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 "Chickenboard 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 puttering around his Madison, Tenn., farm. He's seen above with his daughter, Ann, feeding one of his sponsor's products to their boxer, Duke. On wax, current top sellers include "Cuddlin' Baby" and "Enclosed: One Broken Heart." On the air, he starts an additional show for the Purina Company this fall, just missed 14 quarter-hour Treasury Department shows and completed six guest shots 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 RCA 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
  
  Album No. WP-261

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

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

Exclusive Management: THOMAS A. PARKER • Box 417 • Madison, Tenn.
Pitchmen Clean Up in Video; Knock PI Deals in the Head

By Alan Fishler and June Bundy

NEW YORK, Aug. 19.—The pitchmen, having switched their hoops from the days and streets to the video studio, have all but put the cracker on another old and maligned form of peddling; the per inquiry (PI) deal. Merchandise has moved to 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 station on a per performance deal, as has long been over shady radio custom.

The biggest direct sales outfit in broadcasting, the Mail Order Network (MGN), which was set up a year ago or almost an entirely PI basis, now is buying more than 25 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 of months ago. MGN now is merchandising nationally advertised products such as Bulova, Hiflores, Bensus, Goldblatt and Klein watches, and adding various other top-name products such as the General Electric line.

Why MGN has dropped PI in favor of the system is shown by its keeping on a current deal worked with the MGM Three (Robbins, Peck, Field) (See Every TV Home on page 8).

Survey Shows Films Via TV Peril Flesh

Even Kine Is Hit

HOLLYWOOD, Aug. 18.—Local video programmers are asking, "What prizes, creative live programming?" Public, it seems, prefers old-fashioned film fare to slicked-up live musicals or other type shows. The high-powered, big-budgeted New York shows are falling prey to the local insatiable love for live and 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 TV shows. July Tele-Que ratings revealed that nine of the first 15 shows were live film. Of remainder, wrestling won two places, leaving only four live TV shows to fill up the first 15 places (See Penthouse Film Play on page 7).

Col Opening Purse Strings In Pop Field

Loading Up on Names

HOLLYWOOD, Aug. 19.—Adding a 16-page renewal paper with a Day to the recent inkings of Jo Stafford, Sammy Kaye and Paul Weston, Records apparently opened the purse strings wide to pave the way for a resurgence in the analog phase of the disk business. Having opened its pop product to grow down to a width in the past couple of years, while the diskery was concentrating on the long-playing system, the hump, the waxer now has taken a 10-year renewal paper with Doris Day (See Col Reviewing Its Pop on page 12).

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

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

DALLAS, Aug. 19.—State Fair of Texas, the nation's biggest annual, has pulled in its horns since the Korean outbreak. Instead, it continues to expand with a steady length 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 160,000 seats available for performances. The indication at this time is that it will gross in excess of $300,000. Over-counter sales of daily tickets will be opened on September 3, but few tickets are expected to be left by then. Mall orders will be handled as usual.

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

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 metro will be given 5:30 p.m. Fair is negotiating for name talent to present other types of entertainment between performances of the play.

Midway free sets will be Louis Reed and the Great Ortoons. Acts are presented on Magnolia Stage at 2 and 7:30 p.m. Velma Bros. Sky Wheels will be featured (See Dallas Ads, featured, page 61).
**Controls To Hit Show Business**

Credit Curbs Due on AM, TV & Fono Sales

Steel Allocations Coming

**Credit Curbs**

WASHINGTO, Aug. 19.—With Congress putting the final locks on the controls bill, the situation for show biz is likely to be tighter than ever.

Credit curbs on radio and TV sets and phonos are to go into effect about Sept. 1. The new curbs will go into effect as of mid-August and will cut down payments and maximum time to pay.

Federal Reserve Board (FRB) will handle the curbs.

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

No price control on any item is presently contemplated, despite permission which was granted the board to go into effect. Sets, disks and nitery charges, single engagement basis will be exempt from the minimum wage rate of 75 cents an hour.

Wood prices. Such controls would be made to hold down the retail price of lumber, tobacco and cola machines will come up for consideration when the new revenue bill is written. Oddly at this time, however, are the proposals against such taxes.

Opponents of increases in showbiz are pointing to new training levels and higher prices which probably result in lowering revenues.

Point to the 30 per cent cabaret tax that was expected to cover five months during the last war. Revenues from the levy were dropped to its present 20 per cent.

Also due for study over the next few weeks is the proposal for a general manufacturer's tax on all products except food. Such a tax is targeted to replace all excise taxes on liquor and tobacco.

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

ALBANY, N. Y., Aug. 19.—A basic minimum wage rate of 75 cents an hour, and a maximum pay roll of $1,500, according to a report of state wage and salary, has been recommended for employees of the amusement and recreation industries in New York State, Industrial Commission of New York, which is hearing the case this week.

The recommendation was included in a report by the industrial commission and recreation industry minimum wage board submitted to the board of county department.

At the same time, Commissioner Commercial Commission of New York, which is in charge of the industrial commission with public hearings, will be held on the board's report, prelimaly—(See New York Plans on page 29).

**“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 performed, will be opened to the public on the 15th of this month.

On the opening night in a formal selection of “Miss Washington,” the state’s new capital, did not use the balance of the evening for the beauty contest finale because the weather was expected to be inclement. The entrance of the contest will be announced in a ceremony to be held on the 15th of this month, according to the state’s new capital.

**Credit Curbs Bill Now Strictly Up to Pres. Truman**

WASHINGTON, Aug. 19.—The omnibus Social Security bill, spanning the period from April 1 and its final passage in the Supreme Court ban against the old-fashioned B contracts of the Federation of Labor (AFM), went to the President’s desk of the Senate on Friday after a long and well-deserved passage by the House and Senate. In view of the Senate’s failure to call the bill to a vote on the floor, the President is expected to sign the measure immediately. 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 8 per cent of the first $3,000 of annual income. Show people already covered by Social Security will receive increased benefits on retirement but will continue to pay only the present 12 1/2 cent for five years.

Enactment of the bill means an immediate increase of $500,000 in existing programs, with $250,000 of the $1 million to be used in the region of the state.

The Secretary of Labor today asked the Senate to pass the bill. The bill which will reach the Senate floor next week, is but a portion of the Senate group's requirement this week. The committee turned to no one for further study of a proposal for stiffer “luxury” taxes made by Herbert Hoover, Head of the late Senate tax group, Government Operations.

Before approving the tax bill, the committee heard a protest from Allen B. DuMont, DuMont Laboratories, against applying the per cent radio tax to TV sets. However, it was decided to add the levy as well as to increase the $500 gaming device tax to $100.

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

Increased excise levies on admission, tobacco, and liquor will be reduced. Tobacco and cola machines will come up for consideration with the next new revenue bill will be written. Oddly at this time, however, are the proposals against such taxes.

Opponents of increases in showbiz are pointing to new training levels and higher prices which probably result in lowering revenues.

Point to the 30 per cent cabaret tax that was expected to cover five months during the last war. Revenues from the levy were dropped to its present 20 per cent.

Also due for study over the next few weeks is the proposal for a general manufacturer's tax on all products except food. Such a tax is targeted to replace all excise taxes on liquor and tobacco.

**Ballroom Contab Heavy on Terpers**

CHICAGO, Aug. 19.—This year’s convention of the Ballroom Operators’ Association will be a workshop for the elope man. It was announced this week by the Secretary of the organizing body, the Hotel Laridie, will stress the many problems of the ballroom business today. Instead of a number of outside speakers to address the con-vention, the Police and the convention committee have arranged with prominent speakers to address the ballroom industry.

It is planned to have the con-vention session for three days, beginning with a general session (See BNOA Attack on page 11)

**Lawyers Gird To Keep KMPC Owner Off Quiz**

HOLLYWOOD, Aug. 19.—Major point of contention in the B. A. Richards case Tuesday (22), when station's management is expected to launch a full-scale drive to block the government's efforts to take control of station.

B. A. Richards, facing new slanting charges, is expected to provide bold counterproofs before the Federal Communications Commission (FCC), will ask the possibility of a strike if he must undergo the rigor of appearing before the FCC.

To support their fears, his lawyers have presented written and oral testimony that the station's management does not want to sit.

FCC General Counsel Benedict Colton called the station's management to support, said the lawyers percentage on page 9.

**The Billboard**

The World’s Foremost Amusement Weekly

Founded 1894 by A. H. Donalson Publishers

Editors

E. W. Evans, Pres. & Trm. Director

W. D. Littleford, Secy.

Jr. Editors

Joseph G. Goodenow Interior Chief, New York

C. H. Simons, Studio Chief, Chicago

William I. Steinbock, Art Director, New York

William I. Steinbock, Art Director, New York

R. L. Mathes, Adv. Director, Chicago

Managers and Division

E. L. Mathes, Adv. Manager, Main Office & Publishing Division

E. L. Mathes, Adv. Manager, Main Office & Publishing Division

M. L. H. Mathes, Adv. Manager, Western Division

W. S. M. H. Mathes, Adv. Manager, Western Division

S. E. Mathes, Adv. Manager, Eastern Division

S. E. Mathes, Adv. Manager, Eastern Division

P. B. Ling, Manager, Northeast Division

P. B. Ling, Manager, Northeast Division

C. L. Mathes, Adv. Manager, Detroit

C. L. Mathes, Adv. Manager, Detroit

Subscriptions rates payable at Chicago, Ill. and at such additional points in the United States as may be designated by the publishers.

Subscriptions are for the calendar year.

**The Billboard**

**The Billboard**

The World’s Foremost Amusement Weekly

Founded 1894 by A. H. Donalson Publishers

Editors

E. W. Evans, Pres. & Trm. Director

W. D. Littleford, Secy.

Jr. Editors

Joseph G. Goodenow Interior Chief, New York

C. H. Simons, Studio Chief, Chicago

William I. Steinbock, Art Director, New York

William I. Steinbock, Art Director, New York

R. L. Mathes, Adv. Director, Chicago

Managers and Division

E. L. Mathes, Adv. Manager, Main Office & Publishing Division

E. L. Mathes, Adv. Manager, Main Office & Publishing Division

M. L. H. Mathes, Adv. Manager, Western Division

W. S. M. H. Mathes, Adv. Manager, Western Division

S. E. Mathes, Adv. Manager, Eastern Division

S. E. Mathes, Adv. Manager, Eastern Division

P. B. Ling, Manager, Northeast Division

P. B. Ling, Manager, Northeast Division

C. L. Mathes, Adv. Manager, Detroit

C. L. Mathes, Adv. Manager, Detroit

Subscriptions rates payable at Chicago, Ill. and at such additional points in the United States as may be designated by the publishers.

Subscriptions are for the calendar year.
Southern Calif. AM Industry Good Despite Video’s Inroads

HOLLYWOOD, Aug. 19.—Despite competition from several local television stations and television set population of well over 1,000,000 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). The survey covered 24 typical member stations, which reported on biz conditions for the first six months of 1953. At the close of the 24, 17 of the 24 stations 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 boosted 153,000 tele viewers, as compared with a corresponding 108,000 estimate. While it was obvious that video had drained many radio dollars into its channels, not one station on reported a serious dent due to the medium.

Several stations commented that gross time sales volume was down but reported higher net incomes due to increased program and show sales and lower operating costs.

Success stories cited included Glenn Dale Lick, who operates with both local video and 20 area radio stations, which reported a 50 per cent increase in biz. A few stations, however, showed a 20 per cent increase in biz. The higher 25 per cent ahead of the corresponding period last year, an all-time high in the outlet’s 17-year history. Los Angeles’ KEFC said the station was continuing to grow. In view of the high average of 25 per cent, the lowering of the half-year hour (between hours of 3:30 p.m. and midnight daily, and was enjoying the biggest sales volume in 10 years.

ABC, RCA Centros, Inc., was up 15 per cent, highest six-month period in 17 years. KFW, local FM outlet, was up 33 per cent over last year.

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

HOLLYWOOD, Aug. 19.—Sagebrush salesman Jimmy Diamond is in Hollywood to handle disk hockey, riding outstanding on 100 stations of the ABC net, and maybe make a solid “sawdust” show. Beg kicks off Sunday, September 7 with a 1:30 a.m. slot and ABC next week will include home phonograph and interviews with show biz personalities in addition to national appeal. The show was produced by ABC manager Charles W. Cottone, who will script, write and produce the show. Interviews already taped include Hope, Ken Murray, Don Murray, Harry Becton and Roy Rogers. Stars asked by WAKLY will be of general interest and will be exclusive in its own Western field.

ABC Adds "Blackhawk"

Another addition to ABC’s late afternoon slot, is a show called "Blackhawk," based on a character in a new comic book of the same name. Hero is a leader of a special United Nations police force. Show goes into the Wednesdays 2:30 to 3 p.m. slot with space set for the first two weeks of the program. Alan Reed’s new show, "Perry Mason," will follow on Tuesdays.

WNBC-WSTB To Toss Kiddie Festival in Central Park

New York’s Central Park will be the site of a giant kiddie festival, with entertainment provided by leading stars of the station’s juvenile shows, including Ed Berkley, Bobby Bonds and Howdy Doody. "Children’s Hour," and Frank Luther, who will sing and act as emcee.

Kirkwood Signs 5-Year DL Pact

HOLLYWOOD, Aug. 16.—Don Lee Network took a page from the old "7-11" format today in signing up Kirkwood for a five-year deal.

This marks the first time the regional network has purchased talent on a long-term basis. Deal will involve a contract for 100,000, with Kirkwood guaranteed $1,000 per week.

Kirkwood will do a five-week half-hour comedy strip across the board, with the first show beginning October 16 and will feature Lon Leif, John Kark, and guest appearances by stewes. Deal was handled by Century Artists, Ltd.

Brief and Important

Chicago AFL Bids for TF Station

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

Bob Kintner, ABC Prexy, Gets Raise and Bonus Plan

ABC has turned up Prexy Robert E. Kintner’s old contract and signed him to a new five-year pact, boosting his annual salary from $250,000 to $750,000. Effective date of the new pact is August 30, 1955, also carries provisions for a $5,000 annual boost on each anniversary. His net income exceeds $750,000, with a 70 per cent tax rate, limit of $100,000. The old contract was scheduled to run until December 31, 1955.

CBS’s Pair of Casting Cals To Go In Biz On Own

Eleanor Kilgallen, CBS radio and TV casting director, and husband Monte Johnson, have been asked by DuMont, has been without a hit for several seasons. The web’s deal for the Park Avenue Theatre now has aired.

CBS Video On Verge of Leasing Mansfield

CBS-TV last week was on the verge of leasing the Mansfield Theatre from Michael Myerberg. The 7th Street building is leased for $15,000 per year, with the MG M Pictures lessee at home to form a new talent selling organization. Robert Fryer, casting director of "Six One," takes over.

Trojovas Leaves CBS-TV for BBD&O

Herbert Trojovas, CBS-TV sales service manager, moves over to John Barton, Durwood September for the ABC network with T. A. Lee. He left the CBS as a sales service manager in CBS’s Radio Sales, will replace Trojovas.

General Foods Confers With Agencies on Fall Billings

The Amalgamated Billings Bureau, Inc., conference with ten agencies on some of these three agencies over proposals for new shows for the fall. These negotiations, which were held at the offices of Young & Rubicam, also were attended by representatives of Benton & Bowles and Fie & Belding.

Nero Wolfe Readied To Caper on NBC’s Air

The Rex Stout mystery character, Nero Wolfe, will be restored this fall. NBC is producing a new series of Nero Wolfe, with the help of representatives of the "Reading Room".

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 played 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 considering the idea of moving "Ethel and Albert," the situation comedy to be dropped at the end of August by ABC on which it has been a hit. The property was originally developed by Bob Barry who is now with the ABC network.

WNBC-WNBT To Toss Kiddie Festival in Central Park

New York’s Central Park will be the site of a giant kiddie festival, with entertainment provided by leading stars of the station’s juvenile shows, including Ed Berkley, Bobby Bonds and Howdy Doody. "Children’s Hour," and Frank Luther, who will sing and act as emcee.

NBC-TV Slats Four Comics in Spot Across Board

NBC-TV last week mulled a new program, "NBC Comics," in the 5:55 slot across the board following Kato Smith. There will be four separate three-minute cartoons in the show—"Kid Chain," "Space Tramp," "Denny Match," 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 KTVX, the new CBS-TV station in Des Moines, Iowa, begins its official schedule this fall. Stordahl, Sinatra was once a 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 July 1, giving Houston five days of five days of programming, and Channel coverage on weekends. Station will begin at 6 p.m. Saturdays, with program content to include some of KTVX’s top shows, live studio shows, and a variety of complete network programming with full-length feature films. Next on the slate will be the "Chamber of Commerce," a new series of five shows running six days a week.

House Group Preps Sessions on FCC Revamp

House Commerce Committee is planning to hold executive sessions on the FCC hearing to be held by the Federal Communications Commission (FCC), but it appears doubtful that legislation will be enacted this session. The committee would meet after hearings last week.
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 in effect now as CBS and NBC vie for the favor of the public with their respective TV stations. The simple and age-old process of drooling seems to be in effect now as CBS and NBC vie for the favor of the public with their respective TV stations.

For years, the two networks have been battling for the favor of the public with their respective TV stations. The simple and age-old process of drooling seems to be in effect now as CBS and NBC vie for the favor of the public with their respective TV stations.

For years, the two networks have been battling for the favor of the public with their respective TV stations. The simple and age-old process of drooling seems to be in effect now as CBS and NBC vie for the favor of the public with their respective TV stations.

For years, the two networks have been battling for the favor of the public with their respective TV stations. The simple and age-old process of drooling seems to be in effect now as CBS and NBC vie for the favor of the public with their respective TV stations.

For years, the two networks have been battling for the favor of the public with their respective TV stations. The simple and age-old process of drooling seems to be in effect now as CBS and NBC vie for the favor of the public with their respective TV stations.
**TV FILMS PERIL LIVE SHOWS**

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

NEW YORK, Aug. 12. — TV is Cupid's best salesman, according to the Clara Lane Friendship Center, Inc., which has been reducing in considerable amount of "lonely heart" business generally via a weekly 15-minute spot on WPIX-FD, New York (Monday, 11:30 p.m.). In fact, the video sales have been so much better than any other media that the nationally syndicated Lane could not resist this advertising campaign, which is directed by the William Warren, Jackson & Delaney Agency here. There are about 15 spots in Philadelphia, Chicago and Washington, with eventual plans to buy time in every TV market.

The documentary-style movie on WPIX, called Cupid Is My Business, shows how a lonely well-dressed young out-of-town (male) meets an equally lonely, well-dressed young lady through the gentle administrations of Clara Lane. This particular film features a different couple each week, but the Friendship Center is ready any time it finds an unidentified location for use in the spot.

A 15-minute Cupid session is also in the works for the fall, with a Lane presiding over a panel of social relations experts.

**Harris To Pitch TV Horseshoes At 1,500 aWeek**

NEW YORK, Aug. 12—Joel 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 column, to be seen on ABC-TV next fall. Hudson Messenger is the sponsor.

Harris is the biggest name so far among Broadway producers to throw his hat into the video ring. Last year, when Broadway success was The Heiress.

**Congress Acts On Red Airers**

WASHINGTON, Aug. 12. — A strong new burst of activity is under way in Congress on anti-Communist legislation, including a proposal to require all commercially-sponsored broadcasts to be appropriately identified on the air and over TV. The bill, introduced by the House-American Activities Committee Friday (18), would also enact a number of key changes in the Code of Federal Regulations, the joint legislative committee's new TV bill last year, included in the proposal to be passed in the Senate, the Public Domain, an Anti-Communism Act. The Public Domain Act passed two tests in the Senate and will become a permanent feature on KLAC-TV.

The Senate Judiciary Committee has already signed off on the bill, which would give the Federal Communications Commission power to control broadcast programming, including the content of news and public affairs programs. The bill has been referred to the Senate Commerce Committee, which will consider it in the coming weeks.

**Motor Polo Gets OK by KLAC-TV**

HOLLYWOOD, Aug. 12. — Motor Polo, new sport designed for video, has passed two tests and will become a permanent feature on KLAC-TV. The stadium will be built in the City of Commerce, under an exclusive lease agreement with the American Motor Association (AMA), which owns the Stadium of Commerce.

Motor Polo, developed by the Motor Polo Association, is a new sport that combines elements of polo and motocross. The sport is played on a field with a center circle, and players use polo mallets and polo balls to score goals.

**Fremont Surveys Old Flickers In High Spot**

Kine, Too, Feels Pinch

(Continued from page 3) shows among the first 15. Of nine new series, only The Lone Ranger series was new on network. By contrast, November, 1949, Tele-Que ratings found only three films among top 10 shows.

Programmers attribute the film craze to waning interest in New York kinescope screenings, plus a bias against showing programs that might not be able to maintain their audience levels. But even this big-budgeted coastal originating show couldn't match Happy-Go-Lucky, the new kine series that has been on the air for several weeks. Even New York kinescope rates are off for the summer, but those remaining, not too many, are those that have made the first 15. Arthur Godfrey, a high-rated show on the coast this season, earns a quarter of 1.89, but in popularity with TV filmsPerl To Live Shows on 3)

**From Now On, WWJ-TV Promotes Its Advertisers**

WWJ-TV supports its belief in the stability of television in Detroit with its new rate card (#B) which is guaranteed to advertisers for one full year!

**First In Michigan**

Owned And Operated By THE DETROIT NEWS

WWJ-TV

NABC Television Network

National Representatives THE GEORGE P. BOLLINGBEY COMPANY

ASSOCIATE AM-FM STATION WWJ
Every TV Home a Street Corner

Plenty Long Green in TV For Pitchmen

O' Days Never Like This

(Continued from page 2) Miller) music pubbly for a $1 kit including records and sheet music of a religious song called "I'm Sunsetting," with a book of inspirational verse locked in. The old 31 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 that this year's 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 WOR, WOR-TV and WABD have been swamped similar "lead" orders from advertisers. The TV stations are consistently 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 WON on the Kaye-Deutschman Agency to sponsor Station Club Playhouse, and 11-10 midnight film series, on a 12-week, across-the-board basis, to peddle instant photos and Helboro slow food items.

Sales-wise, results have been phenomenal on all three stations. Won, clock count alone, WOR pitchman Cy Givot pulled in 4,031 orders on an instant photo kit in five-minute spots over a two-week period. That's more, Frank Klinz, sales manager, says, than the entire weekly sales operations, points out that about 80 per cent of all phone orders are two or more, and some as high as nine. Givot also coined $200, in Helboro, and $100,000 in WOR-TV, and did a repeat catch for two more successful weeks.

WPIX, the sales department credits announce Tom Littman with selling more than $5,000 worth per week via one pitch-style spot. He also shelled up $11,000 in Catch-all orders for $5,000 in raincoat sales on one program.

In Hollywood, one pitchman, Lou Casamgr, who plugs a household vegetable slicer, is a true believer in the "filet, 200 to 400 sales pitch. Another pitchman, selling a nutheraker, was doing good at $50-week as a "five-spot" pitch. Such indie pitchers as Ted Lee (electric machine), (tee set insurance), Ralph Whitmore (instant photo developers), Vance Williams (crate lamp), and kiddie toy salesmen are buying as much as $200 worth weekly. In addition, tele disk jockeys such as Art Ford, Al Jarvis, Bill Allen, Frank Thompson, Paul De Forest and others are now pitching fruit deals on their stations.

To test effectiveness of the tele pitch, some of the Hollywood based dual-spotter's identical same item with a disk jockey broadcasting both radio and tele. On radio, the pitchers did a five-minute pitch; on tele, the pitch two minutes. The tele spot brought in 19 sales, while the shorter video plug netted 210 orders. A similar radio-telev pitch test in New York, using WPXI as TV outlet, revealed that, on some products, television is out-selling radio four to one, dollar for dollar.

WPIX, the outside pitchmen on the West Coast, who own their items, are now spending time on a spot instead of a cross-up close as possible and selling to the audience instead of a cross-up close-up.

CBS's Hal Peary To Buck G. Marx

NEW YORK, Aug. 19 — Hal Peary and harlequin Harold Lloyd, this week were the guests of honor on WOR, New York, are carrying local advertising for WPX, Radio Offier Company, Direct Mail Sales Company, Novel Manufacturing Company, Union Mart, Save by Mail Company, and Save by Television Company. The latter outlet will shortly buy time in WPX, to push a 14 to 15 per cent sales boost for all products. Sales-wise, results have been phenomenal on all three stations.

In Hollywood, one pitchman, Lou Casamgr, who plugs a household vegetable slicer, is a true believer in the "filet, 200 to 400 sales pitch. Another pitchman, selling a nutheraker, was doing good at $50-week as a "five-spot" pitch. Such indie pitchers as Ted Lee (electric machine), (tee set insurance), Ralph Whitmore (instant photo developers), Vance Williams (crate lamp), and kiddie toy salesmen are buying as much as $200 worth weekly. In addition, tele disk jockeys such as Art Ford, Al Jarvis, Bill Allen, Frank Thompson, Paul De Forest and others are now pitching fruit deals on their stations.

To test effectiveness of the tele pitch, some of the Hollywood based dual-spotter's identical same item with a disk jockey broadcasting both radio and tele. On radio, the pitchers did a five-minute pitch; on tele, the pitch two minutes. The tele spot brought in 19 sales, while the shorter video plug netted 210 orders. A similar radio-telev pitch test in New York, using WPXI as TV outlet, revealed that, on some products, television is out-selling radio four to one, dollar for dollar.

WPIX, the outside pitchmen on the West Coast, who own their items, are now spending time on a spot instead of a cross-up close as possible and selling to the audience instead of a cross-up close-up.

CBS's Hal Peary To Buck G. Marx

NEW YORK, Aug. 19 — Hal Peary and Harold Lloyd, this week were the guests of honor on WOR, New York, are carrying local advertising for WPX, Radio Officer Company, Direct Mail Sales Company, Novel Manufacturing Company, Union Mart, Save by Mail Company, and Save by Television Company. The latter outlet will shortly buy time in WPX, to push a 14 to 15 per cent sales boost for all products. Sales-wise, results have been phenomenal on all three stations.
**KOREA SPLITS SCRIPT UNION**

**Exec Sec and Two Council Members Quit May Affect NLRB Issue**

NEW YORK, Aug. 19—James Stable yesterday (18) resigned as executive secretary, Eastern executive secretary and counsel to the Eastern regional of the Radio Writers' Guild (RWG), effective September 15. Stable said his move was made because the Eastern RWG Council had not taken the "forthright" stand on a resolution offered by Wellborn Kelley, former alternate RWG council member, which in effect urged, Authors' League (AL) co-operation with the government in any educational and non-political capacities against Sino-Japanese aggression. 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 was quasi-managed 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 Kelley amendment was based on the charge that any such constitution specifically prohibits any group within it acting together on any labor or political matters.

Stable is understood to feel that the Eastern RWG body was behind technically instead of taking an open position that 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 script contract with agencies. The union is regarded as the bargaining agent for free-lancers, and a Radio Labor Relations Board (NLRB) election is due to be held shortly. The division within RWG ranks may also hurt chances of getting any jurisdiction over TV script writers which Stable says is not a settled issue.

The Eastern RWG Council this week decided to disband Kelley for acting in a manner unbecoming an RWG member. The censure referred to his charges that the AL is anti-Catholic and anti-American Legion.

---

**Korea Splits Script Union**

**Exec Sec and Two Council Members Quit May Affect NLRB Issue**

NEW YORK, Aug. 19—James Stable yesterday (18) resigned as executive secretary, Eastern executive secretary and counsel to the Eastern regional of the Radio Writers' Guild (RWG), effective September 15. Stable said his move was made because the Eastern RWG Council had not taken the "forthright" stand on a resolution offered by Wellborn Kelley, former alternate RWG council member, which in effect urged, Authors' League (AL) co-operation with the government in any educational and non-political capacities against Sino-Japanese aggression. 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 was quasi-managed 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 Kelley amendment was based on the charge that any such constitution specifically prohibits any group within it acting together on any labor or political matters.

Stable is understood to feel that the Eastern RWG body was behind technically instead of taking an open position that 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 script contract with agencies. The union is regarded as the bargaining agent for free-lancers, and a Radio Labor Relations Board (NLRB) election is due to be held shortly. The division within RWG ranks may also hurt chances of getting any jurisdiction over TV script writers which Stable says is not a settled issue.

The Eastern RWG Council this week decided to disband Kelley for acting in a manner unbecoming an RWG member. The censure referred to his charges that the AL is anti-Catholic and anti-American Legion.

---

**Hot Rod TV**

**Detroit, Aug. 19.—** The hectic character of the current used-car market is causing a news currency in the local TV commercials here at WJBK-TV. Foreign cars, primarily used, are being advertised and displayed prominently in the show, and the dealers are offering special rates for the purpose of selling their inventory. The dealers say that the market for used cars is booming, and that the demand for them is increasing daily.

---

**TV Films Peril To Live Shows**

(Continued from page 7) 

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

(Continued from page 6) 

---

**CBS Publicity Out Front**

At best, say some competent tradesmen, the CBS-RR alignment reported in a recent instance where the Columbia's publicity is way ahead of its capacity to produce or even market. The network also has not been able to quickly absorb the new talent and equipment that it has acquired. A number of top trade observers are making it clear that both CBS-RR will deal will not be dealt with lightly.

---

**TV Films Peril To Live Shows**

(Continued from page 7) 

---

**CBS Publicity Out Front**

At best, say some competent tradesmen, the CBS-RR alignment reported in a recent instance where the Columbia's publicity is way ahead of its capacity to produce or even market. The network also has not been able to quickly absorb the new talent and equipment that it has acquired. A number of top trade observers are making it clear that both CBS-RR will deal will not be dealt with lightly.


**RADIO-TELEVISION**

**The Billboard**

**August 26, 1950**

### Radio and Television Program Reviews

#### Information, Please


#### We, the People

**Reviewed Friday (11), 8:30-9 p.m. EDT.** Sponsored by Gulf Oil thru Young & Rubicam. Producers: Robert J. Murphy, John S. Harriman. Director: Tom Dunning. Writers: Frank B. Adams, John Kenner, Harold Stassen, Russell Crouse.

#### 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 last September to increase the number of stations that could apply for CRF (Commercial Radio Frequency) calls. The summer-long dispute over the fee liability has ended, and the FCC said last week.

**Swedish Park Experiments Test Video Future**

Video experiments, carried on outdoors at Liseberg Park, in Gothenburg, Sweden, are expected to develop into a new experimental approach to television. The experiments will have a federally controlled TV system or one permitting commercial sponsorship. The summer-long tests thus far have occasioned official reaction tending toward a slightly less than favorable opinion. This is believed to mean that full-scale commercial TV in Sweden will be several years away.

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

MBS will air a three-week series of short dramatic features, "Boomer Jones," on September 4. The series is produced by the International Association of Democratic Film Producers, Inc., with scripts by Morton Weisberg and directed by Mei Ferrer. The cast includes Brian Donnelly, William Holden, and Marie McDonald. Show will run from September 4 to September 23.

**FCC Asks Atlanta Paper Divest on Duopoly Rule**

The Federal Communications Commission (FCC) last week to surrender either the license for WSB-TV or the construction permit for WCON-TV by September 8 because of the duopoly rule. The FCC has called for the surrender of the license for WCON-TV, which was nearly completed and pointed out that the okay of the firm's bid to buy WBGB-TV was based on the condition that the stations be operated simultaneously.

**FCC Drops Dempsey's KOB "One-Sidedness" Plunder**

KOB, Albuquerque, N. M., should take another look at the Federal Communications Commission (FCC) editorializing report, the commission said last week in issuing the complaint of "one-sidedness" filed against the station by former New Mexico Governor W. G. Dempsey. The FCC report, presented in an opening phase of the record, noted the "opposing views is not that an issue may have to be advanced, but that an issue may have to be considered, and the broadcasting of opposing views." The FCC said it dropped the complaint on "request.

**Congress, Capitol Celebs Set for ABC Amateur Show**

ABC will give a 45-minute airing January 18 to an "amateur hour" show starring congressmen and other Washington celebrities in a bid for drive for funds to build the Capitol's first TV station. The Women's National Press Club, Ted Mack and his Original Amateur Hour cast, will run three hours at Uline Arena with tickets to be sold publicly.

**TV Script Talks Opened, Adjourned Until Next Year**

Negotiations between TV broadcasters and Television Authority (CTV) were held in New York last week but quickly adjourned until after Labor Day. The TVA is trying to get set for contract for both life and talent. Meanwhile, talks are continuing between the TVA and the Screen Actors' Guild (SAG), which was ordered by the Federal Communications Commission (FCC) last week to surrender either the license for WSB-TV or the construction permit for WCON-TV by September 8 because of the duopoly rule. The FCC has called for the surrender of the license for WCON-TV, which was nearly completed and pointed out that the okay of the firm's bid to buy WBGB-TV was based on the condition that the stations be operated simultaneously.

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

Negotiations at WCBS in New York, will have been hiked 66% per hour this year when the midyear meeting on December 1. The present rate for an hour of time on CBS-TV is $2,000, but the $2,000 rate went up to $2,400. WNBT, New York, now charges $2,400 for 15 minutes of TV time.

**Life With Luigi**


#### Stalir Time


#### Sputa's Place


#### Latest Edition

The latest edition of the regular Sputa's restaurant featured a variety of Italian dishes. The menu included antipasto, pasta, and a selection of Italian desserts. The atmosphere was warm and inviting, with soft music playing in the background.

---

Sam Chase
SPA Urges New Tune Protection

NEW YORK, Aug. 19.—The Songwriters' Protective Association (SPA) this week called attention to the urgency of taking protective measures with unextracted tunes before placing them on the air. One consequence of Judge Igoe's Shapiro-Bernstein decision, which had the effect of refining the copyright law, is that members of the National Broadcast Committee were not made aware of the significance of the decision. The SPA's letter recommended to the writers and songwriters that it is their duty to take action against the practice of placing unextracted tunes on the air.

Delaney Ankes to London Post

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

Palladium Sets Miller-Cut Orks

HOLLYWOOD, Aug. 19.—The Glenn Miller-style band parade will continue at the Palladium, following the success of Jerry Gray's stand with Hollywoody, plus the dancing of the Ray Brown and Ralph Flanagan aggregations. Flanagan will use a new 50-piece group, similar to Gray's, with the addition of some of the best players of the Miller-Brown band. Early Vollmer, Palladium's general manager, is currently dickering for Fredy Martin's return after August. The Miller-Cut Orks will go into the Palladium for the third time in a year.

Shapiro-Bernstein Nixes Appeal of Judge Igoe's Decisio

NEW YORK, Aug. 19.—Shapiro-Bernstein has dropped its plans to appeal Judge Michael Igoe's decision against the company in the Long Gone infringement case. The company, which had been trying to establish that record was done without authorization, has indicated it will now concentrate on its murder business.

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

HOLLYWOOD, Aug. 19.—Doughnut disk album sales are far outdistancing 78's and 33 1/3's at Capitol. The first five weeks of September saw 45s leading with 45 r.p.m. sales of 22,000, 78's holding at 17,500, and 33 1/3's with 14,000. The trend is still upwards.

"Big Three" Probes Sheet Sales

MGM Chief Puts Quiz at Dealer Level

Jobbers Also Polled

NEW YORK, Aug. 19.—Supplementing its Red Book investigation into ways and means of reducing piracy, the Olman, general professional manager of MGM's Big Three publishers, has initiated an own private poll of key music publishers and jobbers through the country to ascertain the whys of the dwindling sheet sales.

In response to the letter of query sent out by C. E. P. Whelan, managing man for the Big Three, 15 key outlets and 25 jobbers participated in the situation in considerable detail. Among those replying were: Carl Fischer, Abner, Idaho Falls, Idaho; Lyon & Healy, Chicago; Amoco, New York; Hal Leonard, New York; Gordon V. Thompson, Toronto; Théa, Art, San Francisco; Sayers, Indianapolis; M. P. Freeman, Los Angeles; Southern California, Washington; Grosvenor, Cleveland, and Gambling.

The pattern of responses follows that elicited in the recent trade contest of the songs that are getting the most play. It suggests that the lack of staying power of most current songs is due to the unwillingness of publishers to cooperate and to jobbers in a scattering of other reasons.

A few of the replies offered specific suggestions for the industry to content to lift them. Chief bugaboo, according to nine responses, is the poor quality of the tunes, and the needles quantities thereof are some good pop tunes like "Dear Heart"

What producers need, writes one publisher, is a Walker Donaldson, an I. C. Jones or a reasonable facsimile of a dozen other song writers who wrote popular songs with slightly lyrical and quality music. The current pop song pay out before we get a chance to plug any quantity of one... at the legitimate or any place else. We have an extensive tone over and over, thereby creating a demand that song plugs in several tunes so that the public becomes confused and doesn't know what to ask for.

Other Comments

Other comments on the quantity versus quality of tunes: I can give... is the terse number of songs the listener can give... is the number of records that are u.a.d on disk jockeys daily... Many of us get the fact of the lack of concentration of plug... there isn't enough really good songs.

Many of the music publishers sold on the rack as the chief culprit. One publisher states that there are six Giorgi's on one or four hit tunes in the races, because these are the only songs that are being played, and when these hit songs are sold, they are always sold with the next two or three. This publisher states that when such hit pictures are released, they become a coming tune, a folk, a standard or two... They are all missing because the songwriters in the songs that are right now are the hit, but the tracks are in the other neighborhood are taking (see MGM Chief on page 14).
Col Reviving Its Pop Disk Field

Stafford, Day, Kaye, Weston
Now in Fold

Loading Up on Names

(Continued from page 2) parliment by loading it with power-
burly men, like the likes of Kaye, Stafford and Weston and man-
ing to enliven Miss Day into the fold after she had ac-
hed her to make a hasty departure once through Stafford was set with the
disc. Miss Day, until only recently, has
to be used to the dis- 
key's pop picture with a suc-
formance of at least moderate hits — J 1
Didn't Step, Brutecheted, Hoop Dee Dog and The Young Men With A Horn album by Harry James and DuBh Shore has been suffering a lean year with only one stand out item of recent 
Dorothy was also set with The Around the House. Frank Sinatra, apparently in a spirit of the dis-
key's pop revitlization, cur-
ralled his forces into the back of 
Huckebuck in his version of Good-
night, Irene.

The dis- 
key's pop business, just 
about the time LP was introduced, was afflicated with a succession of set-
backs, not the least of which was the affected the disk potential of such 
backers as Frankie Carle and Xavier Cugat. Buddy Clark, at the time of his 
of Columbia, died in an airplane accident. Woody Herman and Benny Goodman, some months apart, both 
departed Columbia for Ozark. As still strong disk sellers. Hugo Winter- 
haller, who was beginning to emerge for Columbia last Christmas, left for the 
ripo Victor musical directorship.

Thus the dis- 
key's pop business is highlighned by the nature of the dealt made with Miss Day. After a new five-
year deal by Columbia Records this week, The Band 2000, are set to 
brush the highest paid artist on the platter's roster. Contract, negotiated last fall by Messrs. Edward Wallenstein and Miss Day's han-

er, has Columbia's best paying 
la Day $50,000 payable over a 10-
year period. A third idea of the deal is similar to the pact now enjoyed by DuBh Shore. With Miss Shore 

to the accuracy of 
January 1, Doris would become 
Columbia's most expensive property.

