be tactful, to sell himself as well as his company," explains Berlo Vending. "He must have a knowledge of vending machine merchandising to insure maximum sales for his customers."

A typical day in the work of a route man finds him arriving early in the morning at the Berlo warehouse in Philadelphia, loading his (See Serviceman Story on page 100)

## Telecoin, Inc., Named Distrib For Juice Bar

### Blueprint Expansion

NEW YORK, Aug. 19.—Jack Cross, president of the Juice Bar Corporation, has named the Juice Bar Sales Company, a newly formed division of Telecoin, Inc., as exclusive distributor of the firm's line of canned juice venders on a national basis. The appointment was effective Tuesday (15).

Cross, who formerly handled sales as well as production phases of the business, said the move will permit him to concentrate on output. Planning to expand rapidly in the immediate future, he declared Juice Bar's plant will step up production by at least 50 per cent. The firm operates its own factory in Matawan, N. J.

Juice Bar Sales Company is headed by Howard E. Richardson, president, who also is a vice-president of Telecoin (See Telecoin JB Distrib on page 101)

## Rudd-Melikian To Intro Dual Unit, Bantam

PHILADELPHIA, Aug. 19.—Having pioneered the Kwik-Kafe hot coffee vending machine, the Rudd-Melikian Company, Inc., of Philadelphia, is now bringing out a Dual Unit for the first time. The new combination unit, which was originally planned over a year ago, is both a hot-and-cold set-up in that it offers a choice of either hot Kwik-Kafe coffee or cold Coca Cola.

The Dual Unit is joined by a Double Bantam machines which is more compact and with smaller capacity than serving the same popular two-some of hot coffee and cold Coke. The Double Bantam embodies the latest engineering development and is smartly streamlined in design in order to fit into the minimum of space.

# NAMA Feather Drive Booms

## List 11 More Firms for '50 NAMA Exhibit

### 113 Companies Sign

CHICAGO, Aug. 19.—With the announcement this week that 11 additional firms have been added to the exhibit or list for the National Automatic Merchandising Association (NAMA) convention at the Palmer House here November 12-15, convention chairman Ernest H. Fox reported that to date a total of 113 companies have signed for display space.

"One exhibit floor is sold out and over 65 per cent of a second floor has been reserved," Fox said. He added that while a number of other firms are committed to exhibit, their names were not being revealed at present because space assignments have yet to be made.

Of the 11 new exhibitors, five are confectionery manufacturers, three are beverage manufacturers, two are in the vending equipment field and one is a trade publication.

The firms are: Delicia Chocolate & Candy Manufacturing Company, New

## Eastern in \$10 Price Increase

NEW BEDFORD, Mass., Aug. 19.—Eastern Electric has raised the prices of both its eight and 10-column cigarette venders by \$10 to help meet increased manufacturing costs, Anthony M. Caruso, president, announced this week. He said "the acute upward trend in prices of material has reached a point where it is necessary to pass along some of the increase to the operator."

The Electro Eight now lists at \$208.50, with the 10-column console offered at \$227.50. These prices are below the figures the machines sold for last January. At that time the company slashed lists by more than \$30.

York; Pepsi-Cola Company, New York; Citrus Products Company, Chicago; Tap Mixers Service, Atlantic Highlands, N. J.; Ridley's, Inc., New York; Federal Sweets & Biscuit Company, Inc., Clifton, N. J.; ABC Popcorn Company, Chicago; The Cash Box Publishing Co., New York; Hawley & Hopps, Inc. (subsidiary of Gum Products, Inc.) New York; Frigid Fruit Company, Yakima, Wash., and Welch Grape Juice Company, New York.

## Venders in 75 Cities Carry Fund Messages

### Officials Laud Ops

CHICAGO, Aug. 19.—With the completion this week of the first tabulation of operator participation in the Red Feather promotion, sponsored by the National Automatic Merchandising Association (NAMA) in co-operation with Community Chests and Councils of America, Inc., it was found that vender operators in 75 cities are taking part in the drive.

The report, made by Aaron Goldman, 1950 NAMA public relations chairman, also revealed that 36,690 individual machines will bear the Red Feather message during the campaign. Over 113,000 Red Feather poster stamps will be placed on penny equipment, while cigarette venders will dispense 6,385,000 match books and cup beverage machines will use 2,175,000 cups with the special Red Feather message during the local campaign.

Goldman stressed that these figures do not include individual participation (See Feather Drive on page 100)



# VICTOR'S REVOLVING SUPER MARKET

**Dominates Any Location**

The most practical **MULTIPLE** bulk vendor ever built . . . featuring a battery of 4 famous **TOPPER DELUXE** vendors, revolving on attractive tubular stand . . . the space-saving unit which provides quadruple earning potential. Actually requires no more space than one vendor on a stand.

**SELECTIVITY** . . . the most important factor in successful automatic vending . . . makes everyone a potential customer for **VICTOR'S REVOLVING SUPERMARKET**.

**TOPPER DELUXE** vends all kinds of bulk merchandise and is equipped with **VICTOR'S** new bay view display compartment plus side display windows.

See **SUPER MARKET TODAY** at your distributor

**VICTOR VENDING CORP.**

5701-13 W. Grand Ave. Chicago 39, Ill.

"TOPPER" Reg. in U.S. Pat. Office

# D. C. Ops Hold Price Line as Cig Costs Rise

## Location Commish Cut

WASHINGTON, Aug. 19.—Despite increased cigarette prices, leading vending machine firms here are continuing to vend cigarettes for 20 cents a pack. Retail chains, including United Cigar, Peoples Drug Stores, and Schullc, have upped their prices from 17 cents to 18 cents, or two for 35 cents.

Meyer Gelfand, sales manager for the G. B. Macke Company, said that the retail vending price is still 20 cents, with location owners taking a cut in commission. (In Alexandria, Va., however, where a two-cent local tax was recently enacted, the price is 22 cents.)

## Write Locations

A letter to all location owners has been sent out by Joe McDonald, of Joe McDonald Enterprises, Alexandria, announcing a half a cent commission reduction. McDonald felt that with prices rising in all fields this increase could not be passed along to the consumer, inasmuch as the vending operation would peg the rise at one cent, competing unfavorably with over-the-counter rates of two for 35 cents.

Despite the price situation, McDonald reports sales just a few dollars short of doubling last year's figures on his firm's cigarette volume.

Increased cigarette sales are also being noted by Sidney Lotenberg, head of the Westway Vending Company. Lotenberg is conducting a 80-day experiment by holding the price line in an effort to determine whether he can successfully maintain the 20-cent figure. If sales increase about 15 or 20 per cent, he estimates, no change will be necessary. So far, he points out, sales have shown this much of an increase. He attributes it either to the war situation, which may be making people more tense or nervous, or to the lessened price spread between the over-the-counter and the vending machine cost of cigarettes.

# Dixie Cups in 5% Price Hike

NEW YORK, Aug. 19.—A 5 per cent advance in vending cup prices, bringing the per unit cost in quantity lots to 1/2-cent each, has been placed in effect by the Dixie Cup Company.

It thus followed the lead of Lily-Tulip, which announced a similar increase last month (The Billboard, August 5).

# WANTED

**OPERATORS--DISTRIBUTORS ROUTE SALESMEN**

**They Say: Opportunity Knocks But Once--This Is It!**

Hundreds of these Machines on location six months . . . Paid off 100% to 500% on the investment.

Thousands of **LOCATIONS** will welcome **THE ANSWER BOX-Napkin Molder** because it pays for the Napkins plus entertaining customers. **ASK THE ANSWER BOX any YES or NO Question and it will give you the correct ANSWER.**

**NO MERCHANDISE • NO SERVICING**

Just collect your **DIVIDENDS** each Month. **CASH BOX** holds \$13.00.

Finished in Chrome and Stainless Steel. **YOU MUST SEE THIS MACHINE--TO SEE WHAT IT WILL DO**

Sample **\$20.00** With Order

Shipped prepaid in the U. S. A.

Sample deposit refunded on your order of **TEN (10) Machines.**

**WRITE**

**F. E. ERICKSON & CO.**

204 6th St. North Sacramento, Calif.

## DEPENDABLE PERFORMER

# ACORN

1c or 5c All Purpose Bulk Merchandiser

**Order Yours Today!**

- You can depend on this wonderful all-purpose vendor for outstanding performance and **GREAT** profits . . . all year round.
- Vends all sizes of Ball Gum.
- Vends all sizes of Pistachios, Cashews, Almonds, Candy, Nuts, and Churns.

**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. Atlantic 1-4478, 6479

**IAK MFG. CO., INC.** 11411 Knightsbridge Avenue Culver City, California

# —LARGEST— PROFIT MAKER

5c Silver-King for Pistachios

Change NOW to 5c Model for **REAL PROFITS**

5c Change-over parts available for all 1c Models

New 5c-1c Models low as \$10.00 in Quantities

5c **HOT NUT**, \$39.50

Nut and Ball Gum, Candy Churns, Vendors, 1c-5c U.S. and Foreign Coins, "Hot Nut" Vendors. At all the best dealers—or write. Ask about the new "Hunter" @ \$59.50.

# STANDARD TYPERS

**READY FOR IMMEDIATE SHIPMENT**

Rebuilt and Refinished Machines that look and operate like **NEW**.

**NEW MACHINES, REPAIR PARTS and ALUMINUM DISCS**

We rebuild Old Grootchen or Standard Typers LIKE **NEW** or accept them on trade for Guaranteed New or Rebuilt Machines.

**OPERATE A PROVEN MONEY MAKER 365 DAYS EVERY YEAR. BUILT TO LAST A LIFETIME.**

**STANDARD SCALE CO.**  
1409 DELMAR BLVD. ST. LOUIS 3, MO.

# CAMEO VENDING SERVICE

Main Office:  
432 West 42nd St., New York City 18, N. Y.

White Plains Branch:  
8 Orawampum St. White Plains, N. Y.

# Costs Are Rising! BUY NOW!!!

# FLATTO STAMP VENDORS

**Model #B3—2 column (illustrated) \$19.95**

Each, Lots of 10—\$22.95 ea.

175 folder capacity bar column. **ABT** coin chute with slug ejector. Columns lock when empty. Height 14". Width 5". Depth 7". Baked enamel finish in 3 colors.

**Model #B3—3 column \$29.95**

each in any quantity

**THESE** new designs give you everything you've ever looked for in stamp vendors. They're attractive . . . inviting . . . durable . . . mechanically perfect . . . use folder-type stamps . . . low-priced . . . and what's more, they're made and backed by Flatto, a name that's famous for stamp vendors and stamp vendor supplies. Immediate delivery. Order NOW!

1/2 esp. with order, balance C.O.D. P.O.B. New York

**Flatto Manufacturing Co.**  
17 W. 60th Street New York 23, N. Y.

# 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.

**NEW Northwestern '49 Special**

Cuts Costs and Servicing Time In Half

Less Than 25 ... \$14.35  
Less Than 100 ... \$14.15

IMMEDIATE DELIVERY!



Limited Quantity Brand New MILLS VEST POCKET BELLS \$65.00

**BRAND NEW IMPS**

Either 1/2 or 5/8 Play Cig. or Fruit Rools \$21.50 Ea.



**"HIT-A-HOMER"**



The grandest, newest counter game—legal everywhere! Available in 1/2 or 5/8 play. Scores Home Runs, Walks, Strikes-Outs. Plenty of action! 22" high, 18" wide, 8" Deep.

\$27.50 EA.

Write for quantity prices! SPECIAL

60 Reconditioned Shipman 2 Col. \$19.50 Ea.  
5 1/2 x 8 1/2 Vendors. 8 or more, \$17.50 Ea.  
Folger type, 8 1/2 x 4 1/2 for 8c, 3 3/4 for 10c.

**WE TAKE TRADE-INS LIBERAL ALLOWANCE**

1/3 Deposit, Balance C. O. D. Full Payment Must Accompany All Orders Under \$20.00

WRITE TO DEPT. V FOR COMPLETE LIST OF COIN-OPERATED MACHINES AND SUPPLIES.

**Rake**

605-609 SPRING GARDEN ST. PHILA. 23, PA. LONBARD 3-2676



PITTSBURGH OFFICE 2120 Fifth Ave. Phone: Court 1-3842 Distributors of Coin-Operated Machines and Salesboards

**If ADVANCE Makes It, We Sell It**

- Sanitary Napkin Vendors
- 1c Box Match Vendors
- 1c Book Match Vendors
- 1c Tab Gum Vendors
- 5c Std. Pkg. Vendors
- Cigarette Vendors
- 5c Candy Bar Vendors
- 1c BALL GUM Vendors
- 1c Peanut Vendors
- 1 & 5c Electric Shockers

Write for quantity prices and discounts. Supplies for all above equipment.

**T. O. THOMAS CO.**

1572 JEFFERSON Paducah, Ky.

**Automatic Donut Readies Vender**

LONG BEACH, Calif., Aug. 19.—Production of approximately 200 machines a month, starting in about 60 days, is anticipated by the Automatic Donut Corporation on its Do-Nut-A-Matics, C. F. Norris, owner of the company, reported this week. The unit cooks and vends eight donuts for 10 cents.

The machine is 53 inches high and 24 inches square at the base. Employing General Electric heating coils, the vender is geared to prepare the finished product in one minute.

At the present time there are no plans for supplying the mix. Norris said that several mixes are available now and that they can be used merely by adding water.

According to Norris, several of the machines have been location tested.

**Keeney Enters 10th 1,000 Unit Run on Electric Cig Vender**

CHICAGO, Aug. 19.—J. H. Keeney & Company announced the release for production this week of the tenth 1,000 unit run on its Deluxe electric cigarette vender. John Conroe, vice-president, said the move marks two and a half years of production on the model.

Daily output is scheduled at 35 units, he stated.

**Silverman To Head Koffee King Route**

NEW YORK, Aug. 19.—Indevco, Inc., producer of the Koffee King machine, has named Arthur (Mike) Silverman to a top managerial post to head up a company-owned coffee and sandwich machine operation here.

Silverman, for the past 3 1/2 years general manager of Rudd-Melikian's Philadelphia operation, joined the competing firm last week. He said the local route, to be set up shortly, will serve as an operational guide for future buyers of Indevco equipment. Prior to his association with Rudd-Melikian, he served as route chief for Spacarb in the Philadelphia area.

**CMCBA Exec Blames Labor, Material Costs for \$ Rise**

BRIDGEPORT, Conn., Aug. 19.—Spiraling costs of material and labor were blamed for a proposed boosting of the price of soft drinks by Carl Schirmer, Meriden, secretary of the Connecticut Manufacturers of Carbonated Beverages Association (CMCBA).

"Believe me," he stated, "it isn't that these bottlers are jumping on any gravy train because of the Korean situation." He added that the dealers have been operating on a small or no profit margin "for some time."

•••••  
**CHARMS...**  
•••••  
Proven Sales Boosters!  
•••••  
Write for Complete Price List!  
•••••



33 UNION SQUARE - NEW YORK 3, N. Y.

**FOR SALE**

12 MILs 600-C Soft-Drink Cup Dispensers, 11 now on location in New York City. Reasonable. For complete details and price, write: Box 549, The Billboard, 1864 Broadway, New York 19, N. Y.

**Immediate Delivery on the Finest U-NEED-A-PAK Quarter Conversions Ever Built!!!**

The ONLY Conversion with a Genuine NATIONAL REJECTOR!

... and only **\$750** per unit.

(U-Need-A-Pak Models E, A, 500 and Monarch) Quantity Discounts, too!

Also Available . . . Quarter Conversion Unit for NATIONAL 9-30, 9-50 and 7-50 (Same basic features as U-Need-A-Pak unit). Only \$8.00 per unit, with quantity discounts available.

**PHONE . . . WIRE . . . OR MAIL YOUR ORDER TODAY!**

**VENDING MACHINE REPAIR SERVICE**  
C. P. Anderson, Manager  
252A Park Ave. Newark, N. J.  
Humboldt 2-7242

**DIERICKX VENDING COMPANY**  
Largest U-Need-A-Pak and National Cigarette Machine Operator in New Jersey  
Ed Dierickx, Prop.  
107 Cedar Ave. Newark, N. J.  
Orange 4-2840; 4-2365

**REFRESH-O-MAT**  
THE IDEAL VENDOR FOR NATIONALLY ADVERTISED FRUIT FLAVORED DRINKS

THE ONLY COIN-OPERATED CUP DRINK VENDOR SO LOW IN PRICE

**ONLY \$495.00**

Make extra profits in ALL locations with Refresh-O-Mat, selling nationally advertised Nehi Orange and other fruit flavored drinks. See your local Nehi-Royal Crown Bottler for complete details or write to us.