Miss Day's current contract has 
early two years to run, but the pact will be expiring in March 1951 and is 

effective at once. In addition to get-
ing the whole package, the contract includes other (See Col Revives Pops on page 43)

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

ChICAGO, Aug. 10—Zenith Radio Corporation announced that its previously reported Col-Mule 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 by simply adjusting a lever with a good musical ear now can set the speed of the Zenith changer to his own pleasure. (See Zenith Changer on page 37)
Music Paper in Squeeze, But US Keeps Hands Off

WASHINGTON, Aug. 19. — The music industry is in no "immediate" danger of a government clampdown on unusual arrangement contracts. Members of paper for sheet music stock, which has been in the news recently, have been promised by the National Security Resources Board (NSRB). The NSRB has pointed out that the industry handles paper for sheet music stock, and that the industry is in no immediate danger of a government clampdown on unusual arrangement contracts. Members of the industry have been promised that the NSRB will not take action on the matter unless the situation becomes critical.

A company spokesman, however, said that the NSRB is not satisfied with the industry's plans. He added that the "controls" are subject to change for the worst at any time. He explained that military paper will be given priority before the end of the year. He added that if the situation becomes critical, a full plan of controls will go into effect, under supervision of the Department of Commerce.

Cap Maps 300G Ad Campaign

HOLLYWOOD, Aug. 18. — Positions of special assistants to the president of Local 47, American Federation of Musicians (AFM), who have in part of the current drive to make the jobs more "asset" of the players, are being sought. Ten members of the AFM, calling for reduction in the number of special assistants from four and, effective early in August, an appointment of such jobs, will be announced at a meeting of Local 47. Pick is currently being supplied by Ernie Frederick, who, if re-elected, will win his demands at the upcoming election.

In effect, the resolution would put jobs on the open market, with all members eligible to vote. Jobs now pay an average of $125 weekly and have heard that "buyout" on an appointment basic by (Spade) Wallace, Local 47 proxy. The proxy has been given more than 1200 weekly, at key points, according to the current earning more. The outback and general number of reps holding jobs will be introduced as an economy measure.

Cap To Augment T'n Catalog

HOLLYWOOD, Aug. 19. — Capitol is seeking to round out its Telefunken dealer's catalog with domestic cuttings of several Capitol releases. Capitol is picking up its full orchestra recording overseas for Telefunken sources, and is seeking to fill some of the gaps for groups in competition in the country. For this purpose, an extensive use of the Los Angeles Chamber Symphony is currently scheduled, and the orchestra has been expanded for Telefunken recording, with an addition of some of Cap's own personnel.

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

NEW YORK, Aug. 19. — Contrary to the general trade opinion, operators today have more recording buying and programming savvy than they had a year ago, and their interest in new releases is more than that of the average dealer. These were the findings of a recent survey conducted by the daily Billboard among the nation's major record distributors. In an effort to determine the extent of the increase in new releases, the survey was conducted at the request of the magazine in order to get a clearer picture of the situation. The eight sides were identified as the key to an album of Billy Rose songs. The Rose package will be released.

Coast AFM Jobs May Be Shifted

HOLLYWOOD, Aug. 18. — Positions of special assistants to the president of Local 47, American Federation of Musicians (AFM), who have in part of the current drive to make the jobs more "asset" of the players, are being sought. Ten members of the AFM, calling for reduction in the number of special assistants from four and, effective early in August, an appointment of such jobs, will be announced at a meeting of Local 47. Pick is currently being supplied by Ernie Frederick, who, if re-elected, will win his demands at the upcoming election.

In effect, the resolution would put jobs on the open market, with all members eligible to vote. Jobs now pay an average of $125 weekly and have heard that "buyout" on an appointment basic by (Spade) Wallace, Local 47 proxy. The proxy has been given more than 1200 weekly, at key points, according to the current earning more. The outback and general number of reps holding jobs will be introduced as an economy measure.

Case Rebuys RCA Masters for MGM

NEW YORK, Aug. 19. — Conductor Arranger Russ Case bought eight new records for RCA Victor several years ago, and among them is a recording of the MGM discography for an album called "The Songs of the '20s." The cost of the recording dates and the royalties earned was about $125 per record with the Victor discography in order to get a clearer picture of the situation. The eight sides were identified as the key to an album of Billy Rose songs. The Rose package will be released.

Coast Waxery Bally in Mag, AM, TV Fields

NEW YORK, Aug. 19. — Capital Records, as part of its new campaign, will launch the largest consumer ad campaign in its history. In addition, Cap will resort to TV-radio ad blitzing, West Coast master will ship approximately $300,000 during the last three months of 1950, with almost all of the ad space to be devoted to its major line. Mag ads to be used include Life, Today's Woman, Children's Activities, Child Life, Parents and The New York Times' Sunday book section. First ad is set to appear in September 25 issue of Life.

With the ad splurge, Cap will unveil a new, a self-created seal of approval bearing the name of its Discs, the Circle, and the words "Bozo approved." This seal will go on nearly all of the disk labels, a play on words when you buy a disk, it will go to sell these disks, and "any friend of Bozo is a friend of mine." Created by a Bozo-approved seal in Capitol a threefold advantage: (1) Bozo character is said to a nationally distributed show sponsor (and it's understood that negotiation is part of the deal); Cap will prepare filmed spots and will make the disk label-mates. Discory, thru its divisional branches, will buy TV air time. Some feeling towards this disk and will use its film spot even if the Bozo show is' the end of many, thereby further bolstering the sales drive. For radio, Cap is furnishing specialty spots (See Cap Maps 300G on page 39)

Weinstrover To Top Coral Sales

NEW YORK, Aug. 19. — Norren Weinstrover, divisional manager for Coral Records, Southern branch, Atlanta, this week was promoted to general sales managers of Coral Records, Decca's independent record label. Weinstrover replaces Joes online a music store may put his post this week to assume a sales management position with London Recordings (see other story this section). Weinstrover, a veteran Decca operation manager prior to his post, worked for the disc in Des Moines, St. Louis and Dallas.

Weinstrover's Southern divisional manager's post will be filled by the New York branch of Decca Distributing Corporation.

In the MGM label. The ailing feature film case with a large studio or, vocal group and chorus. Tunes included, "It's Only a Paper Moon," I Found a Million Dollar Baby, Me and My Shadow and When a Woman Loves a Man.

Atlantic Cutting New 'Johnny' Disk

NEW YORK, Aug. 19. — Atlantic Record, which last year produced the unusual trick children's recording, "The Amazing Adventures of Johnny, is cutting a new comeback campaign for October release based on the identical gimmick. The disk was also started production in November after its "Johnny" name. Atlantic has exclusive disk rights to the "Johnny" story, which is a new hit and has been an immediate success. The disk will be scheduled to start its new campaign as early as possible. Cap has reported from four disk sides.

Atlantic's L'Aber series, Atlantic has engaged Leo Israel, disk story specialist, to write new material based on the "Johnny" stories. Israel has previously written for "Young People's Records" and Children's Record Guild. He has several stories in production at Columbia as well.
New Kidisk Line Looms From Mercury, Childcraft Parley

CHICAGO, Aug. 19.—A new major line of noontop platters will soon be launched here as the result of a conflict 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 Talma, president, have been battling with Childcraft's Bill Hayes and John B. Hahn to work out details.

Childcraft is the book wing's guidance and literature division of Field Enterprises.

The prospective entry of Childcraft into the Kidisk field would mark the second division of the multimillion dollar Field Enterprises to penetrate the children's wax field. Simon & Schuster, the book publisher, which also runs out the subsidiary line of Little Golden books, is the other Field Enterprises affiliate. When queried, the Childcraft rep said they would not compete with the seven-inch wax currently being released by Simon & Schuster.

Childcraft is readying a complete set of children's books featuring both guidance material for parents and a complete set of children's literature, 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 mark. The volume set retails for $9.50 and $79.70.

Present plans call for a giant promotional push on the part of both firms for the new Kidisk line. Childcraft annually spends $1,000,000 in specialized consumer magazines such as Parents' Magazine, and it is expected that a hefty budget will be spent to publicize the Kidisk venture.

True 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 published by the Field Enterprises. Some of the disk material will definitely come from the Childcraft catalog. The Catalog for Children, an original disk, 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. Sources said Childcraft will meet here next week to lay plans, settling the new line in its entirety. Deals would be the first time that a major book publisher has entered into a long-term deal with a disk company.

Childcraft for the past two years has been struggling into the -7 inch, patriotic, the disk field to complement their standard line of child guidance and literature records. A similar deal was discussed with Bill Putnam, of University Records here about 18 months ago, but never got past the conversation stage.

MGM Chief Puts Quiz at Dealer Level

Jobbers Also Polled

Ag Pix for TV Hit Music Snag

(Continued from page 4)

"All Dressed Up to Smile"
EVELYN KNIGHT
DECCA 27103

"Music Box to Live"
BOURNE, Inc. 722 5th Ave.
NEW YORK, N. Y.

"Bonaparte's Retreat"
KAY STARR
Capitol 1-936

"Punky Punkin"
"The Happy Pumpkin"
Coca-Cola, a JACK O' LANTERN, instead of being a pumpkin pie

"Broadway Old" MCM RECORDS, Inc. 145 West 45th St.
NEW YORK, N. Y.

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

NEW YORK, Aug. 19.—Probably the first anti-communist tune waxed by a top attraction on a major label is "The Red We're Got in the Old Red White and Blue," cut by Ralph Flanagan for RCA Victor. The songwriter got so excited about the platter's possibilities that it rushed it into production and started shipping August 3. Three weeks after the Friday (18), Red had reportedly gone over the 100,000 mark.

Tune, oddly enough, was conceived by an English clever, Jimmy Kenn-edy, who with a pal, Phil-upa tunsinith Vix Reichen. It was copyrighted by Eilott Music, publisher, by sponsor Paul Knolle of Eilott Lawrence. Reichen got out his own waxing of Red in Philadelphia this week. "The Red We're Got in the Old Red White and Blue" via RCA Victor.

MGM Chief Puts Quiz at Dealer Level

Jobbers Also Polled

"CHRISTMAS"
and
"THE MERRY CHRISTMAS POLKA"
FOR THE WINTER SEASON
"FROSTY THE SNOW MAN"
"THE LITTLE GENERAL"

"DREAM A LITTLE DREAM OF ME"
"SUGAR RAIN""*"" THE BASEBALL POLKA"
CORAL 60224
VICTOR 3051-1167

"GREAT MUSIC"
400 Madison Ave., N. Y., N. C. PL 3-7421

FOR CHRISTMAS
GET READY FOR THE WINTER SEASON
"SUGAR RAIN"
"THE BASEBALL POLKA"

"I'M BASHEFUL"
SANTINO-JOY, INC.
1619 Broadway
NEW YORK, N. Y.

"I'M BASHEFUL"
SANTINO-JOY, INC.
1619 Broadway
NEW YORK, N. Y.

"I'M BASHEFUL"
SANTINO-JOY, INC.
1619 Broadway
NEW YORK, N. Y.

"I'M BASHEFUL"
SANTINO-JOY, INC.
1619 Broadway
NEW YORK, N. Y.

"I'M BASHEFUL"
SANTINO-JOY, INC.
1619 Broadway
NEW YORK, N. Y.

"I'M BASHEFUL"
SANTINO-JOY, INC.
1619 Broadway
NEW YORK, N. Y.
**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)
A GREAT ARTIST!

TERESA BREWER SINGS

THE "MUSIC! MUSIC! MUSIC!" GAL
with the KEYS accompanied by JACK PLEIS and his orchestra
A GREAT SONG!

"Punky Punkin"

(The Happy Pumpkin)

NO. 768
78 RPM
75c plus tax

NO. 30188
45 RPM
75c plus tax

London Records
SPA Legalite on UNESCO Copyright Committee

John Schuman, counsel for Songwriters' Protective Association (SPA), has been reappointed to the UNESCO committee of experts on copyright and related rights. At the request of April 8 in Washington, to consider the report of various governments on UNESCO's recommendations for international copyright legislation.

Philad AFM Hires Courtland for Black Post

The RCA Victor pop artist and repertoire department will add its new offices in the RCA Victor building at the New York office in the RCA offices. International recording boss Alex Bard and kidish specialist Steve Carlin, along with the NBC Thesaurus office, remain in the current low Manhattan offices.

Victor A. & R. Staff in More to RCA Building

The RCA Victor pop artist and repertoire department will add its new offices in the RCA Victor building at the New York office in the RCA offices. International recording boss Alex Bard and kidish specialist Steve Carlin, along with the NBC Thesaurus office, remain in the current low Manhattan offices.

BVC Forks Over Big Cash for "On Sunday" Rights

The Bremann-Voce-Conn (BVC) publishing house has acquired the rights to the show's music, which has been subject to the song in St. Louis, and Chicago via a Congress record. The tune was made by Julian Miller, whose last noted item was another St. Louis hit in "Love Is All." The BVC office sold several other major publishers who were trying to get the song. The publisher forked over a five-cent advance running into four figures. The tune will be a September plug.

Philippine Distri Dist To Launch Own Label

Luis Villar, Director of Meco, Inc., a leading Philippine distribution firm, has just announced that he plans to import Glass Flute artists here. Luis has signed a five-year contract with Meco, Inc. and will produce a Philippine version of the Glass Flute label.

Michael Deal With BMI Expires

Michael Music, advance guarantee deal with BMI has expired, and Terry 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.

Bluetones, Ross Form Presto Contract

Muralu director Harry Bluestone, currently with Standard Radio Transcriptions, and library service op Joe Ross have teamed up to form a Presto label, and will purchase all the Presto recordings for the new Presto-P-fontawesome label.

Blueline, Ross Form Presto Contract

Muralu director Harry Bluestone, currently with Standard Radio Transcriptions, and library service op Joe Ross have teamed up to form a Presto label, and will purchase all the Presto recordings for the new Presto-P-fontawesome label.

New York:

The Albers Trio, chamber music specialist, has been signed for Mercury records by M. G. S. Records. With strings, cut eight sides for Big Nickel Records August 18. . . . Conductor Leonard Stokowski has slated a South American tour for the spring and summer of 1952. . . . Spoke by Irving Berlin, Dolly Miller, who has been elevated to general professional manager of the publishing firm, has done an Across The Board tour and has gone into the Balines Room, Galveston, Texas, for five weeks, starting September 15. He closes his current stint at the Coconut Grove, Los Angeles Hotel.

Tony Avicey has signed through Thursday. Carpentier to a personal management pact.

Four Jacks and a Jill, vocal group, has been reassembled here, featuring Barnaby Kaye, sister of Joe Doubles and Barnaby Goodwin, thru Terry Spofford. The group bowed at the 3 Aces August 17. . . . In a poll of the Yankee ball club, Tommy Dorsey will play at Yankee Stadium August 15. . . . Alvin, the Alvin, has held a foundling hospital, "I'm In Love With the Girl of the Million In Love," a song by Sharm Fuller, the composer. Accordianist Milton Daoud is heading up pop a. and r. operations for King Records, with offices here.

Ex-Lombardo warbler Don Rodney and thru Louise Carlyle teamed for vocal group debut at the Holiday Ball Royalty Club, Aug. 17.

"Orange Colored Sky," written by Milton Daoud and Willie Stein, who is leaving his post with the Big three publishers' promotion department in New York, has been published by Feist. This is for which Nat Tannen is sales representative. Loesser's own score for "Guys and Dolls" which will star in New York City, starts September 15. Woody Herman's ork will play an eight-day date at the Frolics, in Salisbury Beach, Mass., beginning August 27. . . . A new beat ballad, expected news by Terry Vincent at the Triton Hotel Sept. 1. — MI Oberate in on the Coast. Will set a local districe for his Varsity disks.

Cul-Neva Lodge (Crystal Bay, Nev.) had to boost its shows from two to three nights, switching out for the hotel's evening entertainment.

Gemini has been brought from the Groovy Group by the Frank De Vol-Jack Smith show. In addition to Childers, Kenton guitarist Lurodo Almeda will similarly be unable to comply in its present format, due to studio commitments. Almeda is also one of those studio musicians who will be a part of the show, which stars Bob Giosi, two of the Kenton band charter members, and is expected to fill their leading role to the road, as will the remainder of his present Balboa Ballroom aggregation.

Hartford, Conn.

James F. Smith, sales promotion chief for Stern & Company, has been named Columbus Records distributor, is back in town after his first vacation in some years. He began his career with Half Moon in 1943.

On the Sound Track:

Tony Martin will star in Howard Hughes's first music flick, "Two Tickets to Broadway," as announced by MGM. Peter Petrie, a popular local director, has been engaged by MGM as adviser on the flick. "The Life of an American Boy," the first Warner Bros. film to be made under the Warner Bros. name, is being directed by Sam Mossman. Adair will take the stage's professional, sequence, coach Lanza and direct the orchestra.
CANT' BE WRONG!

ON THE WAY TO 13,000,000 PEOPLE

ENCLOSED ONE BROKEN HEART

RCA VICTOR RECORDS

45 RPM No. 48-0342 & 78 RPM
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
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!
This week's
\textbf{New Releases... on RCA Victor}

Release 20-24
Ship Coast to Coast, Week of August 27

\textbf{POPULAR}

Here come the \textbf{DANCE BANDS} again!

\textbf{HUGO WINTERHALTER'S ORCHESTRA}
and CHORUS
It Had To Be You
You've Got Me Crying Again
20-3958—(47-3858)*

Here come the \textbf{DANCE BANDS} again!

\textbf{FRANKIE CARLE}
Let's Do It Again
Don't Make Me Sorry
20-3999—(47-3899)*

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

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

Here come the \textbf{DANCE BANDS} again!

\textbf{LARRY GREEN} with THE HONEY-DREAMERS
Can Anyone Explain?
All Dressed Up To Smile
20-3902—(47-3902)*

Here come the \textbf{DANCE BANDS} again!

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

\textbf{POP-SPECIALITY}

\textbf{ERNNIE BENEDICT}
Jolly Time Polka
Walking Hand in Hand
23-1171—(51-1171)*

\textbf{WESTERN}

\textbf{BILL HOLT}
Bill Holt's Rag
Yes I Do, Yes I Do, Yes I Do
20-3775—(48-0375)*

\textbf{COUNTRY}

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

\textbf{JANNIE and JACK LONESOME}
Poison Love
21-0377—(48-0377)*

\textbf{NEW ALBUM}

\textbf{HANK SNOW}
Hank Snow Favorites
P-295—(WP-285)*

\textbf{THE THREE SUNS}
The Three Sun's Present Your Favorite Hymn
P-285—(WP-285)*

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

\textbf{PERRY COMO}
Perry Como Sings His Favorite Songs of Worship
P-291—(WP-291)*

\textbf{NOTE:} All records in this panel are listed alphabetically by song title.

\textbf{5} Bewitched
Larry Green and the Honey-Dreamers
20-3726—(47-3726)*

\textbf{5} Bonaparte's Retreat
Gene Krupa
20-3766—(47-3766)*

\textbf{5} Count Every Star
Hugo Winterhalter
20-3697—(47-3697)*

\textbf{5} Cuddle Buggin' Baby
20-3869—(47-3869)*

\textbf{5} Enclosed One Broken Heart
Eddy Arnold
21-0342—(48-0342)*

\textbf{5} Good Night, Irene
Dennis Day
20-3870—(47-3870)*

\textbf{5} Hoop-Dec-Doo
Perry Como
20-3747—(47-3747)*

\textbf{5} I Cross My Fingers
Perry Como
20-3846—(47-3846)*

\textbf{5} I'm Movin' On
Hank Snow
21-0329—(48-0329)*

\textbf{5} La Vie En Rose
Tony Martin
20-3819—(47-3819)*

\textbf{5} Lonesome
Phil Flanagan
20-3726—(47-3726)*

\textbf{5} Mona Lisa
Dennis Day
20-3753—(47-3753)*

\textbf{5} Tzena, Tzena, Tzena
Ralph Flanagan
20-3847—(47-3847)*

\textbf{Comin' Up...}

\textbf{5} The Beer That I Left on the Bar
Why Fight the Feeling
Vaugn Monroe
20-3860—(47-3860)*

\textbf{5} Bless This House
Tony Martin
20-3850—(47-3850)*

\textbf{5} Take a Letter, Miss Smith
Tony Martin
20-3874—(47-3874)*

\textbf{5} In the Old Red, White and Blue
Neverthelss
20-3904—(47-3904)*

\textbf{TIPS RALPH FLANAGAN'S}

\textbf{5} THE RED WE WANT IS THE RED WE'VE GOT (in the Old Red, White and Blue)

\textbf{5} \textbf{The stars who make the hits are on RCA VICTOR Records}

\textbf{5} \textbf{RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY}

\textbf{5} \textbf{The April May June Swing INDUSTRIES}
## Sheet Music

### Best-Selling Sheet Music

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

<table>
<thead>
<tr>
<th>POSITION</th>
<th>Weeks Last</th>
<th>This to date</th>
<th>Weeks in Week</th>
<th>English</th>
<th>American</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3</td>
<td>1</td>
<td>BESWITCHED</td>
<td>Chezelli</td>
<td>Chappell</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>2</td>
<td>SILVER DOLLAR</td>
<td>Pre-Music, Ltd.</td>
<td>Handyville Publishing Corp.</td>
</tr>
<tr>
<td>8</td>
<td>3</td>
<td>3</td>
<td>MY FOOLISH HEART</td>
<td>Son</td>
<td>Santely-Joy</td>
</tr>
<tr>
<td>11</td>
<td>4</td>
<td>4</td>
<td>DEARIE</td>
<td>Carroll &amp; Cooley</td>
<td>Lawson</td>
</tr>
<tr>
<td>13</td>
<td>5</td>
<td>5</td>
<td>DADDY'S LITTLE GIRL</td>
<td>Yale</td>
<td>Biggs</td>
</tr>
<tr>
<td>15</td>
<td>6</td>
<td>6</td>
<td>I REMEMBER THE COWPHERS</td>
<td>Aradia</td>
<td>Leeds</td>
</tr>
<tr>
<td>17</td>
<td>7</td>
<td>7</td>
<td>OH, YOU SWEET ONE</td>
<td>Southern</td>
<td>General Music</td>
</tr>
<tr>
<td>18</td>
<td>8</td>
<td>8</td>
<td>LET'S DO IT AGAIN</td>
<td>Lavine</td>
<td>Robbins Music</td>
</tr>
<tr>
<td>19</td>
<td>9</td>
<td>9</td>
<td>THAT OLD PIANO ROLL BLUES</td>
<td>Leeds</td>
<td>Leeds</td>
</tr>
<tr>
<td>16</td>
<td>10</td>
<td>10</td>
<td>SENTIMENTAL ME</td>
<td>Clarkstone</td>
<td>Clarkstoneky</td>
</tr>
<tr>
<td>20</td>
<td>11</td>
<td>11</td>
<td>YOUR HEART AND MY HEART</td>
<td>Lawrence Wright</td>
<td>*</td>
</tr>
<tr>
<td>25</td>
<td>12</td>
<td>12</td>
<td>QUICKSILVER</td>
<td>W.H. Morris</td>
<td>W.H. Morris</td>
</tr>
<tr>
<td>27</td>
<td>13</td>
<td>13</td>
<td>IF I WERE A BLACK BIRD</td>
<td>Box &amp; Elk</td>
<td>*</td>
</tr>
<tr>
<td>29</td>
<td>14</td>
<td>14</td>
<td>IF I LOVED YOU</td>
<td>Williams</td>
<td>*</td>
</tr>
<tr>
<td>30</td>
<td>15</td>
<td>15</td>
<td>LIE AND MY SHADOW</td>
<td>Enrife</td>
<td>*</td>
</tr>
<tr>
<td>31</td>
<td>16</td>
<td>16</td>
<td>CANDY AND CAKE</td>
<td>Irish Pub</td>
<td>Oxford Music</td>
</tr>
<tr>
<td>32</td>
<td>17</td>
<td>17</td>
<td>HAVE I TOLD YOU LATELY THAT I LOVE YOU</td>
<td>Leeds</td>
<td>Durand</td>
</tr>
<tr>
<td>33</td>
<td>18</td>
<td>18</td>
<td>JEALOUS HEART</td>
<td>New World</td>
<td>Acuff-Rose</td>
</tr>
<tr>
<td>34</td>
<td>19</td>
<td>19</td>
<td>ONCE IN A WHILE</td>
<td>Musica</td>
<td>*</td>
</tr>
<tr>
<td>35</td>
<td>20</td>
<td>20</td>
<td>LOAD OF RAY, A</td>
<td>John Foote</td>
<td>*</td>
</tr>
</tbody>
</table>

*Titles not available as The Billboard goes to press.

## Interesting Figures

| 52 COPIES AT 25c = $13 00 |
| 52 COPIES FOR ONLY 10 00 |

**YOU SAVE $3 00**

**Simple Arithmetic Proves that you Save $3 on Subscription**

The Billboard  
1160 Pattison Street,  
Cincinnati 22, Ohio

Please enter your subscription to The Billboard for one year (52 weekly issues)...

<table>
<thead>
<tr>
<th>Name</th>
<th>$10 enclosed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Address</th>
<th>C.O.D.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>City</th>
<th>Zone</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Occupation or business

The Best Selling Sheet Music...

The Best Selling Sheet Music...
THE TOP TUNES OF THE DAY

America's Favorite Dance Band

"CAN ANYONE EXPLAIN?"
Coupled with "SKYCOACH"

78 rpm 1131  45 rpm F1131

"BONAPARTE'S RETREAT"
"WHEN YOU'RE A LONG, LONG WAY FROM HOME"
"The TEXAS SONG" (Is There Anything Wrong With Texas?)

78 rpm No. 936  45 rpm No. F936

78 rpm No. 1152  45 rpm No. F1152

THE NEW BAND
with the "EARLY AUTUMN" Sound!

"SONNY SPEAKS"  "PENNIES FROM HEAVEN"

78 rpm No. 1170  45 rpm No. F1170

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

A New King-Size Papa ...

"MY MAN STANDS OUT"

78 rpm No. 1111  45 rpm No. F1111

Coupled with "DON'T COME TOO SOON"
Radio Popularity

SPONSOR STUFF...

Cook Kill is buying his 13 weeks on WHVN, Houston, according to Mike Worner. RCA picking up the tab for Bravis, for the first time to push Oldies Pies and Al Jones, Houston. Jim Cavagnash, WRDW, GA., has pulled a six-week deal with Lincoln-Mercury. Solcast Milk is buying time with Jackson Low, WWDC, Washington. Chalk up a 26-weeker with Bocchi's Pino Wine for Gene Kern, WRYO, Rochester, PA. Al Paulson, WLOL, Minneapolis, is plugging La Mar Paints for a 13-week pact. Adrian's, a local druggist, has purchased a full hour of the "Lucky 15" show, KOVQ, Alexandria, VA. Jack Clifton, WADC, Akron, has sold his last evening show out solid (seven nights a week for a year) with Hillcresting RCA Victor and LeRoy's, a local appliance dealer, sharing the 45-minute slot. Two local firms, Hartman's Furniture and Titchett Auto Sales, have assumed sponsorship of Lloyd Harvey's long time show, "Stomper."" We are giving away WOEM, Quincy, Ill., for 13 weeks. Berny Baslaaron, WZAP, Janesville, Wis., has one week in the Limelight with the U.S. Army. Dishmaster Corporation has bought George Scott's voice over WWJ-TV, Detroit. Spinners at WPEN, Philadelphia, plenty sponsor happy, what with teammate taking away Ed Hurst's and Joe Grant's "959 Club," Babyhood Distributor sponsoring Lear Wayne's "Tiny Tot Time." John Irving Shoe Corporation taking Larry Brown's "Mary Jane Jamboree." Arthur Murer Dance Studios taking all of Sherri Horton's "Sherri" show Sunday nights, and Trailer Rental joining the list of participants for Kai Rosa's late evening show from the Latin Casino.

AD LIB CUTTINGS

Mike Sage, of WMCA, New York, and Johnny Guarneri have announced the birth of "Erica Bratt." 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 officials. Jerry Morris, WTTA, Thomson, Ga., is taking two weeks' training with the CBS News Guard this month. Dick Coleman, WCBM, Baltimore, received his bachelor's degree in English from Loyola College July 30. The 23-year-old student attended school by working full-time on the station's ad department before enrolling at Loyola. man. WMCA, New York, has formed an ASCAP pub firm, Plaza Music, with their program director, Dan Overson. Their first tune is "When You Kiss a Girl," by Dick Haymes and Billy Paley's secretary Elsie Simmons and Robert J. Sevigny... Charlie Starkie, WINS, New York, and Diane Casillo, chaper in in WINS, vocal outfit, were married last week (15) at Spring Lake, N.J.

GIMMIX...

Happy Stevan Ison, WITP, Charleston, W. Va., says another record company likes his nickname by developing their 15-minute segment of his morning and afternoon shows for "Mike in the Morning and Afternoon."... Norma Wel, WHAY, New Britain, Conn., refers to his report as "BlavvaNauda," which he carefully explains means "foreign expansion meaning Clevenlant."... D. M. Dewel and KGUN are planning to make 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 listeners seem to like the deal," says Dewelley, and "they always start requesting the new one a few days later."... Andy Anderson, WBNF, Sand- ford, Calif. pulled in $75 from his listeners, via one public service plug for the local youth center at Christmas time. "The Clear Channel is running a 10-week contest to pick "Cleveland's favorite DJ."... Gene Guarneri, WHNY, New York, has a new TV series, "The Nighttime Chat Show."... The Tree is going to do a new show called "Women's Special"... The Tammy Wynette Show is being taped for CBS network... Dick Haymes, KLAC, Los Angeles, has dropped Chesterfield for 12 weeks. Grant Company, via David Woods, KVQB, Alexandria, VA. A 10-week deal to push Minkus Pies and Al Jones, KLUE, Houston. Jim Cavagnash, WRDW, GA., has pulled a six-week deal with Lincoln-Mercury. Solcast Milk is buying time with Jackson Low, WWDC, Washington. Chalk up a 26-weeker with Bocchi's Pino Wine for Gene Kern, WRYO, Rochester, PA... Al Paulson, WLOL, Minneapolis, is plugging La Mar Paints for a 13-week pact. Adrian's, a local druggist, has purchased a full hour of the "Lucky 15" show, KOVQ, Alexandria, VA. Jack Clifton, WADC, Akron, has sold his last evening show out solid (seven nights a week for a year) with Hillcresting RCA Victor and LeRoy's, a local appliance dealer, sharing the 45-minute slot. Two local firms, Hartman's Furniture and Titchett Auto Sales, have assumed sponsorship of Lloyd Harvey's long time show, "Stomper."" We are giving away WOEM, Quincy, Ill., for 13 weeks. Berny Baslaaron, WZAP, Janesville, Wis., has one week in the Limelight with the U.S. Army. Dishmaster Corporation has bought George Scott's voice over WWJ-TV, Detroit. Spinners at WPEN, Philadelphia, plenty sponsor happy, what with teammate taking away Ed Hurst's and Joe Grant's "959 Club," Babyhood Distributor sponsoring Lear Wayne's "Tiny Tot Time." John Irving Shoe Corporation taking Larry Brown's "Mary Jane Jamboree." Arthur Murer Dance Studios taking all of Sherri Horton's "Sherri" show Sunday nights, and Trailer Rental joining the list of participants for Kai Rosa's late evening show from the Latin Casino.

AD LIB CUTTINGS

Mike Sage, of WMCA, New York, and Johnny Guarneri have announced the birth of "Erica Bratt." 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 officials. Jerry Morris, WTTA, Thomson, Ga., is taking two weeks' training with the CBS News Guard this month. Dick Coleman, WCBM, Baltimore, received his bachelor's degree in English from Loyola College July 30. The 23-year-old student attended school by working full-time on the station's ad department before enrolling at Loyola. man. WMCA, New York, has formed an ASCAP pub firm, Plaza Music, with their program director, Dan Overson. Their first tune is "When You Kiss a Girl," by Dick Haymes and Billy Paley's secretary Elsie Simmons and Robert J. Sevigny... Charlie Starkie, WINS, New York, and Diane Casillo, chaper in in WINS, vocal outfit, were married last week (15) at Spring Lake, N.J.

GIMMIX...

Happy Stevan Ison, WITP, Charleston, W. Va., says another record company likes his nickname by developing their 15-minute segment of his morning and afternoon shows for "Mike in the Morning and Afternoon."... Norma Wel, WHAY, New Britain, Conn., refers to his report as "BlavvaNauda," which he carefully explains means "foreign expansion meaning Clevenlant."... D. M. Dewel and KGUN are planning to make 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
## Red Hot Releases! Everyone A Winner!

<table>
<thead>
<tr>
<th>Artist</th>
<th>Record Number</th>
<th>Format</th>
<th>Description</th>
</tr>
</thead>
</table>
| Frankie Laine      | 5453          | 45 RPM | "MUSIC MAESTRO, PLEASE"  
|                    |               |         | Flip side "Dream a Little Dream" |
| Vic Damone         | 5477          | 45 RPM | "CINCINNATI DANCING PIG"  
|                    |               |         | Flip side "FORBIDDEN LOVE" |
| Eddy Howard        | 5475          | 45 RPM | "DADDY'S LITTLE BOY"  
|                    |               |         | and a Bouncy, Hilarious Flip Side "They Put the Lights Out" |
| Patti Page         | 5455          | 45 RPM | "ALL MY LOVE"  
|                    |               |         | Flip side "Roses Remind Me of You" |
| Vic Damone         | 5466          | 45 RPM | Double Hit! "Can Anyone Explain"  
|                    |               |         | "Just Say I Love Her" |
| Eddy Howard        | 5474          | 45 RPM | "MY SILENT LOVE"  
|                    |               |         | "YOU'VE GOT ME CRYING AGAIN" |
| RALPH MARIETE      | 5473          | 45 RPM | "MY SILENT LOVE"  
|                    |               |         | "SAY IT ISN'T SO" |
| Kay Brown          | 5479          | 45 RPM | "FRIENDLY STAR"  
|                    |               |         | Flip side "Can't We Talk It Over" |
| HARRY GELLER       | 5432          | 45 RPM | "THE MONKEY COACHMAN"  
|                    |               |         | FLIP SIDE "GOLDEN SAILS" |
| Dinah Washington   | 8192          | 45 RPM | "Why Don't You Think Things Over"  
|                    |               |         | "How Deep Is the Ocean" |
| Mr. Goon Bones & Barney Lantz | 5472 | 45 RPM | "FAST FREIGHT BLUES"  
|                    |               |         | Flip side "A Smile Will Go A Long Way" |

---

Mercury Records, Chicago, Illinois  
Mercury Records of Canada Ltd., Toronto, Canada

*Mercury* has the hits on non-breakable records.
CHILDREN'S RECORDS

Records listed are those selling best in the nation's top volume retail record stores, according to reports received from many of the 1,000 leading dealers, representing every important market area. Survey reports are weighed according to size of market. Records listed are those selling best in each city. The "#1" title of each record is also listed.

WEEKLY SALE CHARTS

OF RECORDS

Earliest, 1964

BROADWAY BALLYHOO

As part of the promotional activities accompanying the motion picture, "Three Little Words," and the MGM bookings of the score, record retailers on New York's Broadway, in some extra publicity last week. MGM dressed up the first few scenes, and created a sensation among the dealers and stores alike. This is the first time for this sort of promotion in a retail store. The girls carried a portable record player into the shop in reception and played the scenes for the customers, who were delighted with the new feature. MGM also supplied some flyers with the record players, which were distributed among the customers. The dealer's suggestion rather than wait for a long time to become popular, and it is suggested that other dealers can also cash in by this merchandising aid.

DISKERS BEWARE

A new note from Arnold W. Clark, Marquis Co., Inc., the 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 situation should develop, would be vinyl plastics. "Think what this would do to the business of the record manufacturers and plastic suppliers, however, do not expect any shortage.

HONOR ROLL OF HITS

Midtown Sales, Buffalo, reports that the Top 10 Hit Records, according to The Billboard's "Honor Roll of Hits" has proved a valuable sales aid. The Honor Roll posting each week, and finds that customers watch it closely and buy records from the list that have been in stock. The post hits, according to Midtown, gives customers confidence in the shop's selection. The customers appear to be more inclined to take the dealer's suggestion rather than wait for a long time to become popular. L. C. Perini suggests that other dealers can also cash in by this merchandising aid.

POPCULARITY CHARTS

The Billboard's Music Popularity Charts, presented in PART IV, are based on reports received from various leading dealers throughout the United States. The charts are updated weekly, and provide valuable information for record retailers.

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

1. Young Man with a Guitar, A
2. Don't Be Cruel, My Heart
3. Mary Martin, I'll Be Seeing You
4. Frank Sinatra, What a Wonderful World
5. Tony Bennett, I Left My Heart in San Francisco

Best Selling 45 R.P.M.

1. Annie Get Your Gun (Film Records)
2. Ralph Flanagan, Plays Rodgers and Hammerstein
3. Frank Sinatra, Take a Giant Step
4. Sammy Davis, Jr., I've Gotta Be Me
5. Dinah Shore, It's All in the Game
6. Tony Bennett, I Left My Heart in San Francisco

POPSUARITY CHARTS

Retail Record Sales

BEST-SELLING POP SINGLES

Records listed are those selling best in the nation's top volume retail record stores, according to reports received from many of the 1,000 leading dealers, representing every important market area. Survey reports are weighed according to size of market. Records listed are those selling best in each city. The "#1" title of each record is also listed.

POSSESSION

Week Ending August 18

1. 164.7. T. WANNABE LOVED
2. 251.4. THIRD I L
3. 53.3. SIMPLO
4. 101.0. IT O
5. 111.12. N. M. / L

2. - 24. COUNT EVERY STAR...
3. - 50. NO OTHER LOVE...
4. - 57. SOMETHING...
5. - 54. REPRINTED

2. - 29. MONA LISA...
3. - 28. THIRD MAN THERE...
4. - 25. VACATION SHORE...
5. - 24. MUSIC, MAESTRO

1. - 23. I WANT TO BE FREE...
2. - 22. Just Say I Love You...
3. - 21. MUSIC, MAESTRO

1. - 20. RECORD EVERY STAR...
2. - 19. REPRINTED
3. - 18. MUSIC, MAESTRO

1. - 17. MUSIC, MAESTRO

1. - 16. MUSIC, MAESTRO

1. - 15. MUSIC, MAESTRO

1. - 14. MUSIC, MAESTRO

1. - 13. MUSIC, MAESTRO

1. - 12. MUSIC, MAESTRO

1. - 11. MUSIC, MAESTRO

1. - 10. MUSIC, MAESTRO

1. - 9. MUSIC, MAESTRO

1. - 8. MUSIC, MAESTRO

1. - 7. MUSIC, MAESTRO

1. - 6. MUSIC, MAESTRO

1. - 5. MUSIC, MAESTRO

1. - 4. MUSIC, MAESTRO

1. - 3. MUSIC, MAESTRO

1. - 2. MUSIC, MAESTRO

1. - 1. MUSIC, MAESTRO
## Most-Played Juke Box Records

Records listed are those ranking the greatest play in the nation's juke boxes. This is based on The Billboard's weekly survey among 3,556 operators in all sections of the country. Claimed under the list of each of the most-played records are other available recordings of the same title. Unless shown in this chart other available records of titles listed here will be found in the Higher End of This Week's Popularity Chart. Part 1.

### Position

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;I'm Praying to Saint Christopher&quot;</td>
<td>Tommy Tucker</td>
<td>MGM-10767</td>
</tr>
<tr>
<td>2</td>
<td>Goodnight, Irene</td>
<td>G. Jenkins &amp; the Webers</td>
<td>Capitol</td>
</tr>
<tr>
<td>3</td>
<td>Simple Melody</td>
<td>Gary and Bing Crosby-M. Martin's All Stars</td>
<td>Capitol</td>
</tr>
<tr>
<td>4</td>
<td>Sam's Song</td>
<td>Gary and Bing Crosby-M. Martin's All Stars</td>
<td>Capitol</td>
</tr>
<tr>
<td>5</td>
<td>29 26 21. Sentimental Heart</td>
<td>Janette</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>6</td>
<td>17 17 12. Bewitched</td>
<td>The Everly Brothers</td>
<td>Monument</td>
</tr>
<tr>
<td>7</td>
<td>4 19 14. Mambo</td>
<td>The笔记</td>
<td>Decca</td>
</tr>
<tr>
<td>8</td>
<td>21 14. I Wanna Be Loved</td>
<td>The Honeymoon Girls</td>
<td>Capitol</td>
</tr>
<tr>
<td>9</td>
<td>16 16. My Love</td>
<td>P. Page</td>
<td>Columbia</td>
</tr>
<tr>
<td>10</td>
<td>15 10. Goodnight, Irene</td>
<td>R. Feist &amp; C. Tish</td>
<td>Columbia</td>
</tr>
<tr>
<td>11</td>
<td>11 11. Mona Lisa</td>
<td>V. Young</td>
<td>Capitol</td>
</tr>
<tr>
<td>12</td>
<td>17 17. Bewitched</td>
<td>G. Jenkins</td>
<td>Capitol</td>
</tr>
<tr>
<td>13</td>
<td>10 10. Nora</td>
<td>L. Paul</td>
<td>Capitol</td>
</tr>
<tr>
<td>14</td>
<td>8 14. Theme of the Third Man</td>
<td>G. Leventhal</td>
<td>Capitol</td>
</tr>
<tr>
<td>15</td>
<td>14 14. Teena, Teena, Teena</td>
<td>V. Douglas &amp; the Four Preacher</td>
<td>Capitol</td>
</tr>
<tr>
<td>16</td>
<td>2 16. My Love</td>
<td>L. Young</td>
<td>MGM</td>
</tr>
<tr>
<td>17</td>
<td>17 17. All My Love</td>
<td>P. Page</td>
<td>Columbia</td>
</tr>
<tr>
<td>18</td>
<td>8 18. 29 26 21. Bewitched</td>
<td>The Everly Brothers</td>
<td>Monument</td>
</tr>
<tr>
<td>19</td>
<td>19 24. I Wanna Be Loved</td>
<td>F. Eileen</td>
<td>Columbia</td>
</tr>
<tr>
<td>20</td>
<td>20 20. Goodnight, Irene</td>
<td>F. Prima</td>
<td>Columbia</td>
</tr>
<tr>
<td>21</td>
<td>18 18. My Love</td>
<td>T. Dorsey</td>
<td>Columbia</td>
</tr>
<tr>
<td>22</td>
<td>6 13. Court Every Star</td>
<td>G. Harms &amp; A. Shaw</td>
<td>Capitol</td>
</tr>
<tr>
<td>23</td>
<td>19 19. I'll Sail My Ship Aboard</td>
<td>M. Mullins</td>
<td>Capitol</td>
</tr>
<tr>
<td>24</td>
<td>21 21. Court Every Star</td>
<td>R. Anthony</td>
<td>Capitol</td>
</tr>
<tr>
<td>25</td>
<td>21 21. I Wanna Be Loved</td>
<td>E. Allen</td>
<td>Capitol</td>
</tr>
<tr>
<td>26</td>
<td>21 21. Sentimental We</td>
<td>N. Riddle</td>
<td>Columbia</td>
</tr>
<tr>
<td>27</td>
<td>19 24. Teena, Teena, Teena</td>
<td>M. Miller</td>
<td>Capitol</td>
</tr>
<tr>
<td>28</td>
<td>24 24. I Wanna Be Loved</td>
<td>B. Elyette</td>
<td>MGM</td>
</tr>
<tr>
<td>29</td>
<td>24 24. Don't Little Ranch House</td>
<td>G. Lombardo</td>
<td>Capitol</td>
</tr>
<tr>
<td>30</td>
<td>24 24. Tenderly</td>
<td>L. Hope Gilder</td>
<td>Decca</td>
</tr>
<tr>
<td>31</td>
<td>24 24. Love</td>
<td>B. Elyette</td>
<td>MGM</td>
</tr>
<tr>
<td>32</td>
<td>24 24. Bewitched</td>
<td>B. Elyette</td>
<td>MGM</td>
</tr>
<tr>
<td>33</td>
<td>19 24. Bonaparte's Retreat</td>
<td>G. Price</td>
<td>Capitol</td>
</tr>
<tr>
<td>34</td>
<td>26 19. Teena, Teena, Teena</td>
<td>M. Miller</td>
<td>Capitol</td>
</tr>
<tr>
<td>35</td>
<td>26 19. I Wanna Be Loved</td>
<td>B. Elyette</td>
<td>MGM</td>
</tr>
<tr>
<td>36</td>
<td>26 19. Don't Little Ranch House</td>
<td>G. Lombardo</td>
<td>Capitol</td>
</tr>
<tr>
<td>37</td>
<td>26 19. Tenderly</td>
<td>L. Hope Gilder</td>
<td>Decca</td>
</tr>
<tr>
<td>38</td>
<td>26 19. Love</td>
<td>B. Elyette</td>
<td>MGM</td>
</tr>
<tr>
<td>41</td>
<td>26 19. Teena, Teena, Teena</td>
<td>M. Miller</td>
<td>Capitol</td>
</tr>
<tr>
<td>42</td>
<td>26 19. I Wanna Be Loved</td>
<td>B. Elyette</td>
<td>MGM</td>
</tr>
<tr>
<td>43</td>
<td>26 19. Don't Little Ranch House</td>
<td>G. Lombardo</td>
<td>Capitol</td>
</tr>
</tbody>
</table>

### Warning

In utilizing these charts for buying purposes, readers are urged to pay particular attention to information given which shows the length of time a record has been on the chart and whenever a record's popularity has increased or decreased. This information is shown in the left-hand column under the headings "Weeks on Chart," "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.
CLASSICAL RECORDS

The Billboard Music Popularity Charts

Best Selling LP Classical Titles

<table>
<thead>
<tr>
<th>Label</th>
<th>Title</th>
<th>Week</th>
<th>Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA Victor</td>
<td>Lennox-Willis: Symphony No. 2 in C Minor</td>
<td>3380</td>
<td>3380</td>
</tr>
<tr>
<td>RCA Victor</td>
<td>Beethoven: Symphony No. 5 in C Minor</td>
<td>3380</td>
<td>3380</td>
</tr>
<tr>
<td>RCA Victor</td>
<td>Schumann: Symphony No. 3</td>
<td>3380</td>
<td>3380</td>
</tr>
<tr>
<td>RCA Victor</td>
<td>Brahms: Symphony No. 4</td>
<td>3380</td>
<td>3380</td>
</tr>
<tr>
<td>RCA Victor</td>
<td>Tchaikovsky: Symphony No. 6</td>
<td>3380</td>
<td>3380</td>
</tr>
</tbody>
</table>

Best Selling 45 RPM Classical Titles

<table>
<thead>
<tr>
<th>Label</th>
<th>Title</th>
<th>Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA Victor</td>
<td>Beethoven: Symphony No. 2</td>
<td>3380</td>
</tr>
<tr>
<td>RCA Victor</td>
<td>Schumann: Symphony No. 2</td>
<td>3380</td>
</tr>
<tr>
<td>RCA Victor</td>
<td>Brahms: Symphony No. 1</td>
<td>3380</td>
</tr>
<tr>
<td>RCA Victor</td>
<td>Tchaikovsky: Symphony No. 1</td>
<td>3380</td>
</tr>
</tbody>
</table>

Advance Classical Record Releases

(Includes Semi-Classic)

<table>
<thead>
<tr>
<th>Label</th>
<th>Title</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA Victor</td>
<td>Beethoven: Symphony No. 9</td>
<td>3380</td>
</tr>
<tr>
<td>RCA Victor</td>
<td>Schumann: Symphony No. 4</td>
<td>3380</td>
</tr>
<tr>
<td>RCA Victor</td>
<td>Brahms: Symphony No. 4</td>
<td>3380</td>
</tr>
<tr>
<td>RCA Victor</td>
<td>Tchaikovsky: Symphony No. 4</td>
<td>3380</td>
</tr>
</tbody>
</table>

Classical Record Reviews

The rating, shown by the large black diamond, is an indication of sales potential. Popularity of the composer and strength of marketing are the main factors in determining the rating. The range of the rating is from 1 (low) to 10 (high).

LAID-LE ROI DES OVERTURE ALBUM
- Georg Haydn
- George Beck

65

EVENEDY'S CHAMBER MUSIC
- Steven Stucky
- Robert Schumann

69

BACH: ORCHESTRAL SUITE No. 3
- Herbert von Karajan
- Berliner Philharmoniker

75

LAID-LE ROI DES ORCHESTRAL SUITE
- George Fauré
- London Symphony Orchestra

73
FOLK DISK JOCKEYS

COUNTRY AND WESTERN RECORDS MOST PLAYED BY
FOLK DISK JOCKEYS

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

BY JOHNNY NIPP

ARTISTS' ACTIVITIES

Sadie Ashburn, Fred's Radio Shop, Martinville, Va., reports that only about a dozen or so of the 500 records Fred played, adds 40 more to the list of songs that were played. In addition, Sadie tells me that at least 200 records were played in a regular schedule.

Jimmy Walsey will appear at Bob Hope's cerebral palsy benefit August 25 at the Hollywood Bowl. . . . Ginny Jackson's is not leaving Spade Cooley as reported. In fact, Cooley is preparing a promotional campaign to feature his sound. . . . Pat Telfer, WXTG, Thomasville, Ga., has been inked by Murray Nash, of Mercury dis. Group is running a six-day-week show over the station... Fred Strakey, of Funley Music, reports the Butch Walker (Columbia) just underwent an appendectomy... Rusty Grant has signed with MGM... Américas Corporation, Hollywood, has signed the Maddox Brothers and Rose on a 30-day-one-nighter tour throughout the U.S., starting August 24... Dick Bills and his Sandia Mt. Boys, heard daily on KQV, Albuquerque, N. M., are heard daily with 4 stars... (Mercury) is back at KMLB, Monroe, La., with his newly married daughter, Loe, with a voice, while Paul Ingle, KXOK, Dallas, is working with the guitar backing. The Nettes's son is back from four years of naval duty... Curly Kinsey, once with Mercury, reports that he will be one of the units in the new radio station, WEM, Macon, Ga. Kinsey is now with Olden label, a new Atlanta disc-stry, which also has the Harmony Boys' quartet...

Johnny Lee Wills (Bullet) is making 100-15 minute c.t.'s for General Mills... Reba, Reba and Reba, Gregory the Bull Whistle, 1424, will be heard twice daily for Mother's Best Flour over WVK, Birmingham... Shu Davis, the Canadian warbler, has inked with the London label of Canada. He became father of a son recently... Dusty Williams is heard daily on KJL, Escondido, San... Bud Daily, of South Coast Amusement, Houston, is handling bookings for Hank Locklin and Vic Cardiana... Greg has moved from WNO, Knoxville, to WFWO, Franklin, Conn... The Jordanaires (D-cap) are now with NBC, Nashville, after making a trip to Hollywood to do a TV show. Boys are Bill Matthews, Bob Money, Money Money, Bob Hubbard and Carl Hark... The cast of the Chippewa Valley Barn Dance, WEIU, Eau Claire, Wis., includes: Mary and Scotty and Sammy Moss and the Blue Ridge Mountain Boys.

DISK JOCKEY DOINGS

Foreman Bill and Roma, the songwriting team, who were veteran jockeys at KVA, San Francisco, have moved to Los Angeles, where they will take several weeks of vacation in Hollywood before returning to their home station. . . . Connie B. Gal, of KPLK, Los Angeles, a co-writer, Ginny Thompson, has turned over 50 songs to Hill & Range. Gay will debut his own TV show, featuring Grandpa Jones and his Grandpa Jones show, later in August over WWHO, in Madison, Wisconsin. Gay also is looking for an indoor show for live shows this fall and winter... Bud Dickey, 14, old artist, is doing a new show over WCTA, Andalusia, Ala... Clyde Crysler heard on KCLW, Hamilton, Tex... Frank Porter added another hour to his daily stint at WITF, Richmond, Va... Walter Burns has joined the station in a new song slot...
Popular Songs

1913—TIGHTLY WRAPPED

Broadway Musical Songs and Scores

1919—A THOUSAND AND THREE

1940—OLD HOMESTYLE FOOL HATS
Dedicated to Don Curley, Matt Dubois, Matt Drury, and Matt Dwyer. Arranged by James Naughton. Published by Edwin F. Ide, New York.

BURLINGTON LANE'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE


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

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

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted before 1923) are listed in italics.

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

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. But after they had broken all speed records to get there, they were told to take it easy and get acquainted with the picture they were to have worked on had been cast into the discard.

Alto under contract to MGM, Burton Lane made profitable use of his idle time by writing music for everything else he could get his hands on, in addition to Metro, and in 1938 he moved over to the Warners, where he worked on his recognition as a top-ranking film composer, breaking the monopoly of stage songs for the sound tracks by providing the scores for three stage productions: Hold That Lion! in 1936; Broadway in 1939; Laffin' Room, 1940. Other shows did not alter Burton Lane's belief that he is still a musical numbers and needs further development as a private teacher and at Juilliard.

Whether he is correct in such self-appreciation is still an open question, but there is no doubt that he can pay for his belated musical education with his staying himself three square meals a day.

FRED ANDERSON, PETER DE ROSE, ARTHUR SCHWARTZ, CON ORRAN, BILL BLOOM, HARRY WOODS, ALLIE WUDELL
WHAT'S WITH MCDONALD'S?

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 for the six months ending June 30, 1950, are a cause for some alarm in the industry. While the increase in failures is not as large as in years past, the figures compiled by Dun & Bradstreet still show that 1950 has proved to be a hard year for the radio-TV and radio-TV-appliance retailers as well as for radio-TV manufacturers. Show increases in the number of business failures over the half-year period.

In the case of radio-TV dealers, there were 1,216 failures, of which 1,000 have already been reported, with liabilities of $9,026,000. During the first half of 1950, 80 failures have already been reported, with liabilities of $3,026,000, as against first half, 1950 statistics of 93 failures with liabilities of $2,016,000.

During 1949-1950, 27 radio manufacturers failed, with liabilities of $4,000,000. In the January-December period this year, however, 19 manufacturers failed, with liabilities of $1,216,000 have already been reported. Added to the above, D & B points out that many radio manufacturers closed at the present time, and that there are also indicators that failure of television dealers is beginning to occur in greater numbers than were the figures ready to substantiate this.

As for the basic underlying reason for the 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 list of the types of failures which occurred in the second half of 1949, it was revealed that in 90 percent of the cases, the reason was the individual who owned the business. Among the underlying causes for the failures, the single largest factor was incompetence, which appeared in 33.7 percent of the cases. Lack of experience in the line (24 percent) and lack of experience (23.2 percent) 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 labor costs, 13.5; inventory difficulties, 13.4; heavy operating expenses, 11.8; and competitive weakness, 8.5.

Buyers Choose TV Sets by Pic, Sound Quality

CHICAGO, Aug. 19 — Sharpness of picture, quality of sound, reproduction, selection of manufacturer, 94; cabinet style, appearance, 92; price, 85; brand name, 85; inclusion of FM at added cost, 83; volume control, 83; scope of TV picture, 81; quality of sound, 81; and resemblance to first choice, 9; for second, and so on.

Zenith Changer For 10-35 R.P.M.

(Continued from page 12)

Jack-Equipped Video Sets

The following list of television sets equipped with phonograph jacks was supplied by the manufacturers. Most manufacturers whose models are 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 department by promoting jack-equipped sets. Combination models which include record changers are not listed because of space limitations.

Zenith

16 RPM Pitch Latest in a Wild Series

But Zenith Makes $88

(Continued from page 3)

The confusion generated by the new speed (33 1/3 and 45 r.p.m.) evolution, the change in names, 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 change, which Zenith is now marketing and pushing with the slogan, "Plays any speed now made or ever made," a new attachment is going to be fitted to the commander's firm is going to be brought out. It is designed to play platters at 16 r.p.m.

This announcement is even more puzzling when it is considered that the opinions of some experts is to the effect that 16 r.p.m. is not really suitable for anything except 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 ascertained, is contemplating making a 16-r.p.m. record.

In itself, the commander's 16-r.p.m. proposition, if it is true and not mildly disturbing in a review of McDonald's total recent proclamations in other fields, suggests that the company was planning to develop the industry that his wild and woolly approach is needed. 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 settled down with the industry going as far as in the opposite direction by announcing a platter which slowed up the commander not one bit.

Phonograph In It

McDonald's high-pitched pitch for phonograph, of course, is too well-known to bear further elaboration. As far as can be ascertained, McDonald's has been steadily told the commander to get lost, not the Federal Communications Commission has shown the greatest reluctance to pay any attention to the idea, that when increases in the pay-as-you-look-via-telephone gimmick have been pointed out repeatedly, McDonald keeps touting this 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 from other industry spokesmen was Zenith's ultra-high-frequency current tube. The company's considerable controversy and resentment in industry circles before it settled down with one of McDonald's favorite fantasies seems to be

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

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

NTDA said that the Federal Housing Administration (FHA), which finances most home loans, recently clarified its position on the valuation of homes in which TV sets, antennas and common TV equipment are installed. Reformers, however, cannot be removed before reselling as long as the 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 TV receiver already installed. NTDA said that TV equipment and other appliances are 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 more than five or 10 years.

4 More Radio-TV Price Lists Up

NEW YORK, Aug. 19 — Radio-TV price 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, Philco, and General Electric appear to be holding the price line, at least for the present.

Prices on the Majestic line were increased from $200, 1950 on 12¾-inch tubes being raised only $5. At the same time, the company announced that all shipments would be on an allocation basis.

Jewel Radio raised prices on the entire line of radio sets, excepting from 4¾ to 9 percent and affected all models, 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-phonograph console.

August 26, 1950

Radio-Phono-TV Merchandising Communications to 1584 Broadway, New York 18, N. Y.

Radio-Phono-TV Merchandising

The Billboard

57
People, Products and Prices

Dynamic Electronics Moves Toward National Chain

Dynamic Electronics, New York area radio-TV-appliance chain of over 200 stores, opened a national store operation last week when it opened a new store in Washington, formerly operated as Labar's. The chain will be expanded to 10 stores with headquarters at 949 14th St., N.W., Washington, D.C.

Aber-nill Offers Adjustable TV Table

A new adjustable TV table was introduced last week by the Aber-nill table company. Available in both mahogany and blonde finishes, the tables can be adjusted from 16 1/4 inches to 26 1/4 inches in each direction. The adjustment feature is said to be 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 modern 45-and 78-r.p.m. disk machines 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.

Distribs, Factory Reps Involved in Philly Changes

Distributor changes in the Philadelphia territory have Electric Radio Service Company, Philadelphia, took over the market in 60 stores, and is going to be augmented by the addition of Webster-Chicago products, Pennsylvania Sales Company, and the Bell Telephone System. Philadelphia Distributors, headed by Russ Mauger, has taken over the Stromberg-Carlin line with Grayson Electric delivering Raytheon television. Factory representative, Al Leib, gets a new line for the distribution of the equipment. A. A. Management Company, Philadelphia, was named distributor for Tele-Magnet, automatic telephone-recorder device introduced by the Mohawk Business Machines Corporation.

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

The number of TV receivers in Britain in June totaled 282,548, the Commerce Department said last week. That figure represents an increase of 31,673 receivers over the same period in 1949, or 20 per cent.

Kids Can Now Spin on Three Speeds Via Shura-Tone

A three-speed kiddie phone model was added last week to the Shura-Tone line, Model 300-C, to conform to Shura-Tone's 10-C set, except for the three-speed turntable substituted for a 78-r.p.m. only. Last price of the new model is $35 and comes in a new line, a heavy body for the complete Shura-Tone line has been issued by Irving B. Shurac, Inc., the manufacturer.

Crosley TV, Radio Dribble Orders Breaking Records

W. A. Blake general manager and executive of the Crosley Division of the Avco Manufacturing Corporation, last week reported that distributor orders for more than $65,000,000 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 of over 100,000 sets, double the comparative figures last year. At this time are the highest in the company's history. Blake said distribution distributors have tried to place orders for 50 per cent more than their total allocations for the three-month period, whereas, 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 servicing was passed last week by the Detroit Common Council. It is 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. The ordinance established qualifications. The Department of Buildings and Safety Engineering supervised the passing.

New Notes on Manufacturers and Distributors

V. S. Mannix, sales manager of the Emerson Electric Company, was reappointed last week as chairman of the Radio-Television Manufacturers Association (RTMA) export committee. Emerson appointed Joseph Katsan as distributor manager. He will continue as vice-president of Emerson Electric Export Corporation. Philco sales for the first six months of 1950, 0,672,000,000, or 36 per cent above last year, has been reported by Hoffman Electronics Corporation. The firm attributes a good share of the store's additional business to the tie-in of commercials with actual advertising. The income was $1,540,000.

New York Plans 75c Floor on Hr. Wage

(Continued from page 6) nary to promulgation of a wage order covering the industries.

The proposed order, which would bring this industry under minimum wage coverage for the first time, covers all manufacturing and 4,150 establishments throughout the State, aluminum, automotive and appliance industries, described by the board as "those engaged in the production of automobiles, appliances, and other products, including the production of accessories, race track and stable, amusement parks and centers, Penny Arches and other coin-operated amusement device parlors, athletic fields, arenas, ball parks and stadiums, tennis courts, swimming pools, bowling alleys, billiard parlors, skating rinks, baseball fields, horse racing tracks, symphony concerts and other entertainment, radio stations, and television stations and networks.

The proposed order, which would bring this industry under minimum wage coverage for the first time, covers all manufacturing and 4,150 establishments throughout the State, aluminum, automotive and appliance industries, described by the board as "those engaged in the production of automobiles, appliances, and other products, including the production of accessories, race track and stable, amusement parks and centers, Penny Arches and other coin-operated amusement device parlors, athletic fields, arenas, ball parks and stadiums, tennis courts, swimming pools, bowling alleys, billiard parlors, skating rinks, baseball fields, horse racing tracks, symphony concerts and other entertainment, radio stations, and television stations and networks."

Popular Album Reviews

(Continued from page 30)

WOLVERINE JAZZ 15-18—But Fresh 
Dec. 31-33.

RIVERSIDE JAZZ 8—But Fresh 
Dec. 31-33.

BIG BROTHER AND THE HOLD-UP, Fingers Fee; I Keep Some 
What's happening in the world of music? Now is the time to find out with this edition of the Billboard, featuring our popular music chart and reviews.

JUKE BOXES: "On an annual basis, with a board of examiners established to pass on applications for licenses. The Department of Buildings and Safety Engineering supervised the passing.

>.</ref>


### IATSE Re-Elects Walsh as Prexy

(Continued from page 2)

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

Richard F. Walsh was re-elected president of the IATSE on a unanimous vote at the prexy election convention here Thursday. Also re-elected was William P. Roaul, secretary-treasurer.

Other officers elected were: Vice- President—H. Grover Cleland; William F. Castiglione, Ont.; Floyd M. Billingsley, San Francisco; Harold W. Head, New York; J. M. L. Zabeck, Detroit; Roger M. Kennedy, Detroit; Donald S. Snow, Kansas City, Mo.; Carl G. Cooper, Pittsburgh, Pa.; F. J. Weber, Los Angeles; and Max R. Epperson, Philadelphia, and Louise Wright, the only woman on the slate.


The election was held by the attorney, of Newark 244, to nominate himself for president when he admitted failure to do so. He was ultimately ruled out of order, being operated by a receiver or trustee appointed by the Superior Court of New Jersey as trustee for the benefit of creditors of the company in bankruptcy.

Walsh, who was present, told the board that about 10 acts and agents would understand and agreed to have Miss Deel released on Thursday (24) and they would still have paid for her. Miss Deel was paid in full.

### Heller Releases La Deel, Saves ‘Annie’

PITTSBURGH, Aug. 19—Little theatre heads today agreed to release Sandra Deel from her contract at the Carousel to permit her to play in the show. According to the Pittsburgh City Light Opera in the role of Miss Deel.

### AGVA Continues Pressure Against “Unethical” Agents

NEW YORK, Aug. 18—The American Guild of Variety Artists’ three-man arbitration board met in Los Angeles today to hear charges made by “unethical” practices.

### AGVA Snubbed in Equity Fuss

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

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

WASHINGTON, Aug. 19—Sparked by Daryl Harpa and his band, the new “Swank Room” at the Wardman Park Hotel here has been doing a sizzling volume of summer business. Drawing heavily from the embassy crowd, as well as from other social social set, the band has been getting an unusual amount of notice on the social scene. The group has devoted an entire evening society to a picture layout of celebrities attending the Caribar show. The band’s new album, with the old Metronome Room this year in the Capital Hotel spot in keeping with Harpa and his band.

Harpa, who distinguished himself earlier in the year by organizing the nation’s first “color television orchestra,” writes his own shows and emcees all events. The Roomba has recently been Straus and has a number of arrangements in progress. In the near future, Harpa plans to record several new numbers with his band at the Wardman Park Hotel.

### NY Parking Plans To Aid Midtown Niteries

WASHINGTON, Aug. 19—Clubs and theaters in the midtown area will get a boost sometime in the future from Uncle Sam. The city, having decided to improve the business in the area, is proposing a number of new parking facilities in the area.

The first garage is slated to be built at the western end of the Queensbridge. It will be eight stories high and will have about 1,500 car spaces. Other garages are to be built in the near future.
VAUDEVILLE REVIEWS

Radio City Music Hall, New York

Capacity, 5,000. Ticket price, $2.50 to $5.00. Four shows daily, 5:30, 7:30, 9, 11 p.m. Ticket Agent, Pinkerton's, 30 S. Wabash Ave. Show played by Don Allen's band (Max Aitken)

The very few weak spots in this one were easily bettered by the lighting and drum added to the set. Again, the mood was spread, but the effect in the end was the same. Albola's arrangement was a crackerjack effect, the ballad, with a more than a slight resemblance to Aslan's rendering of the same. The audience was not exactly thrilled. However, it was a crack show in every way.

Park Avenue, Palace, New York

Capacity, 6,000. Ticket price, $2.50 to $5.00. Four shows daily, 6, 8, 10, 11:30 p.m. Ticket agent, Pinkerton's, 30 S. Wabash Ave. Show played by Max Aitken's band (Max Aitken)

The very few weak spots in this one were cut out by the use of the cake, the lighting, and the audience. The show was a crackerjack effect, the ballad with a more than a slight resemblance to Aslan's rendering of the same. The audience was not exactly thrilled. However, it was a crack show in every way.

The new stage show is a well integrated hill with an everyday type of act, a likable 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 effort, showering the audience with a shower of songs, good cheer, and a comic turn. The boys followed with a song and sent the audience off with a bang. The show was a crackerjack effect, the ballad, with a more than a slight resemblance to Aslan's rendering of the same. The audience was not exactly thrilled. However, it was a crack show in every way.

Edwards, Viretta, New York

Capacity, 500. Ticket price, $2.50 to $5.00. Two shows daily, 8, 10:30 p.m. Ticket agent, Pinkerton's, 30 S. Wabash Ave. Show played by Max Aitken's band (Max Aitken)

The very few weak spots in this one were easily bettered by the lighting and drum added to the set. Again, the mood was spread, but the effect in the end was the same. Albola's arrangement was a crackerjack effect, the ballad, with a more than a slight resemblance to Aslan's rendering of the same. The audience was not exactly thrilled. However, it was a crack show in every way.

The new stage show is a well integrated hill with an everyday type of act, a likable 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 effort, showering the audience with a shower of songs, good cheer, and a comic turn. The boys followed with a song and sent the audience off with a bang. The show was a crackerjack effect, the ballad, with a more than a slight resemblance to Aslan's rendering of the same. The audience was not exactly thrilled. However, it was a crack show in every way.

Edwards, Viretta, New York

Capacity, 500. Ticket price, $2.50 to $5.00. Two shows daily, 8, 10:30 p.m. Ticket agent, Pinkerton's, 30 S. Wabash Ave. Show played by Max Aitken's band (Max Aitken)

The very few weak spots in this one were easily bettered by the lighting and drum added to the set. Again, the mood was spread, but the effect in the end was the same. Albola's arrangement was a crackerjack effect, the ballad, with a more than a slight resemblance to Aslan's rendering of the same. The audience was not exactly thrilled. However, it was a crack show in every way.
Once again Bill Miller has a good show at what is a limited budget for this type of production, realizing that really stand out, with the comet apartment only slightly less effective.

The Jack Cole dancers, held over from last week, offer the same routines that still draw rapt attention and tremendous applause. Trade interviews, centered around Billy Daniels, who has long been a favorite in the smaller spots. Any fears that Daniels would not go in this large room of the company were certainly unfounded. He was undoubtedly the hit of the show.

Teammed with Benny Payne, who was the arrangements, handled the piano accompaniment and worked in vocal numbers that could work in rooms of any size and in theaters, too. The choice of material, the point of interest, and the presentation all proved that Daniels (C) Baby Daniels opened with Just One of Those Things, Be-Bossed and an up-tempo number, No Love in the Vocal. A change of pace with a serious Last Waltz, and a bright version of In C. A. Will, which were prelude to a medley of Time Goes By, Sway (If I Could), Why? and I Can Dream, Can't I? Bye Bye Blackbird and Yiddish Momme each bore the force of little mith, and a final Black Magic, as sexy an interpretation heard or seen, literally killed 'em. Daniels worked into the mike as well as away from it, and in both cases with equal force.

The Fats Waller duets with Payne have a remarkable blend of style and substance. The mood was all the act was. Great Buddy Hackett, making his debut in this type of show, is also well received by the audience, but whether his act would sell outside the City to Catskills belt is another question. Both are quality musical. A musical poly comic is on his way toward developing a humorous and material that little more attention to style could produce. Daniels would be better off with the Alhambra, too. His impressions of Elton John, who is well known to the Artie Teddolino, Sidney Greenstreet and Peter Lawre were all okay, but could have more style, more yoke, more convincing patter.

Neatly gathered and well-rehearsed, the Arden Fletcher line added plenty of flash and fat. Pat Terry, house manager, took advantage of the last few shows in good fashion, and Walter Nye's act supplied the background for the acts and dance floor to the crowd. Fusi Camp's Latin group kept the floor filled between show times.

JOE MARTIN.

**NIGHT CLUB REVIEWS**

**Larry Potter's Supper Club, Studio City, Calif.**

WEDNESDAY, AUGUST 16


Tom Noonan and Pete Marshall, Abby Greer's new act, on the bill with Ann Trimm, is a version of work cut at for them before they have a solid act. They are fresh and have worked together for some time, but they need material and timing.

The Three Swiffs have recast the standard gigging hut, with little between the excellent Indian club passing a big help. Each of the three Swiffs, with one man in the box in which the man pulls around the passing talent from the clubs of the city, holds a top item. Get the best hands they've gathered in about six appearances here in the last two weeks.

**ROXY, NEW YORK**

CONTINUED FROM OPP. PAGE

Raymond, seven-year-old hopper, who appeared on the TV show, was next on the kid's handlines a vct, sang a cute version of Chocolate Cheeky Curls, a bit, a bit. A dance duet with Berle sent him off to a sensation. Leonard Sw, youthful trumpet player, came in on a loud and fast version of Blue Stars, inspired with improvisations of trumpet-playing maestros and a duet with a girl got a big hit, too, Berle whistled, stamped and hollered for applause. Next on was Linda and her slick ballroom team that showed plenty of flash. The girl is a little thing with a cute demeanor. Lifts and splits executed by the team, particularly the two hand-act, were crowd pleasers. Berle worked in his own act, too.

Sid Gary closed the layout. He came off a simile build-up and song Old Man River, complete with exaggerated gestures. His interpretation of Mortown Downey, At Jackson and Georgie Jusso, however, was top. Gary and Berle worked together for a black-face routine and Berle impersonation of Eddie Caner... The show closed with Berle once more milking the audience with a parody on You've Got It, a hit with his own hips. Lifts and splits executed by the team, particularly the two-hand-act, were crowd-pleasers. Berle worked in his own act, too.

**CAPITOL, NEW YORK**

CONTINUED FROM OPP. PAGE

Bonaparte's Revue. Tucker duets, a fine, full bar, two bally, styling a little more than necessary in the Eckstein manner. Petite Connie Haines, cute as a button and partial as dynamite, shows herself equally adept with any tune, tunes, and material. Starting with her hit disk version of Jive Lila, she's as finishing strong with a lively, perfectly sanitary Of Ma Mole.

Cow and Clown, and Clifford, act out the problems of the show. They perform with the timing and rhythm of a toilet dancer. Their four-hand-to-hand routines are especially effective because of the lady's unmu-

Mountainside comic Jack E. Leonard, a wonderful ad libber, milks such subjects as the air conditioning and his own physique for all they're worth. He's a hit.

**IN SHORT**

**NEW YORK**

Billy Daniels into the Capitol Theater in October after finishing his current run at Billy Miller's. Dancers of Daniels in a two-week hold-over at the Riverio... Bill Callahan opens at the Roxy September 1... Joe L. Lewis... Myron Cohen will be there in a few weeks when he returns from the Paramount September 27... Tony Pastor's band will work the same bill. Following are Sarah Vaughn, the Irving Fields Trio back into the Shark's Nest... Louis Armstrong returns to Bop City for a one-week engagement... Starting August 15, the set for Frank Dally's Meadowbrook for a month, starting September 22.

**CHICAGO**

Bill Marx, proxy of Entertainment Managers' Association and owner of an indie office, will probably take a prolonged vacation soon due to a nervous condition which has necessitated a rest. Bob Lastofsky, executive of Marion Street offends in the Silver Frolics, which moved to the Loop site of the old Cabana six months ago, is switching to a strip pull in the South Side. Pat Eteri, in the friendly policy up to his normal self... Irvin Singer and Ben Grisolfi intend to work up a Folies Bergere type production. Sid Harris, of Mutual, will be heard. Eddie Stilt has taken over as executive booker for the Moose Club, Eric... Marcus Giuseppe 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 13 which will carry about 45 minutes of Sophie Tucker's routine. Mercury may do other very near, caseworkers on some programs.
Legit. TV Cut Cost of Scenery
25 Pct. Slash Made Possible
By New Plan
Aids Other Fields

(Continued from page 2)
of Theatrical Producers (COTP) last season. And this year, the board, headed by Kermit Bloomgarden, felt for it. Their problem, in fact, is the opposite of what they had to face last season. Costs are reduced in direct proportion to the number of shows in the season, but the sets ordered are exactly the same in size and shape. Naturally, the more plays they produce, the less time they spend on the sets.

The COTP asked Scolai to handle more producers, his shop was not geared for fast production. The organization, however, has invited Ray Venner and Macdonald for Construction Company to operate in the same way. They have rejected the suggestion because of prior commitments, but by next season they may be operating on the same plan.

Several agencies are already interested in working in the same manner. The agency that made one scene shop for a single deal and they have been turned down looking for more expensive deals.

Costume houses and prop houses are working on similar arrangements with producers. One deal that will ask for the same set-up once legit stage is the one, the agency to handle the arrangements. A number of plays are being produced in the same way by several agencies. The agency to handle the arrangements. A number of plays are being produced in the same way by several agencies.

With prices for scenic materials estimated to be rising 10 per cent soon, the unions and stagehands are co-operation sometimes pays off.

Roadshows Get
LATSE Attack

DETOIT, Aug. 19. — Roadshows playing the Detroit area with union grips were cut out for special threat. In an address made by Richard W. Walsh, head of the LATSE of Theatrical Stage Employees, at a meeting of the organization in the convention hall, Walsh stated that the situation was bad and the doors at the LATSE locals in the city.

Walsh, who is a member of the union, noted that the situation is bad and the doors at the LATSE locals in the city.

Formerly known for his dancing talents, Stella Bendler registers a Rockette on the make for a well-kept name. Both Elspeth Eric and Patricia Smith, who have handled themselves well in smaller assignments.

The third act was given a decided lift in this season. The fact that Mrs. Lillian Remy, who is the stilt, has established himself in the role, is remarkable. Formerly known for her dancing talents, Stella Bendler registers a Rockette on the make for a well-kept name. Both Elspeth Eric and Patricia Smith, who have handled themselves well in smaller assignments.

Walsh, who is a member of the union, noted that the situation is bad and the doors at the LATSE locals in the city.

The union precinct called for a three-party policy of summer theaters. Rapid expansion in the field, especially in areas, calls for renewed activity, according to Walsh.

Legit. TV Cut Cost of Scenery
25 Pct. Slash Made Possible
By New Plan
Aids Other Fields

(Continued from page 2)
of Theatrical Producers (COTP) last season. And this year, the board, headed by Kermit Bloomgarden, felt for it. Their problem, in fact, is the opposite of what they had to face last season. Costs are reduced in direct proportion to the number of shows in the season, but the sets ordered are exactly the same in size and shape. Naturally, the more plays they produce, the less time they spend on the sets.

The COTP asked Scolai to handle more producers, his shop was not geared for fast production. The organization, however, has invited Ray Venner and Macdonald for Construction Company to operate in the same way. They have rejected the suggestion because of prior commitments, but by next season they may be operating on the same plan.

Several agencies are already interested in working in the same manner. The agency that made one scene shop for a single deal and they have been turned down looking for more expensive deals.

Costume houses and prop houses are working on similar arrangements with producers. One deal that will ask for the same set-up once legit stage is the one, the agency to handle the arrangements. A number of plays are being produced in the same way by several agencies. The agency to handle the arrangements. A number of plays are being produced in the same way by several agencies.

With prices for scenic materials estimated to be rising 10 per cent soon, the unions and stagehands are co-operation sometimes pays off.

Roadshows Get
LATSE Attack

DETOIT, Aug. 19. — Roadshows playing the Detroit area with union grips were cut out for special threat. In an address made by Richard W. Walsh, head of the LATSE of Theatrical Stage Employees, at a meeting of the organization in the convention hall, Walsh stated that the situation was bad and the doors at the LATSE locals in the city.

Walsh, who is a member of the union, noted that the situation is bad and the doors at the LATSE locals in the city.

Formerly known for his dancing talents, Stella Bendler registers a Rockette on the make for a well-kept name. Both Elspeth Eric and Patricia Smith, who have handled themselves well in smaller assignments.

The third act was given a decided lift in this season. The fact that Mrs. Lillian Remy, who is the stilt, has established himself in the role, is remarkable. Formerly known for her dancing talents, Stella Bendler registers a Rockette on the make for a well-kept name. Both Elspeth Eric and Patricia Smith, who have handled themselves well in smaller assignments.

Walsh, who is a member of the union, noted that the situation is bad and the doors at the LATSE locals in the city.

The union precinct called for a three-party policy of summer theaters. Rapid expansion in the field, especially in areas, calls for renewed activity, according to Walsh.
Burlesque
By UNO.