Price: F.O.B. Minneapolis, Minn.—Changemaker Additional.

**AUTOMATIC PRODUCTS CO.**  
250 W. 57th ST., NEW YORK 19, N. Y.  
Plaza 7-3123

JUST OFF LOCATION—GUARANTEED WORKING CONDITION

**ROCK BOTTOM PRICES**

BOX-SCORE \$49.50	TOTAL ROLL AND ADVANCE ROLL \$24.50 EA.	DALE GUN \$99.50
BANGO \$49.50		BINGO-ROLL \$89.50

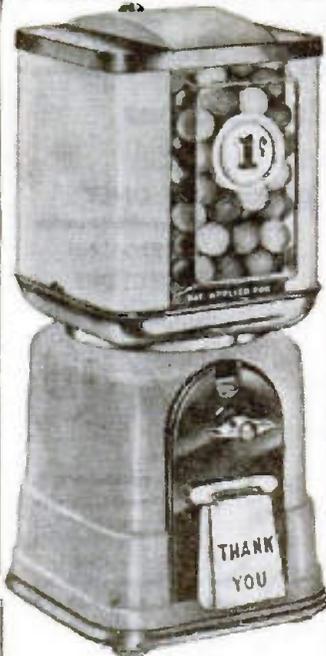
Williams DELUXE BOWLER With Disappearing Pins.. \$199.50

<b>WURLITZER</b>	<b>SEEBURG</b>
616 ..... \$44.50	CLASSICS ..... \$69.50
600 ..... 79.50	HI-TONE ..... 74.50
500 ..... 89.50	LO-TONE ..... 84.50

All Machines Are Clean and Ready To Operate.  
1/3 With Order Balance C.O.D. F.O.B. Newark—Crating \$5.00 extra.

**ASCO. VENDING MACHINE EXCHANGE**  
55-57-59 Branford Street - Newark 5, N. J.  
dtgelow 3-7744-5

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.**

3701-13 W. Grand Avenue  
Chicago 39, Illinois

"GREATEST ADVANCEMENT  
EVER MADE IN BULK VENDERS"



Until you have actually operated 49, 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**  
629 E. Armstrong St. Morris, Illinois

## Feather Drive Story Carried To 75 Towns

(Continued from page 97)

tion reports from all NAMA operators in large cities where committees have been organized, such as Los Angeles, Pittsburgh, Buffalo, Indianapolis, Seattle, San Francisco and Oakland and vicinity. He estimates that the above figures would be doubled if reports from individual operators in the committee cities were available.

Commenting on the great interest in the program evidenced by reports received from member operators, Goldman said letters are now coming in to NAMA headquarters from community leaders in various parts of the country, expressing their gratitude for what NAMA operators in their home towns are doing.

### Add Cities

The remaining cities now taking part in the program are: Aberdeen, Md.; Abilene, Tex.; Altoona, Pa.; Amarillo, Tex.; Asheville, N. C.; Aurora, Ill.; Baltimore; Binghamton, N. Y.; Bloomington, Ill.; Canton, O.; Chester, Pa.; Duluth; Elgin, Ill.; Elmira, N. Y.; Fort Wayne, Ind.; Greensboro, N. C.; Herrin, Ill.; Hickory, N. C.; Johnstown, Pa.; Kingston, Pa.; Memphis, and Youngstown.

Lancaster, Pa.; Long Beach, Calif.; Louisville; Manchester, N. H.; McKeesport, Pa.; Minneapolis; Mt. Vernon, N. Y.; Muncie, Ind.; New Britain, Conn.; New Castle, Pa.; New Orleans; Northampton, Mass.; Omaha; Pasadena, Calif.; Philadelphia; Providence; Reading, Pa.; Renton, Wash.; Richmond; Roanoke, Va.; Roseburg, Ore.; St. Joseph, Mich.; St. Louis; Schenectady, N. Y.; Springfield, Mass.; Tacoma, Wash.; Toledo; Tucson, Ariz.; Union, N. J.; Washington; Wilkes-Barre, Pa.; Wolcott, N. Y.; Worcester, Mass., and Yakima, Wash.

## Peter Paul Starts Biggest Ad, Merchandising Program

NAUGATUCK, Conn., Aug. 19. — Peter Paul, Inc., announced the inauguration of the most extensive advertising and merchandising program in its history.

The program will be devoted to firm's Mounds and Almond Joy bars. Initial advertisements were scheduled to appear in various trade publications, Elliot Plowe, advertising manager, stated. Consumer advertising will make its appearance in September in national magazines, newspapers and on television and radio.

## Serviceman Story Related by Berlo

(Continued from page 97)

truck for the day's deliveries. The candy must be carefully loaded so that it can be removed with a minimum of handling. This done, the route man begins his rounds. The truck is refrigerated to keep the candy in good condition during warm weather, and is equipped with racks to hold tools for servicing candy vending machines.

When he arrives at the theater location, more than likely the theater is empty. And if the manager is not there as yet, he finds his order for the week taped to the candy machine by the theater manager the night before. The candy is stored in the bottom of the machine for ease in immediate reloading. The route man makes a careful check of types of candy stacked, and places the fastest-moving items in the storage cabinet below, simplifying the manager's job in keeping the machine filled. After stocking the machine and collecting the coins, he tests each candy column with a nickel.

### Clean Machines

In addition, with a damp cloth and window cleaner, he goes over the chrome finish on the machine. He carries special polish and cloths to clean surface smoke from the metal surfaces. As a result, the theater manager doesn't have to take time out to keep the machine always looking bright.

With an automatic coin counter, the route man then quickly totals the machine's receipts. The hand-driven counter folds for carrying and counts coins of all denominations. After the theater manager checks the route man's inventory, it's back to the Berlo office for him to check in his money and inventory sheets, returning the truck, then finally he leaves for home.

The routes are staggered so that most stops are made once a week. However, the route man is always prepared to handle sudden emergency supply stops almost immediately.

## Peter Paul Dividend

NEW YORK, Aug. 19.—The board of directors of Peter Paul, Inc., Naugatuck, Conn., declared a regular dividend of 50 cents per share payable September 9 to stockholders of record at the close of business August 11.

## 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.

MODEL 49 SPECIAL  
Prices

LESS THAN 25 \$14.35  
LESS THAN 100 \$14.15  
100 OR MORE \$13.95

DELUXE, 1¢ or 5¢, Baked Metallic Finish, Red or Green—Sample 1¢ or More	\$14.95	25¢ BALL GUM PORCELAIN, 1¢	\$7.45
23¢ PORCELAIN, 1¢	12.95	SILVER KING, 1¢ or 5¢	6.95
	7.45	MASTER PORCELAIN, 5¢	7.45
MERCHANDISE AND SUPPLIES			
PISTACHIO, Jumbo	35¢	VIRGINIA PEANUTS, Whole	34¢
Queen	35¢	FILBERTS	30¢
FANCY TULIP, Large	52¢	MIXED NUTS	30¢
INDIAN NUTS	42¢	BOSTON BAKED BEANS	24¢
CASHEW, Whole	48¢	LICORICE LOZENGES	24¢
CASHEW, BUTTS	48¢		

**NORTHWESTERN SALES AND SERVICE COMPANY**  
MOE MANDELL

438 WEST 42nd STREET, NEW YORK 18, N. Y. • CHickering 4-0142  
4105 161st AVENUE, BROOKLYN, N. Y. • GEDney 8-3600



EMPTIES  
MACHINES  
FASTER!

**Rain-Blo**  
BALL BUBBLE GUM

Copyright 1950

Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumes 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.**

**NEW Skill Sensation . . .**  
**"WISHING WELL"**  
Greatest Low Priced Counter  
Game in Years!  
PLASTIC INNER-CONSTRUCTION  
"IT'S LOCKED"

Requires only 6 1/2" Counter Space  
COLLECTS IN COINS GALORE  
"They Drop 'Em—You Collect 'Em"  
START ROUTE

**GIGANTIC PROFITS**  
SAMPLES AVAILABLE NOW!  
PRICE: \$7.50 Each, \$59.40 Dozen  
Shipped Prepaid  
Cash with order or 25% deposit,  
balance C. O. D.

Write, Wire or Phone—ORDER  
DIRECT FROM  
**LEGALSHARE SALES**  
P. O. Box 84-C 222 Second St.  
MUNTINGTON BEACH, CALIFORNIA  
Ph.: LExington 6-3218

**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

**VICTOR'S AMAZING NEW TOPPER**

Special August Offers

TOPPERS SOLD TO CASH \$42.00

1 Case (40) Toppers PLUS 25¢ 210 Ball Gum or 35¢ Candy PLUS 1000 Chermes All for only **\$50.25** (with plastic globes) \$52.00

1 Double Unit Topper with 19 Plastic Globes PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Chermes All for only **\$36.00**

1 Triple Unit Topper with stand, plastic globes, PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Chermes. All for only **\$51.25**

Samp. Topper, \$11.25

Get today's top money maker—Topper DeLuxe at all Charm Vender.

Sample **\$13.95**

**RAIN-BLO GUM**  
140, 170 or 210 count, in 25¢ cartons, 28¢ lb. in lots of 1500 or more with freight prepaid, 24¢ lb. less 2%.

**COLOR BALL GUM**—All size 25¢ or 40¢ carton, 24¢ lb. 1400 lots, 24¢ lb. with freight prepaid.

**FULL CASH WITH ORDER**

173 Deposit, P. O. B. Brooklyn, N. Y. Balance C. O. D. Orders Under \$10. Money In Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

**PIONEER VENDING SERVICE**

Exclusive Victor Distributor in N. Y.  
441 SACKMAN ST., BROOKLYN 12, N. Y.  
Phone: Dickens 2-7992

**NAMA at Buffalo To Hear Greene**

CHICAGO, Aug. 19.—Robert Z. Greene, president of Rowe Manufacturing Company, Inc., and past president of the National Automatic Merchandising Association (NAMA), will deliver the principal address at the September 26 meeting of the Greater Buffalo Advertising Club, it was announced this week by Frank Bradley, chairman of NAMA's Region II meeting in that city.

The Buffalo organization is holding an Automatic Merchandising Day in connection with the NAMA regional meet, hosted by Region II with Regions I, III and A also attending. Both the regional meeting and the Advertising Club luncheon will be held in the Statler Hotel, with an attendance of 500 expected.

Greene's talk, titled *Automatic Merchandising—A Billion Dollar Market*, will be delivered at the noon luncheon, with attending operators guests of the Buffalo Advertising Club. Another highlight will be a display of vending equipment in the foyer of the Statler ballroom.

A feature of the regional meeting will be a talk on *How to Develop a Sales Presentation That Will Click*, by Ralph D. Myrick, general sales manager of Bacon & Vincent, Buffalo, and instructor of sales training at the University of Buffalo. Myrick's talk will be devoted to location selling problems of vender operators.

**Select-o-Carb Now Standard on Spacarb Venders**

NEW YORK, Aug. 19. — Spacarb, Inc., which recently introduced Select-o-Carb as an optional feature with the firm's Model 4-D-51, has made the variable carbonator assembly a standard component on all new machines ordered. This was announced this week by I. H. Houston, president, who reported orders for fully equipped venders were topping those for machines without the feature by over three to one.

At the same time he declared that mounting costs of components had forced a readjustment of the list prices of special attachments. The hot unit, which was offered formerly for \$100, now lists at \$125, while the non-carbonated attachment, formerly a \$40 seller, has been pegged at \$50.

**Jersey Firm Offers 25c Conversion Kit**

NEWARK, N. J., Aug. 19.—Vending Machine Repair Service began delivering this week a newly designed conversion kit for changing over 20-cent cigarette machines to quarter operation. Suitable for most old machines, according to C. P. Anderson, owner, the kit includes a National slug rejector. It lists at \$7.50.

Anderson claimed the conversion may be accomplished without damaging the 20-cent coin mechanism. This would ease the return to a lower selling price should the cost of cigarettes decrease.

The firm is located at 252A Park Avenue here.

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.

**TOPPS CHEWING GUM**  
Incorporated  
237 - 37th Street, Brooklyn 32, New York  
South 8-8900

Here is the New, Flexible

**ALKUNO CRACKER VENDOR**

four columns with capacity of 100 packs of Austin Crackers or any similar size package not exceeding 3 1/2" x 2 1/2". Has large merchandise display and self-illuminating plastic sign.

**MODEL 700**  
Metal Cabinet and Base.  
Ht. on Base, 40".  
Wt. on Base, 64 Lbs.

WRITE FOR NEW REDUCED PRICES!

Immediate Delivery in Green Metal Lustre Finish. Write for Catalog of Complete Line, including Cigarette Vendors.

**TELECOIN JB DISTRIB**  
(Continued from page 97)

coln. Offices are in the Telecoin building here at 12 East 44th Street. Cross has taken office space in the same building. He was formerly located at 270 Madison Avenue.

Cross said he had enough material stockpiled to insure sustained production during the present difficult supply situation. The tight supply of steel is of slight concern to the company since Juice Bar cabinets are fabricated entirely of plywood and panelite.

No early shortage of juices in six-ounce cans is expected, Cross maintained. He said packers have assured him that a sufficient number of individual-portion tins have already been processed to cover the industry for at least a year.

Telecoin will continue to market the Tele-Juice machine, Richardson said.

**EMPLOYEE "TIP" CARDS**  
(Continued from page 97)

ways Factory Fresh" represent two double cuts in the card (done by the printer) in which to insert two dimes, or two nickels. Macke suggests that bright, shiny coins be used.

Describing the use of the cards, and why the coins are inserted, Goldman says: "We supply all our employees with the cards. They insert the coins and leave the card, or maybe two cards, when they wish to tip a waitress or bartender. They can also be used in making a dinner tip or in the purchase of any merchandise by simply paying 20 cents (or 10 cents if a nickel item is vended) of the amount with one of these cards."

**ANOTHER ADVANCE Profit Maker HERSHEY 5¢ BAR VENDOR**

Typical Advance sturdy construction—all steel for indoor and outdoor use—with famous Advance coin detector and window to show product. Capacity 90 bars. Hopper can be adjusted to vend many other size confection packages. 33 1/4" high; 4 1/2" wide; 6 inches deep. A flexible vendor that will make money for you 52 weeks a year.

SAMPLE **\$19.00**

2 to 11 . . . . . \$15.75  
12 to 49 . . . . . 14.50  
50 or more . . . . . 14.25

**ORDER TODAY**  
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

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Distributors of Advance Vending Machines  
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TAKE ADVANTAGE OF ALKUNO'S NEW **FINANCE PLAN**

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Lower prices from America's newest Charm manufacturer. Over 30 new and different series of Charms. Our prices are lowest! Send 35c for complete samples.

**PENNY KING CO.**  
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**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. . . . . 90.00  
Rowe Royal, 10 col., 400 Pack Cap. . . . . 85.00  
Rowe Royal, 8 col., 320 Pack Cap. . . . . 80.00  
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

**CIGAR MACHINES**  
50 capacity, 10c vending, \$8.50  
Lots of 10 or more, \$7.50 each

**CANDY MACHINES**

CANDYMAN, like new, 72 Bar Cap., Enclosed Base . . . . . \$55.00  
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 VENDOR \$100.00**  
9 Col., 162 Bar Cap.

**SALE \$62.50 DuGrenier**  
MODEL W, 9 Col., 308 pack cap.  
7 Col., 235 pack cap.  
**\$59.50**

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Parts and Mirrors available for all makes and models.

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**BRAND NEW LUCKY BOY VENDORS \$9.75**

Lot of 8 \$8.75  
Lot of 25 \$7.75

Each 16 or 14 MODEL

Nut and Charm Vendors hold 8 lbs. Nuts. Ball Gum Vendors, 800 Balls Gum. Fully guaranteed.