PETE DEGENZIE, who has been operating burly stock at the El Rey in Oakland, Calif., since last January, is reported organizing two similar units for Buffalo and Gayety, since last August 9 in Los Angeles. Jack Davis, former manager of the Gayety, has taken over the Gayety, which operates August 26 with weekly shows. The new weekly shows will be out of the hospital after 13 months following a stroke and removal of a kidney.

Philly AFM Drops
Mini Hiring Plan
For Private Parties

PHILADELPHIA, Aug. 18—The second round of the American Federation of Musicians (AFM) union here, to set up minimum requirements for the number and quality of private parties were dropped in face of heavy opposition from local music contractors, particularly the Paddock Club, Atlantic City. The union would be on a fixed compensation basis. The move was a result of negotiations required when setting up for various hotel ballrooms around town.

Music makers, however, felt that the union would overregulate the industry. The move was not to tell individuals how many musicians they would have to use for private engagement or entertainment, particularly since such parties are held at private residences. It was also felt that such a ruling would decrease rather than increase employment possibilities and may even encourage some to use secondary or non-union musicians, who are plentiful in this area.

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

Charlie Yates Off To Rest: Taylor to N. Y.

NEW YORK, Aug. 18—Charlie Yates, veteran agent and boss of the theater department for Associated Booking Company, has taken a four-week vacation following a lengthy illness. Frank Taylor, who has headed up ABC's vaudeville department in its Chicago office, will replace Yates in New York operation during the duration of the vacation. Taylor's work in Chicago in turn will be taken over by Freddly Wiliamson.

Col Revives Pops
(Continued from page 12)

sions, such as complete control over charge, choice of musical direction and other benefits. Also, a tie-up between Columbia and parent company will be included to give a new day all-star hour show. Tele plays, still in the planning stage, are being considered.

Until the new deal was inked, talk was going on with RCA Victor topers, Manice Squeg, to lure Miss Davis to that label. Victor deal would have been about equal, more with similar radio-tele tie-ups. However, to decide to sign Davis was influenced by financial and other factors, as well as by the fact that Davis' label is not a hostess at the Columbia storehouse.
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 at the International Alliance of Theatrical Stage Employees (IATSE), who concluded a five-day biennial convention here Friday (19). (For complete story of the convention, see Car department of this issue.) The coverage by the stagehands has been considered unworkable, management of the locals had admitted was unable to get satisfactory contracts with the theaters, resulting in "plaiting maintenance work.

Mr. and Mrs. Brink, the principal at a Detroit lunch last month in Gunther Col. Also at the college were several visitors, including Mrs. William Biggs, Mr. and Mrs. Everett Evans, Denver, and Mr. and Mrs. Pat Farrow, San Pedro, Calif. Other visitors were found at the hotel, and Biggs and Mel Schneck, both from New York City. Occasional use of butane heating equipment has been necessary.

The Brink org. rates a strong editorial plug in the Grand Junction Daily Sentinel during its stay there. The editorial said in part:

"Renewing for the last time, is the emphasis on the importance of the show! It has been a full evening nightly by Brunk's Comedians in Grand Junction. In the evening, and having presented some of the most popular entertainers, including the screen of small cast, Colored minstrel tricks has been successful with for some years.

3 New Drive-Ins For Philly Area

PHILADELPHIA, Aug. 19.—Construction of three drive-ins in this territory, a permit for construction on a second was issued for business.

Near Berwick, Pa., Ernie Schmidt built a second drive-in of 750 car drive-in to be located on the Berwick-Biz Holding Steady for Swal Tenterers

CINCINNATI, Aug. 19.—Swal Tenters for Smokes in the business in Macom, Ill., Aug. 14-19, according to Manager L. Verne Sick. Swal Tenters for Smokes has been a good business move in several tricks got stuck and was not won. The downpour for the opening, a good crowd was on hand, Sick says.

Leigh, now in his third year with the Smokes, entertained its home town of Macom, Ill., during the Macomiah stand. Also visiting were Tom Nevis, formerly in private life, but now in radio, his new show still playing, Bob Baker, St. Louis, Ill., circuit, who visited and took pictures, Ward Ward leaves the Smokes several days before the opening, a good crowd was on hand, Sick says.
The FINAL CURTAIN

HEATH — John A. (Jimmie), 48, formerly with Dodson's World's Fair, Honolulu, died in Los Angeles, Aug. 19, at the age of 60. He was a member of the orchestra of the Hollywood Bowl in Los Angeles, and a regular member of the band of the Hollywood Bowl. He was also a member of the band of the Hollywood Bowl in Los Angeles.

LEASER — Philip, 32, of the Studio Bros. show, died in Los Angeles, Aug. 28, at the age of 40. He was a member of the band of the Hollywood Bowl in Los Angeles.

PHIL G. LITTLE

WHO PASSED AWAY

AUGUST 21, 1949

MRS. PHIL G. LITTLE
CHICAGO, Aug. 19.—(AP)—Ride prices are going up about 10 per cent and manufacturers foresee curtailment of production if supply conditions do not improve. Makers responding in the industry say that they need steel in the short run but they cannot continue to carry the costs of steel in the long run.

Manufacturers anticipate increases and all but a few say higher price increases are a certainty if the Korean war continues. Shortages of steel is the chief problem of ride makers, but other materials are also in short supply, including those for bearings and electric motors. Batteries, cable, pipe, plywood, aluminum and various other commodities are in short supply.

A majority report they already have had to raise prices for materials. The remainder expect to follow suit.

Few New Rides
Pasta and maintenance of present equipment are the major problems, it is said, and the opinion of most manufacturers who replied. Some report sales of 50 per cent have increased at the time 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 makes is said he won't be able to build any after completing two now in his shop. Others say the answer depends on government action regarding steel and other materials.

If restrictions are put in, they estimate, production will be cut from 30 to 50 per cent. About half of the manufacturers concede there is a possibility of allocation rules coming in the next few months.

Invariably, these makers agreed that the war should be ended. And, just as consistently, they added that only equipment which is actually needed (See Ride Makers Boost on page 59).

Drome Rider, Killed
At Illinois State Fair
Killed at Illinois Fair
SPRINGFIELD, III., Aug. 18.—Phillip Leese, 22, Motor drome rider with the Hennes Bros. Shows at the Illinois State Fair here, died Wednesday (16) in St. John's Hospital, Springfield, of injuries sustained when he fell from his horse during a performance Tuesday evening (15).

Leese, who had been with the show for two years, was with Enzy Bros. and World of Mini Shows. Survived by his parents, Mr. and Mrs. Harvey Leese, North York, Pa., where remains were sent for burial.

Barnum Event Gets
On Black-Ink Side
BRIDGEPORT, Conn., Aug. 19.—In a report submitted to City Council this week, Treasurer John E. Knoth, who also acted as treasurer of the recent Barnum Festival, disclosed that the event netted a profit of $31,398. A contribution from P. T. Barnum, who served as mayor of this city, was the second in a series of annual events. Acting treasurer B. D. Peck in his report gave the expenditures as $17,236.17 and net of $17,236.17. A donation of $250 was made by the city.

Last year the event lost more than $15,000.

Add T-D Fireworks
To 250G Hadaecol
Big Name Caravan
NEW ORLEANS, Aug. 19.—Fireworks will be added to the Hadaecol $250,000 Good Will Show open its 18-city Southern tour here Monday (22). The Fireworks, held in connection with the Fireworks

Auspices in Late
Cancellation, Show
Asks for $2,800

WASHINGDON, Aug. 19.—The cancellation of the show is expected to result from a decision made by the Farmer's Bureau, according to the Farm Bureau at the show, which has been announced as a result of the recent cancellation of the show.

The cancellation will result in a loss of $2,800, which the show was unable to raise from the government.

U.S. Ag. Dept.
Predicts More
Farm $'s in '51

WASHINGTON, Aug. 19.—The cancellation of the show is expected to result from a decision made by the Farmer's Bureau, according to the Farm Bureau at the show, which has been announced as a result of the recent cancellation of the show.

The cancellation will result in a loss of $2,800, which the show was unable to raise from the government.

Ride Makers Boost Prices
As Costs Increase, Warn
Against Excessive Buying
Production Curtailment Seen as Possibility

By Tom Parkinson

CHICAGO, Aug. 19.—(AP)—Ride prices are going up about 10 per cent and manufacturers foresee curtailment of production if supply conditions do not improve. Makers responding in the industry say that they need steel in the short run but they cannot continue to carry the costs of steel in the long run.

Manufacturers anticipate increases and all but a few say higher price increases are a certainty if the Korean war continues. Shortages of steel is the chief problem of ride makers, but other materials are also in short supply, including those for bearings and electric motors. Batteries, cable, pipe, plywood, aluminum and various other commodities are in short supply.

A majority report they already have had to raise prices for materials. The remainder expect to follow suit.

Few New Rides
Pasta and maintenance of present equipment are the major problems, it is said, and the opinion of most manufacturers who replied. Some report sales of 50 per cent have increased at the time 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 makes is said he won't be able to build any after completing two now in his shop. Others say the answer depends on government action regarding steel and other materials.

If restrictions are put in, they estimate, production will be cut from 30 to 50 per cent. About half of the manufacturers concede there is a possibility of allocation rules coming in the next few months.

Invariably, these makers agreed that the war should be ended. And, just as consistently, they added that only equipment which is actually needed (See Ride Makers Boost on page 59).

Drome Rider, Killed
At Illinois State Fair
Killed at Illinois Fair
SPRINGFIELD, III., Aug. 18.—Phillip Leese, 22, Motor drome rider with the Hennes Bros. Shows at the Illinois State Fair here, died Wednesday (16) in St. John's Hospital, Springfield, of injuries sustained when he fell from his horse during a performance Tuesday evening (15).

Leese, who had been with the show for two years, was with Enzy Bros. and World of Mini Shows. Survived by his parents, Mr. and Mrs. Harvey Leese, North York, Pa., where remains were sent for burial.

Barnum Event Gets
On Black-Ink Side
BRIDGEPORT, Conn., Aug. 19.—In a report submitted to City Council this week, Treasurer John E. Knoth, who also acted as treasurer of the recent Barnum Festival, disclosed that the event netted a profit of $31,398. A contribution from P. T. Barnum, who served as mayor of this city, was the second in a series of annual events. Acting treasurer B. D. Peck in his report gave the expenditures as $17,236.17 and net of $17,236.17. A donation of $250 was made by the city.

Last year the event lost more than $15,000.

Add T-D Fireworks
To 250G Hadaecol
Big Name Caravan
NEW ORLEANS, Aug. 19.—Fireworks will be added to the Hadaecol $250,000 Good Will Show open its 18-city Southern tour here Monday (22). The Fireworks, held in connection with the Fireworks
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 shows business.)

MILD-MANNED Clif Wilson has made his living for many years by exhibiting not-so-nffic 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 until, a Crystal Maze, or "what'll you have?"

Wilson, who has long been in the reptile business, has chosen a palace of a setup in a 40-year span in the outdoor amusement field, has been out there since the beginning, soft-spoken Snake Show Impressario.

Recently to the business March 8, 1988, 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 launch his career. Today, Tobias J. (Monk) Wilson, is 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 in correct roads and thereby get the show to its destination. Clif's mother, who is 73 and now resides in Cincinnati, was an equemantrine 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 various vacations with the great Wallace Show, at the age of 19 he went out with the 1909 edition of the Belloto Circus as a ticket seller, and errand boy for W. E. Franklin, the org's general agent, whose training absorbed.

He received many knock-outs 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 then fast facts or in trains in those days made many stops, he recalls.

Cliff branched out with the Norris & House 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

LOOK—PARKER DOES IT AGAIN!

We offer a complete Baby "Q" Carrousel All for only $9,350.00—Take 32 sessions to pay—20 Jumping Horse, 2 Giraffes. Carries adults. Place your order now for the fall season. Standard model, $5,950.00 cash. R. L. Coddens, Rochester, Pa., writes: "Dear Mr. Parker—Just a line to let you know how well I like the order for the "Q" Ten-Year-old that I purchased recently from you. It's not only a fine machine, but if it wasn't for the low price I couldn't afford to own a Mercury-Round, so you have put me in business and I appreciate it very much. I paid cash for the machine and I expect to get my money back this year. Best regards, Robert L. Coddens, Essex, Pa."

Walter, 56 feet, 2-1/2 months, $9,125.00—2 seasons to pay. Also 42 feet, 46 feet, 50 feet and larger.

C. W. PARKER AMUSEMENT CO.
LEAVENWORTH, KANSAS

We'll be here tomorrow to back up what we guarantee today.

ATTENTION: Ride Operators

THE NEW TRAILER MOUNTED JEEP AND FIRE ENGINE RIDE

(All Steel Trailer)

(Halts Behind Your Car)

You are passing up a profitable investment without one on your midway at fairs and celebration dates. Write, wire or phone for literature, price and delivery on all rides manufactured by

SMITH & SMITH, INC., Springville, N. Y.
The MIDGE-O-RACER
KIDDE-KONTROLED

The BIG STORY in Kiddie Ride news is the high

gearing performance of Every's Sensational Midge-

O-Racer—the only captive Kiddie Auto Ride fea-

turating Kiddle-Kontrolled—exclusive Kiddie

development—that is rapidly winning the trap

spot in Kiddie appeal and earnings.

A study flaky authentic miniature race car—

with a new exclusive steering feature attraction.

Phone, wire or write for addi-

Anual details about this sensa-

tional money winning ride.

Salem, Oregon

Originals and manufacturers of the

Ortophy, heleoplyne, styrofoam, bakelite, midget-adorse and subgly

QUALITY BUILT
MURDOCK MANUFACTURING CO.

MURDOCK MANUFACTURING CO.
4050 De LEY AVENUE • VENICE, CALIFORNIA

DELUXE KIDDE RIDES
• SPEED BOAT RIDE
• AUTO & FIRE ENGINE RIDE
• PLANE RIDE
• AUTO & FIRE ENGINE RIDE
• CHAIR RIDE
• FLYING HORSE RIDE
• HOSE AND CART RIDE

WRITE TODAY FOR DETAILS AND PRICES

FLUID DRIVE POWER UNIT

MURDOCK MANUFACTURING CO.

QUALITY BUILT
MURDOCK MANUFACTURING CO.

MURDOCK MANUFACTURING CO.
4050 De LEY AVENUE • VENICE, CALIFORNIA

DELUXE KIDDE RIDES
• SPEED BOAT RIDE
• AUTO & FIRE ENGINE RIDE
• PLANE RIDE
• AUTO & FIRE ENGINE RIDE
• CHAIR RIDE
• FLYING HORSE RIDE
• HOSE AND CART RIDE

WRITE TODAY FOR DETAILS AND PRICES

FLUID DRIVE POWER UNIT

MURDOCK MANUFACTURING CO.

MURDOCK MANUFACTURING CO.
4050 De LEY AVENUE • VENICE, CALIFORNIA

DELUXE KIDDE RIDES
• SPEED BOAT RIDE
• AUTO & FIRE ENGINE RIDE
• PLANE RIDE
• AUTO & FIRE ENGINE RIDE
• CHAIR RIDE
• FLYING HORSE RIDE
• HOSE AND CART RIDE

WRITE TODAY FOR DETAILS AND PRICES

FLUID DRIVE POWER UNIT

Cartoon

The TILT-A-WHIRL Ride
Out in the Open

Joe Bastille was the subject of a

lengthy feature article in the

Batavia, N. Y., Daily News.

Story was occasioned by Bastille's

appearance for the 26th year as

bandmaster at the Genesee County

Fair in Batavia. He is recognized

leader of the band at Olympic (N. J.)

Park.

Guy Westwick, originator of the

Caradog (N. Y.) Stampede and the

event's first manager, was feted

recently by Calgary and High River.

An article appeared in the paper

before he left and in which

Westwick was praised for his

work. At the fair, he included a check

for $10,000, an electric clock,

illuminated address, a solid gold cigar box

and a genuine Leatherman's wrist watch. For

Westwick is the only man in the world

who can light a match with one hand.

Bob Flinck, secretary of the

North Dakota State Fair, Minot, and Dusty

Farnsworth, secretary of the

Washington State Fair, Douglas, handled

the concessions department for

Harry L. Flitton, secretary-manager of

the Midland Empire Fair during the

Billings, Mont., annuals run.

Ida Lee Lout and Ruby Hawley

have joined Capt. Jack-O-Diamonds

at his show, replacing Audrey

Lester and Bill Adams, who recently

married and moved to Audrey's

Tavistock, Vt., farm. Other recent

additions to the unit are Hap

Gannett, Chick Clayton and Jack

Stevens.

George A. Hamill met with

Bob Morton in Philadelphia last

week to complete negotiations for Hamill-

Morton Circus Shrine dates for the

coming season. Morton left for

Florida, where he will add new acts

to the show... Doug Curran, sec-

retary of the Wisconsin Association

of Fairs, and Charles Drewy, su-

perintendent 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 Cowan, knucko-Bow: Frazier family,

trumblers, Andy Willis, dogs Silas

and his donkey; Eric Erickson, high

pole, and L. Monahan, ename and

ramp act were booked through

Tommy Rico, Chicago. . .

The Four Mer-

t's, Leroy and LaGu, and Larry and

URL, will play the Labor Day

Celebration at Lead, S. D., the Dick

Wright, Rodeo Rink has been

skipped for the Peoria, Ill., Ameri-

can Legion Celebration, September

10, and the Hooverston, Ill., Sweet

Corn Festival, September 7-8.

Harry Dube, head of Circus Maga-

zine, is on a four state tour

from New York to Canada. He will

be in Chicago, St. Louis, Saint

Paul, Minneapolis and

Calgary. . .

Brainwood Scores
At Hamburg, N. Y.

HAMBURG, N. Y., Aug. 19—

Two rodeo shows each day, Monday
(14) and Tuesday (15), at Erie

County Fair here, which ends

today, will feature the world's

fastest rodeo. The event was

attended by a large crowd of

Iowa residents.

Carson City, Nevada, the event was

attended by a large crowd of

Iowa residents. . .

Conn. Solons Set Date
For Gaming Conference

HARTFORD, Conn., Aug. 18—State

Legislative Council here

scheduled a public hearing for September
16 at the State Capitol to

consider the question of whether the

State should legalize games of chance for

religious, charitable and educational

purposes. Subject was by-passed at the

recent special session because of

time-consuming legislative

sessions. After the hearings, the council

will make recommendations for the

1961 session of the Legislature

Weybourn Rodeo Gets 10,000

WEYBURN, Sask., Aug. 18—

Bronco Daze, annual two-day rodeo

sponsored by the Junior Chamber

of Commerce, drew an estimated

10,000 people. The event was

attended by a large crowd of

Iowa residents.

Carson City, Nevada, the event was

attended by a large crowd of

Iowa residents. . .

Conn. Solons Set Date
For Gaming Conference

HARTFORD, Conn., Aug. 18—State

Legislative Council here

scheduled a public hearing for September
16 at the State Capitol to

consider the question of whether the

State should legalize games of chance for

religious, charitable and educational

purposes. Subject was by-passed at the

recent special session because of

time-consuming legislative

sessions. After the hearings, the council

will make recommendations for the

1961 session of the Legislature

Weybourn Rodeo Gets 10,000

WEYBURN, Sask., Aug. 18—

Bronco Daze, annual two-day rodeo

sponsored by the Junior Chamber

of Commerce, drew an estimated

10,000 people. The event was

attended by a large crowd of

Iowa residents.
**Talent Topics**

Don Adams (Law Leon), clown and movie star, closed with "Circus Capades" August 12 and was scheduled to open on E. Brigg's Southern Shows at Hohenwald, Tenn., August 21. The Aerial Snyders will be free at Cincinnati's Circus Island August 25 thru September 4 and follow with a date at the Reading (Pa.) Fair September 10-11. Billy Ardelet, aerialist, was the free attraction at Rocky Point Park, Warwick, R. I., last week.

Cedar Rapids Fair Appeals Court Rides 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 the order it gave yesterday afternoon to close down early this week by a lower court barring weekly horse and camel rides at Hawkeye Downs Fairgrounds here.

If sustained, the District Court ruling could have far reaching effects on other fairs in Iowa, since Judge G. F. Thompson held the fairboard could not enter into a contract for auto races other than during the fair as it would be money from the county and State for premium prizes.

The suit in District Court was filed by Donald McElhinney, who operates the fair, and the fairboard contested the validity of a contract with John Gerber, auto racer promoter, for use of the fair tracks for auto races over a five-year period.

Roll-A-Whirl Deliveries Made on Fire Truck Units

CHICAGO, Aug. 19—Early Wednesday morning, George L. Thomas, manager of the Roll-A-Whirl Company, here, delivered a trailer model Roll-A-Whirl Fire Truck to a Goodwin boy playing a recent circus festival in South Bend, Ind., reported Dick Hatting, owner of the Roll-A-Whirl firm. The ride sold 8,000 tickets at South Bend. A similar ride was delivered recently to Charles Miller, of La Grange, Ill., and others are expected to be delivered in another Goodwin unit this month and for the coming, State Fair National Exhibition, Toronto.

Puts Record Straight

CHICAGO, Aug. 19—Earl Newberger, former general manager of the Coney Island Fair in New York, has denied a New York book office operated by Larry Sayre, president of the Roll-A-Whirl firm, cleaned up the error, pointed out that he was not in the book business at the time, having withdrawn for eight years. He returned in 1938 to head his present office, Franklin Book Office Association, Inc., New York.

3000 BINGO

3000 BINGO

3000 BINGO

3000 BINGO

3000 BINGO

3000 BINGO

3000 BINGO

3000 BINGO

3000 BINGO

3000 BINGO

3000 BINGO

3000 BINGO

3000 BINGO

3000 BINGO

3000 BINGO

3000 BINGO

3000 BINGO

3000 BINGO

3000 BINGO

3000 BINGO

3000 BINGO

3000 KENO

3000 KENO

3000 KENO

3000 KENO

3000 KENO

3000 KENO

3000 KENO

3000 KENO

3000 KENO

3000 KENO

3000 KENO

3000 KENO

3000 KENO

3000 KENO

3000 KENO

3000 KENO

3000 KENO

3000 KENO

3000 KENO

3000 KENO

3000 KENO

3000 KENO

3000 KENO

3000 KENO

3000 KENO

3000 KENO

3000 KENO

3000 KENO
THE BILLBOARD

AUGUST 26, 1950

NEW YORK, Aug. 19—Returning from his tour of Europe during which he visited England, France, Italy and Switzerland, Samuel Bekerman, operator of Coney Island at Caracas, Venezuela, was told in his praise of the manner in which he handled his operations abroad overseas. The amusement biz was humming in the Latin American country.

Bekerman, 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 variety. He felt that American spots could take a leaf from the Parisian book along these lines.

In Italy, Bekerman found that all sections 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 business was moving along well.

In England, Bekerman purchased a Speedway with electrically operated cars. He also acquired a portable Sports World's Tour of Europe train.

In Paris, Bekerman viewed a Lighting set-up for rides which he thought admirable. Lighted \- var ors were displayed in a very special manner around a device, and, in turn, were placed upon the ride when it was in motion.

Another feature which caught Bekerman's eye was a device on the order of a Bug Ride. Shaped in the form of a spider, the ride was equipped with seats and handle bars, with the paddling straddling the device. Bekerman reported that the ride was a terrific draw with Parisians.

The cost of the device was $5,000,000 or about $18,000 in American currency.

Bekerman's 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. Each day, working in a portable theater at the park, has been doing well, Bekerman reported.

Bekerman is importing an all-Negro ring-tiger which is expected to aggrandize his operation at his appearance at his park about September 15. If he clicks it plans to see it on a four to six month tour of Latin cities.

The revue will include Norma Miller and company, the Congor, a rival of the Phil De Paul and Toula, Teddy Bailey, Johnson Taylor, Janet Sayre, Carmen Bella Diplop, a 14-piece band, and other features. The show will be presented under canvas at the Caracas spot.

MODERNIERS ARE SIGNED

By Sacramento Annual

SACRAMENTO, Aug. 19—The Moderniari, singing group, have signed to appear with Dick Haymes on the third of a four-stand attraction bill at California State Fair.

Opening the attraction list is Frelor on Ice, featuring Beleta and Red Smith. Ice show runs August 19 through 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 Malecki, accordionist, and the Sportsmen, vocal quartet on Jack Benny's radio show.

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 “Three-D” Rodeo. District Agricultural District Fair, the first three days of this week. The pioneers have been authorized to sign a concert contract, Ray Hicks for the rodeo to be held September 23.

Two entertainment features will include aRodeo-Consumer 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 extensive renovation program. The second floor of the main exhibition hall has been removed and the central section of the first floor 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. Live stock exhibits were at a new high and other departments were up. Features included horse and chariot races and 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 14 years. Dates are August 31 and September 1.

Chas. Ziegas Gets Cedar Rapids Stand and Coliseum Post

CEDAR RAPIDS, Ia., Aug. 19—Chas. Ziegas, 35, former Cee College athlete, has been named manager of Memorial Stadium and also the Cedar Rapids indoor coliseum. Places are to be re-opened to house exhibitions including indoor circuses, ice shows and similar events. Capacity of coliseum is about 6,000.

Ziegas had 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 build a two to four month outdoor attractions for the city's new stadium until cold weather.

Job pays $5,000 a year.

Louisville Maps Big Special Events Sked

LOUISVILLE, Aug. 19—Kentucky State Fair here has mapped out an ambitious program of 14 special events for its annual run. Ll (Dog) Cassidy, special events director, is in charge of the promotions.

Events skedded include invocation and flag raising ceremony, mule and horse shows, parade of champion livestock and Kentucky Mounted Forces horse show. Contests include amateur tobacco suet/cookies, 4-H tractor division, queen's/county, Miss Rural Electric Co-op of 1950, baton twirling, square dancing, square dance calling and fiddle competition.

Three-Day Melford, Sask., Annual Hit Daily by Rain

MELFORD, Sask., Aug. 19—Three- day Melford Agricultural Society fair was rained out.

Second day, usually big, drew only 4,500 compared with 6,541 the day before. 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. Their show did not appear before the grandstand.

North Battleford, Sask.,

Chalks Up New 1-1/2 Mark

NORTH BATTLEFORD, Sask., Aug. 19—The “Three-D” Ball Park Fair here, aided by a new opening day attendance record, closed its three-day run Wednesday (9) with gate receipts substantially above 49 per cent of the previous year. J. F. Sullivan, of Wallace Bros.' Shows, reported midway biz up 21 per cent on the first day and 10 per cent on the next two.

N. J. To Hold 18 Events

TRENTO, 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 August, followed by Cape May, August 19. The fairs range from a number of one day shows to the eight-day New Jersey State Fair, September 24, 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. Callum Young, general manager announced. A drainage system is also to 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.

Now Available

DARI-FREEZE MIX

VANILLA CHOCOLATE

Packed 25 lbs. in the bag.
For use in continuous or batch ice cream mixers.
1-9 lbs. per bag ... 32c per lb.
10-15 lbs. per bag ... 31c per lb.
Extra charge for export packing. Produces an excellent finished product.
MONEY BACK GUARANTEE IF NOT THE BEST
SHERBERT MIX YOU EVER USED!

All shipments F.0.B. N. Y. C.

D. F. SALES CO.
152 West 35th St., New York 1, N. Y.

THE NEW SUPER DELUXE

The Candy Floss Machine you will ever see! Only $29.95. Why pay $100 or more? Own one of the most unique candy machines today. It can make cotton candy, popcorn, pretzels, balloons, balloons, balloons, nuts—smooth, crunch, golden. And it is electric, with no extra parts to buy. A great gift. Want a good business of your own? Want to make money? Buy your own machine today! A gift of a lifetime.

ELECTRIC CANDY FLOSS MACHINE CO.
1207 West 4th Ave., Seattle 1, Wash.

GREAT TRAVELING SHOWS

BEN'S ELECTRIC AUTOMATIC CLOWN SHOW 

CONE MACHINE

We guarantee your profit and performance record.

CHALLENGER EQUIPMENT CO.
BOX 249, MENLO PARK, ILL.

PARK AVE. AT 168ST, N. Y.

The New CHALLENGER KI NG

Selting New Profit and Performance Record.

The Gallie Touch:

Sam Bakerman Finds French Ops Leading the Biz Parade
Carnival Routes
Sealed to
2180 Patterson St. Cincinatti 32, O.
(Readers use for current week when dates are given. In some instances possibly mailing points are listed.)

Atlanta: Columbus, Ga. Dec. 8, 9, 10.
Boston: Providence, R. I., 9-11.
Chicago: Milwaukee, Wis., 11, 12, 13, 14.
Cleveland: Columbus, Ohio, 15, 16.
Dallas: Dallas, Tex., 17, 18.
Hartford: New Haven, Conn., 21, 22.
New York: New York City, 25, 26, 27.

Circus Routes
Sealed to
2180 Patterson St. Cincinatti 32, O.

COMPACT in Size . . .

HOW’S YOUR MEMORY?
If it’s bad and you don’t remember—we can refresh it for you. Why don’t you write and tell us where you are and when we can look forward to receiving your check. Our records are up to date from 1920 to 1950. For those who don’t remember and don’t care to write us at once—we may include your name on a list that might prove embarrassing and unprofessional. We helped you—why not show your good intentions by writing or calling today. We aren’t hard to get along with.

WISCONSIN DE LUXE TRAVEL
150 N. THIRD ST.
MILWAUKEE 12, WIS.

FOR SALE
THREE GENERAL MOTORS DIESEL AC LIGHT PLANTS
- 24 KW. Diesel Frame and Desk Generator
- 12 KW. Diesel Frame and Desk Generator
- 48 kW. Diesel Frame and Desk Generator
Complete with control panel, totally automatic. Mounted on 30 ft. trailer. Can be seen in operation. For full details contact
CHARLES A. LIEK
1427 4th St., North
St. Petersburg, Fla.
Phone 7-9104

Serving Showmen... My Business...
Over 27 Years Showmen have Consulted Me for their Insurance

CHAS. A. LENZ
SHOWMAN'S INSURANCE MEN
A138A Insurers
351 S. Wabash Ave.
Chicago 4, Ill.

1942 Fourth St., N. Portland, Ore.
Phone 7-8144

“Ameriica’s Finest Show Cover TENTS—SIDESHOW BANNERS IN STOCK—NEW! 90 ft. Round Top with 32 ft. Middle. White Flame proofed Delicious Red and Blue Trim. 10 ft. Edgeways. Bernice Mendelson—Charles Driver

Due to the Death of
ORPHA SHEPHERD
The Tivoli Game Show of Columbus City, Indiana, is for sale. If interested contact:
LON (SLIM) BISHOP
801 COLUMBUS CITY, INDIANA

Carnival Routes
Sealed to
2180 Patterson St. Cincinatti 32, O.

Carnival Routes
Sealed to
2180 Patterson St. Cincinatti 32, O.

COMPACT in Size . . .
But Great in Action!

$8 to $10 Popped Corn Per Hour

CADET MODEL 51
This beautiful stainless steel counter top model is the answer to limited space. The low priced CADET MODEL is compact, yet produces an ample large amount of popped corn. Speedy and dependable, it offers an instant product which increases profits.

Size: 18"x24"x28" high

C. CRETORS CO.
622 W. Cermak Rd.
CHICAGO 11, I11.

WANT AGENTS FOR BEST CIRCUIT FAIRS IN SOUTH
A Well Start Agents. West Outside Work for Liberty and Value. A Banner Agent. West capable, sales agent who can build and operate his own. Will build all new beautiful point for Mexican agent who can and will work smart. Write or come on. Inviting Green, Ky., new Nashville, Ky., Fair and. Thus the Soldier's Day. Mount Kingdom, Ky., followed by 9 Big Fairs.

J. S. WATTS, MAGIC EMPIRE SHOWS

SERVING SHWMEN... MY BUSINESS...
OVER 27 YEARS SHOWMEN HAVE CONSULTED ME FOR THEIR INSURANCE

CHAS. A. LENZ
THE SHOWMAN'S INSURANCE MEN
A138A Insurers
351 S. Wabash Ave.
Chicago 4, Ill.

1942 Fourth St., N. Portland, Ore.
Phone 7-8144

MATERIAL PRODOTTI DA COPYRIGHT
Rodeo Dates  
(Sanctioned by the Rodeo Cowboys’ Association)  

AUGUST  

Diller, Idaho—Western Idaho State Fair & Rodeo, Aug. 3-7, 11 events each, total $1,000.  6% per.  Bill Bert, Chairman.  Western Idaho State Fair & Rodeo, 640 S. Glisan St., Portland, Ore.  

Adel, Iowa—Adel Rodeo, Aug. 3-6, 6 events each, total $100.  6% per.  W. L. Wilson, Chairman.  Adel Rodeo, 211 S. Broadway, Adel, Iowa.  

Alexandria, La.—Fourth Annual Lions Club Rodeo, Aug. 5-7, 5 events each, total $1,100.  6% per.  Bill Bert, Chairman.  Alexandria Lions Club Rodeo, 610 W. Lake St., Alexandria, La.  

Burlington, Ohio—Cassia County Fair & Rodeo, Aug. 5-7, 6 events each, total $1,000.  6% per.  W. M. G. Inst.  Cassia County Fair & Rodeo, 720 W. Main St., Burlington, Ohio.  

Graham, Tex.—Young Old Live Oak Rodeo Aug. 5-7, 11 events each, total $1,000.  6% per.  Charles Kipph, secretary.  Live Oak Rodeo, 302 S. Main St., Graham, Tex.  

Dublin, Ohio—National World Championship Rodeo, Aug. 5-7, 8 events each, total $1,000.  6% per.  W. M. G. Inst.  National World Championship Rodeo, 205 E. Main St., Dublin, Ohio.  

White Oak, Ohio—Will Rogers Memorial Rodeo Aug. 8-20, 2 events each, total $1,000.  6% per.  W. M. G. Inst.  Will Rogers Memorial Rodeo, 101 N. Main St., White Oak, Ohio.  

Burlington, Iowa—Cassia County Fair & Rodeo, Aug. 8-10, 5 events each, total $1,000.  6% per.  W. M. G. Inst.  Cassia County Fair & Rodeo, 610 W. Main St., Burlington, Iowa.  

Longmont, Colo.—Boulder County Fair & Rodeo Aug. 12-14, 4 events each, total $2,000.  6% per.  S. T. Thompson, secretary.  Boulder County Fair & Rodeo, 201 E. Fourth Ave., Longmont, Colo.  

Fremont, Ohio—Fremont Round-Up, Aug. 14-15, 2 events each, total $1,000.  6% per.  W. M. G. Inst.  Fremont Round-Up, 101 N. Market St., Fremont, Ohio.  

Ulysses, Kan.—Chaparosa, Aug. 21-23, 4 events each, total $1,000.  6% per.  W. M. G. Inst.  Chaparosa, 101 W. Main St., Ulysses, Kan.  


Building Trades Erect Own Structure at Sacramento  

SACRAMENTO, Aug. 19—Apprentices who are engaged in the construction industry are erecting a 2½-story brick building costing in excess of $10,000 at 151 T Street, to house the exhibit sponsored by the State Conference of Operative Lathers, the State Joint Apprenticeship Council and the Northern California Contractors Association.  

Local San Francisco newspapers are reporting the building is being supervised by the tradesmen’s clubs, who 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 foundations for further use when a new exposition is opened.
Playland Hits Top Week-End

Big sport during July, August puts Rockaways ahead of 1949

NEW YORK, Aug. 19—Torming the week in the Rockaways, according to Playland's history, A. Joseph Gest, park president, said that a sudden sport in unrecorded tales. In July has put biz 10 per cent over the figure registered for the same period last year.

Park top said that the five-day period, Wednesday (9) thru Sunday (12), figured in the biggest gross of the season. Gest predicted that if the present trend continues, if the current spell of good weather lasts, he attributes much of the increased business to a high-powered week-end campaign. The park president said that the weather was perfect for the season. The weather was cool, with temperatures ranging from 65 to 80 degrees, and the air was mild. The lack of wind created a comfortable atmosphere for the visitors. The skies were clear, with only a few clouds scattered in the sky. The weather conditions were ideal for a day at the beach, and the visitors took advantage of it.

Palisades Week-End

Take Places Second To July 4 Holiday

NEW YORK, Aug. 19—Palisades (N.J.) Park has received the most visitors in the history of the week-end last week, according to the latest report from the park. The park was open for the week-end and was crowded with visitors.

Pool business has peaked up considerably for the most part, good weather. In another week, it is claimed that Palisades will top last year. Rosenthal said that his up to 50 per cent above the corresponding period of last year.

Rosenthal said plans already are being made for refurbishing the park next season. Use of varied colors will be increased, he said.

For the week (July 9-12), the final week of operation will see ride prices cut to a nickel and pyro closed nightly. Television set giveaway, which has been a weekly feature, will be discontinued this 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 turn over of 10,000,000 Sunday (13), Coney Island, Kentucky, and New England areas are also crowded with traffic, but concessionaires at coast reported claims were below normal.

While beaches have been basking in the sun, the Rockaways has disappointed amusement men, with the result the Coney has called off plans for its Mardi Gras closing week in September, pending outcome of contract negotiations.

RR Excursions, Out-of-Town Groups Boost Cedar Point Biz

SANDUSKY, O., Aug. 19—About 20,000 persons converged on Cedar Point for the annual outing of Western Reserve high school students and their families.

The event followed dual outings sponsored by The Cleveland Press and the Columbus Dispatch, the latter being the most important. The event was expected to have a combined total of 1,000 persons, of which the Press had the largest.

The outing was held on Sunday (17). The Plain Dealer was also present, and was made up of winners of the paper's 15th annual picnic contest.

The outing was also a chance to make a full day of it after the show. Other events still to come include a Republican party gathering August 20, and the employees of the Humphrey Company on the same day and the 650 employees of the association's railroad, also the 650 employees of the association's railroad.

About 10,000 persons are expected for the fall season for August 25-30, and directory salesmen of the Ohio Bell Telephone Company will gather here August 26-27 at the Annual Cedar Point Annual Convention.

CONEY ISLAND, N. Y.

By UNO

Despite another week-end (Aug. 12-13) of perfect weather and heavy attendence, most coupons contining to pay their money and report the season a success.

Fiercely Chamber of Commerce has definitely decided against holding a fall promotion, except in the off season. The new advertising campaign is to be started in August.

Joe Bonsignore, ride man and real estate owner, controls and operates the new Thompson & Corbin Bobsled on Surf, the Tunnel of Love attraction. Bobsleds are situated at the foot of the Surf of the front of the former Luna Park. Stackers on the Bobsleds include: Anthony Roselli, ticketer; Ben Zipkin, ticketer; Wally Williams, ticketer; Jack Leonard, ticketer; and John Pater, ticketer.

Tubers are pleased with the new additions to the park, which are expected to draw the crowds.

Summer Biz Boro

At Miami Kidland

MIAMI, Aug. 19—E. J. Reicher, who came here three years ago to establish a kiddie funspot, Fairlawn Park, on Northwest 34th 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. The business has been as strong as under part of winter operation.

As a business stimulant, Reicher has made a number of successful tie-ups with the local businesses, who have banded together to promote the park.

Hampton Beach Skeds Strong Card for Cele

HAMPION BEACH, N. H., Aug. 19—With the height of the season building up, this resort expects daily crowds of 50,000 for Carnation Week, August 24-30, which will feature a parade, a beauty contest, and a giant firework display.

The beauty contest will be held on Friday night, August 26, and will feature Frank Crock's highwire act, the Rap Ray Company, and the Thurston's Inkling Circus.

Ralph Harris, manager of the Chamber of Commerce, and John Elkins, director of arrangements for the week and will present a parade on the last day of the week (August 31).

A parade will start at 11:00 a.m. and will feature floats, bands, and a beauty queen. The parade will end at the oceanfront, where the main events of the week will be held.

The week will feature a number of events, including a beauty contest, a parade, and a giant firework display. The beauty contest will be held on Friday night, August 26, and will feature Frank Crock's highwire act, the Rap Ray Company, and the Thurston's Inkling Circus.

Despite a $50,000 fire which destroyed a block of houses and a large commercial building, the resort is expected to be functional by the end of the week. The fire was caused by an electrical fire in a vacant building, and spread quickly due to the dry conditions. The fire was contained by the fire department, and there were no injuries. The resort is expected to be functional by the end of the week, and the community is expected to be back in full swing by the beginning of the fall season.
Long Beach, Calif., Aug. 19—Directive in creating a Penny Arcade on the Pike and a penny nickel in the Pacific Coast Showmen’s Association, Eddie Steadman, manager of the Arcade and Edna Winstanley is handling the arcades. Mr. B. H. Sibert, with his "Punch and Judy," is looking into the future of the Cyclone Coaster. Manly is also secretary of the Pacific Coast Showmen’s Association. Eddie Steadman is manager of the Arcade and Edna Winstanley is handling the arcades. Mr. B. H. Sibert, with his "Punch and Judy," is looking into the future of the Cyclone Coaster. Manly is also secretary of the Pacific Coast Showmen’s Association.

Holidays Expected
Jewel and Bill Hudson, who formerly had a mental stand on the Pike, is expected in Long Beach, Calif., where he has a trailer court. They will visit here before taking off for the Los Angeles County Fair, Stockton, California State Fair, Sacramento, California County Fair, Pomona, with their act... Frank Zambrino, Zambrino and Illions, has the Xtatic in Virginia Park, Penny Arcade in the Long Beach city area, and the Merry-Go-Round in Ocean Park, Hilltops handles the Ocean Park operation.

Joe Cronin, associated with Arthur Lovell, still holding forth in the worst corner of the Hilltop, his brother, is visiting here from New York. Les is a second string with a fire force, where he has served for 37 years. Joyce and Dale Williams have the plan to sell the Long Beach Amusement Company’s Pike. They were formerly worked by George Barnes and Ringling Bros., Barnum & Bailey circuses and also located in Virginia Park.

Velare Have Handbooks
Velare Brothers have opened a book of four Buzuau gus games, made in San Diego. Louis Caccini, concessionaire with the Craftsman 20 Big Shows, has leased concession equipment to the Hi-Top Amusement Company, operating in the Southern Counties Fair, Pomona, with their act... Frank Zambrino, Zambrino and Illions, has the Xtatic in Virginia Park, Penny Arcade in the Long Beach city area, and the Merry-Go-Round in Ocean Park, Hilltops handles the Ocean Park operation.

Johnny Aldridge is getting a lot of compliments for his act on the Pike... Don Slinkington, who has the boat ride in Virginia Park, and also a Tilt-It-Whirl at Venice Lake Park, has named his 31-foot boat El Anode. It is made in Spain, so Don says... J. T. Lalley has taken over the Merry-Go-Round in Virginia Park... George Bushkirk has the Broiler Cafe at Venice Lake Park, as well as the new Amusement Park at Long Beach... Frank Zambrino, Zambrino and Illions, has the Xtatic in Virginia Park, Penny Arcade in the Long Beach city area, and the Merry-Go-Round in Ocean Park, Hilltops handles the Ocean Park operation.

Moose Jaw Shows Cubs
MOOSE JAW, Sask., Aug. 19—Quadruplet cubs were born to Amber and Prince, a Romantic animal park, July 22. The cubs were kept from public view until August 3... Triplet, born last fall, died after a few days. They were mounted and are on display at the park.
Beatty Opens Ticket Deal; Ill. Biz Off

Loses Red Oak to Rain

JACKSONVILLE, I11., Aug. 19—Clady Beatty Circus crossed the Mississippi and, after playing here Wednesday, reopened Thursday on an amended route. The show was short of working men here and hot weather put a damper on the business. The matinee was only 30 minutes late. Both houses here were half filled.

A mere handful of adults for 70 cents and children for 35 cents at the matinees. Reserves go for $1.20, with a 25-cent tab. The Side Show drew only light attendance here. Opposition of Republicans. Day at the Illinois State Fair 30 miles away was blamed for the weak circus business.

Pleasant Grove, Ibid., Thursday, the 17th, will be the next stop. The Ringling route was made for Indians.

Business for the show has dropped somewhat over the four-week period. At Red Oak, 1a, Saturday (12), heavy rains forced cancellation of the performance.

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 drawn 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 rains and a strong wind.

New England, Millis, Mass., Monday (14), where business was off and the Side Show was blown down. The show was paired the next day at Dover-Foxcroft. The Rain Hill Show got two half houses in fair, cool weather.

A Saturday stand at Waterville. Me., was a non-starter, a minute understanding on the booking and the circus wind-cast into Livermore Falls instead. The substitute town produced good business.

French Unit Hit

By Two Deaths

BRUSSELS, Aug. 19—Circque Baglione, French circus touring Belgium this summer under canvas is now en route to Paris. The company is in good condition.

The show is scheduled for the presentation of the human cannon-ball act next week, Miss Hamoira missed the net and succumbed injuries received in the fall.

At the show's appearance in Liege a few days ago, the Pivato trapeze act slipped from the grasp of his assistant and missed injuring in falling to the ring. This was the second member of the Pivato set to be injured, the other, the partners having crashed during a performance at another French arena in Paris some months ago.

Labor Shortage

Slow Dailey Org;

Trims to 3 Rings

ANTIGO, Wis., Aug. 19—A shortage of labor on Dailey's Circus has caused the current matinées and forced the closing down of the canvas spread in recent days. Big top has been reduced to two sections, programs and management is confined to wagons, while the tent is left on the flats.

The show played to two three-quarter houses here Wednesday (16), while the matinee was on time. At Menominee, Monday (14), the show had a near-capacity matinee and a three-quarter house. Sunday matinee at Oconto was nearly full. But the night show drew house-full. 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 call is used for the come-in. New French permanent crew of the television show. Super Circus, a comedy act on the show.

Other programs of the program included Flying Cigars, Tate and Tate, Cress and

Mediocre Biz

For King Org

In Washington

Three Employees Injured

CHICAGO, Aug. 19—A full house was on hand for the night performance of King Bros.' Circus here Tuesday (15). Matinee pulled a half house, but the act was late in arriving on the lot and only part of the show was in operation.

Lack of the King for the show was somewhat weaker, with half houses the general rule. At Ephrata, yesterday (14) house performances attracted half houses. The ofifice truck turned over on 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 was a full-house.

Three employees were injured at Parkersburg, W. Va. Sunday (13). Mark Peters was injured severely when struck by an elephant. Edmund R. C. Francis was treated for a cut hand after a lion had bitten. C. R. Nelson removed a fracture in his shoulder when struck by a truck.

Disciplinary action was taken against the matron who supervised the program for Ward Bros. Circus. At Playland Park here, August 8-10, the show's summer finale was promoted by George Pahge and Gillespie. Business in the Fred Seibert stadium averaged two-thirds matinees and three-quarter night houses. Pahge also is promoting the Kansas City Shrine date. Gray starts indoor dates in September.

The Main Line and Barnum, formerly with Rogers Bros. and owner of a troupe act used here, were visitors. George Hubler is being recalled to the air force.

Nick French, permanent clone of the television show, Super Circus, was in charge of the comedy act on the show.

Other programs of the program included Flying Cigars, Tate and Tate, Cress and

Kelli-Miller Plays

To Full-House Biz

On Mich. Stands


The org moved in here from Lapeer, Mich., where it played last Saturday (12) to a three-quarter house at night. Weather at both stands was good. The show continues to get good after notices and on its strong advertising policy.

Company, the Glenn, the Alvarados, Betty Trapper, Lane Trio, Allen and Lee, and the Flying McBrides.

Midwest Continues Okay

For Ringling-Barnum Org

MILWAUKEE, Aug. 19—Ringling Bros. and Barnum & Bailey's business continued as strong as at half house at night for a Sunday (13) date, with a lot change to the usual grounds and an increase in the number of acts. The Indianapolis register one capacity, the Cincinnati closed. The show is running a full house.

A Sunday (12) performance was held in Cincinnati, the show is running a full house on the night performances.

ood for the show's future stands is promising. Recreation, Wis., where the show will play a Sunday stand (20), had the largest volume of mail orders, the show had experienced all season. Next will be the first time Ringling has played a Sunday date there.

The sale of four performances at Penns Grove, N. C. for November 4, was announced by Ringling Bros. Circus. The purchase there is the exchange Club and an organization at Harrah, Ohio.

The circus will use a lot on the Fort Bragg Military Reservation. The show is at Fort Bragg and has been launched by the buyers. Next in the string of Firestone stands will be Des Moines.

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 operation was better than half a house.

At Whitehall, Mich., last Saturday (12) the show was at half house. Two half houses in clear weather. At Traverse City, Aug. 19, the mills played a pair of three-quarter houses.

Polack Eastern

Bests Earlier

Lexington Runs

LEXINGTON, Ky., Aug. 19—Third attempt has been made for the season here. Better than in previous years. The show is reported the at the end of the four-day stand Saturday (12). Date has been reduced from nine to eight days.

Increase was 60 per cent over last year, and Sam Polack, managing director, was pleased with the promotion. The show followed Ringling's earlier tour.

Lexington date was promoted by Henry F. Barrett, who reported a $57,000 gross at the city twice that of last year. He and his staff moved to the Bern Bros. and will go next to Oklahoma City. The show handles the Western Union's date each year.

Covington, Ky., Okay;

For Rogers; Light

Plant Loss $20,000

CINCINNATI, Aug. 19—In these parts, Rogers Bros.' Circus put in two days at Covington, Ky., Monday and Tuesday (14-15) under auspices of the Cincinnati. The show was excellent and matinées both days were sold out. A horse died and all of the property was filed. Playing all of the dates, season has been satisfactory, management report.

Presented in four rings, Owner-manager S. R. Rubenstein offers a creditable performance in three houses and two 500 seats with seating capacity of 11,000. Profit for the 60 cents. Show moves on 38 semi's.

Prior to hopping to Covington, org played Mayville, Ky., August 12, to fair business. However, management suffered a heavy loss at Mayville where the light plant was damaged by fire, caused by a carelessly thrown cigarette. Damage was estimated at $30,000.

Circo Flamante Biz

Up 7%; Oxnard Good

SOLEDAD, Calif., Aug. 19—Business for Circo Flamante, operated by Herbert Weis, Los Angeles, is running about 7 per cent ahead of last year.

Biggest day of the season was at Oxnard, Calif., Aug. 7, where a sellout was reported, and 3,500 persons were turned away.

A Joe Reznikoff produced light novelty circus show. The circus started its fair dates at Turlock, Calif., Monday (12) and the final will be at Elko, Nev., September 12.

Weber refunded this week from a business trip to Monterey, Mexico.

Nina Suarez escaped injury when a horse fell over a pole and bruised her face Thursday (10). New generator, saddle, and seat masking has been added.
DRESSING ROOM Gossip

Ringling-Barnum

Matine at Indianapolis included a large group of Firestone people, T.R. Smith, who owns the house where his mother and father are staying. Mrs. White and Mrs. Wilson returned home to Bloomington, Ind., after spending their summer vacation in the beach area.

Hagen Bros.

This past week ten found our show sitting on top of the world. To speak of how our events in Europe, where we have been performing for over a year, now bring in the best of all time. B. M. Barth and D. M. Lehrfeld were the key men who have been working hard to make sure that our show is successful.

Mills Bros.

Gay new yellow gowns have been turned out for this season's collection.

Polack Western

Dorothy Dobbins' basketball dog was seen at the expense of a Christmas present.

Clyde Beatty

We have received word that Nebraska and Iowa are the sites of their next show. They plan to travel to these areas in the near future.

Kelly-Miller

The horse department, headed by William L. Miller, has announced that the show will be open to the public on Sunday. The show will be held at 2 p.m. and 4 p.m. (See Clyde Beatty on page 77)

NEED FAMILY ACT

Walters

Marvin L. Hullis, Sioux Falls, S.D., circus fan, visited our show on Saturday. Shirley Cole is back after a week's vacation. Mrs. Laura Anderson has a new show, which she will attend every weekend in her season. Ed Snow and Bud have a new car, which they will drive to the show. Mickey and Mrs. Walter, together with Bud and wife, will attend the show every weekend in their season. Mrs. Anderson is on the road with her new show, Monday-Wednesday.

PHONEY MEN (6)

Phone the Chicago Tribune for information on the sale of show tickets.

SEAL BROS.' CIRCUS

Wants

elda and William Seales are looking for a new home. They plan to move to a new location in the near future.

CIRCUSES

AL G. KELLY & MILLER BROS.' CIRCUS

Wants

WANTED AT ONCE

The Billboard 2106, Ohio, for $200

Chuck Carney, 2106, Ohio, for $200

BOSS CANVASMAN

Single, most desirous, to handle animals. Available for show dates. Please write for details.

Phone the Chicago Tribune for information on the sale of show tickets.
ILLINOIS ENJOYS HEFTY RUN

New Records Seem Certain At N. Y. Event

Buck Biz Good at Elmira

ELMIRA, N. Y., Aug. 19—Making his return to the Elmira County Fair here, which started Sunday (13) and ended today (19) seemed sure but not just yet, 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 through 10,400 set a new record for the event.

With the grandstand seating capacity set at 40,170, the fair broke the 1948 attendance record of 35,700 and 21,000, a figure that was reached by the end of the week.

The gate receipts for the Hope show, staged on Thursday (17), were $9,862, compared with $8,526 last year. Cars parked at 30 cents on the official lot totaled 21,835, against 18,056 for 1948. Net proceeds of the fair are expected to equal last year, Miss Sarlo said.

The grandstand show, featuring the Wisconsin State Fair, had a paid attendance of 31,063, against 18,386 for 1948. The fair's six-day run, compared to 325,000 last year.

The Coltin & Wilson Shows on the midway were up more than 15 per cent over 1948, according to Ryder, said. Race and arcade games were up more than 15 per cent over 1948, said Turner, who also said that the fair was expected to equal last year.

The grandstand show, featuring the Wisconsin State Fair, had a paid attendance of 31,063, against 18,386 for 1948. The fair's six-day run, compared to 325,000 last year.

The Coltin & Wilson Shows on the midway were up more than 15 per cent over 1948, according to Ryder, said. Race and arcade games were up more than 15 per cent over 1948, said Turner, who also said that the fair was expected to equal last year.
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 the High Wire"

Send all offers to SAM LEVI, BARRNS-CARRUTHERS Chicago, Illinois In the East.

HAMPSHIRE, N. Y., Aug. 18—With one day left in the run of the Erie Count, which started Monday (14), Frank Slade, secretary, reported that attendance was on a par with last year's take of $37,600.00. Event entry at Slade said that yesterday (18) was the most handsome day which was marred by bad weather. Following temperatures in the mid-80s Thursday (17), the fair睛ly dried to 10 yesterday and was accompanied by a cold mist. Joe Chittwood's thrill show did capacitor but for single a storm Thursday. Tuesday was the personal appearance of Chittwood, according to Slade. Irish Horan's Lucky Hell Drivers also played to a capacity grandstand Thursday night, with another personal appearance on Friday. Today was a big car race staged by Sam Nunn.

Grandstand capacity was increased this year from 3,500 to 7,000 at a cost of $10,000, and a women's building was erected for this season. For the fair did not utilize a reverse, George A. Hamid attractions included the Richard Adams Dance Company, Red Fox and Kid, and Rosemary, the wonder horse; Campbell Brothers, Gordon and Elia, the act; Ray Sisters, comedy act; Eddie and Leo, dancers; Sam Linfield and His Crazy Scouts, comedy; and the Roselle Sisters, sister-dancers.

Even the Storms' Shows were on the midway and Slade said that he shows' take was at least on a par with last year's five handers. 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 underway here Saturday (12), brought crowds through the week that put this year's gate at a total of $1,150 by last year, according to Secretary Roy E. Symons.

The grandstand capacity of 4,000, a George A. Hamid unit, directed by Joe Hughes, played under cloudless nights, Symphony. In addition to Vanities of 1950, which featured a Gus Foster line of girls, Hamid talent included the Tivika Troupe, Mr. and Mrs. Amsden's circus, Miss E. and J. Ink and Charles Frank.

Figures on the parade-mutuel handle were on the same order, but with $46,412 bet Tuesday, first day of harness racing, a purse of $25,474 wagered. Wednesday, Symons felt sure that the total would exceed the sum registered in 1949.

Irish Horan's Lucky Hell Drivers were doing for two performances an opening day, and eliminations to choose Mile Maine for Mile America. The State of Maine City was opened Monday and Tuesday evenings. Altho Mirror was officially killed on this Tuesday, the fair睛ly dried to 10,000 children, drawn by a 48-Day. King of Shows, playing at the annual for the first time, ranked up hardee 24. Altho mutile ride offered a full ride before noon each day, Symons felt sure that the total would exceed the sum registered in 1949.

Wednesday attendance received an added impetus when local businessmen closed at noon.

Fair Dates The following exceptions and additions to the list of Fair dates were publicized during the week ended Sept. 18. The complete Fair dates were published in the dated date. It appears that fear may be had by making reference to the Clarion Cordon Grant, The Billboard, 112 East 42nd St., New York.

Erie County Pace Equals 1949 Figure

Chittwood, Horan Score

HAMBURG, N. Y., Aug. 18—On the last day left in the run of the Erie Count, which started Monday, Frank Slade, secretary, reported that attendance was on a par with last year's take of $37,600.00. Event entry at Slade said that yesterday (18) was the most handsome day which was marred by bad weather. Following temperatures in the mid-80s Thursday (17), the fair晴ly dried to 10 yesterday and was accompanied by a cold mist. Joe Chittwood's thrill show did capacitor but for single a storm Thursday. Tuesday was the personal appearance of Chittwood, according to Slade. Irish Horan's Lucky Hell Drivers also played to a capacity grandstand Thursday night, with another personal appearance on Friday. Today was a big car race staged by Sam Nunn.

Grandstand capacity was increased this year from 3,500 to 7,000 at a cost of $10,000, and a women's building was erected for this season. For the fair did not utilize a reverse, George A. Hamid attractions included the Richard Adams Dance Company, Red Fox and Kid, and Rosemary, the wonder horse; Campbell Brothers, Gordon and Elia, the act; Ray Sisters, comedy act; Eddie and Leo, dancers; Sam Linfield and His Crazy Scouts, comedy; and the Roselle Sisters, sister-dancers.

Even the Storms' Shows were on the midway and Slade said that he shows' take was at least on a par with last year's five handers. 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 underway here Saturday (12), brought crowds through the week that put this year's gate at a total of $1,150 by last year, according to Secretary Roy E. Symons.

The grandstand capacity of 4,000, a George A. Hamid unit, directed by Joe Hughes, played under cloudless nights, Symphony. In addition to Vanities of 1950, which featured a Gus Foster line of girls, Hamid talent included the Tivika Troupe, Mr. and Mrs. Amsden's circus, Miss E. and J. Ink and Charles Frank.

Figures on the parade-mutuel handle were on the same order, but with $46,412 bet Tuesday, first day of harness racing, a purse of $25,474 wagered. Wednesday, Symons felt sure that the total would exceed the sum registered in 1949.

Irish Horan's Lucky Hell Drivers were doing for two performances an opening day, and eliminations to choose Mile Maine for Mile America. The State of Maine City was opened Monday and Tuesday evenings. Altho Mirror was officially killed on this Tuesday, the fair晴ly dried to 10,000 children, drawn by a 48-Day. King of Shows, playing at the annual for the first time, ranked up hardee 24. Altho mutile ride offered a full ride before noon each day, Symons felt sure that the total would exceed the sum registered in 1949.

Wednesday attendance received an added impetus when local businessmen closed at noon.
Dallas Adds Features in Move To Top 2,047,540 Record Gate; See 'South Pacific' Crossing 300 G

Heavy Flark for Sale

Fair intends to flack Rand heavily this year, with new stand in front of Hall of State. New brighter display in Rand will be designed to give more advertising, according to Rand management.

Waukesha Ends Big 20% Over 1949

Lincoln, Ill., Gate 15% Ahead of '49

Lowville Gate Averages 7,000

FAIRS-EXPOSITIONS 61
**Weymouth Kicks Off N. E. Season, Cracks 1949 Marks**

**SOUTH WEYMOUTH, Mass., Aug. 19.—**Business at the Weymouth Fair here, which begins the New England season Sunday (13), seemed to point the way toward sizable take for other fairs in the area. Last year, the $19,500 Laibe Gold figure was set, and the Preser showed a record-breaking crowd of 22,000. With the event due to close today (19) and a strong $35,000 expected, attendance and sales of goods are expected Monday, Tuesday, and Thursday to total at least $4,000, and Friday, $2,000.

General manager William Danziger reported that total attendance for the fair was about 15 per cent over the marks established last year. The 1949 figure, in turn, was 25 per cent above that registered the previous year.

Despite the greater crowds, Danziger stated that money was not as free as last year. He continued that since the Weymouth event was the first one off this season it would show a good deal of the first-in and second-half money for later fairs. Increased attendance at Weymouth, where prices were pegged at 80 cents, was noted, particularly for kids, was due largely to the 20 per cent greater gate and promotion received in this year’s fair business.

Danziger noted that the Western Canadian elan B C last year. The 1949 figure, in turn, over the mark of 107,932 established land season Sunday (13), seemed to here, which kicked off the New England and Friday, 20,000.

Prince Albert, Sask., cracks Gate Record Second Straight Year

**PRINCE ALBERT, Sask., Aug. 19.—**Prince Albert Exhibition set a new attendance record for second straight year when it closed its three-day run Wednesday (17) with a total of 34,987, an estimated total of 42,000 people coming thru the front gate. A new mark was set in 1948 by 34,000 persons entered the grounds.

The fair marked the wind-up of the Western Canadian elan B C and concluded the Western Tour of Western Canada Shows and the 1949 Sun-Island Grossen grandstand ruse, Music Hall Varities.

Local people turned out for a half-holiday opening day when the annual weather was officially launched by John A. Gardner, Federal Minister of Agriculture.

Entertainment features, in addition to the midway and midway, included harness races, parachute jumping display, and fire works, the first in Prince Albert since the war.

Fair was the first under the management of D. F. Kelly. Food concession booths, with sales of $27,000, used for the first time.

**Keller, Animal Unit Slated for Mineola**

**MINEOLA, N.Y., Aug. 19.—**George J. Keller, who was contracted last week for the grandstand show at Mineola Fair here September 12-16, will not only headline but also be directed in his animal unit, the Keller Animal Unit, Animal attraction will be scheduled for that day.

Two animal unit contests and dog obedience tests also have been slated for presentation at the fair.

**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 County Fair chalked up a total day’s attendance of 20,000 for its four-day run ending Sunday (13).

Second unit of the Losgasso Amusement Company held down the midway. The Surf Ball at Kanto City, Mo., operating grandstand rides. George Keller, manager of the Entrance, said that take for Thursday was up on Friday, but that on Saturday, a still greater take was expected.

Danziger added that the figure for the entire run of the five-day fair was probably 35 per cent above 1949.

The Hamid sale on the fair included the Lawrence Tri, high wire, Bouncing Bozo, trombone and trampoline act of Harry Stewart, the bike act; Dilling’s dogs, and the Two Cats, with a show scheduled for Thursday.

Pyro shows were staged by Hamid Monday, Tuesday, and today (18), and today’s display 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 $20,000 were made at the fair and with the parking fee reduced this year, as many autographs as the fair last year.

**Harness Handle Falls at Bangor**

**BANGOR, Me., Aug. 19.—**Although beat last year, the Bangor State Fair, which concluded its run Wednesday (18), wagers $3,331 less this year, the first full season since 1949, and not last year due to a fire.

Secretary Roy Sinclair had high hopes for this year’s four nights thru Sunday, and would exceed that of 1949, at which time 58 races were run in five days.

The second day’s handle was up to $2,000 per cent and possibly best last year’s attendance.

The grandstand bids as a whole is on par with 1949, with the first two performances on the Gertrude Powersolio, the 10th day, 100% stock car meet Sunday. Joe Chalutto’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.

Ned Burnett’s show will close the fair Sunday night, with horse-pulling contests scheduled for this affair.

Call for exhibit space, particularly for horse-bred, broke all records, Land said.

**Jerry Colonna Inked For Detroit Annual**

**DETROIT, Aug. 19.—**Last of the great attractions to be signed for the Michigan State Fair was confirmed recently by James D. Friel, fair executive. The $7,000 Jerry Colonna was signed as the headliner for the September 28-October 2, 1949 show, which was thru Music Corporation of America.

Colonna will be joined by Betty Hutton and Caryn Miranda, who will play the role of the star in the show. The Colonna show will be the opening night of the fair.

Use of a cat as a crowd-builder in front of the Coliseum is planned for Colonna. The Circus will premiere its big double billed act, side-Show, for life, have been tentatively planned.

Fine arts department is being repaired after a lapse of several years, Friel announced.

**Tulsa Builds New Barns**

**TULSA, Aug. 19.—**Tulsa State Fair has opened two new livestock barns which will be ready in time for this year’s fair, Clarence vali. The larger of the two, 200 by 484 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**

**SPRINGFIELD, Mo., Aug. 19.—**The Ozark Empire Fair, thru (18), after an eight-day run, was 20 per cent over last year’s figures and running ahead of the figure for 48, one of its best years.

The big animals and big tractor shows, and several records were set Sunday, Saturday (12), yielded in the fair’s history, with a paid count of 34,937. Auto races, staged that day, were a marked success.

Royal Crown Shows, on the midway, chalked up a record 120,000, in Chicago, played to crowds which exceeded those of last year.

**Plainville Sets Endurance Hop**

**PLAINVILLE, Conn., Aug. 19.—**Endurance Hop at Plainville, Conn., Aug. 19-20, sponsored by the volunteer fire company and under the direction of William J. Gear, drew large crowds and accompanying good business the first day, Sunday (14), and the rain Thursday (18) hurled some but a satisfactory crowd turned out for the evening.

Auth G. Peck, represen the showing, radio, submarines, and air- and early demands indicate a favor- able balance of exhibits.

**Flouterton Annual Bows to Okie Biz**

**FLOUTERTOWN, Pa., Aug. 19.—**Flouterton Annual Fair here Aug. 17-21, sponsored by the volunteer fire company and under the direction of Williams, drew large crowds and accompanying good business the first days of the fair. Sunday (14), Light rain Thursday (18) hurled some but a satisfactory crowd turned out for the evening.

Walter C. Smith Jr., press represen the showing.
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 state fair, said the fair is scheduled for September 30 to October 4. He said there will be a total of 77 attractions on one admission price, and Jarvis is confident that a big run will be registered.

Fred Lubaske, assistant chief of the livestock division, said the department of Farms and Markets, said that many fairs throughout the State are preparing their biggest seasons, judging from their stopped-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. Barlett, commented in the idea that showmen are doing a good job of advance advertising this year. The increased activity on the part of fairs will be an important factor once the fall season is underway, Barlett believes.

Barlett attributes the expected better business this season not only to increased advertising but also to better features presented by newspapers and radio stations.

Connecticut Agricultural Extension Service recently conducted a class here for judges of annu-als in the State, and recent on home displays and hobbies.

New Plainville Event Skeds Tent Housing

PLAINVILLE, Conn., Aug. 19.—Tent Housing & Exhibition, to be held at Plainville Stadium here, September 3-5, 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 director of the fair are Howard Wey and Fred Pitters, with Joseph Titch as general manager and Margaret Whitt as treasurer.

Fairgrounds will offer free parking space for 6,000 autos and permanent facilities for the cars. The stadium serves a population of 50,000 in the area.

More than 400,000 square feet of exhibit space will feature agricultural, farm machinery, tools and truck, and industrial and home appliance displays. The midway will offer concessions for adults and children, shows and food, merchandise and novelty concessions.

Managements will include stock car racing, a wild animal show, thrill shows, antique auto exhibit, sports show, carnival, and community show and a better job of exploitation. Free acts will be offered daily.

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, Vancouver, Thursday night (10). The event was sponsored by the Vancouver Sun and Optimist Club.

Wanted to Rent

One large 10-ton semi with refrigerated compartment and 10,000仑 crate. Rent $500 per month. Address WANTED TO RENT, The Billboard, 417 N. Main St., Safford, Ariz.

CARNIVAL WANTED

LaFayette County Fair

STAMFORD, ARKANSAS

Wanted for Independent Midway

MORRIS, S. D., Sept. 15-80.

Write W. T. Wilt, Mitchell, I. D.

RATHBONE, Conn. Fair

The Billboard 63

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 state fair, said the fair is scheduled for September 30 to October 4. He said there will be a total of 77 attractions on one admission price, and Jarvis is confident that a big run will be registered.

Fred Lubaske, assistant chief of the livestock division, said the department of Farms and Markets, said that many fairs throughout the State are preparing their biggest seasons, judging from their stopped-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. Barlett, commented in the idea that showmen are doing a good job of advance advertising this year. The increased activity on the part of fairs will be an important factor once the fall season is underway, Barlett believes.

Barlett attributes the expected better business this season not only to increased advertising but also to better features presented by newspapers and radio stations.

Connecticut Agricultural Extension Service recently conducted a class here for judges of annu-als in the State, and recent on home displays and hobbies.

New Plainville Event Skeds Tent Housing

PLAINVILLE, Conn., Aug. 19.—Tent Housing & Exhibition, to be held at Plainville Stadium here, September 3-5, 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 director of the fair are Howard Wey and Fred Pitters, with Joseph Titch as general manager and Margaret Whitt as treasurer.

Fairgrounds will offer free parking space for 6,000 autos and permanent facilities for the cars. The stadium serves a population of 50,000 in the area.

More than 400,000 square feet of exhibit space will feature agricultural, farm machinery, tools and truck, and industrial and home appliance displays. The midway will offer concessions for adults and children, shows and food, merchandise and novelty concessions.

Managements will include stock car racing, a wild animal show, thrill shows, antique auto exhibit, sports show, carnival, and community show and a better job of exploitation. Free acts will be offered daily.

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, Vancouver, Thursday night (10). The event was sponsored by the Vancouver Sun and Optimist Club.

WANTED TO RENT

One large 10-ton semi with refrigerated compartment and 10,000仑 crate. Rent $500 per month. Address WANTED TO RENT, The Billboard, 417 N. Main St., Safford, Ariz.

CARNIVAL WANTED

LaFayette County Fair

STAMFORD, ARKANSAS

Wanted for Independent Midway

MORRIS, S. D., Sept. 15-80.

Write W. T. Wilt, Mitchell, I. D.

RATHBONE, Conn. Fair
Hennes Gets Near 1948
Biz as Illinois State Fair
Hits Normal Gate Pace

Valera's 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 Hennes Bros. Shows. Business was punchy tonight, with only the new rides and exhibits crowded the midway. The weather was fine, with a slight breeze and the only problem was the heat. However, the business was good and the shows were packed. The opening day was a success and the shows were sold out. The shows are scheduled for the next several days and the business is expected to continue.

Weather With It

General 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 storms and the night by cold air. This was the first day of the full rides and exhibits, and the business was good. The shows were crowded and the business was excellent for the seven days.

Midway was a hit and the crowds were thrilled by the new rides and exhibits. The shows were packed and the business was excellent for the seven days.

Sunset Chalks Up Good Takes

EARLY MONTICELLO, Ia., Aug. 19—Sunset Amusement Company, owners and managers, under the direction of P. L. Harris, were running at the old stand midway at the county fair, and the business was good. The shows were crowded and the business was excellent.

HURON, S.D., Aug. 19—Huron Amusement Company, owners and managers, were running at the old stand midway at the county fair, and the business was good. The shows were crowded and the business was excellent.

Three Ills. Annuals Give Nessler Org

First-Rate Business

MARSHALL, Ill., Aug. 19—The Fruit of the Loom County Fair opened here Friday (11). Rain fell all day, but starting Wednesday (14) business was good and on Thursday the annual broke its gate records with 15,000 admissions. Shows were held over thru Saturday.

The move to Monto, Ill., for the Fruit of the Loom County Fair opened here Friday (11). Rain fell all day, but starting Wednesday (14) business was good and on Thursday the annual broke its gate records with 15,000 admissions. Shows were held over thru Saturday.

Tighter Money, Rain Hurt Drug in Iowa

MUTTON, Ia., Aug. 19—Huge crowds, and the weather was cool and pleasant, made for good business on opening night of the St. Louis Amusement Company at the National Farm Show. The business was excellent, with the show running at capacity.

Buck's Gross Cut by Rain

At North N. Y.

ONE DAY LOST AT ELMIRA

KILMORA, N. Y., Aug. 19—Rain appeared likely to nullify an increase in business scored by O. B. Buck and Company, owners and managers, at the Elmira County Fair here, which opened yesterday.

Owner Buck reported that, while the crowds were good, the rain made for slow business.

Two hundred acres of corn, a little dipper and Sky Fighter, were added to the show line tonight.

Buck said that, while money was not tight, patrons were not spending with complete freedom. The rides did better business all thru the week than the shows, he said, and the take from the devices exceeded the cost of operating.

He felt that any drop in show grosses could be made up by ride take.

Jayhawk Amusement

SOLD TO L. F. Ganote

OSAWATOMIE, Kan., Aug. 19—The Jayhawk Amusement Company, here this week, has been sold by Mrs. Mary M. Ganote, Kansas City, Mo.

The new owner will continue to operate the show at the same location.
Clif Wilson Big Times Snake Shows

Shows Into Major Exhibition

(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 Prescott, AZ, winter quarters for the Young Buffalo Wild West Shows. This hostelry was leased by the Wilsons from Paul Streliech, grandfather of Joe Streliech, present secretary of the Showmen's League of America.

Burs First Show

Clif's first venture as the owner of a midway show came in the early 20s when he bought a Monkey Speedwagon and joined the Marion Shows on the midway at the Illinois State Fair, Springfield. The show grossed a surprising $3,000 in a week and netted him around $1,600.

That opened his eyes to the profits from back-end carnival operations and as a result he desigated 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 building 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 Speedwagon, a Snake Show, Crystal Maze, Big Snake, Portable Funhouse, Side Show and a Turnover.

Of these, the Snake Show and the Crystal Maze have continued to be his standbys.

It's the Original!

EVANS' JUMBO DICE WHEEL

The Finest Ever Made

H. C. EVANS & CO.

1528 W. Adams St.
Chicago 7, Illinois

Last Call

For Concession Space

CALIF. STATE FAIR
SACRAMENTO
Aug. 31 to Sept. 10

L. A. COUNTY FAIR
Los Angeles
Sept. 15 to Oct. 1

GRAND NATIONAL LIVESTOCK EXPOSITION
Cow Palace—San Francisco
Oct. 27 to Nov. 5

CRAFTS will book Concessions or any side show. Write us now for contracts and working agreements for the Fair.

BOY SEYMOUR wants Ride and Food Concessions for San Diego Fair. Write to Sunset Fair Co., San Diego, 1529 Broadway, San Diego, California.

WAGADE

C R Y S T A L M A Z E

ALPENA CO., MICH.

OSCODA, MICH.

CALLS AT C A N A D A

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.

ALPENA CO., MICH.
MIDWAY CONFAB

R. L. (Red) Bishop, general agent for Victory Exposition Shows, has returned to the organ after a five-month jaunt. According to Bishop, the Victory shows will play 21 fair dates this season. Sandy Berkey is back with Eastern Amusement Company, working a single-called "Street of Paris" with Sandy... Reali Magazine cards from Baltimore that he recently visited. Bobby Kork, of the John H. Marks, Shows, in Washington.

Zora Blais has taken over the Side Show on C. A. Vernon's United Amusement Shows. Line-up includes Charles B. Kennedy, assistant manager and main performer, Margi, Miss Indestructible; Van- ness, magician and front man; Congo, electo... Tulle, ticket box, and Zora, annex. W. F. Carlson, formerly one of the Carlson Brothers, having f...ents from New York that a rumor of her death has been going the rounds and that her sister, Happy Dau Blackall, still in show business, has been receiving many conden...ences on her (Flo's) death. She writes to say that she is very much alive, living in quiet retirement at 414 West 40th Street, New York City, Dame, "We will celebrate August 12 with Heller's Amusement Shows. The O'Connors, courthouse operators with the org are vacationing in Atlantic City before returning to Philadelphia to play out their show route.

Circus Barns was hostess at a baby shower for Ruby Musley on the...be Crum, No., August 15. Guests included Mrs. Lona Johnson, niece, B. A. Tutt, ticket box, and Zora, annex. W. F. Carlson, formerly one of the Carlson Brothers, having f...ents from New York that a rumor of her death has been going the rounds and that her sister, Happy Dau Blackall, still in show business, has been receiving many conden...ences on her (Flo's) death. She writes to say that she is very much alive, living in quiet retirement at 414 West 40th Street, New York City, Dame, "We will celebrate August 12 with Heller's Amusement Shows. The O'Connors, courthouse operators with the org are vacationing in Atlantic City before returning to Philadelphia to play out their show route.

Circus Barns was hostess at a baby shower for Ruby Musley on the...be Crum, No., August 15. Guests included Mrs. Lona Johnson, niece, B. A. Tutt, ticket box, and Zora, annex. W. F. Carlson, formerly one of the Carlson Brothers, having f...ents from New York that a rumor of her death has been going the rounds and that her sister, Happy Dau Blackall, still in show business, has been receiving many conden...ences on her (Flo's) death. She writes to say that she is very much alive, living in quiet retirement at 414 West 40th Street, New York City, Dame, "We will celebrate August 12 with Heller's Amusement Shows. The O'Connors, courthouse operators with the org are vacationing in Atlantic City before returning to Philadelphia to play out their show route.

Circus Barns was hostess at a baby shower for Ruby Musley on the...be Crum, No., August 15. Guests included Mrs. Lona Johnson, niece, B. A. Tutt, ticket box, and Zora, annex. W. F. Carlson, formerly one of the Carlson Brothers, having f...ents from New York that a rumor of her death has been going the rounds and that her sister, Happy Dau Blackall, still in show business, has been receiving many conden...ences on her (Flo's) death. She writes to say that she is very much alive, living in quiet retirement at 414 West 40th Street, New York City, Dame, "We will celebrate August 12 with Heller's Amusement Shows. The O'Connors, courthouse operators with the org are vacationing in Atlantic City before returning to Philadelphia to play out their show route.

Circus Barns was hostess at a baby shower for Ruby Musley on the...be Crum, No., August 15. Guests included Mrs. Lona Johnson, niece, B. A. Tutt, ticket box, and Zora, annex. W. F. Carlson, formerly one of the Carlson Brothers, having f...ents from New York that a rumor of her death has been going the rounds and that her sister, Happy Dau Blackall, still in show business, has been receiving many conden...ences on her (Flo's) death. She writes to say that she is very much alive, living in quiet retirement at 414 West 40th Street, New York City, Dame, "We will celebrate August 12 with Heller's Amusement Shows. The O'Connors, courthouse operators with the org are vacationing in Atlantic City before returning to Philadelphia to play out their show route.