16 Deposit, Balance C.O.D.

**FREE**  
5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

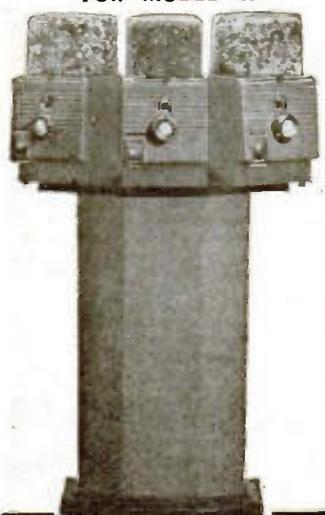
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**LICENSE PLATE CHARMS**  
all 48 States in actual 1950 colors!  
**\$7.50 per M. ass't**

**EPHY 91-15 144 Pl., Jamaica 2, N. Y.**

**NOW!**  
**Bigger Profit**  
FROM EVERY LOCATION  
With the New  
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**CABINET STAND**  
FOR MODEL 49



**WRITE FOR DETAILS**  
OR SEE YOUR DISTRIBUTOR  
THE NORTHWESTERN CORPORATION  
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**CLEVER NEW PRIZES**  
FOR YOUR VENDING MACHINES  
**PLAY-A-JOKE PETS**

Vend-size Spider, House Fly, Frog, Fish, etc., made of life-like plastic in bright assorted colors—gold, silver, yellow, red, etc.  
Like our Scissors, Knives, Jewels, Grocery Charms—this is a super-attraction which attracts customers and stimulates impulses to feed many more pennies into your machines.

**\$10.00 per 1,000**

F. O. B. Jamaica, N. Y.  
Immediate delivery.

**EPY**

Samuel Eppy & Co., Inc.  
91-15 144th Place, Jamaica 2, L. I., N. Y.

**VICTOR'S**  
**Victory Basketball Game**

First new counter game since the war—Plenty of action—return ball feature—1¢ or 5¢ play—**REAL MONEY MAKE IT!** 22" High, 18" Wide, 5" Deep, Simple mechanism—guaranteed trouble-free.



**\$32.50** EA.

WEST COAST DISTRIBUTOR  
**ACE VENDING & DIST. CO.**  
2702 W. Pico Blvd. Los Angeles 6, Calif.

**Measure Cig Vender Locations; Industrial Spots in Top Slot**

(Continued from page 97)  
out," so each vender can cover a larger concentration of employees.  
3. Wage scale: Lower paying industries (as shoe manufacturing) bring lower receipts than others (as machine shops, etc.).  
4. Is placement possible near greatest sale points such as drinking lounges, beverage or other vendors, rest-rooms?  
5. Best periods: Plants permit smoking during working hours.  
Frequency of servicing spells the final answer as to whether a plant is a profitable location. While daily stocking is most desired, this can be reduced to two or three times a week and still be termed a high volume installation, operators state.

Location contracts, used mainly in the industrial installation by cigarette operators, are usually offered upon request by plant management. The contract covers liability in event of injury thru use of machines, exclusive sale of the item vendes (cigarettes), the commission rate plus the length of time the contract will be in force.

**Nine Top Transient Locs**

Transient or public locations present a nine-choice variety as potential high volume stops, with dual possibilities in the No. 1 and 2 positions. According to responding operators, the leading transient installation is in taverns, on practically a year-round basis, with bowling alleys also mentioned as the top location, in season. Second in volume potential (these ratings are general, and there will be instances where lower category locations will out-sell top-rated spots) are restaurants, preferably 24-hour types, and lunchrooms in both counter and drive-in varieties.

Presented as a location preference list, operators rate in order of importance:

1. Taverns, bowling alleys.
2. Restaurants, lunchrooms.
3. Service stations, those open to midnight or 24 hours.
4. Transportation terminals, all varieties (high volume here, but restricted number of outlets for operator).
5. Office buildings (where there are no cigar or lunch counters in lobby).
6. YMCA's and similar institutions.
7. Public garages, in customer waiting rooms.

As in industrial installations, servicing varies from daily (in top 24-hour spots) to twice or three times weekly. Most operators base frequency of calls on the sale of the fastest selling brands.

**Judging Potential**

As set up by in-the-field experience, cigarette operators advance the following factors as the best guides for determining the potential of transient locations:

1. Find the number of packs sold over the counter each week, if prospective location does so.
2. In office buildings, a 100-em-

ployee staff is the minimum force required to support a vender. Foot traffic thru lobby should be several times the worker force.

3. Check total number of hours the location is open daily.
4. Minimum sale of 150-75 packs a week, per machine.
5. Taking the above points into consideration, potential locations are "anywhere smoking is permitted and people have leisure for smoking."

Contracts are a rarity in non-plant cigarette locations. Exceptions may be Buffalo, New York and Washington operators.

**New Locations**

New types of non-captive locations seen as opening up are listed in the order of most operator mention:

1. Self-service laundries.
2. Trailer camps.
3. Outdoor theaters (seasonal inclement weather shut-downs reduce potential here).
4. Drugstores (noted in Denver).
5. Beauty shops (under experiment in Minnesota).

It is noted that, unlike candy and soft drink equipment, the cigarette vender is not considered suitable for installation in the mushrooming military centers over the country. Reason is the practice of selling cigarettes—servicemen federal tax free, thus making it impractical for an operator to spot equipment in such centers.

**Op Comments**

Comments by individual operators follow. They represent a cross-section of the thinking on the location-level, and were selected for their general interest to fellow operators.

K. N. Nevins, sales manager for Harold Farmer Cigarette Machine Company, Spokane, reports 24-hour restaurants are the firm's best locations. Such stops are serviced two or three times weekly. Taverns, drive-in lunch rooms and industrial plants, especially manufacturing plants, are run up in the order named, he said. These installations are serviced on the average of once each week. Firm is also finding outdoor theaters good stops.

**Night Biz Booms**

In New York, Jackson Bloom, of United Tobacco Corporation, finds all-night lunch wagons on the open road are the top cigarette location. Smokes are not normally available near by and it has been found that such vendors sell 75 per cent of the gross at night. Truck driver trade is an important factor here. Locations are serviced two to three times a week.

Bars, restaurants and bowling alleys in season are other good earners, Bloom reports. Some low grossers are visited every other week, but these are considered strictly marginal locations. Actually, 90 per cent of United locations are serviced each week.

Discussing the tavern locations, Bloom advises operators to check the total number of hours the spot is open, rather than outside and inside appearance, when estimating potential. A vital factor is the tavern's location—in a well-traveled part of the city (such as Times Square, for instance) transients coming in just for smokes will swell sales volume.

**Other Location Data**

Geiger Automatic Sales Company, Milwaukee, feels that bowling alleys in season are top spots, because there is volume traffic and people are in contact with the vendors for longer periods of time. Card Sales Company, Madison, Wis., finds taverns and lunchrooms ace locations as patrons smoke heavier when eating and drinking. West Allis Vendors, West Allis, Wis., reports custard stands are proving good installations.

**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 ..... 1.00  
Silver Wedding Rings, 1,000 ..... 5.95  
Toy Watches, 2 gross ..... 2.50  
Stone Set Rings, 1 gross ..... 1.95  
"Map Cat" Buttons, 1,000 ..... 5.95  
Plastic Colored Rings, 1,000 ..... 1.50  
We are factory distributors for all leading makes of VENDING MACHINES.



**VICTOR**  
**5¢ ALL CHARM VENDOR**

The newest sensation for vending charms. Never in the history of vending has any one machine made as much money for so many operators as our famous Victor All Charm Vendor. It has unlimited possibilities and has opened tens of thousands of new locations.

1 to 22, \$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—1¢ or 5¢ 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 Essex St. Baltimore 2, Md.

**SILVER QUARTER MECHANISM**

All Set for Quick Change Over  
**BEST VALUES**  
SILVER QUARTER SLUG REJECTORS  
Guaranteed to work perfectly

- Rowe Royal ..... \$ 9.82
- Rowe President ..... 9.82
- Rowe Crusader ..... 9.82
- DuGranier (S) (W) (V) (VD) ..... 12.50

ALL READY TO INSTALL; NO TROUBLE

**STEINER MFG. CO.**

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Est. Since 1927  
Founder of UMEEDA-PAK PRODUCTS CORP.  
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**TOP VALUE--LOW PRICE!!**

Ask any operator using "Topper" or "Jumbo" Vendors and you will find that these machines cannot be equalled in either performance or low price! "Topper" machines start at \$10.75 and drop to \$10.00 per machine on quantity orders. Send for free descriptive leaflet!

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(Illustrated)  
Lots of 100, \$10.00  
Sample, \$11.25  
Victor's Universal

**JUMBO**  
1" Ball Gum Vender  
Best Location Center in Year!  
Immediate Delivery

1/2 Dep. With Order, Bal. C. O. D.  
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# RECORD LOOP SEASON READY

## ASLI Slashes Member Fees; Shuffles Org

### Poll Aids Planners

UNION CITY, N. J., Aug. 19. — Player membership fees in American Shuffleboard Leagues, Inc. (ASLI), will be cut in half for the 1950-'51 season despite benefits to be added, it was learned this week.

The player angle is just one feature of a major overhaul of ASLI organization aimed at broadening its base of operation and streamlining competitive play, executives said. They were busy this week putting finishing touches on next season's blueprint. The plan will be ready for disclosure next week, according to Peter R. Olmsted, executive director.

He said ASLI has just completed polling 1,000 league secretaries, team captains, players, sponsors and operators to sound out opinion on the scheduled changes of those most directly concerned. While almost all proposals were underwritten by those polled, Olmsted said, there were a few minor changes recommended that will be incorporated in the revamped plan.

### Revamping Org

He pointed out that the ASLI executive board had devoted most of the summer to the reorganization project. Among points emphasized were making player membership more attractive thru adding new materials to team kits. The new guide (See ASLI Cuts on page 110)

## Newspaper Gives Shuffle Hypo in Vending Feature

DETROIT, Aug. 19.—An example of good public relations for the shuffleboard business was achieved Sunday (13) in *The Detroit Free Press* in a feature in the magazine section. Key to the story was the widespread popular interest in coin-operated vending, and, despite the fact that shuffleboard falls in the field of amusement games, advantage was taken to tie in the two.

Headline of the story was "Coin Machines: Now You Can Even Buy Groceries."

The writer suggested the development (See Newspaper Gives on page 109)

### Sun-Glo Improves Formula

BELLEVILLE, N. J., Aug. 19. — Carmine DeCepoli, president of Sun-Glo Shuffleboard Supplies, Inc., reports the firm has improved the formula for its powdered wax. The new wax is completely degerminized, according to DeCepoli, and can be stored for more than two years without contamination or gumming. The new powdered wax product is now being shipped to Sun-Glo distributors thruout the country.

### BOUGHT AT AUCTION

20 NATIONWIDE TWO PLAYER BASEBALL SHUFFLE TYPE GAMES. LIST \$300.00.

Close Out at \$150.00 each. Send 1/3 deposit, bal. C.O.O.

**OAKDALE SALES**

2860 N. Clark St. Chicago, Ill.

### ASLI Outlook

UNION CITY, N. J., Aug. 19. —Leagues, Inc. (ASLI), one of the most active orgs in the shuffleboard picture during the 1949-'50 season, is looking forward to an even greater 1950-'51 season, according to Ken Poulson, firm exec.

Poulson reports more than 30,000 players are expected to join the ASLI loops, and from present indications, major tournaments will be run off in more than 25 States later this season.

Last year ASLI awarded more than \$26,000 in cash awards and 400 trophies to winners of leagues and tournaments conducted coast-to-coast.

## Manufacturers, Ops Again Spearhead Organized Play; Heavy Sked Set in Midwest

See 250,000 Players Competing in League, Tourneys

By Norman Weiser

CHICAGO, Aug. 19.—Within the next month the heaviest schedule of organized shuffleboard league and tournament play ever devised will get under way, with more than 250,000 shuffleboard players expected to participate in local loops from coast to coast. At the present time, city and State associations, which have been organized in the past two years by operators and distribs, are completing plans for the record 1950-'51 season, which will culminate in State-wide tournaments, regional play-offs and a national championship meet. Spearheading the organized play, on the manufacturer level, will be American Shuffleboard Leagues, Inc., which last year contributed more than \$26,000 in cash awards as well as 400 trophies, for tournament play; Standard Shuffleboard Congress of America, National, Penn, Valley and Purveyor.

In the Midwest, organizational work is now almost completed, with a large increase in the number of leagues as well as new players, being noted in practically all centers. Following are reports from some of these cities on their plans for the coming season.

### Wisconsin

One of the most active shuffleboard areas in the Midwest, Madison has formed a new association over the summer months, and will start off the new season with four leagues immediately following the Labor Day week-end.

Hardy Endres, shuffleboard operator, was instrumental in getting the new association organized, and Marvin Buss has been appointed full-time executive secretary.

Leagues are broken down into three divisions. Teams are placed in one of these divisions according to their strength and past performance.

With a population of some 85,000, Madison ops expect to have 10 leagues, with more than 100 teams included, in operation later this year.

Bob Carroll, secretary of the La Crosse Shuffleboard Association, and Chuck Baird, local operator of shuffleboards, expect to pass their mark of eight organized leagues in La Crosse this winter. Population is about 42,000.

(See Record Shuffle on page 109)

## Detroit Association Using Good Conduct Card Promosh

DETROIT, Aug. 19.—Special "good conduct cards" are being issued by the Detroit Shuffleboard Association (DSA) to locations which maintain their machines in good playing condition. The new official recognition is expected to prove an incentive to locations to keep machines in good shape, and to encourage players to seek the machines which have this stamp of approval. The end result is expected to be increased play and, consequently, profit for both the location owner and the operator.

Rapid spread of league operation is under way, with over half the locations in the city which have boards owned by DSA members already signed up to start league play September 15, according to John Westerdale and Dave Linden, director and assistant respectively, on league ac-

tivities for the DSA.

Continued harmony within the industry is the rule here, with a considerable increase in association membership in the past two weeks reported by Fred W. Chlopan, executive director. Commenting on the growth, Chlopan said that "operators are showing a greater feeling of trust and fellowship between themselves as well as with other various factors of the industry. The association meetings have created the proper atmosphere for solving association and trade problems as well as promoting unity."

Tying in with the national activity, Chlopan said "the local membership has pledged its full support and cooperation in an over-all industry effort to solicit favorable public opinion."

## PUCK PATTER

### Belleville, N. J.:

Carmine DeCepoli, president of Sun-Glo Shuffleboard Supplies, Inc., and his wife and son, Edward, returned last week after a flying trip to Michigan and Illinois. DeCepoli reports his distributors in both States visited on the trip are highly optimistic for the coming season's play. They all reported having done excellent business over the normally slow summer months, and said most of this summer biz was done in preparation for the fall and winter league season.

### Chicago:

Herb Perkins, head of Purveyor Shuffleboard Company, reports the Purveyor leagues will get under way in about two weeks. Operators have readied their boards for the start of the new season, and Perkins has supplied them with adequate stocks of score sheets (where electric scorers are not used), as well as wax, weights, etc. Leagues will have more teams this year than at any previous time, Perkins says.

From Waukegan, Ill., comes word that shuffleboard play, which dropped off considerably this summer, has now started to pick up. This center is extremely active league-wise, and there will be several new loops competing during the 1950-'51 season it was reported. Ops have stored boards for some locations over the summer, refurbishing the units before returning them to

the spots for the fall-winter season.