Circus Barns was hostess at a baby shower for Ruby Musley on the...be Crum, No., August 15. Guests included Mrs. Lona Johnson, niece, B. A. Tutt, ticket box, and Zora, annex. W. F. Carlson, formerly one of the Carlson Brothers, having f...ents from New York that a rumor of her death has been going the rounds and that her sister, Happy Dau Blackall, still in show business, has been receiving many conden...ences on her (Flo's) death. She writes to say that she is very much alive, living in quiet retirement at 414 West 40th Street, New York City, Dame, "We will celebrate August 12 with Heller's Amusement Shows. The O'Connors, courthouse operators with the org are vacationing in Atlantic City before returning to Philadelphia to play out their show route.

Circus Barns was hostess at a baby shower for Ruby Musley on the...be Crum, No., August 15. Guests included Mrs. Lona Johnson, niece, B. A. Tutt, ticket box, and Zora, annex. W. F. Carlson, formerly one of the Carlson Brothers, having f...ents from New York that a rumor of her death has been going the rounds and that her sister, Happy Dau Blackall, still in show business, has been receiving many conden...ences on her (Flo's) death. She writes to say that she is very much alive, living in quiet retirement at 414 West 40th Street, New York City, Dame, "We will celebrate August 12 with Heller's Amusement Shows. The O'Connors, courthouse operators with the org are vacationing in Atlantic City before returning to Philadelphia to play out their show route.

Circus Barns was hostess at a baby shower for Ruby Musley on the...be Crum, No., August 15. Guests included Mrs. Lona Johnson, niece, B. A. Tutt, ticket box, and Zora, annex. W. F. Carlson, formerly one of the Carlson Brothers, having f...ents from New York that a rumor of her death has been going the rounds and that her sister, Happy Dau Blackall, still in show business, has been receiving many conden...ences on her (Flo's) death. She writes to say that she is very much alive, living in quiet retirement at 414 West 40th Street, New York City, Dame, "We will celebrate August 12 with Heller's Amusement Shows. The O'Connors, courthouse operators with the org are vacationing in Atlantic City before returning to Philadelphia to play out their show route.

Circus Barns was hostess at a baby shower for Ruby Musley on the...be Crum, No., August 15. Guests included Mrs. Lona Johnson, niece, B. A. Tutt, ticket box, and Zora, annex. W. F. Carlson, formerly one of the Carlson Brothers, having f...ents from New York that a rumor of her death has been going the rounds and that her sister, Happy Dau Blackall, still in show business, has been receiving many conden...ences on her (Flo's) death. She writes to say that she is very much alive, living in quiet retirement at 414 West 40th Street, New York City, Dame, "We will celebrate August 12 with Heller's Amusement Shows. The O'Connors, courthouse operators with the org are vacationing in Atlantic City before returning to Philadelphia to play out their show route.

Circus Barns was hostess at a baby shower for Ruby Musley on the...be Crum, No., August 15. Guests included Mrs. Lona Johnson, niece, B. A. Tutt, ticket box, and Zora, annex. W. F. Carlson, formerly one of the Carlson Brothers, having f...ents from New York that a rumor of her death has been going the rounds and that her sister, Happy Dau Blackall, still in show business, has been receiving many conden...ences on her (Flo's) death. She writes to say that she is very much alive, living in quiet retirement at 414 West 40th Street, New York City, Dame, "We will celebrate August 12 with Heller's Amusement Shows. The O'Connors, courthouse operators with the org are vacationing in Atlantic City before returning to Philadelphia to play out their show route.

Circus Barns was hostess at a baby shower for Ruby Musley on the...be Crum, No., August 15. Guests included Mrs. Lona Johnson, niece, B. A. Tutt, ticket box, and Zora, annex. W. F. Carlson, formerly one of the Carlson Brothers, having f...ents from New York that a rumor of her death has been going the rounds and that her sister, Happy Dau Blackall, still in show business, has been receiving many conden...ences on her (Flo's) death. She writes to say that she is very much alive, living in quiet retirement at 414 West 40th Street, New York City, Dame, "We will celebrate August 12 with Heller's Amusement Shows. The O'Connors, courthouse operators with the org are vacationing in Atlantic City before returning to Philadelphia to play out their show route.

Circus Barns was hostess at a baby shower for Ruby Musley on the...be Crum, No., August 15. Guests included Mrs. Lona Johnson, niece, B. A. Tutt, ticket box, and Zora, annex. W. F. Carlson, formerly one of the Carlson Brothers, having f...ents from New York that a rumor of her death has been going the rounds and that her sister, Happy Dau Blackall, still in show business, has been receiving many conden...ences on her (Flo's) death. She writes to say that she is very much alive, living in quiet retirement at 414 West 40th Street, New York City, Dame, "We will celebrate August 12 with Heller's Amusement Shows. The O'Connors, courthouse operators with the org are vacationing in Atlantic City before returning to Philadelphia to play out their show route.

Circus Barns was hostess at a baby shower for Ruby Musley on the...be Crum, No., August 15. Guests included Mrs. Lona Johnson, niece, B. A. Tutt, ticket box, and Zora, annex. W. F. Carlson, formerly one of the Carlson Brothers, having f...ents from New York that a rumor of her death has been going the rounds and that her sister, Happy Dau Blackall, still in show business, has been receiving many conden...ences on her (Flo's) death. She writes to say that she is very much alive, living in quiet retirement at 414 West 40th Street, New York City, Dame, "We will celebrate August 12 with Heller's Amusement Shows. The O'Connors, courthouse operators with the org are vacationing in Atlantic City before returning to Philadelphia to play out their show route.

Circus Barns was hostess at a baby shower for Ruby Musley on the...be Crum, No., August 15. Guests included Mrs. Lona Johnson, niece, B. A. Tutt, ticket box, and Zora, annex. W. F. Carlson, formerly one of the Carlson Brothers, having f...ents from New York that a rumor of her death has been going the rounds and that her sister, Happy Dau Blackall, still in show business, has been receiving many conden...ences on her (Flo's) death. She writes to say that she is very much alive, living in quiet retirement at 414 West 40th Street, New York City, Dame, "We will celebrate August 12 with Heller's Amusement Shows. The O'Connors, courthouse operators with the org are vacationing in Atlantic City before returning to Philadelphia to play out their show route. 
SHOW
TENTS
CARNIVAL — CIRCUS
CONCESSION
QUALITY and FLASH
WORKMANSHIP
Ask the man who owns one.
30 Years’ Experience
BILL SANDERS

AMERICAN
TENT & AWNING CORP.
132-46 W. Main St. - Norwalk 10, Va.

PAUL H. MILLER
WANTS AGENTS
for Six Cats, Baskets, Swinger,
Short Range, Coco-Cola, Fish,
Airplanes, Milk Bottles, Hit-Miss.
We show Alton, Ill., water front; North-
town, North Fork, Blue-Be-
tville, with seven more towns to follow.
Address, Paul Miller United
Alton, Ill. North Short Range, Coca-Cola, Fiala, Air-
kindy and Candy Apples, Conklin.

JOE F. FONTANA
WANTS CANDY ROSS AGENT
For 12 more Boxe Fide Fails; must drive truck.
L. J. REYN SHOWS, DICKSON, TENN.

ORANGE STATE SHOWS
WANT
On account of disappointment, Pop Corn
and Candy Apples. Cook House, any
kinds of legitimate Concession. Write to
who Jackson, N. C.

J. M. PATTEN
WANTS A C L I N D E R
For 12 more Boxe Fide Fails; must drive truck.

WANTED
For Valiejo Goldorado Association Celebration
August 31st Through Monday, September 4th
Biggest thing in years downtown Valiejo. Shipyards are all working,
payroll of millions monthly. This means a lot of support of civic, fraternal,
business and labor organizations. Parade, street dancing, rodeo, sports,
contests. Can use legitimate Stock Concessions of all kinds. Contact
MRS. GENEVIEVE P. BONAMY
738 Valle Vida St., Valiejo, Calif., or
J. M. PATTEN
SUPERIOR SHOWS, INC.
Fort Bragg, Calif., August 17th-27th

Greatest Centennial Celebration
San Francisco, Sept. 4 to 12 inclusive
Some CONCESSION SPACE still AVAILABLE for the above CELEBRATION. Also SANTA
CLAIRA COUNTY FAIR; San Jose, to follow Sept., 11 to 17 inclusive.
Contact MIKE KREKOS
San Francisco, Calif.

CARNIVAL WANTED
For Clarendon County Agricultural Exposition
SEPTEMBER 14
BOBBY N. DORANT, 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, Curated Jewelry, Articles, Hanky Baskets of all kinds. Operate for
Fur House. Boys help who drive. Agents for Hanky Baskets. Hartsville, Tenn., new Franklin,
Tenn., Fair near week.

Heart of America
Showmen’s Club
9134 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 Brothers Bros. Shows, returned to
Kansas City because of illness. Roy Mann, who joined the show at the
same time, continues there. Treasurer
era Carpenter reports that business
is on the up and up for the Hale Shows of Tommie George. Hale
will start renovation of the cabins
soon in preparation for fall meetings.

Miami Showmen’s Association
236 W. Fingers St, Miami
MIAMI, Aug. 19—The executive committee has opened a credit
bank and is urging all members to
subscribe.
Miss (Curley) Graham informs that
Law (Blinkly) Bernstein is in St.
Francis Hospital, Olean, N. Y. L. E. Cheek received from Harry Schreiber and
Harry Meyers for their Century Club
Travelers.
Ben Brauning and others that he and
Mrs. Brauning have begun a partnership with Bruno Zechmacher 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 Lumbree, Philip
Berman, Bernard Renn, Charles
Gerard, Vince Anderson, George
Clyde Smith, Michael Timia, Isadore Letti, C. R. Schmidt
and Ross Dyar.

Caravans, Inc.
P. O. Box 1902 Chicago
CHICAGO, Aug. 19—Information was received that the death of
Mr. F. G. Shepherd, operator of the Taylor
Games Shop, Columbia City, Ind.,
recently. W. D. Leach, president of the
Charlottesville Association, who visited
Delavan, Wis., that she was
visited by Edna O’Shea Stenton and
Mrs. Goodman. Mr. and Mrs.
Goodman also visited Mr. and
Mrs. H. P. North while in Delavan.
Mabel Wright has returned to
Delavan, and Mr. and Mrs. Bob
Parr are playing host to many
guests there.
Ann Rodhe and Boxe Hamid sent in
cash donations. President Maie Oakes
received a card from Wanda Derpa,
who is in Italy.

Arizona Showmen’s Assoc.
Arizona Hotel Bldg., Phoenix, Ariz.
PHOENIX, Aug. 19—Clubrooms will be closed until September 1.
Babe Gallamore reports concession
business just fine with the Club Ex-
position Shows. Sammy Combs on the
show 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 before he is
closed with the Clyde Beatty Circus.
Lloyd Wilson and Percy Jones
report everything okay, with Larnie
doing just fine. Curtis Hayes is away
on a month-long fishing trip.

For Sale at Giveaway
1946 Studebaker perfect condition; 1945 Dodge
9 ton truck, Brownies; El Dorado gold; 9
ride, price complete $1,350.00 cash. Tower,
and some worth $3,500.00. This week meet
ings at Gatesville, Ind., Fair.

BURLKHART SHOWS

LINDA LOPEZ WANTS
Frise and all around Side Show Help. Danc-
ing Girls. Work all winter. Danville, Illinois,
State Fair next week, at fair following.
1/2 Gates Show, Benton, Ky., this week.

LEE AMUSEMENT CO.

FOR SALE
15 K. C. W. A. 110 sq. ft. in 20’x30’ Frame
Can be used as office for patronage card Trailer. Brand new, $600.00

JESS F. HOWES
Shinnston, W. C. W.
WANTED

BALL GAMES, Pitch-Till-You-Win, Deck Pond, Fish Pond, Penny Pitch, Spot the Spot, Cigarette Shooting Gallery, Hoopla, Six Cats, Swinger, Buckets and Cantard, Novelties, Guess Your Age and Sexes.

GENE CLYDE SMITH SHOWS

WANTED—Girl Show, Monkey Show, Wild Life, Motorcycles, WANTED TO BOO—Spot-Fire and Tilt-Wheel, also Pony Ride.

WANTED—General Ride Help, Truck and Tractor Drivers and Second Men on Riders.

All replies to GEORGE CLYDE SMITH SHOWS, Scalp Level, Pa., this week; Kaiser, W. Va., next week.

QUEEN CITY SHOWS

Wanted for Pensboro, W. Va., Fair, Aug. 28-Sept. 1


QUEEN CITY SHOWS

Wanted for Pensboro, W. Va., Fair, Aug. 28-Sept. 1


QUEEN CITY SHOWS

Wanted for Pensboro, W. Va., Fair, Aug. 28-Sept. 1

CONCESSIONS: Fish Pond, Waterwheel, Pitch-Till-You-Win, High Stealer or any Concession that works for stocks. Will book all Concessions and Gimmicks that work in state. Contract is $100 per week. Will book $50 a week for under $100. Write Mrs. D. E. Beck, 110 S. Main, Pensboro, W. Va.

QUEEN CITY SHOWS

Wanted for Pensboro, W. Va., Fair, Aug. 28-Sept. 1

CONCESSIONS: Fish Pond, Waterwheel, Pitch-Till-You-Win, High Stealer or any Concession that works for stocks. Will book all Concessions and Gimmicks that work in state. Contract is $100 per week. Will book $50 a week for under $100. Write Mrs. D. E. Beck, 110 S. Main, Pensboro, W. Va.

QUEEN CITY SHOWS

Wanted for Pensboro, W. Va., Fair, Aug. 28-Sept. 1

CONCESSIONS: Fish Pond, Waterwheel, Pitch-Till-You-Win, High Stealer or any Concession that works for stocks. Will book all Concessions and Gimmicks that work in state. Contract is $100 per week. Will book $50 a week for under $100. Write Mrs. D. E. Beck, 110 S. Main, Pensboro, W. Va.
FROM THE LOTS

Capell Bros.
FAIRVIEW, Okla., Aug. 19.
Show moved here from Yale, Okla.,
biggest spot of the year. Acts from
Capell Bros. Circuit were with the
show. Memories worked all week to get equipment
back into shape after the blowdown of 1/2 week Okla., and the circuit
resumed its route at the end of the
week.
C. T. Prescott, general agent for
the circuit, returned from signing Car-
roll and Bristow, Okla., and Jack
and Bob Capell as managers. Bill Starr at legal
distributor and Dorris Del Mar as secre-
tary.
Rides
Pinto Wheel, Rod Raphaeli; Merry-Go-
Round, Robert Ward; Kiddie Car, Dave
D'Andrea; Trike, Ted Fowler; Street Car,
Chuck Abbott; Motor, Booker Washington,
Ferris Wheel, Golf Capell, Rock Capell,
Two Pedalers, and Electrification, Bob Capell.
Shows
Girl Show, S. J. Trecy; Side Show, Happy
Parker; Snake Show, S. J. F. C. Finley, Bill
Baker, Mack Lewis, Charles Malin, and Athletic Show, Pete Herman.

WANT To Buy Cash
Want To Buy For Cash
Equipment for small circus—Top, Seats, Ligne toast, Picnic tables to be cheap for cash.
W. E. PAGE
Page Bros., Dallas, Fort Worth, Tex.

WANT CARNIVAL
Week of Aug. 25
The 1979 people are the best, for Pay 
400,000,000 on 1979,000,000 on 1979.000,000 on the
5.000,000,000 on 1979.000,000 on 1979.
Want all kinds Hankey公园, also Decker.
W. E. PAGE
Parsley Brown,
Delphos, Ohio.

New 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-renewed permanent lot. We have a 10,000 car park and a
1,000,000 walk to the entrance. The midway is 900 ft. wide and 400 ft. long
and is made of specially treated lumber and is remodeled in-
lylent. The midway is designed
fabulous industrial Houston on our west and the LARGEST CATTLE
producing area in Texas on our right. All midway operators, state your terms
Parsley Brown Stock Show & Rodeo
P.O. BOX 1007
PASADENA, Texas.

TOPSFIELD FAIR
TOPSFIELD, MASSACHUSETTS
SEPTEMBER 3-9, INCLUSIVE
No girl at Topsfield Fair. All games, rides, etc., save your gasoline and time.
Hankey Park, Grab Stands, Custard, Long and Short Ranges, Food, etc.
New Booking for October 23-29.
Can use a good clean Girl Show, Animal Show, Ten-in-One or what have you.
CONTACT RIDES, INC.
397 Avenue Road, Medford, Massachusetts
Myrtle 9-9673-6 2218

CAN PLACE
All classes Hankey Park Concessions for 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—
MOTOR DROME OPERATORS
Want Manager for office owned Denver. Must ride and have riding experience.
90 ft. panel front and three semi trucks. Have a string of first class fair
Close middle of November. Open in February in Florida. Preference given to party that owns
some matching rides.
E. L. YOUNG, Mgr., ROYAL SHOWS
Athens, Ill., this week.

L. W. Elliott
Did good last at Whitehall. Now here, Mickey, at the Annual Fireman’s Fes-
tival. Mrs. Elliott celebrated her birthday on the date. She received a wrist
watch from show members and a badge from the local fire department.
Recent visitors included William Postell and Mr. and Mrs. Schenium of Dow River Amuse-
mets, and Mr. and Mrs. Charles Elms, and Mrs. Charles Eflies Notes of Happyland
Show.
Wants to get some of Leonard Elliott, owner and manager; Mrs. Thelma Elliott,
secretary, and Gaylord Elliott, advance agent. Rider personnel include:
Donald Branson, foreman, and Robert Barnett, Carl Anderson, and Byron Foster,
Go Round, Roy Johnson, Foreman, and J. Moix, Octopus; Orville Bec-
ner, and Harry E. Smith, Easter Wheel, Virgil Capell, Chairperson; Clarence
Thomson, uncles, and Mrs. Claude Rosenberg, Hobby Horse.

WANTED
FOR MODELL, W. Va., AUG. 31 TO SEPT. 9
Labor Day celebration on the streets; 500,000 present; 75,000,000 in attendance.
Wants Merry-Go-Round and Chairlift with closed transportation. Legal license of
all kinds, small Circus or Ski Lifts. A Gents for Pan and Pan Jokes. All
work to Modell.

Lazier Amusements
Mr. and Mrs. E. A. Steiger, Aug. 21-26, three or more
weeks.

BLACKE JETT WANTS AGENTS
For Four or More, Two Count Stilts, Two Count
Store, Pin and Skittles.
These will be on sale in this 18.00 ride show. Nine
weeks, $5,000.00. A Gents take charge of the
Monopoly, Wire or phone use. Mammoth Springs, Ark., this week.
Rollo, Mr. Fair next.
Big Soldiers’ Pay Box.

FOR SALE
Allan Herschell 36-foot 3-plow Merry-Go-Round is in good condition.
With a Wurlitzer organ, spare parts, new tires, new top, $5,000.00.
Can be seen in operation at St. John the Evangelist Church Carnival, August 30
to September 6, Edon, Ohio.

HENRY BUSBY

Wolf Greater Shows WANT
Concessions and Shows for following Fays, All Minnesota: St. Peter, Aug. 24-27, Cali-
na, Aug. 31-Sept. 1; Chicago, Sept. 6-8, Lake City, Sept. 6-9; Madison, Sept. 12-14; Boxtor, Sept. 21-22. Ride Help wanted.

FOR SALE
MERRY-GO-ROUND
G. L. Parker, 3 acres, 2 barns, 2 ponds, all land under lease. Will sell or lease. Come and see. Terms to right party.
J. A. ZUZUN
Jennessville, Mo. Phone 2458

WEIDEL’S CURIOSITY SHOP
22 & 21 St.,-two blocks from St. Louis Union Station, St. Louis Mo.

WANTED
Burdick’s Greater Shows
Shows and Rides. Small City, Big County.
WEIDEL’S CURIOSITY SHOP
22 & 21 St., two blocks from St. Louis Union Station, St. Louis Mo.

COOKHOUSE FOR SALE
4,000, fully equipped, well painted and ready for use, now open, close to city, 1899.00.
Builder wants to sell. Includes all equipment.
R. B. DANIEL
Box 569, Moulton, Ala.
INDIANA STATE FAIR
August 31 to September 8 incl., Indianapolis, Ind., location
lot on 27th.

GREAT READING FAIR
September 10 to 16 incl., Reading, Pa.

ALL FAIRS UNTIL NOVEMBER 11

CAN PLACE—Rocko-Plane, Floo-Plane, Hey-Day 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 Workmen in all departments.

CAN PLACE—Novelties for all fairs on account of disappointment.

CAN PLACE—ALL EATING AND DRINKING STANDS AND LEGITIMATE MECHANICAL CONCESSIONS STARTING AT READING, Pa.

FALL

CETLIN & WILSON SHOWS
Bay City, Mich.; Fair; then Indianapolis, Ind.

PRELL'S BROADWAY SHOWS

WORLD'S PLLEASURE SHOWS

Belle City & Brasci Bros. Combined Shows

WANT FOR LARGEST LABOR DAY CELEBRATION IN WISCONSIN

MEMORIAL HOSPITAL FUND

$350,000.00 already donated—Sept. 1-2-3-4. TV set, 2 bicycles. Other prizes given away.

WANTS—Firemen—Firemen.

PELICAN SHOWS

OPENING CAMP POUL AMUSEMENT PARK NOW

MISSOURI

Oklahoma

MISSISSIPPI

WANTED
Hank Pards at all kinds. Milk Bottles, Scale, Age, Balloon Dart, Class Rock, Jewelry, Shows—Inn, Club House or Mechanical Show, Steamburg, Md. Homecoming, Aug. 21 to 27, Jennings, Mo., Aug. 29 to Sept. 4; St. Charles, Mo., Sept. 6 to 10.

BIG FOUR AMUSEMENTS

W. R. GEREN Presents

The Mighty Hoosier State Shows

Comming Events

ARKANSAS
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
Brooklyn, N.Y.
Phone: Cleaveland B-1061

COMPLETE UNITED SHOWS
"HONESTY IS OUR POLICY"
LEXINGTON, TENN., DOWNTOWN LOT, THEN SPENCER, TENN., VAN BUREN COUNTY FAIR; HICKMAN COUNTY FAIR, CENTERTOWN, TENN.

CONCESSIONS: New French Fries, Fried Chicken, Ice Creams, Beagles, Apple Ring, Ice Cream, Snow Cones, Seesaw, Ferris Wheel, Carnival Games.

WANT FOR MINEOLA (LONG ISLAND) FAIR
SEPTEMBER 12-16

WANTED FOR THE FOLLOWING:
PUTNAM COUNTY FAIR, Salina, Ga., Sept. 11 to 13
LEGION ANNUAL FOOD FESTIVAL, Spartanburg, Ga., Sept. 18 to 23
EVANS COUNTY FAIR, Climax, Ga., Sept. 24 to 30
COFFEE COUNTY FAIR, Douglas, Ga., Oct. 2 to 7
MIDDLE GEORGIA FAIR, Milledgeville, Ga., Oct. 9 to 14
BULBOUCH COUNTY FAIR, Statesboro, Ga., Oct. 16 to 21
JEFFERSON COUNTY FAIR, Ludowici, 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 GALLA WEEK AND FAIR, Pelham, Ga., Nov. 13 to 18

Wants and can use for this fair, Monkey or Amusement Show. Call Mervin, Midget Show, Scale Live Horses (males), Minstrel Show, Fardlow, Motorstunts, etc. Rides; Crop, Orbit, Kiddy Auto, Sky Fights, Little Digger, Concessions, Nokels and merchandise Concessions, all Forest Electric, Long and Short Range, Candy Floss, Baby Dolls and Devil Race (Thanksgiving announcements a must). American Family, Harvest Fair, Ruth Williams, etc., 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 addresses:

J. P. BOLT, Gen. Union Post, Co., this week.

\[\text{\textbf{WANT FOR}}\]

\[\text{\textbf{HOME STATE SHOWS}}\]

Want for Celebrations and Fairs
Street Celebration at Winona, Sept. 1 to 4; Southwell Falls Fair, Sept. 6, 7, 8; Watermelon Days at Kellogg, Sept. 9 to 10; South Valley Fall Festival, Sept. 11, 12, 13; Century Fair, Sept. 14 to 17.

\[\text{\textbf{ALL MINNESOTA}}\]

Want Legitimate Concessions, Good Shows, Performers for Dodge, Roll-Off-Plane, Wheel, Tilt, and KID Rides. Also Second Man, Zamboni, Men, Aug. 24 to 27.

\[\text{\textbf{WANT FOR}}\]

\[\text{\textbf{SAN MATEO COUNTY FAIR, SEPT. 8 TO 14}}\]

\[\text{\textbf{LEGITIMATE CONCESSIONS}}\]

Can place good Crab Stand, Novelities, Photos. Frock & Meyer Combined Shows 821 El Camino Real, Palo Alto, Calif.
GULF COAST SHOWS
WANT FOR #2 SHOW
FERRIS WHEEL, BALL STACKS AND STOCK CONSERVATIONS FOR THE BEST FAIRS AND STILL STOPS IN THE COTTON COUNTRY
F. M. SUTTON SR.
Bowling Green, Ky., Aug. 21-26; Vandalia, Mo., Fair Aug. 28-Sept. 4

GRAICELAND GREATER SHOWS
WANT
Royal Center, Ind., 4-H Fair, Opening Tuesday, Aug. 23, thru Saturday, Aug. 27.
Concessions Contingent, High Bailer, Ball Games, Ring Game, Hoopla, ANY legitimate Concessions, some F.P.C. come, with one or more Hanky Pair.

WANT RIDE HELP
Foreman on My-Go Round, Fire Ring, Charles Second Man on all Rides. Top wages but must be sober and clean shaven. Answer
HARRY ALSON, Fair, Royal Center, Ind., this week.

ATTENTION, PROMOTERS, PERFORMERS
Account shows from Arkansas are not received or answered as expected. Please write again giving more route or permanent address. Can place Promoters beginning September 1. Full payment please. Send W. E. Molyne, Dr. Lee Schuler, 30-55 Main Street, Columbus, Ohio.

WANT WANTED
E. W. STECK
For Waukesha County Fair and Fall Celebration
2 BIG DAYS
PRWAUK, WIS.
SEPT. 5-6

FOR SALE—24 SEAT CATERPILLAR
Recently rehandled and painted in good shape. May be seen in operation at Silver Lake Amusement Park in Virginia, Minnesota.

AT LIBERTY—SEASON 1951
WELL KNOWN, CAPABLE GENERAL AGENT
Trained and truck show experience in Middle Atlantic and Southern States. Known the confidence of Fair Men and Know Not Disturbers. Prefer 1951 Rite Show seeking to get underway. Won: Detroit, St. Louis, & C.P. Radio. Repped held confidence and A.D. Steck. Box 128, 402 Billboard Pk. Rd., St. Louis 1, Mo.

WALLACE & MURRAY SHOWS
Want
Arlington County Fair & Bear Festival, Henderson City, Texas, Aug. 20th. 21st.
Want for own midway. Concessions of all descriptions. Want clean Concession that sells to people. Also want clean Rite for palaces of season. Good opening for Palace, Giant Pitch, Nickelodeonocus and many other legitimate Concessions at still dates possible. Can use at one experienced Till Foreman. All replies to W. Wallace, Mr., Union County Fair, Brown, Texas, this week.

C. A. STEPHENS SHOWS
WANT

HARRISON GREATER SHOWS
CAN PLACE
Concessions of all kinds. Want to place to one party. Contact, Al panorama, Fair Shows and Video Shows. Want Concession at one Fair. Can place Rite Show at other Fairs. Write or call for more details.
What is so right about this picture?

Is it that Dad's finally retired... the old alarm clock jiggled 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

Contributed by this magazine in cooperation with the Magazine Publishers of America as a public service.
CARNIVALS
The Billboard
August 26, 1950

INTERSTATE SHOWS
WANT
FOR GIBSON COUNTY FAIR, TRENTON, Tenn., Sept. 4-9, FOLLOWED BY TIPTON COUNTY FAIR, COVINGTON, Tenn., Sept. 11-16, WITH A FEW MORE TO FOLLOW.
SHOWS will book Side Shows with own equipment. Have ancient collections for Medtromed. Will book Gravel House, Fun House, Monster Show, Snake Show, Fat Show or any kind of Show. Rides: Will book one or two more Flat Rides, also Octopus, Sowbellows, Carousel or Roll-a-Wagon.

The Weekly Prompter

STATE SALARY. ALL BIG Fairs thru DALLAS, MEET ALL Winter Museums in big Rides. ALL Rides HELP: War Tents For MEMORIAL RIDES. WILL BOOK GLOVES HOURS, FUN HOUSE, MONKEY SHOW, SNAKE SHOW, FAT SHOW cleancut SEP. 13 to 14. BLYTHEVILLE, ARK., FAIR TO FOLLOW.

I N N O C O O D'

M. ON CAT E PILLAR OR ROLL-N-WHOL RIDE HELP: War Tents For MEMORIAL RIDES. WILL BOOK GLOVES HOURS, FUN HOUSE, MONKEY SHOW, SNAKE SHOW, FAT SHOW cleancut SEP. 13 to 14. BLYTHEVILLE, ARK., FAIR TO FOLLOW.

Last call: read last call
NOTE: ALL THIS WEEK—SANDUSKY, OHIO.

"Scenty" Keen, "Alamo," 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.

WILL BUY BROOM ILLUSION OR KNIFE OR SWORD ILLUSION for bully. 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, OHIO.

NEw York GAIETY SHOWS, INC.
WANT
Concessionaires and all descriptions for the GREAT PENN FAIR OF WESTERN NEW YORK
Week Aug. 29 to Sept. 2

ANTHONY SANTILLO, Gen. Mgr.
106 MADISON ST. EAST ROCHESTER, NEW YORK

INTERESTING FIGURES
$2 COPIES AT 25c $10 COPIES FOR ONLY 10c

Simpie Arithmetic Proof That You Save $3 on Subscription

The Billboard
2800-2826 S. Perry Street, Cincinnati 22, Ohio

CARNIVAL ROUTES
(Continued from page 52)

DUMONT SHOWS
Washington, D.C., Aug. 21 to 26; Greenville, N.C., Aug. 28 to Sept. 2; New Bern, N.C., Sept. 4 to 9. All downtown lots. Features the Great Center High Wire Act, with Cieo and Devil's Bowling Alley. Will book entire programs of all kinds. Want Manager with Gig Show, Cieo and Devil's Bowling Alley. In touch with me. Want Second then on all Rides must drive shows. All Addresses.

LOU RILEY, MGR. As per route.

John Francis Shows
WANT
For Plymouth, Wis., September 1-4, Fair and Labor Day Celebration.

El Paso, Illinois, Big Corn Carnival, September 7-9.

Normal Tomato Festival, Normal-Bloomington, Ill., September 13-16.

Then Spots in Cotton Country.

West Side Shows that drive semi-trailers, Top wagon. Will pick good clean Concessions. Can place one or two Side Shows. Address:

J O H N F R A N C I S, M G R.
P R E S T O N , M I N N . , T h i s W e e k .

Butlin Seeks Extra $ For Vacation Village

LONDON, Aug. 19—Officials of Butlin’s (Bosham), Ltd., have appealed to the British government for extra funds to complete the new Vacation Village recently laid out on the Grand Strand, south of the resort of Florida, as a vacation resort for Americans.

The Butlin firm, headed by William E. Butlin, has expended $3,400,000 actually closer to $4,000,000 at the rate of change prevailing at the time—on the resort, which has been operating on a limited scale since last year, but requires approximately $2,800,000 additional cash to complete the project.

Chap Thompson, N. C.

EDENTON, N. C., Aug. 19—American Legion Post 46, here, has been chartered by the secretary of war to incorporate the non-profit organization nlcie M. L. Pratt, J. W. McClenney and C. A. Goy.

WANTED
For All Annual American Legion Celebrations in City Park on Washington, D.C. Sept. 13 to 16.

C A R L T R I B B L E
2/5 American Legion, Edenton, N. C.

GIRL SHOW HELP
Need Danger to attend and book Ticket Seller, or organized circus to take over now that season is limited. Will book first. Transportation required upon arrival. No success or phone only.

VIVIAN SLAVIN
Kerne, Idaho, Aug 31 to Sept. 1, until Aug. 31, Harrison, Iowa, until Sept. 1.

MIDWAY OF MIRTH SHOWS
WANT
As per last call.

The Weekly Prompter

DUMONT SHOWS
Washington, D.C., Aug 21 to 26; Greenville, N.C., Aug 28 to Sept. 2; New Bern, N.C., Sept. 4 to 9. All downtown lots. Features the Great Center High Wire Act, with Cieo and Devil’s Bowling Alley. Will book entire programs of all kinds. Want Manager with Gig Show, Cieo and Devil’s Bowling Alley. In touch with me. Want Second then on all Rides must drive shows. All Addresses.

LOU RILEY, MGR. As per route.
POLACK EASTERN
(Continued from page 57)
vue. Trasko, high trapeze, joined in
Bowlings revolver. My Mrs. Mary Gard-
er is getting along well at a Bloom-
ingham hospital, where she under-
went surgery.
Bowling Green was promoted by Dr.
Herman, assisted by David, Yarle, J. Baker and Art Williams. Business was very good. At Lexington,
we had a capacity crowd. 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.
Bob and Charlie Krys.
The writer had dinner at the home of
Mr. and Mrs. David Davis. Davis
wine was a gift of Mr. and Mrs.
Skirvin Goe, Edythe and Willett
Boyd were present at Harry Albert's
birthday. Josephine Beronini was a
recent visitor.
Other visitors were Rex and Hazel
Rutem, Mr. and Mrs. Herbert
George, Mr. and Mrs. Howard Henry,
Kyes' sister, Mr. Roe, Mr. and Mrs.
Armmini, Dr. Mark Fouch; Mr. and
Mrs. Harry Green, Creve Coeur, Ill.
Albert Fleet's hometown; Derby
Hicks, who worked the baby champ at one performance;
George Bishop, Charlie Storm, Gor-
don, the Earl Stewart dinner;
Witchell, Cole show drummer and Mr.
and Mrs. Arthur Barrett and Bill Ray, who are promoting
the Knoxville show.
Also having a happy day at Art Barrett,
Walter Ulman and Mrs. Clyde Harri-
on — IRENE LAFERTY.

FOR SALE
Model Cruiser 25' add adult Chari-
place, V Hull Spear, Large power unit, Frank and
Thomas, Standard Cut Auto, etc.,
new, $400. Both sides can be seen in operat-
tion from the bridge.
IVY WEST
WANTED
FIRST CLASS ARCADE MECHANIC
Top money for any one who knows how to keep
them working. Apply, giving experience and
fee, to: BOX 158, 3rd. Floor, Burdick Bldg.,
Detroit, Mich.

FOR SALE
Entire Line of Steam Umbrella Equipment,
Including:
1 All Weather Urella, $125, 1 Fairway 1, 1
Parade Wheel, 1 Cupola, 1 Windmill Wheel
Truck, All bought in 1925. How to operate
in complete set. $500. 18 W. Randolph St.,
Chicago, Ill.

FOR SALE
12 4-wheel dairy with dairy on wheels and
dairy on sashy frame. Complete, $100.
1 All Weather Urella with elect. motor.

E. L. Starback, Owner

FAT MEN AND WOMEN
Join the Fat Folks Anonymous Now.
Send 25¢ for Literature.

GOODWIN

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
Norm and in return a party for the
girls on the show. Jack Klein also
had a birthday. Andy Harnack is official
sitter. Clyde Ferguson's concession
department went on a sight-seeing
trip.

Joe Galasso of the Royal-Reg-
penalty Farm, is practicing his one-
ton entertainment and juggler act
and drilling his juvenile edition of the
Seven Bruninos acrobats. They
are sons and daughters of the Royal-
Regency Farm. Papa Loyal, at
six, still does acrobatics.

On the skit list are Nana Pall-
berg with a sprained knee and Hu-
son, with a broken tooth, neither
missed a show. Visitors included
Rodolfo Gaita, Frances Stilman,
Joe Prent, Jim Edwards, George
Walter, Pops Peck, Frances Kran-
berg, Fred Harvey, Ernold Hamil-
ton, Donald Jones and Mr. and
Mrs. Perley Freeman.

RINGLING-BARNUM
(Continued from page 57)
Stewards and a number of lives-in,
Mr. McCall, Marge, George Per-
sey, Theodra, Harriet, Barbara Petry,
Lou Nichols, Marjorie Stewart's
daughter-in-law, Mrs. McCall,
Mr. and Mrs. Robert Clark, Mrs.
Miss Copper, Mrs. Starke, Miss
Grace, Miss Copper, Miss Grace,
Mrs. Cl DEVICE, Mrs. E. L. Reed,
Mr. and Mrs. George F. Good,
Mr. and Mrs. John L. Hamburger,
Eugene Good, George Good,
Mrs. Fred Good, Mrs. Cl DEVICE,
Mrs. Fred Good,

CLAYE BLYTHE
(Continued from page 57)
to the PAINS AND FAIR SHOWS. The writer was able
to spend the day at home in
Ottumwa, Ia., visiting with his
family. Bank Owens has recovered
fully to rejoin the show. Frank
Dobbs tells he will be able to work
any more this season.

Ollie Lesie is a new member of Pat
Lindblad's train crew. Serving in
Midland, Neb., Oscar Lahwade, Sammy Danes,
Lavina and Alva Evans were enter-
tained at the home of Mr. and Mrs.
Earl K. Shutterly, a middle couple
relatives of the train. Alva is mak-
ing a collection of rocks and
polish them this winter for use as
decoration at his home.

Herb Taylor was on the skit list
last week. Margarita Davis bril-
lated her birthday and served lemon-
ade and sandwiches.

Mary Anthony, the Cauliflower Sis-
ters, the Mangelos and others are
performing daily.

Recent visitors included Happy
Johnson, Arden Beecher's mother,
Elva Gailer, Joe Gailer, Mr. and
Mrs. Orman, Loren Russell, Wixcy Dyeres,
Mrs. "Puppy" Johnson, and Mr. and
Mrs. Clifford Dugro. — 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 Races, Palmistry, all kinds of
Hanky Pankies, Eating and Drinking Stands, Age and Scale, Novelties.
Want Men and Women. Talk Shows, Any kind of show while. Speedy
Ayers, get in touch.

Can use all kinds of Side Help, semi drivers preferred.

Want Griddle Men and Waiters immediately for office-Cookhouse.
All answers.

JOE PRELL or JOHNNY YIVONA
METERSDALE, PA.

CHEROKEE AMUSEMENT CO.

WANTS FOR OTTAWA, KAN., SUNDAY, AUG. 27-30; COTTONWOOD FALLS, KAN., AUG. 31-
SEP. 7; CEDAR VALE, KAN.; LABOR DAY, SEP. 3-4; CHANDLER, OKLA., SEP. 7-9; PERRY,
OKLA., FAIR AND CHEROKEE STRIP, SEP. 11-16. With more fairs to follow.

WANT—Ride: Help on Wheel, Jenny and Till.

CONCESSIONS—Photo, Novelties, Darts, Fish Pond, Cork and Lead
Gallery, Floss and Sno, Age and Scale, Hoop-La, Spindle, Glass,
Cocktail, Cigarettes, Jingles and Jingles.

SHOPS—Mechanics, Snake, Fan House or any Show of merit.

Contact J. W. Mahaffey, Blue Rapids, Kans., this week.

LAST CALL!
DU QUOIN, ILL., STATE FAIR

WANTS—WANTS
BEGINNING SUNDAY, AUG. 27-30, ENDING SAT. LABOR DAY, 7 BIG GAME AND 3 BIG MULES.
EATONS: Snuff, Liquor, Dark or any Major Ride that doesn't conflict, 8-1000.
Mechanics, Ullens, Ullens, Ullens, Floss and Sno, Cork and Lead, Galleries, a 400 to 500 year old
Show Half and Half with wrestling and Frank Men who can produce trained for Side Show.

SHOW CATEGORIES: 1.00 Individual, 300 for Parades, 200 for Wild West, 100 for Wild West.

One rule includes the following, all men fair until 11, Women, Wives, George.
Show is 3000 men and 4000 women, with 500 free, 1000 white, 2000 red, 500 blue and 2000 white.
Wives included, 2000 red, 1000 blue, 1000 white.

Contact M. J. Carr, Du Quoin, Ill., Manager, or Joe L. Carr, Du Quoin, Ill., Co-manager. Tie
Fair this week with 8,000 for the 4000 men and 2000 white, 5000 for the 5000 white, 2000 for the
red and 2000 for the blue.

Reynoldsdale, Pa., Centennial Celebration
AUGUST 28-SEPTEMBER 4
Parades — Fireworks — Fair Acts — Special Events
Midway will be on the Main Street of the town. Space available for all kinds of legitimate Concessions. Better than a fair.

Write or Wire
BEAM'S ATTRACTIONS
DAYTON, PA., this week for space. Show holds X.

MADLY FENDING
OTHER RIGS-1
NONE BETTER

11 FAIRS-11

Starting Blue Ridge, August 28

Cuban Gallery, 90 Game Over 3 cents. Fair Sciences, ATTENTION—Can use one
more Fair for No. 2, 6 Acts or more, 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 Kiddle Ride, 25 Concessions and 3 Shows.

Contact E. H. PARKER
West Branch Fair, Mich., this week; Halt to follow.

MODEL SHOWS, INC.

West Ride Help who drive Concession Force, Lower Worker, ride or come as for all winter
wants. Ollie Prell, Department, Freehill, Concessions for Detroit, Iowa, Labor Day Celebration.

Want Fair, Newton, Iowa, cream; Brookville, Iowa, cream; West Branch, Iowa, cream.
Fair, first week at the largest military base in the middle West; 2000 settlers. Want Girls Shows with 2 excellent acts. Show of merit. Want Cookhouse Boys.

JOHN L. ROBINSON, Model Shows
Post office, Mich., this week.
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 Warner Ice Rink following the American Amateur Roller Skating Operators Association’s (RSAOA) convention in Denver.

The 11-day school attracted 500 skaters, some of the oldest and newest in their fields. Many of the skaters passed bar and bronze medal tests in dance and figures at the conclusion of the school.

The school was attended by 110 students, including teachers and newly elected RSAOA president, Art Russell, Greeley, representative to the board of representatives of Roller Skating Teachers and newly elected RSAOA president, Fred A. Martin, executive secretary-treasurer of the RSAOA. Assisting the instructors were: Joe Murphy, of Denver; Calvin, of Boulder; and George Berg, Pueblo.

The 11 States represented and the number of participants are: Arizona, 1; California, 1; Colorado, 3; Florida, 2; Illinois, 1; Iowa, 2; Kansas, 4; Missouri, 5; Oregon, 1; South Dakota, 3; and Texas, 1.

COMPLETENORTABLE RINKS
SECTIONAL RINK FLOORS
Test Manufacturers of Different Kind
No. 779

CHICAGO ROLLER SKATE CO.
Manufacturers of All Kinds of Roller Skates

RINK MEN WHO USE CHICAGO SKATES

ARE SUCCESSFUL

There's a reason. Chicago's strong, can take hard

low, wear, low, keep cool.

easy rolling. Simple to re-

place worn parts after

long wear, cheapest in the end. The most complete line from

the smallest child's needs to the most proficient skaters' re-

quirements. Write for Catalog and Rink Mgrs. Booklet No. 6

by a successful rink man.

1950 Report to the Industry
On Findings at Skating Lab

(C)merican Amateur Roller Skating Operators Association's (RSAOA) convention in Denver.

The 11-day school attracted 500 skaters, some of the oldest and newest in their fields. Many of the skaters passed bar and bronze medal tests in dance and figures at the conclusion of the school.

The school was attended by 110 students, including teachers and newly elected RSAOA president, Art Russell, Greeley, representative to the board of representatives of Roller Skating Teachers and newly elected RSAOA president, Fred A. Martin, executive secretary-treasurer of the RSAOA. Assisting the instructors were: Joe Murphy, of Denver; Calvin, of Boulder; and George Berg, Pueblo.

The 11 States represented and the number of participants are: Arizona, 1; California, 1; Colorado, 3; Florida, 2; Illinois, 1; Iowa, 2; Kansas, 4; Missouri, 5; Oregon, 1; South Dakota, 3; and Texas, 1.

COMPLETENORTABLE RINKS
SECTIONAL RINK FLOORS
Test Manufacturers of Different Kind
No. 779

CHICAGO ROLLER SKATE CO.
Manufacturers of All Kinds of Roller Skates

RINK MEN WHO USE CHICAGO SKATES

ARE SUCCESSFUL

There's a reason. Chicago's strong, can take hard

low, wear, low, keep cool.

easy rolling. Simple to re-

place worn parts after

long wear, cheapest in the end. The most complete line from

the smallest child's needs to the most proficient skaters' re-

quirements. Write for Catalog and Rink Mgrs. Booklet No. 6

by a successful rink man.

1950 Report to the Industry
On Findings at Skating Lab

(C)merican Amateur Roller Skating Operators Association's (RSAOA) convention in Denver.

The 11-day school attracted 500 skaters, some of the oldest and newest in their fields. Many of the skaters passed bar and bronze medal tests in dance and figures at the conclusion of the school.

The school was attended by 110 students, including teachers and newly elected RSAOA president, Art Russell, Greeley, representative to the board of representatives of Roller Skating Teachers and newly elected RSAOA president, Fred A. Martin, executive secretary-treasurer of the RSAOA. Assisting the instructors were: Joe Murphy, of Denver; Calvin, of Boulder; and George Berg, Pueblo.

The 11 States represented and the number of participants are: Arizona, 1; California, 1; Colorado, 3; Florida, 2; Illinois, 1; Iowa, 2; Kansas, 4; Missouri, 5; Oregon, 1; South Dakota, 3; and Texas, 1.

COMPLETENORTABLE RINKS
SECTIONAL RINK FLOORS
Test Manufacturers of Different Kind
No. 779

CHICAGO ROLLER SKATE CO.
Manufacturers of All Kinds of Roller Skates

RINK MEN WHO USE CHICAGO SKATES

ARE SUCCESSFUL

There's a reason. Chicago's strong, can take hard

low, wear, low, keep cool.

easy rolling. Simple to re-

place worn parts after

long wear, cheapest in the end. The most complete line from

the smallest child's needs to the most proficient skaters' re-

quirements. Write for Catalog and Rink Mgrs. Booklet No. 6

by a successful rink man.

1950 Report to the Industry
On Findings at Skating Lab

(C)merican Amateur Roller Skating Operators Association's (RSAOA) convention in Denver.

The 11-day school attracted 500 skaters, some of the oldest and newest in their fields. Many of the skaters passed bar and bronze medal tests in dance and figures at the conclusion of the school.

The school was attended by 110 students, including teachers and newly elected RSAOA president, Art Russell, Greeley, representative to the board of representatives of Roller Skating Teachers and newly elected RSAOA president, Fred A. Martin, executive secretary-treasurer of the RSAOA. Assisting the instructors were: Joe Murphy, of Denver; Calvin, of Boulder; and George Berg, Pueblo.

The 11 States represented and the number of participants are: Arizona, 1; California, 1; Colorado, 3; Florida, 2; Illinois, 1; Iowa, 2; Kansas, 4; Missouri, 5; Oregon, 1; South Dakota, 3; and Texas, 1.

COMPLETENORTABLE RINKS
SECTIONAL RINK FLOORS
Test Manufacturers of Different Kind
No. 779

CHICAGO ROLLER SKATE CO.
Manufacturers of All Kinds of Roller Skates

RINK MEN WHO USE CHICAGO SKATES

ARE SUCCESSFUL

There's a reason. Chicago's strong, can take hard

low, wear, low, keep cool.

easy rolling. Simple to re-

place worn parts after

long wear, cheapest in the end. The most complete line from

the smallest child's needs to the most proficient skaters' re-

quirements. Write for Catalog and Rink Mgrs. Booklet No. 6

by a successful rink man.

1950 Report to the Industry
On Findings at Skating Lab

(C)merican Amateur Roller Skating Operators Association's (RSAOA) convention in Denver.

The 11-day school attracted 500 skaters, some of the oldest and newest in their fields. Many of the skaters passed bar and bronze medal tests in dance and figures at the conclusion of the school.

The school was attended by 110 students, including teachers and newly elected RSAOA president, Art Russell, Greeley, representative to the board of representatives of Roller Skating Teachers and newly elected RSAOA president, Fred A. Martin, executive secretary-treasurer of the RSAOA. Assisting the instructors were: Joe Murphy, of Denver; Calvin, of Boulder; and George Berg, Pueblo.

The 11 States represented and the number of participants are: Arizona, 1; California, 1; Colorado, 3; Florida, 2; Illinois, 1; Iowa, 2; Kansas, 4; Missouri, 5; Oregon, 1; South Dakota, 3; and Texas, 1.

COMPLETENORTABLE RINKS
SECTIONAL RINK FLOORS
Test Manufacturers of Different Kind
No. 779

CHICAGO ROLLER SKATE CO.
Manufacturers of All Kinds of Roller Skates

RINK MEN WHO USE CHICAGO SKATES

ARE SUCCESSFUL

There's a reason. Chicago's strong, can take hard

low, wear, low, keep cool.

easy rolling. Simple to re-

place worn parts after

long wear, cheapest in the end. The most complete line from

the smallest child's needs to the most proficient skaters' re-

quirements. Write for Catalog and Rink Mgrs. Booklet No. 6

by a successful rink man.

1950 Report to the Industry
On Findings at Skating Lab

(C)merican Amateur Roller Skating Operators Association's (RSAOA) convention in Denver.
ANIMALS, BIRDS, PETS

ILLUSTRATED PAGES - WE HAVE PLENTY OF FRESH STOCK FOR IMMEDIATE SHIPMENT. ONCE OUR LOW-PRICE HANDBOOK IS SOLD OUT, NO MORE WILL BE PRINTED. WRITE TODAY FOR YOUR COPY.

ATTENTION, WILD LIFE MEN - ADULT COPY OF "HANDBOOK OF WILD LIFE" AVAILABLE AT $1.00 EACH. 50 copes for $5.00. ORDER NOW. PRINTED BY THE BREEDING SERVICE OF THE FEDERAL DEPARTMENT OF THE INTERIOR. 1401 PARK AVE., NEW YORK 28, N. Y.

GLASS JUNGL JUZES, $3.50 EACH, OCTOBER 1950. WRICH 800, 500 FLOORS, $1.00 each, 5000, 2500 FLORAL, $1.00 each. ORDER NOW. Print by the Breedig Service of the Federal Department of the Interior, 1401 Park Ave., New York 28, N. Y.

MONKEYS - CUBINEAM AND BLACK-WRISTED NOSY BEARS. A COMPLETE LINE OF ALL SPECIES. ORDER NOW. Print by the Breedig Service of the Federal Department of the Interior, 1401 Park Ave., New York 28, N. Y.

QUALITY FIRST - PLENTY REALISTIC AND STRONG. Print by the Breedig Service of the Federal Department of the Interior, 1401 Park Ave., New York 28, N. Y.


WANT-TO-Own TOYS AND MONEY THAT ARE READY TO MAKE A Difference. Print by the Breedig Service of the Federal Department of the Interior, 1401 Park Ave., New York 28, N. Y.


SILVER PLATED 
32-Pc. SERVICE FOR SIX 

$3.95 10 SETS 
SAMPLE $3.95 

ROHDE SPENCER CO. 
222 W. MDN. St. Chicago 6, Ill.

JOBBERS-DISTRIBUTORS 
PROTECT YOURSELF 
ORDER NOW! 

Take advantage of these sensational low prices. Due to current conditions, prices may change. "Try" has terrific values in REAL PLATED SERVICE FOR SIX. 

- 10" RAYON PLUSH BEAR, MOVING EYES AND EARS . . . $24.00 
- 16" RAYON PLUSH BEAR, MOVING EYES AND EARS . . . $39.00 
- 18" PLUSH RAYON BEAR, MOVING EYES AND EARS . . . . . $49.00 
- 20" PLUSH RAYON BEAR, MOVING EYES AND EARS . . . . . $129.00 

SPECIAL SAMPLE DEAL: 
A total of 56 pieces, inc. 1/4" pieces of each number for only: 
No orders taken without 25% deposit. 
SPECIAL SET-UP FOR QUANTITY USERS: 
Send for piece list of interesting line of PLUSH SEXY AND PLUSH TOY FOR THE CENTRAL AND CONSUMER MARKET. Write today. 

ACE TOY MFG. CO. 
135 West 27th St. New York 1, N. Y.

STATE MAP 
SOUVENIR COASTERS 
FOR MOST STATES 

Write for prices and information. 
MODERN ARTWARE CO. 
121 W. 75th St. 
Chicago 20, Ill.

Talk Anywhere—To Anyone 
Instantly With Inter-Talk. 
JUST PUSH BUTTONS 
TALK ON YOUR PHONE FROM 1 TO 3 DIFFERENT PLACES AT A TIME 

INSIDE DIALING TALKS DIRECT TO PHONE WITHIN HOME, TOWN, CITY. 
INSIDE DIALING TALKS TO BELL CO. TO PHONE IN OTHER TOWNS OR CITIES. 
INSIDE DIALING TALKS TO TELEGRAPH TO COMMUNICATION AT HOME, TOWN, CITY. 
INSIDE DIALING TALKS TO TELEPHONE, WIRELESS, RADIO, TELEVISION, ETC., IN YOUR HOME, TOWN, CITY. 

TALK ANYWHERE—TO ANYONE, 
TALK ANYTIME—ANYWHERE—TO ANYONE. 

Send orders to 
THE MIDDLE CO., Dept. B-4, Kearney, Nebr.

PILSTOL LIGHTERS, JEWELRY AND RINGS 
SEND FOR CATALOGUE 

We have 81 Exclusive Styles in Engraved 
Lighters, Jewelry and Silver Plate Mens and Lady's 
Suits—all Styles, all Prices—
SIGNETS—BIRTHSTONES—COCKTAIL 
RINGS. They are just what you want for 
Department and Drug Store Dealers.

HARRY MAHER RING CO. 
3951 7th Ave., N. Y. 18, N. Y. 

SPECIAL ORDER 

25% DEPOSIT, BAL. C.O.D. IF NOT 
FOR RETAIL, ADD FEDERAL TAX. 

PREMIUM OPERATORS! 
ANOTHER SURE-FIRE SALES WINNER 
DE LUXE JEWELRY SET 
24K Gold Plated 6-Piece Jewelry Set. 
Gold embossed $22.50 price tag and 24K gold plate label. Flushed silk-lined box. 
Must be seen to be appreciated. This set cannot be duplicated for anywhere near 
this price. Satisfaction guaranteed. Immediate delivery. 

CUTTLER & COMPANY, INC. 
928 Broadway...New York 10, N. Y.

POT OF GOLD 
NEW BEACON LEOPARD 
DESIGN BLANKET 
54x72 Packaged 30 to Case 
$3.10 EACH IN CASE LOTS OF 30 
$3.50 FOR SAMPLE 

FOR SAMPLE ORDER 
MAIL YOUR ORDER TODAY! 

WISCONSIN DELUXE CO. 

ATTENTION: ENGRAVERS -- DEMONSTRATORS 

GRAB BAG ASSORTMENTS IN EACH 

100 Styles, 25 Styles, 50 Styles, 10 Styles 

depends on 10 C. O. D. Orders. 
PLEASE STORE YOUR BUSINESS 

END TO NUNS FOR VALUES 

FOR SAME DAY SERVICE CALL 

FRANKLIN 2-2567 

14K Gold Plate; $2.75 dz. 
$5.50 

SEND FOR PRICE LIST 
25% DEPOSIT ON C. O. D. 
PLEASE STATE YOUR BUSINESS 

RINGS—PEARLS—COCKTAIL JEWELRY 
JOHN BOROWITZ & SONS 
112 E. DOUGLAS 
WICHITA 2, KAN.

MEN'S, LADIES', CHILDREN'S, CHILDREN'S 
SILVER PLATTED JEWELRY 

MILLER CREATIONS 
(Phone: Bayard 5338) 
7739 Avalon Ave.-Chicago, III.
DIRECT FROM MANUFACTURER

Sensational Value

Beautiful 3 małe /set of 2 pairs with safety pins and free P.P. on all pairs! 

SPECIAL PRICE

$48.00 Per Gross

Sample Set 1.98

These Pens Soft Like Suede! Combination ball point and felt tail! Use as day or evening pen! 

$54.00 New Mint P.F. $42.00

$48.00 Gross

All Metal Sets


Smart gold-plated finish. Script, W.C., Roman. Send $0.50 for Sample. 

ORDER NOW!

MAGICAL APPARATUS

A new sub-miniature radio receiver for $3.00 can cost less than a six, easily magnetized. From pat. holder, coachman, president, train conductor. 

COUP-TODOR (the magic formula) that's shorter than the book. Plenty of books, plenty of magic. 

PRINTING

After being laid away years ago out of need, this press is now up and running on new models. 

BINGO

Haunt Cards, Specials, Cards, Blowers, Transparent Markers. 

Write for bulletin

AMUSEMENT INDUSTRIES, 82, Dayton 1, O.

SALE—SECOND HAND SHOW PROPERTY

(Continued from page 66)

PORTABLE STRING GAME

Write Box 340, Canonsburg, Pa.

INSTRUCTIONS BOOKS & CARTOONS.

For profitable fun develop your own artistry. Illustrated directions. "Nature's own" art is yours to create without cost. A unique property. 

HANDWRITING IS BRAINWRITING—Analyse handwriting. Save the psychology of handwriting. 

MUSICAL INSTRUMENTS, ACCESORIES

ACCORDION—SCANDALL MODERN 100, $3.00 each, labeled. A., $5.00 each. 

PERSONALS

California Address, SIRFED-FOR-RECEIVING FOR BINGO—Write Box 200, San Francisco, Calif.

SALESMEN WANTED

BIG MONEY TAKING ORDERS—SHIENTS, TOOK, F.EL, CATEX, J. H. RANTER, B. M. SCHRADER, 

SCENEY AND BANNERS

NIMAN CIRCUS-BANQUET BANNERS THE B ANNERS FOR ANY OCCASION. 

(Continued on page 82)
MERCHANDISE TOPICS

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 manufactured items. Several merchants forecast a wartime situation whereby the trick will not sell to the merchant but to obtain it. Others believe the reported “shortages” are due to stock shortages which will continue for some time.

Greatest innovation in the ukulele era is Arthur Godfrey’s Ukulele Player, a $4.00 seller. The six-button plastic attachment snaps on any standard ukulele, and eliminates fingering by the ukule player pressing a button for each desired chord. Almar Company has another product for air and chill无人驾驶 out dipping. Their frosty freezers were used for cocktails: ril-freezr which freeze quickly in a refrigeration. A set of four strippers retails for $1.50. A $1.50 offering is the Kmart Corporation has announced “Lone Ranger Harmonica,” a 10-hole, 20-string instrument. The series includes a picture of the Lone Ranger and his horse, Silver. The 25-cent, sealed package, is available in a cut-out window box. A group of Northeasterners, Cowboy Conspiracy, at $2.50, offered a toy, made by Cazzini Products. The full-sized, all-plastic instrument has 10 buttons, 20 reeds, and plays full scale and chords.

Irving, Bamberger, of Esch-U-Card, introduced the latest card for 80-cents, a harmonica of the popular “Bob,” and their merger includes a picture of the Lone Ranger and his horse, Silver. The 25-cent, sealed package, is available in a cut-out window box. A group of Northeasterners, Cowboy Conspiracy, at $2.50, offered a toy, made by Cazzini Products. The full-sized, all-plastic instrument has 10 buttons, 20 reeds, and plays full scale and chords.

I.M. Stine of Stine Industries, Inc., a remarkable cell-phone manufacturer, has also handled a line of premium harmonicas. Dick Hirst, of the Hirst-Davis Manufacturing Company, is featured musical instrument buffs that are recommended for prices for collectors and hobbyists. Satisfactory new lines has been named national distributors for the M. and B. Company.

Los Angeles:
Sanford Perlman and Joseph Lee purchased Abbott & Company and will specialize in gift items. They will also handle a line of premium harmonicas. Dick Hirst, of the Hirst-Davis Manufacturing Company, is featuring musical instrument buffs that are recommended for prices for collectors and hobbyists. Satisfactory new lines has been named national distributors for the M. and B. Company.

Dazzling Bargain: $2 of a Series
FABULOUS JEWELRY—LOW, LOW PRICES!

FABULOUS SQUARE CUTS

The original $1.50, has this fabulous, square cut, with a trillion prong. I.M. Stine of Stine Industries, Inc., is handling the line of premium harmonicas. Dick Hirst, of the Hirst-Davis Manufacturing Company, is featuring musical instrument buffs that are recommended for prices for collectors and hobbyists. Satisfactory new lines has been named national distributors for the M. and B. Company.

Pitchmen

Only 45c

SAFE-T-SMOKER

See the wildlife, big volume pictures taken of safety smokes that are set out on display racks in parks throughout the country. To receive free copies of this view of the G. M. Company.

ECON PRODUCTS COMPANY

340 W. Huron Street, Chicago 10, Illinois

W. A. ROGERS

SILVERWARE

by Osnard, Ltd., Silverstroms

50c P C T  S E R V I C E  F O R  6

H. B. DAVIS COMPANY

153 Madison Ave., New York 16, N. Y.

For Pocket-Sized 25¢

H. B. DAVIS COMPANY

153 Madison Ave., New York 16, N. Y.

SPECIAL OFFER

Low, low prices are sure to bring a boost to your business. Here are some of the items that can help you:

BOOBY

Booby, a 25¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.!

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

REDUCED

Safe-T-Smoker, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.

SALOME

Salome, a 5¢ novelty, is a big seller. A popular item that is sure to bring a smile to the faces of everyone who sees it.
AT LIBERTY—ADVERTISMENTS
5¢ 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
PART HOUND DOG ACT, COMEDY TRAMP SHOW COME IN! 20 KENNELS 
30 DOGS, 6 TRAPS! 1000 UNDERSTUDIES! COME IN! D. T. M. A. 212 M. 
Brattleboro, Vermont. The Price: Box 515, Ogdensburg, N.H.

MISCELLANEOUS
EXPERIENCED VOCAL DOG FOR BAND- 
Age 3. 18 in. 20 lbs. all about great family. 
Likes game. Will do all work. Good temper. 
Good voice. Can sing well. Sometimes does tricks. 
Only $6.85. 345 Park Ave., Rochester, N.Y.

STAGE MANAGER-SCENIC ARTIST-GENIUS. 
Act, act, scenic, wardrobe, on special, acting and managing, and 

MUSICIANS
A. J. TRUMPET, DRUMS (BASE DRUM). 
Runs, can keep time. Good voice. Can sing a good song. 
Will take care of band. Will work as chorus singer. 
Wants to travel. Address: Box 212, Olatho, Iowa.

ALTO AND CLARINET—BIG RESONANT TONE. 
Age 13. 5 ft. 7 in. Can sing and play well. 
Wants to travel. Address: Box 212, Olatho, Iowa.

ALTO, TENOR, BASS AND DRUMS AVAILABLE. 
Can do all work. Will work as chorus singer. 
Marginal voice. Will work as a stage singer. 
Address: Box 212, Olatho, Iowa.

PARKS AND FAIRS
BALLON ACTS, PARACHUTE JUMPING, 
Modern equipment. Can work in parades, 
with any organization. Address: Box 212, Olatho, Iowa.

MEDICINE MAN—HAD BEEN AT BURME 
IN COMING FROM BURMA TO THE UNITED 
STATES. Will regale with stories of his 
expeditions. Can play anything. Address: Box 212, Olatho, Iowa.

VAUDEVILLE ARTISTS
SISTR DANCE TEAM—5 DULCIMES, 
TAPS AND VOICES. Can do all work. 
Can sing well. Will work for any engagement. 
Address: Box 212, Olatho, Iowa.
COR

The Sherriff line for the fall and winter is a group of all nylon-styed and exciting creations of original and glamorous designs. Sherriff, and are sure to be the hit of the season. The Sherriff Fashion line will ease and repeat regularly, for export jewelry craftsmen have created new designs using every known gemstone of the finest quality. New, Never before seen jewelry from the Sherriff line will add the necessary lift to your store and have the necessary lines that SOMETHING DIFFERENT for volume sales. Sample selection upon request.

SHOREBET MANUFACTURING COMPANY
205 FIFTH AVENUE
NEW YORK CITY, N.Y.

CINDERELLA

JUST THE THING
FOR LARGE PROFITS THIS FALL!
- Sell Beautiful Eagle Balloons
imprinted with all the stars
from Walt Disney's new movie
—CINDERELLA! Every kid
will want one. Write now for
full information.

EAGLE RUBBER CO., INC. - Ashland, Ohio

"Natural" for Smart Operators!

MOUNTAIN BAGS

A hit item at the right price! Handwoven Washable Mountain Bags are strong, sturdy, washable and can be carried by almost anyone! Made of a blend of cotton and wool, these bags are woven from high-quality yarns and are designed to be used for outdoor activities. They feature a sturdy handle and a zippered closure, making them a practical and attractive choice for those who love to be outdoors.

TYLER TRADING CO.
32 West 19th St.
New York 11, N.Y.

GOLD WIRE ARTISTS
DEMONSTRATORS, FAIR AND RESORT WORKERS

We manufacture an extensive line of fine, black and stone-act hangings, such as heart, stars, streamers, pendants, jewelry sets, heart and arrow, windchimes, crowns, and many other items. Our craftsmanship is second to none. We also supply such tools as scissors, V-shaped, and other specialty items. We are located at 123 Main Street, Cincinnati, Ohio.

For Quality Merchandise, shipped at Lowest Prices.

EMROW JEWELRY CO.
P.O. Box 45, Station St.
New London, Conn.

Buy Direct From the Manufacturer and SAVE!

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be forwarded to the two times weekly. You are hereby directed to send all mail addressed to you in care of The Billboard, to the following address:

Cincinnati, New York, Chicago or St. Louis. The issue of the following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning.

MAIL ON HAND AT
CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Parcel Post
Cincinnati, New York, Chicago, St. Louis

LETTER LIST

Chicago, New York, Chicago, St. Louis

LETTER LIST

Interesting Figures

52 COPIES AT 75¢ — $13.40
52 COPIES FOR ONLY 10¢

YOU SAVE $5.39

Simple Arithmetic shows that
You Save 50% on Subscription

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year (52 issues) at $13.40.

Name

Address

City

Occupation or business

May 14, 1950
**Popular Styled LIGHTERS**

PISTOL LIGHTERS


**No. 883853**

Per Dosen

$6.75

**BEATER QUALITY PISTOL LIGHTER**

No. 883852

Per Dosen

$9.00

Mother-of-Pearl Handle

**PISTOL LIGHTER**

No. 883851

Per Dosen

$12.00

**TABLE LIGHTERS**

WE HAVE A COMPLETE SELECTION OF VARIOUS STYLES AND SIZES AT $7.20 AND $8.00 DOWNTIME FOR INFORMATION.

**GILT FINISH BEADS**

SPEcial Offer

16-inch graduated gift finish bead necklace with edges to match each in color.

REGULARLY $6.75 DOZ.

$3.00 DOZ.

**CARNIVAL NOVELTIES**

(Note reduced prices!)

**CELLULOID FEATHER DOLLS**

**EARRINGS, HAT AND CANE**

\[
\text{CELLOPHANE FEATHER DOLLS WITH EARRINGS, HAT AND CANE}
\]

\[
\text{DANGLING COMPOSITION NOVELTIES}
\]

\[
\text{PISTOL LIGHTERS}
\]

**NOVELTY HATS**

**CANES, WHIPS AND SATIons**

**EXTRA HEAVY BANJO CANE...**

**SWING CANE...**

**CHASE CANE...**

**PAPER PARASOLS**

**LARGE SIZE INSIDE HUMMER FLYING BIRD**

**NEW CARNIVAL NOVELTIES DAILY**

**WRITE FOR INFORMATION!!**

**WATCH FOR OUR ADS!!**

**YOU CAN'T GET STUCK WITH THESE**

AND THAT ISN'T THE END. There are many grades of mechanical bears, elephants and other animals, each one better in some respect or other than the others... The large jumping dog is a事项, and hat... This color has been used extensively for many years. The large jumping dog is a matter of time, and hat... The mechanical bulls, horses, and other animals have been used extensively in various fields. The large jumping dog is a matter of time, and hat... These dates are subject to change and for 99.00 per set. They are available by the box, and hat... The large jumping dog is a matter of time, and hat...

**EASTERN SALES COMPANY**

634 S. High Street, Akron, Ohio. (Est. 1933)
Pipes for Pitchmen

By Bill Baker

Margaret Bissett

[Image of orange balloons]

Pipes for Pitchmen

By Bill Baker

Margaret Bissett

[Image of orange balloons]

The market master makes his own price.

Why didn't Rose state what the fee is? My advice is, if you work hard or health of any kind, go cleaning and avoid any bad step. The result will not be so good.

And now for the finish.

BARTON'S IDEAL

Comedy Company, mid-show, is reported getting plenty of long-green playing Ohio spots.

GIPSY DAN

Reported to be operating a pitch store on Fifth Street at Sun Valley, Calif., to fair business.

AL. E. HALLS

In his big operation playing Kentucky and Ohio locations to reported fair business.

Pitchmen, 10 Years Ago

B. R. Moore was on route to the Georgia tobacco markets after working the North Carolina vegetable section only fair returns.

Butler was purveying his wares in Colorado to satisfactory business.

In Minneapolis were Fred Le Gris and Paul Hanrahan, Wrangler Rambo and Chish Buffalo were selling to St. Louis.

Al Westen was using a good price at the Check Fya, Frontier Days, etc.

Paul Prue repeated a juice layout which he had been improved for the Pennsylvania fair.

Jake Miller was finding Chicago to be a good spot for workers.

And laying an egg in Milwaukee, Stanley McDonald had turned it into a good price.

Johnny McLean was working in the State Sodality, Galena, etc., where he enjoyed visits.

Tom Kennedy and Old Bill Ellis, who were working that territory, Joe Maher, pork and pen expert, was getting the best of the deals in the market.

And after weeks in Indiana, Chief Mowas ran a good business.

Business in Indiana wasn't anything about for Doc Jerry Costes.

Chief Blackhawk took a vacation for pitching and was operating a high striker on the Frank Burke Shows.

Mrs. Sid Hazen was getting out some great takes with Fyans at the Cheyenne, Wyo.

Frontier Days Celebration.

After two and a half seasons with World's Fair Co., J. M. Magness, quit the road in favor of operating a night club in Chicago.

Ray Dunn was in New York working Svengali decks to lucrative returns.

MERCANDISE TIPS

(Continued from page 54)

selling assertive doses at $2.35.

Said to be of high grade and made of rayon and mercerized material.

William Zober, head of M. B. Zober Novelty Company, is taking a stand on a new site on Woodward Avenue.

An expected to open in two months. Present site of the company is being converted into a center development.

Gem Sales Company, 533 Woodward Avenue, is distributing 20,000 copies of its new 72-page illustrated catalog.

Jack Emerick, New Company, P.O. Box 147, Fremont, Mich., announces a finish-renewing agent for auto drivers. Available to agents and demonstrators on a national basis.

CONSEY ISLAND, N. Y.

(Continued from page 54)

Joseph and Joseph Palegano, penny pitch.

Jack Emerick, New World in Wax employs Charles (Conny) Smith, Joe Carucci and Max Winkless, ticket sellers, and Ralph D'Amore and R. Martorella, 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 Martin's ride attendant, a three-day guest ride on George J. Brown, operator of the Scooter Speedway ride on Surf Drive, Goodie Laddie Mads, continues to hand out lollipops to kids.

Selling DUNNABLE WATCHES for Biggest Profits

RHINESTONE DIAL WATCH in 14k Gold Plated Chronograph

$29.95

Bennett & Sons, 511 5th Ave., N. Y., N. Y.

14K Gold Plated Chronograph

$29.95

Jewel Service Service Restaurant.

Service Restaurant.

Full Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.

Service Restaurant.
Pitchmen Now
Rich Men Via
Video Spiels

May KO PT Evil

(Continued from page 3)

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 bloomed
in the dark, and monkey glands.'

Time-wise, the situation is differ-
ent, he pointed, citing the fact that
the first disc 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 Telan-
serphone Service, which can handle as
many as 800 calls for one product,
via 10 to 20 trunk lines for each
number. Hub of the Hollywood pitch,
ded gnick is Central Registry Tele-
phone Exchange, subscribed to by all
seven west-coast, the 50-old
radio stations in the local area. Phone
numbers are assigned on a basis
capable of handling 8,900 calls hourly
and manned by 25 operators.

Electrophone acts as a central clearing
house for all deals, operating 24
hours daily. By assigning one phone
number to each station or pitchman, results are coded on pitch. This information is available
to all agencies, time buyers and stations.

Rudolph the Red-Nosed
Reindeer
ELECTRIC
LAPEL
PIN

$4.90

25% with order—balance C.O.D.
Add 5% for postage

TEL. WINTER
FIRST WITH THE NOVELTY HITS
33 + W. 36th St., New York

CONCESSION SPECIALS! ACT NOW!!
Limited Edition. First with C.O.D.
MAY 1ST TO 8TH

Giant Sisley
200 Berry to the Case

Rudolph, the
Red-Nosed
Reindeer

PIN

Automobile
and
License
Tag

PEPPER
PEPER

Hang Tag

HIGH POINT

$1.75

HOLLYWOOD
NORMAN BALE & CO.

TERMS: Net C.O.D. in
New York, New Jersey
Order for less than $25—$1.75 each

400 Berry to the Case:

F. O. B.
High Point

HOLLYWOOD
NORMAN BALE & CO.

TERMS: Net C.O.D. in
New York, New Jersey
Order for less than $25—$1.75 each

400 Berry to the Case:

T. MILLER & SON
115 W. 36th St.

Write for Further Details

The Billboard
MERCHANDISE 89

Pitchmen Now
Rich Men Via
Video Spiels

May KO PT Evil

(Continued from page 3)

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 bloomed
in the dark, and monkey glands.'

Time-wise, the situation is differ-
ent, he pointed, citing the fact that
the first disc 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 Telan-
serphone Service, which can handle as
many as 800 calls for one product,
via 10 to 20 trunk lines for each
number. Hub of the Hollywood pitch,
ded gnick is Central Registry Tele-
phone Exchange, subscribed to by all
seven west-coast, the 50-old
radio stations in the local area. Phone
numbers are assigned on a basis
capable of handling 8,900 calls hourly
and manned by 25 operators.

Electrophone acts as a central clearing
house for all deals, operating 24
hours daily. By assigning one phone
number to each station or pitchman, results are coded on pitch. This information is available
to all agencies, time buyers and stations.

Rudolph the Red-Nosed
Reindeer
ELECTRIC
LAPEL
PIN

$4.90

25% with order—balance C.O.D.
Add 5% for postage

TEL. WINTER
FIRST WITH THE NOVELTY HITS
33 + W. 36th St., New York

CONCESSION SPECIALS! ACT NOW!!
Limited Edition. First with C.O.D.
MAY 1ST TO 8TH

Giant Sisley
200 Berry to the Case

Rudolph, the
Red-Nosed
Reindeer

PIN

Automobile
and
License
Tag

PEPPER
PEPER

Hang Tag

HIGH POINT

$1.75

HOLLYWOOD
NORMAN BALE & CO.

TERMS: Net C.O.D. in
New York, New Jersey
Order for less than $25—$1.75 each

400 Berry to the Case:

T. MILLER & SON
115 W. 36th St.

Write for Further Details

The Billboard
MERCHANDISE 89
SALEBOARDS SIDELIGHTS

Music

Only advertisements of Used Machines accepted for publication in this column.

USED COIN-OPERATED MACHINES

- MUSIC
- VENDING
- AMUSEMENT
- BELLS
- COUNTER

Only advertisements of Used Machines accepted for publication in this column.

RATINGS

- 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

SALEBOARDS-JAR TICKETS

NEW LOW PRICES

SALEBOARDS-JAR TICKETS

Holes: Place, Price

MICHIGAN CITY NOVELTY CO.

SALEBOARDS

COMMUNICATIONS TO 188 W. RANDOLPH ST. CHICAGO 1, ILL.

SPECIAL REPORT

(Continued from page 76)

...do not fit into our box-office drive picture at all except in dancing, which is not international but an art in itself. The bosses will have to make the switch for the pro; will have to make it. It's his money, his risk. The problem is a big problem. The lab cannot hurry the bosses and it has no desire to do so.

On feel music (the stuff that makes the skate go) we are far ahead of 1947. Certainly companies and composers have come thru with more music music numbers. It's the only kind of music we can teach at the lab. Read about the time factor in the aforementioned Billboard article of September 3, 1949. The time factor is getting to be a big item in 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 lasted 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 get the business. One word of caution: Make sure there are no mistakes in the ingredients. The system is simple but jealous about omissions. Don't leave out an item, or the item does not matter. No one can kid the system and get away with it. Mr. Skale gets together. No one has ever been able to kid Mr. Skale.

(Continued next week)

FOURTH QUARTER REPORT

The lab cannot hurry the bosses and it has no desire to do so.

I would say that 1950 finds all the preliminaries solved, and it's now up to the operators to test the system and get the business. One word of caution: Make sure there are no mistakes in the ingredients. The system is simple but jealous about omissions. Don't leave out an item, or the item does not matter. No one can kid the system and get away with it. Mr. Skale gets together. No one has ever been able to kid Mr. Skale.

(Continued next week)

SALEBOARDS

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, he said, would be important enough to justify a special session, but important enough to be included in the sessions called to consider defense plans.

The bell machine problem will probably be at least on a "yes" or "no" basis. It is generally conceded that the time has come to 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 Co. took possession of the goodwill, a large portion of the inventory and parts and accessories of Nation-Wide, opening its activities in the coin machine field, with its plant being turned over to 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 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 Knapf stated.

Pin Game Goes to College as Harvard Prof Tests Hunches

CAMBRIDGE, Mass., Aug. 19.—The pinball machine has finally been brought to Harvard. Psychologists at Memorial Hall in the ivy-covered institution are now looking into them. They are using a scientifically fixed pin game in course in structure determinations of hunches—especially the kind that people get at race tracks.

Dr. Frederick C. Frick, son of Ford Frick, president of the National Baseball League, is in charge of the tests. He and his colleagues rigged 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.

Players Tuss Each player had 100 trills. Frick expected that several players would notice the Yes light blinking 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 played no better than if 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 system to Frick, but were abashed when told the machine was rigged.

Whether or not there is anything fixed to hunches hasn't been decided yet. The experiment isn't sure. "This is all still rough stuff," he says.