John Conroe, vice-president of J. H. Keeney & Company, reports the firm's two shuffle game conversions are hitting a rapid sales pace. Match Bowler, which is a four-player attachment, and Bowling Champ, a two-player unit, are sharing equal sales honors, John says. Match (See Puck Patter on page 110)

<p><b>USED SHUFFLEBOARDS and SALESBOARDS \$49.50 Up</b></p>	<p><b>PURVEYOR FOR VALUES</b></p>	<p><b>PREMIUMS FOR ALL OCCASIONS</b> Large beautifully colored gold finished lamp and shade, only \$4.95 Ea. or \$55.00 Per Doz. Buy one and you'll buy a dozen.</p>																																
<p><b>USED SHUFFLE GAMES</b></p> <table border="0"> <tr><td>5 Balls and Rolldowns</td><td>\$25.50 Up</td></tr> <tr><td>United Shuffle Alley</td><td>\$9.50</td></tr> <tr><td>United Shuffle Alley (Flying Pin Conversion)</td><td>149.50</td></tr> <tr><td>United Express</td><td>199.50</td></tr> <tr><td>United Twin Bowler</td><td>159.50</td></tr> <tr><td>Vetro Bowl Shuffleboard Conversion</td><td>49.50</td></tr> <tr><td>Exhibit Shuffleboard Conversion</td><td>99.50</td></tr> <tr><td>Exhibit Strike (Floor Sample)</td><td>199.50</td></tr> <tr><td>Flying Pin Conversion</td><td>69.50</td></tr> <tr><td>Genco Glider</td><td>49.50</td></tr> </table>	5 Balls and Rolldowns	\$25.50 Up	United Shuffle Alley	\$9.50	United Shuffle Alley (Flying Pin Conversion)	149.50	United Express	199.50	United Twin Bowler	159.50	Vetro Bowl Shuffleboard Conversion	49.50	Exhibit Shuffleboard Conversion	99.50	Exhibit Strike (Floor Sample)	199.50	Flying Pin Conversion	69.50	Genco Glider	49.50	<p><b>SHUFFLEBOARD SUPPLIES</b></p> <table border="0"> <tr><td>Purveyor Playing Weights (Pucks), set of 8, chrome-plated</td><td>\$12.00</td></tr> <tr><td>Score Sheets, 100 sheets per pad, 10 pads per bundle</td><td>6.50</td></tr> <tr><td>Powdered Wax, 24 1-lb. cans per case</td><td>7.20</td></tr> <tr><td>Bowling Game, 10 weighted pins, 2 racks, score sheets not included</td><td>12.80</td></tr> <tr><td>Purveyor Shuffleboard Fluorescent Lights, pair</td><td>15.00</td></tr> <tr><td>Climatic Adjusters</td><td>18.00</td></tr> </table>	Purveyor Playing Weights (Pucks), set of 8, chrome-plated	\$12.00	Score Sheets, 100 sheets per pad, 10 pads per bundle	6.50	Powdered Wax, 24 1-lb. cans per case	7.20	Bowling Game, 10 weighted pins, 2 racks, score sheets not included	12.80	Purveyor Shuffleboard Fluorescent Lights, pair	15.00	Climatic Adjusters	18.00	<p><b>ATOM JET</b> Sensational New Remote Controlled Pin Ball Wall Type Game—Write.</p>
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<p><b>Purveyor Shuffleboard Co.</b> 4322-24 No. Western Ave. Chicago, Ill. Phone: JUmpier 8-1814, 8-1815, 8-1816</p>																																		

# COINMEN YOU KNOW

## New York:

Lucky Skolnick and Al Koondel have enlarged their Empire Automatic Music Company with the recent purchase of Phil Mandanach's juke route. . . William Behm, who operates phonographs here under his own name, now owns a bungalow colony in Wurtzboro, N. Y. . . Mrs. Ruth Michelson, operator, vacationing in the Adirondack Mountains.

Mike Munves returned from a vacation last week to find that for his firm, at least, the arcade buying season had still not run its course. Brothers Joe and Max worked hard to keep equipment moving out while Mike was away, but much remains to be done. . . Joe Hanna, Utica distrib and operator, was in town last week to confer with Dave Simon.

Murray and Bill Winer, sales reps for Eastern Electric, flew up to New Bedford, Mass., Friday (12) to join other sales and factory execs of the cigarette machine firm in an ocean fishing trip. Anthony Caruso, president, was host and members of the party on the chartered boat included Lew Jaffe, sales manager; Ugo Botini, chief engineer; Jim Teahan, vice-president; Bill Webster, service manager; Bill Wing, chief accountant; George Wightman, experimental engineer, and George Young, representative. Tom Militano caught the biggest fish, an 8-pound fluke. The factory chef went along to cater refreshments, which all said were ample.

Jack Tysen, Orange Crush salesman, has the "for sale" sign out in front of his Queens' home. He will soon move up-State to Buffalo to help run Frank Bradley's diversified vending route. . . Irvin J. Miller, head of T. Miller & Son, a jobbing firm here, reports he is increasing his business with cup ops. Miller handles Coca-Cola sirup.

Max Levine, Scientific president, reports that production of the two coin pool tables made by the company has been increased lately to meet the demand. Levine makes both Q-Ball and Cue Champ tables. . . Joe Kolodny, of Port Chester, N. Y., who has been marketing a Hershey bar vender, was a visitor to town last week. He plans to introduce a new machine soon.

Joe Kalishman, of Brooklyn's U-Need-A Service & Parts, reports no let-up in orders for quarter cigarette conversion kits. . . Morris Rod, office manager of Runyon Sales, finally getting around to taking a short vacation. With his family and some friends, he will relax next week at a small hotel in New Jersey.

## London:

Percy Goddard, well-known here altho absent from the scene for some time, is visiting from his Sydney headquarters. Goddard formerly operated the Goddard Novelty Company on Brownlow Street. The firm name has been retained in Australia, Percy reports, and he is now filling in local coinmen with conditions in the industry "down under."

K. E. B. continues to set the pace as one of the leading juke box overhaul and repair organizations in London. Firm maintains its headquarters at 18-20 Delancey Street, Camden Town. . . Morris Sefras reports his firm, the Amusement Machine Mart, is featuring a combination cigarette and cash payout unit. Firm is located at 23 Vine Road, East Molesey, Surrey.

With a number of new operators coming into the coin machine picture, Peerless Enterprises, Ltd., 111-113 Upper Tooting Road, is now directing its sales pitch at these beginner-ops. Peerless specializes in pin games and other types of amusement equipment.

## Washington:

Capitol Records have more hit numbers current in the Washington area than ever before, according to Chuck Merillat, salesman for Nelson & Company, Capitol distributor. Biggest up-and-coming disks are King Cole's "Home" and Kay Starr's "I'll Never Be Free" backed up by "Ain't Nobody's Business But My Own," while longer run hits include "Nola" waxed by Les Paul, the Joe (Fingers) Carr rendition of "Sam's Song," and "No Other Love" by Jo Stafford. King Cole and Kay Starr also score again on this list—the former with "Mona Lisa" and the latter with "Bonaparte's Retreat." Pee Wee Hunt's "Fourth Man Rag" is going strong on jukes, Merillat said, and among hillbilly items the big seller seems to be Leon Payne's, "You Still Got a Place in My Heart."

John Snively Jr. was in town recently visiting J. A. and J. L. Mathews, father-son team operating the Matthews Vending Company. They have a number of Snively fruit juke machines on location.

Cameron Derby, of Joe McDonald Enterprises, Alexandria, Va., is vacationing this month at the beach. . . William F. Steele, Silver Spring, Md., operator, has welcomed his wife and family home from their vacation. Larry Thomas, who is associated with him, headed for his holiday at Atlantic City last week.

Also reporting back to work, after cooling off in Maine, is Irving Lata, of the Meter Wash Company, Hyattsville, Md. And Harvey Goldman, who operates the new Capitol Amusements arcade, has returned from basking in the sun at Far Rockaway, N. Y. He is beginning to notice more uniforms on the street and expects the draft and the calling up of the reserves to boost arcade business. An upswing should be due in October, he opined.

"The Only Red We Want Is the Red We Got in the Red, White and Blue," is a new Ralph Flanagan Victor disk that will be given a bang-up all-out promotion in this area. The Washington Music Guild (WMG) and Southern Wholesalers, Victor distributor, join forces in a drive that aims to get the biscuit on every juke box in and around Washington within a week following the number's August 22 release, reported Bill Schwartz, of the WMG. Schwartz acclaims the number the record of the year, altho it will be awarded a less spectacular title—that of record of the week on the Eddie Gallaher WTOP disk jockey shows. Current record of the week (chosen by WMG) is Crosby's "All My Love."

Sidney Lotenberg, of the Westway Vending Company, is gaining some new locations for his candy machines. Most of these are in small plants and retail establishments, he said. He also has five machines in the new Woodmont Country Club in Rockville, Md.

Latest word received from Mrs. Ruth Elgin, owner of the Northern Virginia Music Company, of Alexandria, Va., is that she has left Sweden and is heading for Denmark on her European jaunt. Her letters and cards to the folks back home indicate that the trip is wonderful. She's due back in September. Another Northern Virginia staff member is vacationing currently; it's Ernest Wayland and he's in Florida. Top selling record here, according to Eddie Renner, is the Gordon Jenkins version of "Goodnight, Irene," with the Weavers on the vocal.

Hirsh de La Vies, prexy of the Hirsh Coin Machine Company, spent a few days in New York last week on a trip which combined business with pleasure.

## Indianapolis:

Irving Schwartz, of Midland Music Distributors, Inc., announces his company is not warehousing used phonographs, and trade-ins on sales of new machines are being disposed of immediately. Schwartz, who just returned from an extensive trip visiting operators over the State, reports the ops buying the new 45 r.p.m. record conversion, now that Decca announced it was coming out with the new disks. . . The Calderon Distributing Company is expecting the new Rocket Rock-Ola this fall according to advices from the Rock-Ola Company.

Chester Goins, of the Calderon Service Group, is expecting a call from the United States Navy Reserve. He has been notified to that effect and is making preparations for his departure. . . Mid-summer collections from juke boxes are holding up better than was anticipated, according to the leading operators. . . The Calderon Distributing Company reports no warehousing of trade-ins is being done. All used and second-hand equipment is being disposed of immediately. . . Buying and looking at new equipment on coin row during the week were Ward Greenwood and Richard Zels, of the Oxford Distributing Company, Oxford, Ind.; Robert (Bob) Musselman, operator, Kokomo, Ind., and Wilbert Luke, Danville, Ind., operator.

Clifford Smith, of Southern Automatic Company service department, is vacationing. . . The opening date of the Janes Music Company's new record shop business headquarters will be October 7. The program will be announced later. . . Edward Shaffer, Shaffer Music Company, Columbus, was a visitor at the local branch of the company. . . Sutton Sales Company, in Windsor Village, will hold an open house celebration for one full week from August 20 to 26. Firm will display a complete line of records and television sets, John T. Sutton, announced.

Sicking, Inc., announces the opening date September 1 of its new quarters on North Capitol Avenue. The announcement has been mailed to all operators in Indiana, stressing a larger display of coin-operated equipment, a complete service and parts department fully equipped, and sufficient parking space for customers.

The Peaslee-Gaulbert Corporation, 1401 Stadium Drive, has been appointed Decca distributors for this area. Trueman Hancock is in charge of the record department.

## Philadelphia:

Berlo Vending Company adds the newly opened Wildwood Drive-In Theater, Wildwood, N. J., to its growing list of open-air concession stands. The local vending company also joined in the promotion of the "Treasure Island" feature movie by the State Theater in Harrisburg, Pa., by getting up pirate hats and a plastic boat containing two lollypops for sale at the theater's candy stand during the run of the picture. . . Austin H. Foltz, Eastern sales representative of Rudd-Melikian, Inc., manufacturers of the Kwik-Kafe coffee vending machines, addressed a meeting of the Quaker Grocers' Association in Trenton, N. J., last week.

Cincinnati:

Bob Fogel, head of the service department on Wurlitzer phonos at T. & T. Distributing Company, has just returned from the Wurlitzer factory at North Tonawanda, N. Y. He says he found the Wurlitzer factory humming at capacity, with a large backlog of orders stacking up. Fogel infers that T. & L. is running three weeks behind on deliveries on the Wurlitzer 48-selection Model 1250.

## Chicago:

With Mills Industries readying its two-week vacation shut-down, things are humming at Bell-o-Matic. Grant Shay, vice-president and director of advertising, reports that Mike Ziv is back at work after a vacation trip to Colorado. Meanwhile Charlie Zender has left for a vacation in West Virginia, and Frank Lorden also is on his vacation, spending his time in Wisconsin.

Operators throught Wisconsin and in Indianapolis and the surrounding territory are now receiving shipments on the Atom-Jet units which they purchased during the recent showings conducted by Purveyor. Herb Perkins, president of the firm, says the game is going strong throught his territory, and Tom McNeill, Purveyor roadman, backs up this statement with orders from all the cities he's visited.

The war situation, and the resulting material problems, have caused the Rock-Ola Manufacturing Company to slightly delay its National Rock-Ola Days celebration to introduce the firm's new phonograph, the Rocket 50. Art Weinand vice-president and director of sales, reports word will be ready soon on the dates. Meanwhile, J. Raymond Bacon, executive vice-president, has returned from an overseas jaunt to Europe.

H. F. Burt, Silver King Corporation, has upped production with firm's enlarged Aurora, Ill., facilities now turning out bigger runs of bulk vending equipment. The Silver King foundry and warehouse, especially, have received attention during recent months, size-wise.

From Advance Machine Company comes word from E. C. Travis Jr. of continued full production of the multiple line of merchandise vending units. . . Belvend Manufacturing Company, Inc., is going ahead at an increased pace with its Jolly Boy Ice cream vender placement program. President Bel E. Hall reports the initial Chicago franchise installation is working out well. Belvend has contracted with Arctic Vendor Sales Company, Appleton, Wis., to supply special units for the Jolly Boy line.

Miss Georgia Shanks, head of Lunch Box, Inc., reports firm's half-dozen six-selection food vendors on location in the Navy Pier during the International Trade Fair are drawing top patron interest. Machines, which have an approximate capacity of 140 units, are said to sell out on the average of twice daily.

Stoner Manufacturing Company will be represented during the Southwestern Tobacco Table meeting in Dallas next month (15-17) by Mitchel Doumany, according to Bip Glassgold. Doumany will exhibit Stoner candy vendors, in both ready-to-operate and break-down models.

Mechanical Merchants, Inc., is well satisfied with the sales results being chalked up by the 10 Wrigley console gum vendors spotted thru the Chicago Fair grounds. Herman Stamer, vice-president, says a season sales report will be made on the equipment following the fair's shut-down after Labor Day. Unique part of the installation is that all vendors are located outdoors, without special weather protection.

Gil Kitt, Empire Coin, reports his partner, Ralph Sheffield, is devoting practically all of his time to the premium division, so fast has the biz increased there. Howie Freer, back in the swing after a vacation in Miami, advises that Carolyn Weintraub, the firm's bookkeeper, is vacationing this week, and Howie's girl Friday, Annabelle Moore, fol-

lows next week. . . Stanley Levine, road man, was pulled back into Chicago last week to lend a hand in the premium department.

Clayton Nemeroff, Monarch executive, advises the firm has had a strong summer, and that business for the fall is well under way. Clayton says Roy Baselon, who heads the company, has been sticking close to headquarters to keep tabs on the orders that are coming in and making sure that shipments go out on time.

First Distributors continues to be one of the busiest spots in town these days. Wally Finkle, co-owner, advises that two new people were added to the staff last week. Judith Smith is the new bookkeeper, while Joseph Kugawa has joined the shipping department. Partner Joe Kline, who returned from a quick road trip thru Illinois last week, was so enthused over the business he lined up that he is already charting another jaunt for the near future. Meanwhile, Mel Finkle reports receiving several new premium lines last week and is now trying to get his orders shipped.

Joe Cohen, head of Ristaurat Company, Appleton, Wis., sends word that the firm has doubled its production on its music unit which features 45 r.p.m. disks. Because of the ever-increasing interest in the unit in many parts of the country, Cohen is planning a tour of his distributors in the near future to help them get their Ristaurat departments set up as fast as possible, and also to talk to operators of the piece and get their reaction to the "Mighty Mite."

World Wide headquarters have been a beehive these past few weeks with the Williams' Double Header game drawing visiting operators steadily. Al Stern, firm head, Monty West, sales manager, and Leonard Micon are on hand to take care of the visitors. Firm's new air-conditioning unit came in handy during the spell of warm weather here early last week.

Col. L. Lewis, publicity director for Allied Coin, left August 20 for another Southern tour which will take him to Florida. Col. Lewis reports Victor Weiss and Billy Knapp, who head Allied, are in action on their Nation-Wide parts and servicing program. Firm purchased the goodwill of Nation-Wide and much of its inventory last week.

**Pitney-Bowes Declares 20c Dividend at Board Meeting**

STAMFORD, Conn., Aug. 19.—Directors of Pitney-Bowes, Inc., manufacturers of postage meter machines here, Monday (7) declared a regular quarterly dividend of 20 cents a share on common stock of record August 28, payable September 12, and a regular dividend on the 4 1/4 per cent convertible preferred stock of \$50 par value payable October 2, to holders of record September 20. It is the 67th consecutive cash dividend on the common stock.

At the meeting of the directors in New York, board also voted its 19th straight quarterly "wage-and-salary" dividend, a payment amounting to 6 per cent of quarterly base pay for most employees. In addition, directors voted a regular quarterly payment into the trust fund of the employee's retirement income plan. The total quarterly profit-sharing payments amount to approximately \$250,000.

Walter H. Wheeler Jr., president, reported estimated net earnings for the first six months of 1950 of \$920,609, equivalent to 88 cents per share on the 988,945 common shares outstanding at the end of the period, as compared with \$757,054 for the corresponding period of 1949, equivalent to 75 cents per share on the 954,934

**Hartford, Conn.:**

You can say it again! Coin men in Connecticut certainly read The Billboard: "I've certainly gotten a lot of calls from my friends in the trade since you announced I'm leaving soon on my annual vacation!" was the way Abe Fish, owner, General Amusement Game Company, Hartford, and president, Connecticut State Coin Association, Inc., put it last week. "Now," added Abe, "I'll probably have to spend all the vacation time just writing 'wish you were here,' postcards!"

Abe, incidentally, has purchased two new trucks and two new cars for General Amusement Game. Abe also reports that Capitol Amusement and B. Resnick & Sons Amusement, both of Hartford, have also purchased new cars and trucks. . . . Fish is driving a new Dodge car. . . . Frank Marks, the New London coin operator, has been elected assistant treasurer of the Connecticut State Coin Association. He was named at the group's recent dinner, held at the Colonial House, with some 40 operators, about two-thirds of the membership, in attendance.

The association's next regular meeting is scheduled September 10 in New London. Meeting place in New London will be announced soon by Fish. . . . Frank Avilla, New Britain Novclty Amusement, New Britain, is building a new home in that city. . . . Seymour Bushell, New Britain coin man, is about to tread the matrimonial path.

Carl Schirmer, of Meriden, secretary of the Connecticut Manufacturers of Carbonated Beverages Association, says that the price of carbonated beverages in Connecticut is being boosted to enable bottlers to meet spiraling material and labor costs. "Believe me," Schirmer said the other day, "it isn't that these bottlers are jumping on any gravy train because of the Korean situation. They have had an increase coming for some time because many are operating in the red." He said that dealers who have raised prices are justified in doing so. He pointed out that bottle caps are made of steel, a commodity that is going up in price. This is also true of glass, which has been costing more and more during the past two months, he said.

**Los Angeles:**

Harry Snodgrass, Pantages Maestro Company, returned from a business trip to Honolulu and took off again for St. Louis. . . . Grady DeWitt, of DeWitt & Harrison, Fontana, in the city and stopping off at Badger Sales to replenish parts and equipment. . . . A. J. Fox, of San Diego, giving the coin row boys some business for his operation in that city. Fox has a general line of coin machines, including venders. . . . Van Workman, of Hanford, a visitor at Bud Parr's General Music Company. . . . Jim Murphy, of Inyokern, in town and stopping off to see Fred Gaunt at General Music.

F. E. Wilson, of Solotone Corporation, is in Canada where the company has a manufacturing plant. After a stop at the plant in Vancouver, Wilson heads eastward across the Dominion on business. While Wilson is heading this way, L. E. McCreary, also of Solotone, will be packing his rods and tackle in preparation for a month's fishing and vacation. He will go into Idaho and take his trailer accommodations along with him. . . . H. O. Heddergott, of National Rejectors, just returned from a business trip to the Northwest and is already anticipating another trek into that section.

C. A. Robinson, of C. A. Robinson & Company, back from 2,200-mile trip thru Nevada. . . . Fred McKee, of Auto-Photo, is mapping a sales campaign for his machine. . . . Stan Rouso, Western representative of the Stoner Manufacturing Company, back in the city following a trek to Central California.

**Milwaukee:**

Premiums are having a beneficial effect on the grosses of Sheboygan operators Tony Hirt and Jake Schaller, Tony and Jake were in last week, stopping off at the local distributors. Their visit at Sam Hastings' Blucmound Road headquarters resulted in a nice order of charcoal outdoor grills, which the boys say make terrific prizes at this time of the year.

Another Sam Hastings stop-in was op Elmer Schmits, of Hilbert, Wis. Elmer also constantly keeps his eyes open for new gimmicks to up the game and music receipts. Meanwhile Toni Molik, at the Vliet Street Hastings record shop, is looking forward to her two weeks vacation. Toni's planning on a lot of fishing for the first week, at least.

Andy Pesick, of Pesick Music's, just pulled in town from two weeks spent in the wilds of Coleman, Wis. Brother Louis Pesick, topper of the firm, reports many anxious moments of worry over which of his servicemen will be called to the service next. Louis has already lost two of his best boys to the service. Seems radio and electronics aptitudes are high on the services' priority manpower lists.

Carl Happef's Badger Novelty showroom is being prepped for next week's showing of the Pacific Shuffleboard Bowling game. Carl is full of optimism over the sales possibility of this new game and swears that ops can't miss with this one.

Lots of activity at the Paster Distributors office on Fond du Lac Avenue. Workmen are enlarging the space in the front office to allow for larger display of merchandise and equipment. Just returned from a vacation at his home town, St. Paul, Sam Cooper, manager, states that more and more emphasis will be exerted by himself and the staff toward plugging top grade premium merchandise. While Sam was gone on his vacation some of his duties were taken over by Herman Paster in the Milwaukee office.

Returned from his three weeks vacation in the East is Joe Robbins, S. L. London Company. Joe kept the London staff posted on his activities by writing them that he and the missus were lucky enough to snag ducats for the Broadway production "South Pacific."

A larger territory is being covered these days by Al Rogahn for the United, Inc., sales organization. Al's territory, according to the front office has been expanded to include Western and Southern Wisconsin. Harry Jacobs Jr., just returned from his vacation, reports hypod activity in the 45 r.p.m. disk field on his Wurlitzer boxes. Conversion units on practically each sale of a box is becoming the rule here, with each buyer receiving gratis a supply of 24 doughnut disks as an incentive to switch to 45. Local disk distribs are co-operating in the promotion of their wares.

Harry Jacobs Sr. keeps counting the weeks until he heads South to his hideout in Florida. Only 20 weeks left at the latest count.

**Sked Showings**

APPLETON, Wis., Aug. 19.—Joe Cohen, Ristaurat, Inc., announced the showing of the Ristaurat "45" at the offices of two of his distributors.

Sioux Distributors, Inc., of Minneapolis, is displaying the unit in its main office at 330 Hennepin Avenue. Sam Deutsch is handling.

Another showing will be held at Ristaurat Distributors of New York, 457 W. 45th Street, New York City. The complete staff will be on hand to answer any queries.

**N. Ill. Ops Add Member; Talk on War at Meeting**

AURORA, Ill., Aug. 19.—The addition of a new member firm was announced following the monthly dinner discussion meeting of the Music Operators of Northern Illinois (MONI) here last week. The firm is Johnson Music Service, Wilmette, headed by Johnny Johnson.

Major topic of discussion at the meeting revolved around future operation under a semi-wartime footing. Members displayed interest in the possibility of continued availability of equipment, parts, records, should the international situation become more acute.

**Munves To Convert Old Shuffle Games**

NEW YORK, Aug. 19.—A complete remodeling service for old shuffle bowling games, including the installation of disappearing pin assemblies, was announced this week by the Mike Munves Corporation. Under the plan, local operators would bring their machines to the firm's headquarters here for the job. Others would ship equipment by freight carriers.

Joe Munves, firm executive, said a stock of remodeled games would be carried for operators wishing to trade in older units. The refurbishing process includes a spray-paint job and mechanical overhaul. Approximate cost per unit is \$65, Munves added.

**Costar Elected BMA Prez**

WILDWOOD, N. J., Aug. 19. — Louis J. Costar, amusement machine arcade operator at this South Jersey seashore resort, was elected first president of the Boardwalk Merchants Association (BMA). While a native of Philadelphia, Costar entered the fold of concessionaires in 1948 in establishing "Pinky's Jigsaw" at 3610 Boardwalk.

Despite the fact that competition is keen among the many arcade operators along the 'Walk here, the regard in which his fellow merchants hold Costar can best be described in that they chose him as their first president of the newly formed association. His wife, Madeline, assists him in the operation of the arcade, which features Pokerino and Shuffle Bowling machines along with other amusement devices.

**FDA To Resume Delayed Ice Cream Standards Study**

WASHINGTON, Aug. 19. — The Food and Drug Administration (FDA) will resume its long-delayed attempt to set up a national yardstick for ice cream standards, the agency has announced. Starting November 12 FDA will reopen hearings started in 1942 and recessed because of World War II.

If FDA can arrive at satisfactory standards, the result should be beneficial to many ice cream operators whose routes cross State lines. At present, according to FDA, the States have widely differing standards covering ice cream and frozen desserts—causing confusion for ice cream dealers and makers who have to conform to the varying practices.

**Cuban Sugar to U. S.**

WASHINGTON, Aug. 18. — Sufficient sugar for all 1950 needs was assured when Agriculture Department wound up negotiations for the entire Cuban reserve of 600,000 tons. Agriculture contracted to pay Cuba 5.38 cents per pound. Cuba also was promised first whack at any of the U. S. stocks of wheat, flour, rice and lard she might need.

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**Record Reviews**

(Continued from page 94)

ARTIST	TUNES	
LABEL AND NO.	COMMENT	

**OPERATOR**  
**RETAILER**  
**DISK JOCKEY**  
**OVER-ALL**

**KAY THOMPSON** Decca 27130  
**Was That the Human Thing To Do?** 57--60--56--55  
Miss Thompson, a few night club acts, comes thru poorly on wax as she and male quartet tackle a good ol'ie. She shows little feeling, and her technical shortcomings show up glaringly.

**That Old Feeling** 64--66--64--62  
Thrust does better with a slower tempo here, tho her attack and phrasing still leave much to be desired.

**BOB CROSBY BOB CATS** Coral 60280  
**Semper Fidelis March** 73--73--73--73  
Crosby and his latter-day Bob Cats rock thru a Dixieland march production in rollicking high-spirited style.

**El Capitan** 73--73--73--73  
More of the same.

**LOUIS JORDAN** Decca 27129  
**I Want a Roof Over My Head** 80--80--80--80  
Characteristic Jordan shuffle-boogie rocks this novelty with spiritual character, as Louis projects the vocal in high style.

**Show Me How** 84--84--83--85  
A high-spirited hunk of nonsense about milking a cow emerges as a delightful gang production in a hard-hitting, catchy treatment.

**LEIGHTON NOBLE ORK** Coral 60281  
**Blue, Blue, Blue** 53--54--53--52  
Draggy, lackluster rendition of a ballad that could be made to sound lots better.

**Golden Sails** 63--64--63--62  
This tune has shown signs of taking hold, but male solo and group treatment do little for it here.

**MARTHA TILTON** Coral 60279  
**I See a Million People** 77--80--75--75  
Set in an ear-caressing orking, the little Miss Tilton sings this ol'ie beautifully. Proper merchandising and promotion could help push this dinking into the "steep" class.

**Thinking of You** 71--73--71--70  
Another handsome chunk of thrushing by Martha this time with a ballad revival from the "Three Little Words" flicker. Neat mood ballad effort.

**NOCTURNES** MGM 10768  
**Lucky, Lucky, Lucky Me** 67--65--65--70  
A spirited, happy wailing in English and Italian of a familiar tarantella. Could score in Italo-American nabes.

**Oh! Marie** 67--65--65--70  
Another Italo-American styled effort built around the popular much-treated ol'ie could pick up coin on strength of different sound of singer Chico Messina.

**CHILDREN**

**FRANK LUTHER** K-7  
**Mother Goose Playtime Songs (1 and 2)** 82--82--82--N5  
Activity songs include "Brownie's March," "In and Out the Window," "The Quaker's Wife," "The Little Train," "Dance Little Piggy," "See Saw Margery Daw," "Looby Loo," etc. Luther makes it easy to join in. Should be a strong, steady disk seller, especially in pre-school age group.

**FRANK LUTHER** K-10  
**Mother Goose Circus Time Songs (1 and 2)** 80--80--80--N5  
"Circus Parade March," "The Circus Has Come To Town," "Horses, Horses," "Toy Soldiers March," "Monkeys Are So Much Like People," "Here Comes the Clown," "Elephant Walk," "Camel Walk," "Circus Calliope," etc. . . . Unusual song collection, with rousing band music and subject matter evoking plenty of circus memories should click with the youngest group of phonograph fans.

**FRANK LUTHER** K-12  
**Mother Goose Sleepy Time Songs (1 and 2)** 78--79--78--N5  
"The Owl and the Pussy Cat," "My Little Boat," "Go to Sleep," "When the Sun Goes to Bed," "It's Nice to Get Sleepy," "A Lion Was Eating His Supper," "God Bless Mummy," . . . Very pleasant stuff for very young children. Luther's relaxed manner can only be compared with that of Bing Crosby. Should be another standard seller.

**FRANK LUTHER** K-9  
**Mother Goose Story Time Songs (1 and 2)** 82--83--81--N5  
"Old King Cole," "Soldier, Soldier," Tree in the Wood," "A Paper of Pins," . . . Highly entertaining story-songs come over with great lucidity thru Luther's easy projection. For a fairly broad younger age group.

**FRANK LUTHER** K-8  
**Mother Goose Sing Time Songs (1 and 2)** 83--83--83--N5  
Luther still has that moppel magic. Familiar nursery tunes are all rendered rhythmically, with the warbler inviting the kids to join in and making it easy for them to do so. Tunes include "Where Has My Little Dog Gone?," "Mother, May I Go Out To Swim?," "The Frog He Would a-Wooing Go?," "Hi Ho, Says Reily?," "We've a New Baby," "Lavender's Blue?," "Starlight, Starbright?," "Row, Row, Row?," "Roller Skate," and some less familiar ditties.

**COUNTRY & WESTERN**

**HANK WILLIAMS** MGM 10760  
**They'll Never Take Her Love From Me** 85--85--85--85  
The leary-voiced country topper really makes you believe his sorrow on this strong Leon Payne tearjerker. Should hit hard and fast.

**Why Should We Try Anymore** 83--83--83--83  
Ballad here is Hank's own tune—a good throber. He sells it immutably.

**JOHN TALLEY** Jamboree 509  
**Tears Falling From Your Eyes** 71--72--70--70  
Fine warbling here of a melodious throber. Idea isn't too distinctive, however.

**Hillbilly Sweetheart** 63--63--63--64  
Sprightly effort offers nothing special lyrically.

**CHET ATKINS** Victor 21-0367  
**Boogie Man Boogie** 71--71--70--72  
Clean guitar plucking and solo warbling, with boys joining in for harmony on the tag. Light, bright beat.

**I Was Bitten by the Same Bug Twice** 66--66--64--68  
Medium-beat ballad features solo warbler and nasal, shrill gal harmonizing. Tune is moderately interesting.

**Coast Op Finds Spot Potential Via Trial-Error**

(Continued from page 91)

place. Altho he is happy with the present set-up on this game, he can not offer any explanation for the upping of the take.

There is one thing in the arcade business of which Norris is certain. That is the placement of diggers. He has a battery of eight in the entrance to his arcade. This is one of the first batteries he advises installing in the setting up of an arcade. The flash of cranes is certain to draw crowds, Norris contends.

Norris has found Test Pilot machines should be placed immediately behind the diggers but with plenty of room to allow the people to move freely from the machines. As all of the cranes are spotted for operation from an outside circle, Norris has made them earn their capacity.

**Placements**

At the arcade, the Voice Recorder is to the left side and about half way back. While it is doing good business, it does, in a way, disprove the operator's contention that it should be in the middle. He is forced to place it where it is as he has to make the most of a Wurlitzer band-piano. The piano with its various instruments operates on a dime and has proven its worth. However, Norris believes that many plays are due to the curiosity of people, especially adults, who want to see it work.

Fortune telling machines, located across the back of the arcade, are most necessary to the successful operation of an amusement center of this type. Air Rallers go for 2 cents a play and are spotted to the right of the store about three-fourths back. They are located behind a manually operated photo gallery.

In addition to placing cranes at the front and having fortune telling machines, Norris has another requirement for operation. There must be plenty of light, and to carry out his theory he has a number of multiple-tubed fluorescents.

**Pinballs Necessary**

When asked about the business done with pinball machines, Norris paused a second before answering. These, he declared, take care of themselves and are necessary equipment. However, with no prizes offered (this can not be done on a penny operation), they are not considered top money makers.

Outstanding in this arcade is the presence of the Do-Nut-A-Matic, Norris's own invention. Standing about 53 inches high and 24 inches square at the base, the machine cooks and delivers eight donuts in a minute for a dime. The machine is being tested here and will go into production in about 60 days, the designer said.

Norris was born in Alabama and was named for one of its statesmen. He operated coin equipment in Houston for four years. During the war, he had 175 Pan-o-Rams on location from Houston to San Francisco. He still has 25 of these machines with eight located in his arcade and 12 in Salt Lake City.

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# Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	CATALOGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
<b>COUNTRY &amp; WESTERN</b>		
<b>OHNNY BOND</b> Columbia 20734	<b>It Ain't a Conna Happen to Me</b> Bouncy jingle is done lightly and humorously by Bond, with easy string combo backing.	67--67--66--68
	<b>Barrel House Bessie</b> Bond chants a tale of the Klondike to a boogie beat.	63--63--63--63
<b>REX ALLEN</b> Mercury 6271	<b>Foggy River</b> The Fred Rose ditty now getting a revival pitch gets a resonant, heart-felt job from Allen. Tune is catchy.	77--77--77--77
	<b>Afraid</b> This lively ballad side, warbled sweet and strong, is a reissue. It didn't happen first time around, but still sounds good.	75--75--75--75
<b>LONESOME WILLIE EVANS</b> London 16038	<b>Trouble Then Satisfaction</b> Warbler pours a lot of feeling into this strong new blues novelty. String and harmonica backing enhance.	76--76--75--77
	<b>Whippoorwill Song</b> Ballad-with-beat has an effective, mournful cast.	72--72--72--72
<b>JOHNNIE LEE WILLS</b> Bullet 710	<b>I'm That Way About You</b> Novelty ballad at up-tempo is a lesser effort for Wills. Tune is routine, waxing has too much instrumental content.	70--70--70--70
	<b>Champagne Polka</b> Country style polka with a trivial lyric doesn't impress.	65--65--63--67
<b>GENE AUTRY</b> Columbia 38934	<b>Texans Never Cry</b> The cowboy king does a harmless and punchless little ballad sweetly enough.	70--70--70--70
	<b>Goodnight, Irene</b> Autry styles his version of the smash waltz in a semi-pop, dance format, with a pop choir backing his vocal. Rendition is rather wooden, and too late to promise much in either country or pop markets.	72--70--74--72
<b>SMOKEY ROGERS</b> Coral 64057	<b>Trouble Then Satisfaction</b> Rogers gets a load of music into his easy-ride projection of an exceptionally good country blues with a retentive melody pattern and above-average lyric.	83--83--82--84
	<b>Texas Song, The</b> Rogers and the swinging string combo get off a light-hearted jump jingle about the superioidy of Texas. Tune has a semi-pop appeal.	73--73--73--73
<b>DOLPH HEWITT</b> Victor 31-0169	<b>I Hurt Inside</b> Hewitt warbles an effective torcher with much purity and conviction.	73--73--73--73
	<b>For Ev'ry Kiss</b> Another stylish ballad rendition with crisp, relaxed beat.	70--70--70--70
<b>WEBB PIERCE</b> 4 Star 1413	<b>English Sweetheart</b> Bounce ballad depicts the sad tale of an American G. I. separated from his English sweetie. Theme isn't especially timely or pointed, Pierce's warbling is mechanical.	43--43--43--43
	<b>High Coared Daddy</b> Pierce chants an undistinguished up-tempo country blues jingle. String orking is lively, but the singing and material are quite ordinary.	53--53--50--56
<b>RELIGIOUS</b>		
<b>ROSA SHAW</b> Coral 65036	<b>I Can Feel His Power Divine</b> Skill-pilged Gospel singer projects a fairly potent message with penetrating force.	74--74--75--NS
	<b>Just One Moment in My God's Kingdom</b> The Sister sounds like a younger edition of Sister Tharpe. Same comment as above.	73--73--74--NS
<b>TRUMPETEERS</b> Score N-552	<b>Right to the Tree of Life</b> Relaxed, happy rendition of the traditional spiritual. Male group builds it up to an exciting pitch. Well-recorded.	78--78--78--NS
	<b>There's a Man in Jerusalem</b> Newer jubilee spiritual spots solo pitter chanter with easy rhythm chanting by group. A real toe-tapper.	77--77--77--NS
<b>PILGRIM TRAVELERS</b> Specialty 371	<b>My Road's So Rough and Rocky</b> Group rocks steadily in a slow scapel chant. Lead voice is potent.	74--74--74--NS
	<b>I Love The Lord</b> Unusually fine group wall provides a truly different, thorally penetrating spiritual side.	78--78--78--NS
<b>PERRY COMO</b> Victor 30-3850	<b>Bless This House</b> Como has the natural follow-up to his "Ave Maria" and "Lord's Prayer" in this excellent coupling. Okay for jukes in less-jazzy spots.	87--89--89--80
	<b>Rosary, The</b> Same comment.	86--88--88--80
<b>LATIN-AMERICAN</b>		
<b>RENE TOUZET</b> Victor 23-5168	<b>Danza De Fuego (fantasia)</b> De Falla's "Ritual Fire Dancer" is the vehicle for Touzet's flashy piano takeoff. Rumba drums are present, but it's more for listening than dancing.	63--64--64--62
	<b>Virgen De La Macarena (guaracha)</b> Melodious number spots dynamic 88-ing and a good, moderate rumba beat.	71--74--72--68
<b>CLASSICAL</b>		
<b>GEORGE LONDON</b> Victor (45) 49-1120	<b>Night-Herding Song</b> Basso has a Nelson Eddy-ish quality. His rendition of the American folk song is accomplished, but will require plenty of pushing.	67--68--66--NS
	<b>Every Mail Day</b> Chain gang song has more drama, but isn't the number to focus heavy attention on the potentially commercial warbler.	68--68--69--NS
<b>SYMPHONY ORK OF AUGUSTEO, ROME-VICTOR DE SABATA, COND.</b> Victor (45) 49-1148	<b>Verdi: I Vespri Siciliani: Overture (1 and 2)</b> The crystal-clear surface quality of the 45 r.p.m. recording permits faithful reproduction of the De Sabata interpretation, with its great range of dynamics. The Verdi warhorse has plenty of sweep and excitement.	72--72--72--NS

## Pop Provides \$, But Mom Gets Ice Cream

PHILADELPHIA, Aug. 19.—While it may be father who brings home the bacon, a survey conducted here shows that when it comes to ice cream, it's mother who does the totting. Dispelling the popular conception that ice cream is not for grocery stores, the survey showed that in Philadelphia at least, more ice cream is sold thru food stores than from any other single type of vender. That's the opinion of Robert Aitken, director of market research for Supplee-Sealtest here, who keeps a close record of all ice cream sales.

In Aitken's opinion, food stores are now selling twice as much ice cream as they did even five years ago. Merchandising the product and plugging it because of the fine margins allowed the dealer are reasons given for the ice cream boom among food sellers.

"In this area, food outlets are out-selling drugstores," said Aitken. "Food stores are making about 30 per cent of all the ice cream sales for home use, while drugstores are selling about 25 per cent. Candy stores, cigar and novelty shops, along with the coin machines, take care of the rest."

Research figures for Philadelphia show, said Aitken, that 40 per cent of the queried customers buy ice cream where they do because of convenience. Brand preference draws 35 per cent. Special quality attracts only 12.3 per cent, while low price, and probably sub-par quality, only interests 6.8 per cent. These figures, he added, compare rather well with the national figures compiled by the American Dairy Association after interviewing 3,470 ice cream lovers.



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Envoy .....	89	950 .....	89	Standard 39 .....	59
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**Trade Directory**

**New Equipment**

Answer Box Napkin Holder—novelty amusement game—F. E. Erickson & Co., Los Angeles.

Binoculars—coin-operated for theater use—Vidoscope Corporation of America, New York.

Bridgeball—five ball—Culp Products Company, Elkhart, Ind.

CRE-15—hanklette vending machine—Canadian Restroom Equipment Company, Toronto.

CRE-16—paper towel and soap package dispenser—Canadian Restroom Equipment Company, Toronto.

CRE-17—paper towel, soap, and comb package dispenser—Canadian Restroom Equipment Company, Toronto.

Jolly Boy—ice cream vending machine—Belvend Manufacturing Company, Chicago.

Lunch Box—multiple food vending machine—Cedar Hill Farms, Cincinnati.

**Change of Address**

Sicking, Inc., Indianapolis, will move from 927 Fort Wayne Avenue to 1312 Capital Avenue September 1.

**New Firms**

Arrow Manufacturing Company, Charlotte, N. C.—to make coin-operated amusement machines.

Triangle Vending Company, Detroit, was taken over by the newly formed Colonial Vending Company of Pittsburgh.

Vidoscope Corporation of America, 12 East 44th St., New York, manufactures coin-operated binoculars.

**Personals**

Cecil S. Allen was elected executive vice-president and general manager of Raytheon's Russell Electric Company division, Chicago.

Frederick Bowes Jr., director of public relations, Pitney-Bowes, Inc., was named to the advertising committee of the United States Chamber of Commerce.

Thomas Parlon, Yale & Towne Manufacturing Company, Stamford, Conn., was appointed sales manager of the New York regional office of the Philadelphia division.

**State Coin Taxes Showing Increase**

(Continued from page 91)

**Vending Levies**

Vending machine taxes were reported separately by six States. Arkansas' venter tax receipts totaled \$40,000 in the last fiscal year, a decline of \$6,000 from 1948. The Kentucky venter collection amounted to \$121,000 in the first full year of operation. Mississippi took \$155,000 from vending machine operators in 1949 and \$134,000 in the 1948 fiscal year. North Dakota taxes soft drink vendors only, collecting \$25,000 in both fiscal years. Venter taxes in South Dakota amounted to \$14,000—an increase of \$1,000 over 1948. Texas vendors paid \$701,000 in 1949 as compared with \$542,000 in 1948.

**Music**

Oklahoma's comparatively new tax on music machines and coin-operated amusement games brought in \$153,000 for a portion of the 1949 fiscal year. South Carolina collected \$189,000 in taxes on "coin-operated devices" as compared with \$158,000 in the preceding fiscal year. Bells and pinballs in Montana were responsible for \$515,000 in taxes in the 1949 fiscal year and \$251,000 in 1948.

The Census list of State coin machine taxes is not complete since some States did not furnish separate breakdowns. Several States included machine levies with amusement taxes in general.

Leonard Micon joined the sales division of World Wide Distributing Company, Chicago.

**Distributors**

United Manufacturing & Servicing Company, Milwaukee, named George I. Boone & Son, Great Neck, Long Island, N. Y., as representative in the eastern seaboard states.

**No Summer Lull In Premium Biz**

(Continued from page 91)

miums is the First Distributor org here, headed by Wally Finke and Joe Kline. Finke reported his firm, from a modest start a few months ago, is now handling several hundred different items. Clocks, which are currently the best sellers with operators, are represented by 30 different models in the First showrooms.

Kline, who returned this week from a road trip thru Illinois and Iowa, reported interest in premiums has grown tremendously in the past month, and that operators he contacted said that by using premiums, their grosses had maintained profitable levels over the normally slow summer period.

Firm has added new warehouse space to handle its premium line, and has hired several employees to work under Mel Finke, head of the premium department.

**Empire Active**

Gill Kitt, Empire Coin, this week reported the premium end of the firm, headed by Ralph Sheffield, partner in Empire, had grown to such proportions that it was necessary to pull Stanley Levine, a road man, in to the company headquarters to assist in the department.

The story was the same with all other firms contacted here. Premiums have taken on a number one priority, and with game business now beginning to pick up, all anticipated getting a jump on the fall business.

**Items in Demand**

Premiums which are in demand by operators include, in addition to clocks, such items as cameras, cutlery sets, silverware, lamps and jewelry. There was a heavy call on summer items such as rod and reel sets and picnic baskets, which has now tapered off, but another seasonal rush is expected this fall when football blankets, thermos jugs, etc., will be offered.

**Melster Cherrie Line Set**

CAMBRIDGE, Wis., Aug. 19. — Melster Candies, Inc., reported resumption of full production on its Cherrie bars for the fall and winter season. The item is regularly discontinued from May 1 thru August.

**American Tobacco Earnings**

NEW YORK, Aug. 19.—American Tobacco Company announced estimated sales for the first six months this year, ended June 30, amounted to \$409,339,000, with a net income of \$18,460,000.



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**BOX D-420**

The Billboard Cincinnati 22, O.

**Record Shuffle Loop Season  
Looms; Heavy Midwest Sked**

(Continued from page 103)

From Rice Lake comes word that four leagues will be running in the Indianhead area this fall. Bob Moore, operator, says these leagues will be backed up with publicity over Station WJMC. Much of the success of the game in this area has been attributed to the radio tie-ins which were effected during the past year's play.

**New Oshkosh Org**

Oshkosh is another Wisconsin town to organize a shuffleboard association over the summer league hiatus period. Three leagues have already been formed by the new association, and will start their new season August 27.

The Oshkosh league was sparked by Iris Nixon, a location owner in town, who now serves as secretary of the org. More leagues will be added by the association as fast as they can be formed.

Chuck Miller, who pioneered organized play in the Midwest three years ago by forming leagues in the Racine-Kenosha territory, expects a bigger season this year than ever before.

Miller says that the secretaries working with the leagues are now thoroly experienced, and should be able to help build the number of loops under their jurisdiction.

Dewey Wright and Mickew Green, Wausau, who operate some 150 shuffleboards thru Northern Wisconsin, will run city tournaments this year, the tourneys to augment their regular leagues. Both ops expect not only more teams to compete in the leagues, but hope to line up the ASLI Wisconsin State Tournament for their area next spring.

**Indiana**

Fort Wayne is another city in the Midwest vying for honors as top shuffleboard center in the territory. Within the next two weeks more than 100 location owners and operators, covering a 50-mile radius, will meet in that city to complete plans for the coming season. Bob Charleston, an operator who entered the shuffleboard field last October and conducted several leagues during the balance of the season, is setting up the coming meeting.

Charleston, like many other shuffleboard ops, will expand his operation this fall.

Marvin Martin, Evansville operator, expects to have every shuffleboard location in town entered in league play this fall. Last year he ran two leagues, each with 16 teams. This year Martin expects to greatly increase the number of leagues in Evansville, and has already made plans to set up a league with both men and women players competing, the first time this type of play has been attempted in the city.

**Michigan**

Detroit again looms as one of the top shuffleboard centers in the United States. Under Fred Chlopan, who heads the Detroit Shuffleboard Association and the Table Shuffleboard Association of America, league play on an expanded scale will get under way in the Motor City early next month.

Grand Rapids, home of the AMI music machine, has developed into one of the hottest shuffleboard centers in the State. Don Host and Jerry Latings, operators, are at the head of a group which will shortly hold a rally to organize leagues thruout the city. Because of the intense interest in shuffleboard in Grand Rapids, the

city is now the leading contender for the State championship meet next spring.

Whitey Warner, who operates out of Saginaw, and covers a territory which ranges some 200 miles northwest, has had a good summer resort business with shuffleboards. He will start a number of local leagues on their schedules immediately after Labor Day, thus making up for the resort biz slack-off with the resumption of organized league play during the fall and winter months.

**Ohio**

Columbus has already started the shuffleboard season with a warm-up league sponsored by Bobcat Miles and his wife, two of the most colorful shuffleboard ops in the business. This pre-season league winds up next month, at which time the regular leagues will start.

The Miles are looking forward to more leagues in their territory this season. They will sponsor a meeting in Columbus shortly at which operators and locations from Columbus, Newark, Springfield and Marion will be present for the purpose of building the new loops.

In Cincinnati, Alvin Holdgriewe, operator, is now holding neighborhood meetings to set up groupings for the coming season. He works with a five-man executive committee, and has received considerable newspaper publicity in his league activities.

One of the oldest shuffleboard centers in the Midwest, Toledo will again have league play this season. Jimmy Bourne, one of the many shuffleboard ops in the city, is now organizing the loops which will compete in the 1950-'51 play.

**Illinois**

League play will again be held in Chicago, but on an expanded basis. Herb Perkins, Purveyor, reports his leagues will be in operation immediately after the Labor Day week-end, and Standard, Monarch and other sponsoring orgs are also ready for the resumption of play.

Boards, which were removed from many locations in Chicago last spring and stored by ops, have been refurbished and are going back on location for the start of the new season.

Clayton Beebe, Peoria, expects this year to find many new leagues in the city to augment the 20 loops he organized last year. These leagues covered a 100-mile radius, and Beebe says he should have between 25 and 30 leagues operating for the coming year.

**NEWSPAPER GIVES**

(Continued from page 103)

ment of a coin-operated hair-cutting machine, and then came down from the clouds to realities by listing unusual vended items, such as aspirin, shoe shines, hot chocolate and groceries.

Coming to the meat of the story, he said that the "biggest innovation in the coin machine business history is the shuffleboard, and Detroit is to this what Meadowbrook is to polo."

Michael E. Benson, Nickel Amusement Company, and president of the Detroit Shuffleboard Association, was quoted on a projected national league tournament to be held here next year, and issued the challenge that "we'll have as many entries, from as many States, as the American Bowling Congress."



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We have all Mills latest Bells in stock.  
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Floating... 79.50	Raidar... 92.50	Power... 84.50	Bally 9th Skee... 45.00
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Os-icer... 143.00	Heavy Hitter... 49.50		

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**MUSIC BARGAINS!**

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Wurlitzer 500's, ea.	19.50
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Seaburg reconditioned Colomels, ea.	44.50
Seaburg 144M	259.50
Rockola 1422	154.50

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**Turning Back the Clock**

**10 Years Ago This Week**

CHICAGO, Aug. 17, 1940.—With the formation of Michigan Phonovision Distributors, Inc., in Detroit, it was announced that Michigan would be the first State to have territories closed for Phonovision. According to the program, a quota of 2,000 units for the first year and 500 each year thereafter for four years, was set. This was to be broken down by counties, according to population, with an exclusive contract made with a single operator in each county.

Michigan Phonovision, with a capitalization of \$100,000, was headed by John Gorsuch, president; Don Kelscy, vice-president and general manager (formerly with Mills Novelty Company); Walter Probst, secretary-at-

torney, and Herb Bauer, publicity. It was promised initial delivery would be made in Michigan, due to the fact that the Phonovision machines were being manufactured by the Berkey & Gay Company, Grand Rapids.

Additional Phonovision news of the week revolved about the appointment of Eric Haight, as president of the Phonovision Corporation of America. Haight was also head of Films, Inc., a subsidiary of Paramount Pictures, which was to turn out films for the Phonovision units.

Sponsorship of a "phonograph music week" in Fort Worth was undertaken by the Panther Novelty Company. Firm employed over 100 signboards throuth the city, four by eight feet in size, which carried messages boosting the jukes, talent and tunes in addition to plugging the "music week." Jack Maloney, manager of Panther Novelty, was the idea-man for the new promotion. Firm also used advertising spaces in local baseball parks calling attention to juke boxes.

Modern Vending Company, New York, was preparing to celebrate its 10th anniversary. Firm heads Nat Cohn, Harry Rosen and Irv Summer promised the "biggest ever" celebration.

John Chrest, sales manager of Exhibit Supply Company, was all enthused over the firm's new game release, Landslide. It was being plugged as the game that "nets winter profits in August." Chrest announced that production personnel were putting in overtime to keep shipments current.

**15 Years Ago This Week**

CHICAGO, Aug. 17, 1935.—Organization of the Premium Exchange & Service Corporation in New York by Louis Goldberg was claimed to be one of the most revolutionary plans for promoting the popularity of pin games yet developed. Idea was to set up universal premium plan providing merchandise coupons to operators.

Operators could use the coupons furnished by the exchange, paying 50 per cent of the cost, with the location paying the other 50 per cent. Winning players could exchange the coupons for desired merchandise thru a central office. Goldberg announced that operators would be able to purchase the coupons at denominations of 5, 10 and 25 cents.

In London, ice cream venders using solidified carbon dioxide as the refrigerating agent, were said to be going on location. The machines had a reported 100-unit capacity, with the ability to keep the ice cream frozen for as "long as four days and nights in heat-wave weather."

Legalization of beer and wine in Georgia saw greatly increased placement of juke boxes thru the State, installations mounting steadily since May. The Atlanta Coin Machine Company reported sharp stimulation in coin phonograph buying, but little extra activity in the pin game field.

The George Ponsler Company, Newark, N. J., teed off for its fifth anniversary celebration, with a scheduled hosting of both operators and jobbers throuth the State.

New York leaders in the coin machine trade proposed that the National Association of Coin-Operated Machine Manufacturers hold their 1936 convention in that city. It was pointed out that the 1930 meet was held in the New Yorker Hotel.

Aaron Goldman, head of the Oriole Coin Machine Corporation, Baltimore, announced his retirement. Goldman's debut in the industry was the Ballet Pool Table, one of the first coin-controlled pool tables built, followed by the Jostie Pin Table. Shortly thereafter, he discontinued his manufacturing business and entered the distribution end of the trade.

**Puck Patter**

(Continued from page 103)

Bowler, the newest unit, has already created a buying stir since its initial deliveries went out about two weeks ago, he said.

**Union City, N. J.:**

Ken Poulsen, American Shuffleboard, continues to be one of the travelingest men in the field. Last week shuffleboard business for American took Ken to Asheville, N. C. He is due in Columbus, O., shortly for a series of conferences with operators and locations now being arranged by Mr. and Mrs. Bobcat Miles. These sessions are to be held for the express purpose of forming new leagues in Columbus, Newark, Springfield and Marion.

Meanwhile, American Shuffleboard Leagues, Inc. (ASLI) is looking forward to a record league and tournament season this fall and winter. More than 30,000 players are already in the fold in various ASLI loops, and more are joining up daily. The newcomers will be competing in already established leagues as well as newly organized loops. Competitions will range from coast-to-coast.

**Detroit:**

Ken Poulsen, American Shuffleboard Leagues, Inc. (ASLI), was the house guest of Fred W. Chlopan, executive director of the Detroit Shuffleboard Association (DSA) last week. They held a full scale conference on shuffleboard problems during their get-together.

Leo Weinberger, formerly with the S&W Coin Machine Exchange, one of the city's leading prewar jobbing organizations, is enlarging his operation with 10 new shuffleboards, and is preparing for a heavy winter season of league play under DSA auspices.

Michael J. Gaydos is moving his family to Florida. . . Earl Feddick, Valley Shuffleboard Company, was a visitor from Bay City, and returned home with two new cars.

**ASLI CUTS MEMBER FEE**

(Continued from page 103)

for league, State and U. S. Championship tournaments, soon to be made public, will hypo shuffleboard activities in at least 25 States, he asserted.

Among those polled, most indicated that ASLI membership at local levels is due for a substantial increase next season. "Some even reported that their local league organizations, at this early date, had twice the membership of a year ago," said Olmsted, "with the probability that the membership would be enlarged still further by mid-September."

**Okla. Coin Tax Down**

OKLAHOMA CITY, Aug. 19.—The State revenue department reports that coin device license tax collections for the month of July totaled \$80,820, or \$63,804.80 less than collections for the same month a year ago. The music box tax yielded only \$268.45 during the past month, a decline of \$8,415.46 as compared with collections for July, 1949.

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25% WTH ORDER BALANCE C.O.D.

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35 Keeney Single Bonus Bells, 5c	\$ 80.00	Each
15 " Twin Bonus Bells, 5c and 25c	125.00	"
7 " Three Way Bonus Bells, 5-10-25c	225.00	"
15 Bally Triple Bells, 5-10-25c	135.00	"
7 " Wild Lemon, 5c	100.00	"
20 " M. B. Draw Bells, 5c	50.00	"
8 " R. B. Draw Bells, 5c	60.00	"

All Consoles listed are Free Play and Payout Combination and are from our own routes.

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## Calendar for Coinmen

August 24, 31—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford, Conn.  
 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 5, 19—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.  
 September 5, 19—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.  
 September 6—Coin Machine Operators' Association of Harris County (CMOHC), monthly meeting, Houston Chamber of Commerce Building, Houston.  
 September 7—Washington Music Guild, Inc. (WVG), 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 11—California Music Guild (CMG), monthly meeting, 311 Club, Oakland, Calif.  
 September 12, 26—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.  
 September 13, 27—Music Merchants Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.  
 September 14—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.  
 September 14—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.  
 September 20—Operators Guild of Westchester County, New York (OGWC), monthly meeting, Roger Smith Hotel, White Plains, New York.  
 September 26—National Automatic Merchandising Association (NAMA), Region II (New York) annual meeting, acting chairman, Frank Bradley, Statler Hotel, Buffalo.  
 September 28—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.  
 October 30—November 2—American Bottlers of Carbonated Beverages (ABCB), annual convention, exhibit, Civic Auditorium, San Francisco.  
 October 25-27—Sixth Annual Popcorn Industries Convention and Exposition, Stevens Hotel, Chicago.  
 October 28—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.  
 November 12-15—National Automatic Merchandising Association (NAMA), annual convention, exhibit, Palmer House, Chicago. (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.)

## NAMA '50 Meet Ends 14th Year; Sums Activities

CHICAGO, Aug. 19. — With the opening of the 1950 convention and exhibit at the Palmer House here, November 12 thru 15, the National Automatic Merchandising Association (NAMA) will mark 14 years of service to vending machine operators, manufacturers and suppliers.

The organization of NAMA was completed September 14, 1936, at a meeting held in the Commodore Hotel, New York, and the association started to function November 19 of that year.

Many important tax victories have been gained for the industry due to the efforts of the association, which grew from six to approximately 900 members. NAMA's legislative department is currently working in many States with operators toward removal of per machine taxes. The objective is to put the taxing of automatic merchandising on the same basis as other forms of retail distribution, President George M. Seedman pointed out.

### P-R Growth

In a revamp of past (and continuing) activities, NAMA officials stated that hand in hand with the association's legislative work, has been the growth of its public relations program. Initiated at the operators' level, as a local program, the plan has helped automatic merchandising to gain a favorable place in the eyes of the public. The 1950 program calls for the use of vending equipment in the promotion of local Red Feather campaigns by member operators in their own communities. A complete report on this good will-building program will be made during the November convention, officials promise.

### '51 Plans

For 1951, a series of six regional meetings in various sections of the country has again been scheduled. NAMA held its first regional gatherings in 1945, and attributes a strengthened association and the ability to carry out legislative and public relations work to the meetings.

Continuing to sum up association activity, officials also stated that in the future the operating ratio study for operators (first results of which were issued this spring) is expected to be one of the most important services rendered its members. And in line with scheduled new activities, an insurance program for operators is now being considered, it was revealed. Operators attending the 1950 convention will hear a progress report on the new services.

### NAMA Pioneers

The pioneer group of operators who were instrumental in forming NAMA in 1936, officials stated were Nathaniel Leverone, Automatic Canteen Company of America, Chicago; Robert Z. Greene, Rowe Manufacturing Company, Inc., New York; W. G. Fitzgerald, International Ticket Scale Corporation, New York; W. R. Fowler, F. & W Products Company; West-erly, R. I.; Kirk Sullivan, Mills Automatic Merchandising Corporation, Long Island City, N. Y., and A. Schlafter, Peerless Weighing & Vending Machine Corporation, Long Island City, N. Y. C. S. Darling, now executive director, was appointed secretary.

Past presidents of NAMA are Nathaniel Leverone, Robert Z. Greene, E. F. Pierson and Ford S. Mason. George Seedman is president for 1950, with other officers J. B. Lanagan, vice-president, and John T. Pierson, treasurer.

### Hires Reports Earnings

PHILADELPHIA, Aug. 19.—The Charles E. Hires Company reported net sales for the nine months ended June 30 amounted to \$4,921,258.05, with an operating profit of \$179,677.27. For the same period last year, net sales were \$4,902,694.76 and operating profit was \$261,741.79.

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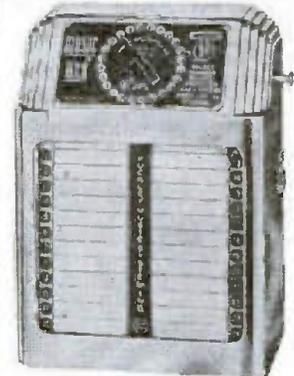
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SEEBURG COLONEL	69.50
SEEBURG 8200, 8800, 9800	69.50
ROCK-OLA PLAYMASTER	79.50
WSZZ WIRELESS BOXES	9.50
DS20Z WIRED BOXES	9.50
MILLS CONSTELLATION	249.50

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3 Complete Hostess Systems (units of 10)—MAKE AN OFFER!

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Genco Gilder	49.50	1-2-3	44.50	
Genco Total Ball	24.50	Yanks	44.50	
Genco Advance Roll	88 per	24.50	Virginia	29.50
Genco Advance Roll	mach.	24.50	Wisconsin	34.50
Genco Ring a Roll	19.50	Bermuda	29.50	
Bally My Roll	49.50	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	
Scrowall	44.50	Humpy Dumpty	39.50	

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One or two player rebound. Competitive play at its best! Totalizer scoring. Moving players. Plastic diamond. Tremendous suspense. Action all the way. The year around game locations are demanding!

**WE HAVE THEM IN STOCK**

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Bally CLOVER BELL—5-3	Universal ARROW BELL	Bally CHAMPION
Bally CLOVER BELL—25-25	Universal FEATURE BELL	Bally CITATION
Bally SPOT BELL—54	Keeney TWIN BONUS	Bally GOLD CUP
Bally SPOT BELL—254	Keeney SINGLE BONUS	Universal PHOTO FINISH
	Bally DRAW BELL	Bally LEXINGTON
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**OUTSTANDING SALE OF SHUFFLE GAMES**

United SHUFFLE ALLEY.....\$ 75	Chicago Coin BOWLING ALLEY.....\$125	Williams DELUXE BOWLER.....\$195
Genco BOWLING LEAGUE..... 75	Universal TWIN BOWLER..... 150	United SHUFFLE ALLEY EXPRESS..... 210
Bally SHUFFLE BOWLER..... 110	Genco GLIDER..... 40	Bally SPEED BOWLER 254..... 250
Williams TWIN SHUFFLE..... 95	Keeney A.B.C. BOWLER..... 125	Chicago Coin BOWLING CLASSIC..... 250
Keeney PIN BOW..... 95		Universal SUPER TWIN BOWLER..... 250

**FLYAWAY PIN CONVERSIONS**  
 United SHUFFLE ALLEY.....\$79.50  
 United SUPER SHUFFLE ALLEY..... 67.50  
 Bally SHUFFLE BOWLER 79.50

**NEW ONE BALLS**  
 Universal WINNER P.P.  
 Universal WINNER P.O.

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 Exhibit JUDY..... 215

Williams TENNESSEE  
 Flippers—Bonus—High Score—No Replay..... \$95

<b>ARCADE AND MISC.</b>	<b>SELECTED MILLS BELLS</b>	<b>HALF DOLLAR SLOTS</b>
Exhibit DALE GUN.....\$ 95	5-10-25	Mills JEWELL BELL.....\$235
Williams STAR SERIES..... 225	BLACK CHERRY BELL..... \$140	Mills GOLDEN FALLS 180
TOTAL ROLL..... 20	BONUS BELL, 1/2 or 10..... 170	Mills BLACK CHERRY..... 150
ADVANCE ROLL..... 30	GOLDEN FALLS..... 155	Jennings MONTE CARLO..... 275
Peckard 1000 SPEAKER..... 90	JEWEL BELLS..... 140	

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6 5# 1947 Evans Dominos	8 5# Evans Races, FP & PO
16 5# 1947 Evans Bangtails	1 5# Evans Races, FP
4 5# 1947 Evans Bangtails, FP & PO	1 5-25# Jennings Challenger
13 5# 1947 Evans Winterbooks	1 5# Bally Multi-Bell
10 25# 1947 Evans Winterbooks	

100 Mills pre-war slots consisting of Blue Fronts, Brown Fronts, Chrome, Cherry Bells, and Roman Heads.

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**FOR BETTER BUYS—BETTER BUY NOW!**

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Berranda	25.00
Boston	105.00
Bowling Champ	95.00
Bustons & Bows	95.00
Caribbean	25.00
Catalina	39.50
Champion	105.00
Cinderella	49.50
Cover Girl	37.50
De-Licer	145.00
Glomo	29.50
Gold Mine	39.50
Gondola	85.00
Grand Award	65.00
Holiday	29.50
Just 2!	125.00
Leap Year	29.50
Major League	29.50
Manhattan	29.50
Monterray	35.00
Moon Glow	67.50
Norocco	85.00
Oklahoma	75.00
Paradise	32.50
Play Ball	19.50
Ramona	49.50
Round Up	57.50
S. Louis	105.00
Sally	54.50
Samba	39.50
Sea Isle	19.50
Shanghai	35.00
Short Stop	35.00
Star Dust	37.50
Star Life	18.00
Storm	19.50
Spin Ball	39.50
Summertime	45.50
Swing	75.00
Serenade	55.00
Select-a-Card	150.00
Yincard	75.50
Thrill	35.00
Trinidad	32.50
Tucson	70.00
Triple Action	35.00
Wisconsin	37.50

**ARCADE EQUIPMENT**

Baiting Practice	75.00
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Chi Coin Neckay	85.00
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Chicken Sam (Conv.)	95.00
Evans Ten Strikes	49.50
Exhibit Dale Gun	75.00
Goalie	100.00
Heavy Star	49.50
Jack Rabbit	100.00
Keeney Air Raider	100.00
Mother-in-Law Gun	95.00
Muscle Scope Kick	75.00
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Vendor, New	55.00
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**COUNTER GAMES**

10 # Gushers, new	\$18.50
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Guns, new	49.50
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Silver King Target	
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Five Jacks, 1# new	39.50
Three of a Kind, new	18.00
Punch a Ball, new	18.00
Kickers & Catchers, new	32.80
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20 # Cigarette Reels	7.50
Mills, each	32.50
Hit-A-Homer	25.00
10 or more	25.00
Used 2 Jacks and 4	25.00
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 25 Kleanex Vendors, \$500.00 for all

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Alineo Super Deluxe	\$145.00
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Wurlitzer 750	125.00
Wurlitzer 618	75.00
Wurlitzer 500	75.00
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Plastic 30 wire covered	
cable, 100 #, for	25.00
Regular 30 wire cov-	
ered cable, 100 #	22.00

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MILLS 5# 10# or 25# 1948 MELON BELLS	
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JENNINGS 10# DELUXE LITE-UP	
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REBUILT 10# JEWEL BELLS, IN NEW CABINETS	

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**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  
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KEENEY TEN PINS	\$99.50
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Latest Model Triple Switch Dale Guns	99.50
like new	
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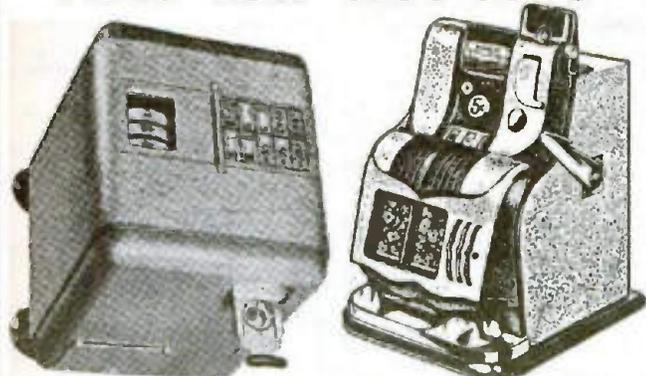
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STIMULATOR

TEST LOCATIONS  
SHOW  
CONTINUOUS and  
ENTHUSIASTIC  
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EACH DEAL  
ASSURES A  
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Turns your original Shuffle Alley into a New Shuffle Alley Express  
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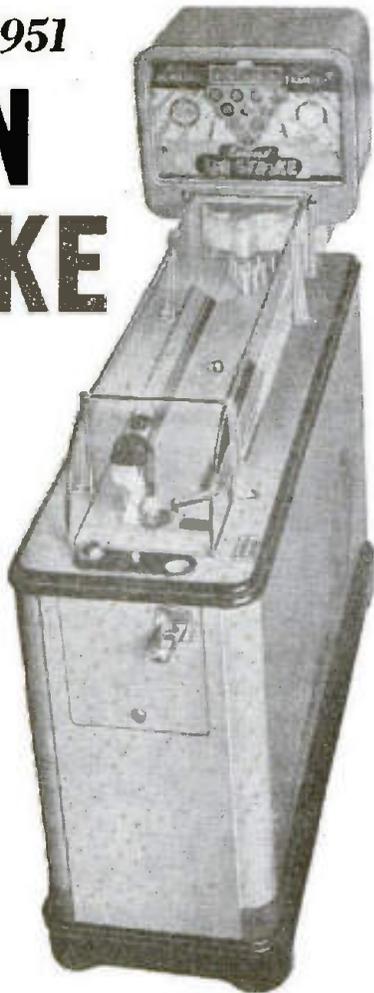
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★ **SCORES ALL SPLIT SHOTS!**

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FASTEST  
2-PLAYER  
BOWLER OF  
TODAY!**



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SIZE  
9½ FEET  
LONG  
BY  
2 FEET  
WIDE

BY POPULAR  
DEMAND  
AVAILABLE  
ALSO IN  
8 FT.  
LENGTH

SCORES 4-7 and  
6-10 SPLITS  
20-30 SCORING

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**Fast, Exciting Play! Biggest Earnings!**

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AN ACTION PACKED GAME WITH COMBINATION HIGH SCORE AND POINT FEATURE.
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A HIGH SPEED REBOUND BASEBALL GAME. MEN ACTUALLY RUN BASES ON FIELD.
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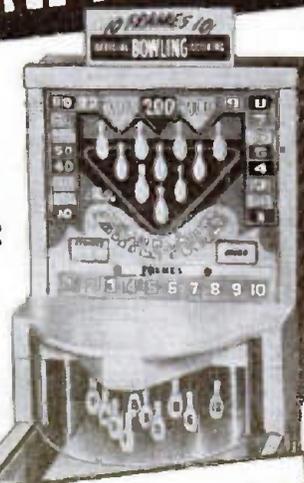
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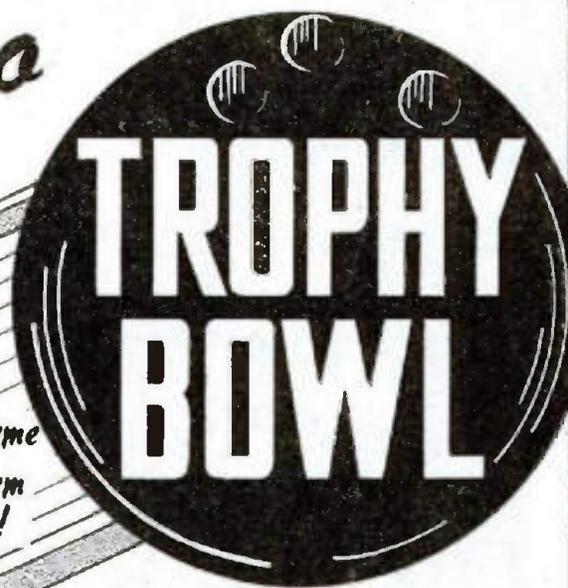
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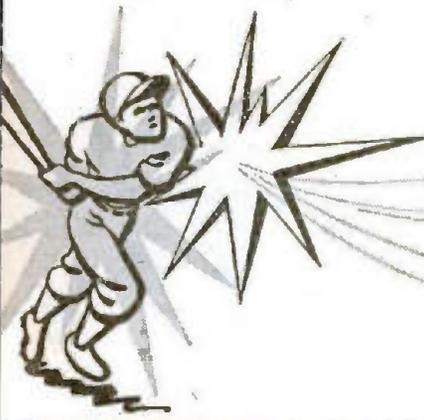
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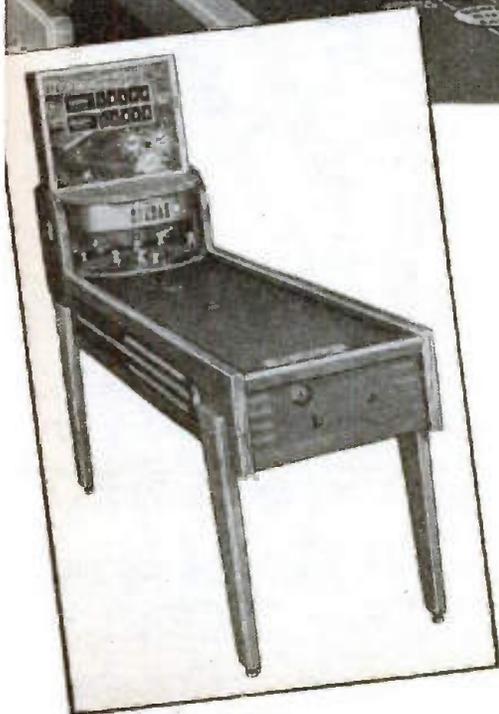
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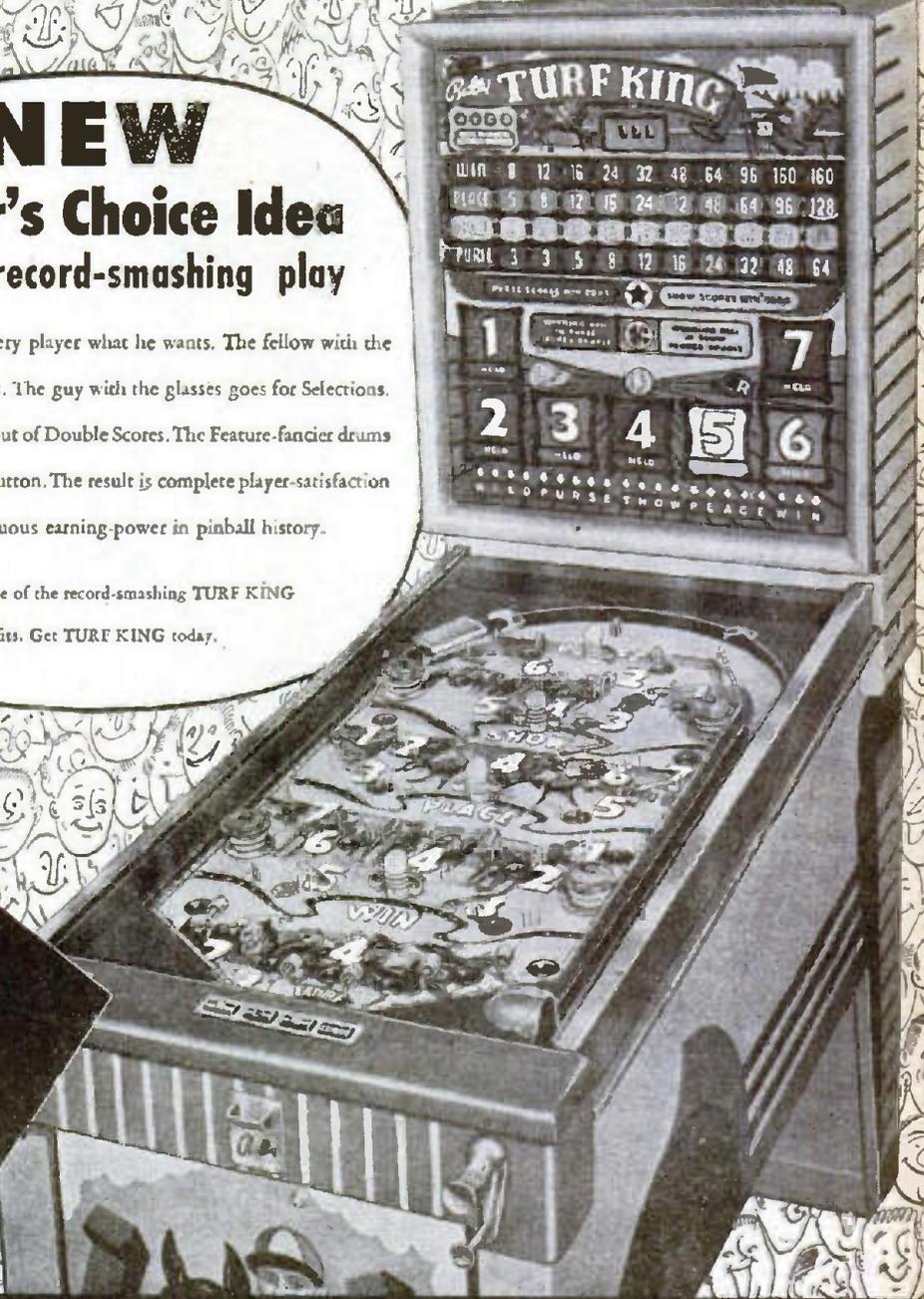
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# TWIN



# 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

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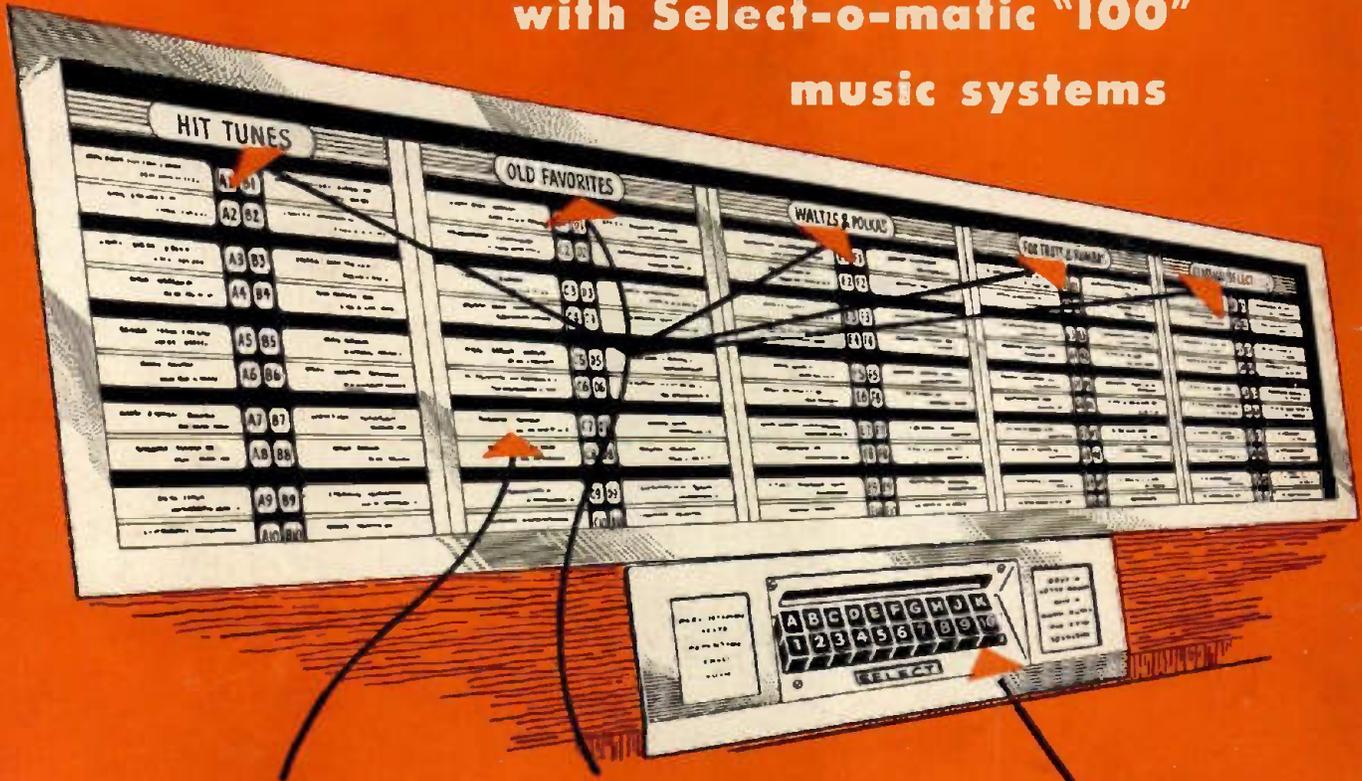


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