Ops, Distributors Giving Merchandise Lines Credit For Maintaining Incomes

Constantly Adding New Items to Line; Glocks Heads List

CHICAGO, Aug. 19.—A trend which emerged itself several months ago, that of handling premiums by distributors and jobbers, and the employment of these items as play simulators 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 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 sales on the 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 premium lines will be used with practically all types of amusement games as well as shuffleboards.

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 this line of merchandise. Practically all of those contacted during the current week who 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 premiums (See No Summer Lull on page 108)

Miami Vacass

CHICAGO, Aug. 19.—Howie Freer, Empire Coin exec, recently returned from Miami Beach after spending several weeks vacation there. Freer reported a heavy turnover of coins 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 "big boys" were going there out of season.

There's only one difference between them, and it's, said Freer, "we both went there with money, but theirs lasted longer."

State Coin Taxes Increase

Census Bureau Report Covers Local Levis

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, which used to collect only the amount paid in taxes to Nevada in all types of gambling machines.

Only one State, Maryland, reported a separate juice machine tax. In Maryland collected $49,000 from this source in fiscal 1949 as compared with $41,000 for the preceding year (See State Coin Taxes on page 104)

Sked Johnson Bill Action

WASHINGTON, Aug. 19.—The Johnson Anti-Gambling Device Bill is tentatively slated for House action next week following its clearance through the Senate floor this week. Without a dissident 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 an amendment. On any amendment, a maximum debate on each is to be limited to 15 minutes. According to House rules, the debate then will concern 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. In House debate, the measure is to be discussed, or the President request a conference with the House for the purpose of compromising in House and Senate language.

An Arcade Story:

West Coast Op Finds Making Potential of Location Thru a Trial-and-Error Test Program

LONG BEACH, Calif., Aug. 19.—The best way to find the money-making potential 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 14 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 pictures in a store 34 by 65 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 from time to time.

Norris bases his theory on actual operation. At one of his arcades, he had a Goofle 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 Goofle is located in the center, and it is one of the best earners in the family.
Cost of Doing Biz Survey Is Established, Approved; Becomes Effective Aug. 20

**Merchandising Music**

**LOCAL ATMOSPHERE**... The home locale, the regional one, has been a money winner for Norman, Gallatin, Tenn., music operator. Norman is using records by local artists, or records that are re-issued locally, to their advantage and interest in his music machines, and he has found, by actual increases in sales, that patrons, who fled without leaving the cost of doing business of a firm or person charged with violation of the law.

**Set Up Committee**

With the phonograph-operator industry in a long period of time, faced practices banned in the Fair Trade Act, the CMG, months ago set up a plan to make a thorough study of the business and to take government into consideration of the cost of doing business of a firm or person charged with violating the law.

**Philly RCA Rep Pushing Disks, Wurlitzer 1250**

PHILADELPHIA, Aug. 19.—With Wurlitzer's strong showing in the music trade, the RCA Victor distributor of the music machine which takes the 45 speed, and follows, the R.S. and Standard Rogers and Company, local RCA Victor distributors, have launched an all-out campaign, utilizing their own catalogues and placing their phonographs in the stores. Working in conjunction with Atlantic Victor dealers, the Phonograph Machine Company, local distributors of the Wurlitzer machine, the Roslyn company which 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 showroom to inspect the new unit, replacing the operators to the Atlantic company for purchases.

Prime interest on the part of the Roslyn company is that the new Wurlitzer unit will play the new speed records. Knowles, in a letter to all the coin machine operators in the territory, has made it clear that the Wurlitzer factors that offer 45 speed records are still available. He pointed out that RCA Victor phone has a 45 selection to offer the operator immediately and the new 45 speed model.

In order to illustrate the sale of the music machine, the Roslyn company points out that the Wurlitzer 1250 unit ships, is completely charged. In addition, the Roslyn company includes in its sales pitch, giving the coin machine operator the choice of discs.

**Info in Other Departments**

Among the stories of interest to the coin machine industry to be found in the General, Radio-Phone-TV, Music and other departments up front in this issue of The Billboard are:

- **Zip Box**... Operators today do more buying and have more profit 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-Phone-TV Departments).
- **COLUMBIA REVIVES ITS POP DISK FIELD**... Disks open purse strings; Kaye, Weston and Misses Day, Stafford now in fold (General Department).
- **VINYL PRODUCTS STRIKE PERFECT 45, 33 DISK—Stoppage of chemicals and evaporation (General Department).
- **RIVING PLUGS PUTS FINAL LICKS ON CONTROLS**... Lifts on radios, phone and TV sets due, others in offering (General Department).
- **And other information news stories as well as the Honor Roll of Hits and pop charts.**

**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 Linder counties in Nevada, Ed Wurlizer, Wurlitzer general sales manager, announced this week. Laymon succeeds the Southland Distributing Company which formerly handled the Wurlitzer line in that territory.

Principal 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 1928. Their head quarters at 1429 West Pico Boulevard, compete with sales and service facilities.

Wurlizer 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 line will be held by Laymon. Meanwhile firm is equipped to service older models as well as the current model.
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 FORGET

The MUSIC BOX OPERATORS!

Here's the ONLY Successful Phonograph ever Designed for the SMALL LOCATIONS

The MUSIC BOX for the SPOT You FORGET

RISTAUCRAT '45'

Here for the first time is a PHONOGRAPH that means PROFITS for YOU from the small locations. Precise 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.

Idea for Rental Purposes

RISTAUCRAT, Inc.
1216 E. Wisconsin Ave.
Appleton, Wis.

PLAYS 12 45 RPM RECORDS—restacks automatically. Unbreakable 45 RPMTS outfit all others.
SUPER TONE—clear, sparkling tone is comparable to the most expensive phonographs made.
HANSON CABINET—hand finished; unbreakable plastic cover holds the lighted dials in soft, glowing color.
54-2 FOR 50 PLAY—plug recharging mechanism—separate cash drawer and key.
LIGHTWEIGHT—weighs only 30 lbs. Measures 12" wide, 12.5" deep, 16" high.
WALL SPEAKERS—one or two wall or car speakers can be connected quickly and easily.
PROFITABLE—low cost operation, through open daily of small, profitable locations.

Record Reviews
(Continued from page 22)

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>TUNES</th>
<th>LABEL AND NO.</th>
<th>COMMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>DINAH SHORE</td>
<td>Can Anyone Explain?</td>
<td>Columbia 38797</td>
<td>89-89-89-89</td>
</tr>
<tr>
<td>SNOOKY LANSON</td>
<td>You Wonderful You</td>
<td>London 191</td>
<td>84-84-84-84</td>
</tr>
<tr>
<td>SYLVIA FRASER</td>
<td>Süss für Sie</td>
<td>Columbia 2065</td>
<td>84-84-84-84</td>
</tr>
<tr>
<td>DON CORNELL</td>
<td>I Need You So</td>
<td>Victor 15-3904</td>
<td>85-85-85-85</td>
</tr>
<tr>
<td>HARRY CELLER ORK-PATI CLAYTON</td>
<td>Monkey Coachman</td>
<td>Mercury 7758</td>
<td>65-70-65-60</td>
</tr>
<tr>
<td>GEORGE SHEARING QUINTET</td>
<td>When Your Lover Has Gone</td>
<td>RCA Victor 20763</td>
<td>77-77-77-73</td>
</tr>
<tr>
<td>BILLY WILLIAMS QUARTET</td>
<td>Lancing</td>
<td>RCA Victor 20764</td>
<td>69-72-68-68</td>
</tr>
<tr>
<td>TERESA BREWER</td>
<td>Time After Time</td>
<td>London 116</td>
<td>79-79-79-79</td>
</tr>
<tr>
<td>JIMMY DORSEY BAND</td>
<td>Panama</td>
<td>Columbia 39208</td>
<td>76-76-76-75</td>
</tr>
<tr>
<td>SARAH VAUGHAN</td>
<td>Thinking of You</td>
<td>Columbia 39215</td>
<td>72-75-72-70</td>
</tr>
<tr>
<td>KITTY KALEN-RICHARD HAYES</td>
<td>Nobody Sings Better to a Fantasia</td>
<td>Decca 44228</td>
<td>87-87-87-87</td>
</tr>
<tr>
<td>AL MORGAN</td>
<td>There's No Season on Love</td>
<td>London 118</td>
<td>76-76-76-76</td>
</tr>
<tr>
<td>BILL DARNEL</td>
<td>Please, Please, Mean Things</td>
<td>Columbia 39227</td>
<td>75-75-75-75</td>
</tr>
<tr>
<td>RED FOLLEY</td>
<td>Bill Darnel</td>
<td>Decca 44228</td>
<td>89-89-89-89</td>
</tr>
<tr>
<td>BILL DARNEL</td>
<td>Pink Champagne</td>
<td>Columbia 39227</td>
<td>79-79-79-79</td>
</tr>
</tbody>
</table>

(Coverpage 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.

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.

The Wurlitzer 1250 does not obviate 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.

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 one-inch 78 RPM records. Can be converted to play ten-inch or seven-inch 45 or 33⅓ RPM records. When converted to ten-inch LP records it provides a pre-recorded 24 hour program of continuous music.

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.
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 council and approved by the provincial department of municipal affairs. The 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 it is found to disturb 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 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 6 and 9 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.

**THE PERFECT PHONOGRAPH FOR ANY LOCATION...**

**EVANS' 1950**
**20 RECORD**
**40 SELECTION**

**CONSTELLATION**

Constellation is equally at home in a roadside stand or a modern home, designed to add color and beauty to a simple interior—its blend of harmony. The Constellation includes every feature a music machine should have—everywhere in Constellation's trouble-free performance. With Constellation you get into the scope of your choice—and stay there, profitably! See your Evans Distributor or write Factory direct.

AVAILAOL AVAILABLE—Evans Record Player for Original Constellations.

Genuine Parts for Mills, Theodore of Music, Empire, Original Constellation.

**H. C. EVANS & CO.**

1256 W. Adams St. Chicago 7, Illinois

SEE OUR CON 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 operating records to determine the availability of doing business, the committee drew up a fait report and presented it to the CCMA meeting here July 30. This study was not unanimously adopted by law, becoming effective tomorrow (30).

According to Miller, anyone (phone 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 17043. The secret payment of some, or any item, or from the proceeds of the sale or labor, the use of any display material, or the sale of any device for the purpose of obtaining a profit therefrom, or the use of any such display in violation of this chapter.

Section 17048. It is unlawful for any manufacturer, wholesaler, distributors, jobber, contractor, broker, retailer, or other vendor, or in any way, to solicit any violation of this section.

Section 17049. The provisions of this chapter against locality discrimination and sales below cost embrace the principle of requiring all dealers to sell at a price equal to the lowest price charged by any other dealer in the area, and such sales below cost shall be prohibited.

Areas Covered

Counties in Northern California in which operators may avail themselves of benefits of the Act are Alameda, Contra Costa, Solano, Sonoma, Marin, Santa Clara, Santa Cruz, San Mateo, San Benito, San Francisco, San Joaquin, Solano, Butte, Solano, Santa Cruz, Marin, Santa Clara, San Francisco, San Joaquin, Solano, Butte, and Santa Cruz.


date

Programming Savvy Of Juke Ops Rises

(Continued from page 13)

Ops are evincing more and more interest in the bookends of a record. Many are taking the suggestions dropping in on the juke box in the localities, "he needs two good sides of a record to realize more profit on record investments," one distributor commented.

The bookends are perfectly content to wait until the disk jockeys launch a new hit, or until it shows signs in Billboard Pies. One 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 if the advertising department of their company should be followed with greater respectability. "We are helping ourselves if we take false sales if they want to stay with these boys and, after all, we have to live with them day to day because, if it should pay off in better business for us, and better results for them, it means a win-win situation." he said.

One thing appears certain, that the average operator is finicky about programming. He's generally reluctant to sample disks by new artists, and if they hit he will usually wait for the first version. When the record proves itself hit, he doesn't order to order heavily. Consequently, as one distributor put it, "the disk jockey is instrumental practically 100 percent 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. Paradoxing also there have been releases of recent new releases recently, thus causing the ribs and following the operators to buy short on standards.

**CABELLERO SERenade**

(Continued from page 92)

means importing batches of records. Foreign producers major portions of the authentic Spanish recordings into jukes. Thus, in the past he has struck with foreign producers, he, too, have been 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 of its worth. An outlay of $1.25 per disk, once shipping charges are added in, is not unusual on his end, and on occasion he has spent as much as $25 for an extremely rare number.

Location Relations

In addition to programming, much of the business is done to the close and friendly relationship he enjoys with his constant customers. The Spanish American, they look upon him as 'the music man.'

He recalls now that he took him six months before to advertise his phonograph. But after that it was easy. Word spread quickly that there was a new record label, and requests for new releases were coming in from all over the country. Songs 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 been able to revive locations that were abandoned by other operators.

**CABELLERO SERenade**

('T-T-T-TITLE ' 'THE' 'S' 'SERenade'

T-LY T-RENT

The performer opened an engagement at Loew's Theater here this week.

CPMA Parties

**Disk Artists**

CLEVELAND, Aug. 19. — The Cleveland Phonograph Merchants' Association (CPMA) held its annual dinner dance at the Ritz Hotel last evening.

The performers opened an engagement at Loew's Theater here this week.

**CABELLERO SERenade**

(Continued from page 92)

means importing batches of records. Foreign producers major portions of the authentic Spanish recordings into jukes. Thus, in the past he has struck with foreign producers, he, too, have been 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 of its worth. An outlay of $1.25 per disk, once shipping charges are added in, is not unusual on his end, and on occasion he has spent as much as $25 for an extremely rare number.

Location Relations

In addition to programming, much of the business is done to the close and friendly relationship he enjoys with his constant customers. The Spanish American, they look upon him as 'the music man.'

He recalls now that he took him six months before to advertise his phonograph. But after that it was easy. Word spread quickly that there was a new record label, and requests for new releases were coming in from all over the country. Songs 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 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 customer goodwill and public relations is a one-breath, full-time job at Aaron Goldman’s G.B. Macke Company, Inc. While some of the firm’s various business incentive undertakings 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 tried to good effect by advantage of all types of vending operators.

Idea Simple

Macke’s idea is simple but pays definite dividends. One is that every pack of cigarettes vended thru the firm’s machines bears 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 approached at little cost, as it requires only the purchase and printing of small 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 the service man or other employee of the operator sign here.”

The space between the words “Al” (See EMPLOYER “TIP” on page 101).

Berlo Tells Serviceman Story

In New Location Promosh Piece

PHILADELPHIA, Aug. 19.—In view of the fact that very few of its employees, especially in the motion picture theaters, are cognizant of the organization necessary to service the vending machines in the theater, Berlo Vending Company has made a special effort to acquaint the theatre owner with the route man handling the machine’s service.

In personal array, the theater owner is reminded that just as the monkey is essential to housekeeping in any well-organized home, so is the route man vital to the machine’s operation. He starts his round early in the morning, and, during the day, often does the job of a truck driver, clerk, salesman, and repairman to perform one of the important behind-the-scenes functions in keeping a machine in order. While this is taken for granted, Berlo points out that the route man has the trustworthiness and efficiency.

“But he must be tactful, to sell himself as well as his company,” explains Berlo Vending. “He must have a working knowledge of vending machine merchandising to insure maximum sales for his customers.”

The Eight-Gallon Boiler

“H e m u s t  b e  t a c t f u l ,  t o  s e l l  h i m -

self, as well as his company,” explains Berlo Vending. “He must have a working knowledge of vending machine merchandising to insure maximum sales for his customers.”

Telecoin, Inc., Named Distrib For Juice Bar

Blueprint Expansion

NEW YORK, Aug. 19.—Jack Crox, president of the Juice Bar Corporation, has named Telecoin, Inc., a newly formed division of Telecoin Sales Company, as the exclusive distributor of the firm’s line of canned juice vending machines on a national basis. The appointment was effective Tuesday (15).

Crox, who formerly handled sales as well as production phases of the business, said the move will permit him to concentrate on the buying department. Plans to expand rapidly in the immediate future, he declared Juice Bar’s sales will continue to be divided by at least 50 per cent. The firm operates its own factory in Mahwah, N. J.

Juice Bar Sales Company is headed by Howard H. Richardson, president, who also is a vice-president of Telecoin. (See Telecoin 12 Deaith on page 101)

Rudd-Melikian To Intro Dual Unit, Bantam

PHILADELPHIA, Aug. 19.—Having picked up the pick-Kafe hot coffee vending machine, the Rudd-Melikian Company, Inc., of Philadelphia, is bringing out the Dual Unit for the first time. The new combination or what is called a two-in-one dual unit, was announced over a year ago, is both a hot-and-cold set-up in that it offers a choice of hot coffee, cold soda, or cold Coke.

The Dual Unit is joined by a Double Bantam machine which is more compact and with smaller capacity by the hand. The Dual Bantam embodies the latest in mechanical improvements and a slight modification has been made in the design in order to fit into the minimum of space.

NAMA Feather Drive Booms

List 11 More Firms for ‘50 NAMAExhibit

Eastern in $10

Price Increase

NEW BEDFORD, Mass., Aug. 18.—Eastern Electric has raised the prices of both its eight and 12-column cigarette venders by $10 to help meet increased manufacturing costs. Andrew M. Caruso, president, announced this week. He said “the rapid upward trend in prices of materials 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 16-column console at $277.50. These prices are below the figures the machines sold for last January. At that time the company slashed lists by more than $30.


List 11 More Firms for ’50 NAMA Exhibit

<table>
<thead>
<tr>
<th>Eastern in $10</th>
<th>Price Increase</th>
</tr>
</thead>
</table>
| NEW BEDFORD, Mass., Aug. 18.—Eastern Electric has raised the prices of both its eight and 12-column cigarette venders by $10 to help meet increased manufacturing costs. Andrew M. Caruso, president, announced this week. He said “the rapid upward trend in prices of materials 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 16-column console at $277.50. These prices are below the figures the machines sold for last January. At that time the company slashed lists by more than $30. |
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 Schultz, have upped their prices from 17 cents to 18 cents, or two for 35 cents.

Meyer Gelfand, sales manager for the G.B. Miecke Company, said that the retail vending price is still 20 cents, with location owners taking a 3 cent commission. (In A-Per DELUXE Vending Machine, however, where a two-cent local tax was recently enacted, the price is 22 cents.)

WANTED OPERATORS—DISTRIBUTORS
ROUTE SALESMEN

They Say: Opportunity
Knocks But Once—This Is It

Thousands of locations will welcome a new machine of the type described in this issue. Start a new route now and in a few months you'll be earning over $5,000 a year. It's a perfect opportunity. But you must act fast.

Thousands of locations will be available in the next few weeks. But they will go fast—so take advantage of this great opportunity now.

WORLD'S LARGEST PRODUCER

SPECIALIZE in any category

STANDARD MACHINE COMPANY

3172 Delmar, St. Louis 3, Mo.

NEW MACHINES, REPAIR PARTS AND ALUMINUM DOGS

 Carrie's Standard Vending Machine Co.

Barker's Standard Vending Machine Co.

Standard Vending Machine Co.

Select Standard Machine Co.
Automatic Donut Readies Vender

LONG BEACH, Calif., Aug. 19.—Production of approximately 200 machines during the past 10 days is anticipated by the Automatic Donut Corporation on its Do-Nut-A-Matic, according to 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.

Keenev Enters 10th 1,000 Unit Run on Electric Cig Vender

CHICAGO, Aug. 19.—J. H. Keenev and Company announced the release for production this week of the tenth 1,000 unit run of its Deluxe electric cigarette vender. John Conray, vice-president, said the move marks two and a half years of production of the model.

Daily output is scheduled at 35 units, he stated.

Silverman To Head Koffee King Route

NEW YORK, Aug. 15.—Indevco, Inc., producer of the Koffee King machine, has named Arthur (Mike) Silverman to a top management post to head up a company-owned coffee and appliance machine operation here.

Silverman, for the past 3½ 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 Spacemilb in the Philadelphia area.

CMCBA Exec Blames Labor, Material Costs for Rise

BRIDGEPORT, Conn., Aug. 19.—Sparking costs of materials and labor were blamed for a proposed boosting of the price of soft drinks by Carl Schmitz, Meriden, secretary of the Connecticut Manufacturers of Canned Beverages (CMCBA).

"Believe me," he stated, "it isn't that these bottlers are jumping on any gravy train because of the Korea situation." He added that the dealers have been operating on a small or no profit margin "for some time."

---

**CHAMPS**

Charms

Proven Sales Boosters!

Write for Complete Price List

**FOR SALE**

3 MLD 450-C Soft-Drink Cup Dispensers. 13 now on location in New York City, 13 available. For complete details and price, write Box 454, The Billboard, 1844 Broadway, New York 19, N. Y.
**Feather Drive Story Carried To 75 Towns**

(Continued from page 91)

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 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 Closes

The remaining cities now taking part in the program are: Aberdeen, Mora, Abilene, Tex.; Altoona, Pa.; Amarillo, Tex.; Asheville, N. C.; Aurora, III.; Baltimore: Birmingham, Ala.; Bloomington, Ill.; Canton, O.; Chester, Pa.; Duluth; Elgin, Ill.; Elmhurst, Ill.; Fort Wayne, Ind.; Greensboro, N. C.; Hixson, Tenn.; Hickory, N. C.; Johnstown, Pa.; Kingston, Maine; Memphis, and Youngstown.


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 Kit. Initial advertisements were scheduled to appear in various trade publications, Elliot Plow, advertising manager, stated. Consumer advertising will make its appearance in September in national magazines, newspapers, on television and radio.

**Servicemanz Story Related by Berlo**

(Continued from page 91)

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 vending machines.

When he arrives at the theater location, more than likely the theater is empty. And if the manager is not there at the start, he finds his ticket 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 releasing. 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.

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 and glass. 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 quickly totals the machine's receipt. The hand-driven counter folds for carrying and totals the 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 his money and inventory sheets, returning the truck, then finally he leaves for home.

The routes are staggered so that most stops are made one week, 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 30 cents per share payable September 9 to Stockholders of record at the close of business August 11.

**NEW Skill Sensation**

"WISHING WELL"

Greatest Low Priced Counter

Game in Years! "PLASTIC INNER-CONSTRUCTION" "IT'S LOCKED"

**POP CORN**


**Write, Wire, Phone**

"POP" CORN SET CO.
827 Delaware Ave.
Upper Darby, Penn.
Phone: Allegheny 4-1019
NAMA at Buffalo To Hear Greene

CHICAGO, Aug. 19—Robert Z. Green, president of Bovo 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 Buffalo Advertising Club. This was announced this week by Frank Blank, chairman of NAMA’s Region II meeting in that city.

The Buffalo organisation 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 at the Statler Hotel, with an attendance of 500 expected.

Green’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.

The feature of the regional meeting will be a talk on How to Develop a Sales Presentation That Will Sell, by C. P. Anderson, president of Row Mandate, Inc., who recently introduced C. P. Anderson, the owner of a National A.M. slug rejector. It lists at $7.50.

Anderson claimed the conversion may be accomplished without damaging the 20-cent coin mechanism, or would cause the return to a lower selling price should the cost of cigarettes decrease.

The firm is located at 252A Park Avenue here.

Select-o-Carb Now Standard on Spa-car vending

NEW YORK, Aug. 19—Spa-car, Inc., which recently introduced Select-o-Carb as an optional feature with the firm’s Model D-25, has made the variable carbonator an absolutely standard component in all new machines ordered. This was announced this week by C. P. Anderson, president of the company, who reported orders for fully equipped vending machines were taking in 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 unit, which was offered formerly at a list price of $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 automatic 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, or would cause the return to a lower selling price should the cost of cigarettes decrease.

The firm is located at 252A Park Avenue here.

TELECOIN JB DISTRIBUTION

(Continued from page 47)

Col. Offices are in the Telecoin building here at 12 East 44th Street. Cross has taken office space in the same building. He was formerly manager of the Telecoin store at 275 Madison Avenue.

Cross had 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 John Bar containers are fabricated entirely of plywood and panes.

No early shortage of juices in sixounce cans is expected, Cross maintained. He said packers have assured him that a sufficient number of individual-portion-size cans have already been inaugurated to cover the demand for at least a year.

This will continue to market the Tele-Juice machine, Richardson said.

ATTENTION 25c CONVERSIONS

Slower, Quarter or combination Nickel-Dime. Guaranteed Parts.

CIGARETTE MACHINES

UNEEA, 8 Cols. $95.00
UNEEA, 6 Cols. $85.00
UNEEA Model 500, 9 Col., 350 Pack. $90.00
Rowe Base, 10 col., 450 Pack. $30.00
Rowe Royal, 10 Col., 450 Pack. $30.00
P. X. 10 Col., 450 Pack. $15.00
P. X. 10 Col., 900 Pack. $15.00
DuGrenier MODEL W, 9 Col., 308 Pack. $62.50
SALE $62.50
CANDY MACHINES

CANDYMAN, 123c new, 72 Bar. $50.00
MODEL W, 6 Col., 368 Pack. $50.00
MODEL W, 9 Col., 368 Pack. $50.00
DuGrenier UNEEDA, 105 Bar Cap, $75.00
UNEEA, 105 Bar Cap, $75.00
UNEEA, 45 Bar Cap, $25.00
SALE NATIONAL CANDY VENDOR $100.00
9 Col., 162 Bar Cap.

Top equipment—unconditionally guaranteed.

UNEEA VENDING SERVICE

"The nation’s leading distributor of vending machines, inc.

164 CLYMER STREET, NEW YORK 14, N. Y.

New York

EPPY 91-15 141 Pl., Jamaica 7, N. Y.
CABINET STAND FOR MODEL 49

WRITE FOR DETAILS OR SEE YOUR DISTRIBUTOR
THE NORTHWESTERN CORPORATION
629 ARMSTRONG STREET, MORRIS, ILL.

NOW! Bigger Profit FROM EVERY LOCATION
With the New Northwestern

WRITE FOR CATALOG
On Built Vendors, Northwards. Century, etc.

CHARMS
Plastic Charms, small, 12.00
Metal Charmed Coins, small, 1.50
Plastic Charmed Coins, large, 1.50
Charms, 100.00
Dana's Winding Songs, 1,000.00
Dana's Swaying Songs, 1,000.00
Dana's Laughing Songs, 1,000.00

WRITE FOR CATALOG
On Built Vendors, Northwards. Century, etc.

VICTOR 5c ALL CHARM VENDOR
The new see-sawing charm for all 5c and 10c vend- er machines, in 5c. 10c, and 15c vending machines. They are made as much as any place and can be sold for 5c, and 10c in vending machines. It will go in all machines. They are all new machines.

VEND ING MA CH INE S FOR YO U R N OW!

West Vending Basket Game
Plenty of action in this new entertainment game. Not only is it fun to play, but it is also good for the public. It is a great money maker. Write for details.

CABINET STAND FOR MODEL 49

WRITE FOR CATALOG
On Built Vendors, Northwards. Century, etc.

CHARMS
Plastic Charms, small, 12.00
Metal Charmed Coins, small, 1.50
Plastic Charmed Coins, large, 1.50
Charms, 100.00
Dana's Winding Songs, 1,000.00
Dana's Swaying Songs, 1,000.00
Dana's Laughing Songs, 1,000.00

WRITE FOR CATALOG
On Built Vendors, Northwards. Century, etc.

VICTOR 5c ALL CHARM VENDOR
The new see-sawing charm for all 5c and 10c vend- er machines, in 5c. 10c, and 15c vending machines. They are made as much as any place and can be sold for 5c, and 10c in vending machines. It will go in all machines. They are all new machines.

VEND ING MA CH INE S FOR YO UR N OW!

West Vending Basket Game
Plenty of action in this new entertainment game. Not only is it fun to play, but it is also good for the public. It is a great money maker. Write for details.

CABINET STAND FOR MODEL 49

WRITE FOR CATALOG
On Built Vendors, Northwards. Century, etc.

CHARMS
Plastic Charms, small, 12.00
Metal Charmed Coins, small, 1.50
Plastic Charmed Coins, large, 1.50
Charms, 100.00
Dana's Winding Songs, 1,000.00
Dana's Swaying Songs, 1,000.00
Dana's Laughing Songs, 1,000.00

WRITE FOR CATALOG
On Built Vendors, Northwards. Century, etc.

VICTOR 5c ALL CHARM VENDOR
The new see-sawing charm for all 5c and 10c vend- er machines, in 5c. 10c, and 15c vending machines. They are made as much as any place and can be sold for 5c, and 10c in vending machines. It will go in all machines. They are all new machines.

VEND ING MA CH INE S FOR YO UR N OW!

West Vending Basket Game
Plenty of action in this new entertainment game. Not only is it fun to play, but it is also good for the public. It is a great money maker. Write for details.
ASLI Slashes Member Fees; Shuffles Org

ASLI Outlook

UNION CITY, N. J., Aug. 19.

—Leagues, Inc. (ASLI), one of the 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 200,000 league members are expected to join the ASLI loops, and from present indications, major tournaments will be run off in more than 23 States later this season.

In 1950 ASLI awarded more than $250,000 in cash awards and 450 trophies to winners of leagues and tournaments conducted coast-to-coast.

Detroit Association Using Good Conduct Card Promotional

DETROIT, Aug. 19—Special “good conduct cards” are being used by the Detroit Shuffleboard Association in 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 use the new machines which have this stamp of approval.

Commenting on the growth, Chilopan 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.”

Speaking in favor of the national activity, Chilopan said “the local membership structure is the key to the success of this industry in operation in an over-all industry effort to solicit favorable public opinion.”

Shuffleboard Supplies

BOUGHT AT AUCTION

20 NATIONWIDE TWO PLAYER BASEBALL SHUFFLE TYPE GAMES. LIST $300.00.

Close Out At $100.00 each. Send list.

OAKDALE SALES

2860 N. Clark St.

Chicago, Ill.

By Norman Welser

CHICAGO, Aug. 19—With the next month the heaviest schedule of organized shuffleboard leagues and tournaments ever, SHUFFLINE will be cut in half for the 1950-’51 Shuffleboard Leagues, Inc. (ASLI), one of the 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 200,000 league members are expected to join the ASLI loops, and from present indications, major tournaments will be run off in more than 23 States later this season.

In 1950 ASLI awarded more than $250,000 in cash awards and 450 trophies to winners of leagues and tournaments conducted coast-to-coast.

Detroit Association Using Good Conduct Card Promotional

DETROIT, Aug. 19—Special “good conduct cards” are being used by the Detroit Shuffleboard Association in 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 use the new machines which have this stamp of approval.

Commenting on the growth, Chilopan 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.”

Speaking in favor of the national activity, Chilopan said “the local membership structure is the key to the success of this industry in operation in an over-all industry effort to solicit favorable public opinion.”

Shuffleboard Supplies

BOUGHT AT AUCTION

20 NATIONWIDE TWO PLAYER BASEBALL SHUFFLE TYPE GAMES. LIST $300.00.

Close Out At $100.00 each. Send list.

OAKDALE SALES

2860 N. Clark St.

Chicago, Ill.
New York:

Rocky Stockton and Al Koosald have been busy with their Empire Automatic Music Company with the recent opening of a new juke route. . . . William Behm, who operates phonographs here under his own name, has been operating a rock-'n'-roll colony in Wustboro, N. Y. . . . Mrs. Ruth Gilchrist, operator, was briefly in the Adirondack Mountains.

Mike Munro returned from a vacation last week to find that for his firm, Zeemco, he had new business. The reason for this was that the man who had still not run its course. Brollik worked hard to keep equipment moving out while Mike was away, but much remains to be done. He is currently in the process of distributing and operating, was in town last week to confer with Dave Simon.

Murray and Bill Winer, sales reps for Perry Electric, flew up to New Bedford, Mass., Friday (12) to join other sales and factory executives of the cigarette machine firm in an ocean fishing trip. Anthony Caruso, president of the firm, on the party charged the boat included Lew Jaffe, sales manager; Ugo Bottini, executive vice-president; Bill Webster, service manager; and Cary Dobrinsky, comptroller; and George Wightman, experimental engineer, and George Young, representative of the biggest fish, an 8-pound floke. The speed limit of 200 mph of the 130mph G7, which was sustained, all of which were added.

Jack Tyman, Orange Crush salesman, was working in front of his Queen's home. He will soon move up-state to Buffalo to help run Frank Bradley's diversified vending route. Irvin J. Miller, head of the Miller & Sons firm here, reports he is increasing his business in the orange section. Miller handles Coca-Cola syrup.

Max Levine, president, reports that production of the two coin tube models made by the company has been increased lately to meet the demand. Levine makes both Q-Ball and Cuse Chimp tables, Joe Koldonny, of Port Chester, N. Y., reports that his Hershey bar vendor, was a visitor to town last week and is planning to introduce a new machine soon.

Joe Kallish of Brooklyn's U-Neck Drive-In, who is in the process of setting up in order to quarter cigarette conversion kits, . . . Morris Roed, office manager, was busy getting around to take a short vacation with his wife and some friends, he will relax next week at a small hotel in New Jersey.

London:

Percy Goddard, well-known here also absent from the scene for some time, is visiting from his Sydney headquarters. Goddard formerly operated the Goddard Novelty Company, on Brownlow Street. The name has been retained in Australia, Percy reports, and he is now filling in locations for the company in the industry "down under."

K. E. B. continues to set the pace as one of the firm's boxes is heading east to haul and repair machines in London and its head quarters at 18-20 Daloney Street, Camden Town. . . . Morris Safra reports for the Sweet Machine Mart, is featuring a combination of John Moore's chocolate and other items in the bargain.

Washington:

Capitol Records has more hit material coming in from the Washington area than ever before, according to Jim Blackmer. . . . Capitol & Company, Capitol distributor. Biggest up-and-coming disks are Jimmie Rodgers and the Carter Family. "I'll Never Be Free" backed up by "There'll Be Nobody's Boin' Me" is the latest, while longer run hits include "Hobo" waxes by Paul Laub, the Joe Turner "Old Black Dog" disk, "The Singing Song," and "No Other Love" by Joe Turner. Capitol distributor.

Hunt's "Fourth Man Ring" is also on this list—the former with "Mona Lisa" and the latter with "The Rain Comes Down," among hillbilly items the big seller seems to be Leon Payne's "You Still Got A Place In My Heart."

John Suyvel Jr. was in town recently visiting J. A. and J. L. Masterson's newspaper district. . . . Matthew's Vending Company, they have a number of Snuffy fruit juice machines.

Cameron Berry, of Joe McDonald Enterprises, Alexandria, Va., is vacuuming his machines before the opening of the new Capitol Theater. William F. Steele, Silver Spring, Md., operation, has welcomed his new location, which is really a "giant".

Larry Thomas, who is associated with his company, will have a holiday at Atlantic City last week.

Also reporting back to work, after coming in off of Maine, is Irving Latina, manager of the Southwest area. . . . Hyattsville, Md. And Harvey Goldstein, of the Spectra drive in Hyattsville, Md., report business is heating up some.

Sammies arcade, has returned to the scene, with an attractive display in the Sun for Rockaway, N. V. A visitor to notice more uniforms on the staff, is very impressed. Local business has been also calling up of the reserves to boost arcade business. An upswing should be expected before the end of the week.

"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, have joined the drive, to instill a drive that aims to get the biscuit on the market at least by the Fourth of July and to stick by it during July and August, the company has developed a new promotion feature in the area for July.

"Come All Ye Faithful," or "Adeste Fideles" is the program that will be announced later. . . . Shaffer, Shaffer Music Company, Co. of Baltimore, has a visitor at the branch of the company, . . . Sutton Vending Company, Inc., Wampus, is continuing to make plans to hold an open house celebration for the whole week. . . . Sutton Vending Company, Inc., is continuing to make plans to hold an open house celebration for the whole week.

Sitting down. Inc., announces the opening date September 1st of its new quarters on North Capitol Avenue. The announcement has been mailed to all operators in Indiana, stressing the display of coin-operated equipment, a complete service and parts department fully equipped and a completely wired up service for customers.

The Peaslee-Gaultier Corporation, 1400 W. Guadalupe, Dallas, Texas, has appointed Decen distributors for this area. . . . Thomas Manus, in charge of the record department.

Philadelphia:

Berio Vending Company adds the new opened Wildwood Drive-In Theater, Wildwood, N. J., to its growing list of open-air concession stands. The long-awaited vending company has joined in the promotion of the drive-in and "staged" an open house of the State Theater in Haddonfield, Pa., for the opening of the drive, has appointed Decen distributors for this area. . . . Thomas Manus, in charge of the record department.

Sidney Leibson, of the Westway Vending Company, is gaining some new locations for his candy machines. Most of these are in small suburban and "downtown" stands. He said he has also five machines in the new Woodmont Country Club in Rockville, Md.

Latest word received from Mrs. Rollie Smith, owner of the Virginia Music Company, of Alexandria, Va., is that she has left the music company and is working on her European jaunt. Her trip has been much enjoyed, and to her home indicate that the trip is wonder ful. She's due back in September. With the opening of the new plant, a staff member is vacationing out in Florida. . . . Mr. Smith's Ernest Wagner Co., at 23 Vine Road, East Moline, Surrey.

Washington, D.C. . . . Several new operators coming into the coin machine picture. Peerless Enterprises, Ltd. 111-13 U Street, N.W., with large coin machines, is reported to be planning its new sales pitch at this beginner-operators meeting in pin games and other types of amusement equipment.

Indianapolis:

Irv Nitzsch, of Midland Music Company of Indianapolis, announces his company is not warehousing used machines, but is keeping new and traded-in machines so that new machines are being disposed of immediately. Schwartz, who just returned from an extensive trip visiting operators over the State, reports that buying new machines in the past year has reached a new low p.m. record conversion, now that Decca announced it was coming out with 1,000 new disks. . . . Armstrong Distributing Company is expected to open a new Rock-Ola this fall according to advice from the Rock-Ola Company.

Chester Goines, of the Calderon Company, is in New York, expecting a call from the United States Navy Recruiting Board. He has been notified that his company is expected to make the appeal to the Navy in getting a new machine at a Navy installation. . . . E. C. Travis, owner of E.C. Travis Distributing Company, is in the process of getting his hands on the data. Meanwhile, J. Raymond Sanders, owner of Sanders Machine Company, is expected to be returning from an overseas jaunt to New York.

Chicago:

With Mills Industries readying their two-week tour of the world, things are humming at Bell-O-Matic. Grant Shay, vice-president and director of the company, recently announced that Mike Ziv is back at work after a long vacation. Meanwhile Charlie Zakler has been given a new job in West Virginia, and Frank Lardner also left last week, spending his time in Wisconsin.

Operators thrust Wisconsin and Illinois out of the table, as territory are now receiving shipments on the Atom-Jet units which have been shipped from the recent showings conducted by Purveyor, Company. It is said that the game is going strong throughout the territory, and Tom McNeel, Purveyor, has stated 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 the fall. The firm's new phonograph, the Rock-Ola, Art Weiss, vice-president and director of sales, has been notified by the War Department on the dates. Meanwhile, J. Raymond Sanders, owner of Sanders Machine Company, is expected to be returning from an overseas jaunt to New York.
Hartford, Conn.

You can say it again! Coin men in Connecticut certainly read The Billboard. I’ve certainly had many requests for reprints of this issue by lots of callers from my friends in the coin business. I’m just beginning to get my name on the mailing list of the magazine soon on my annual vacation! It sure was the way Abe Fish, publisher, Generals’ Headquarters, Hartford, and president, Connecticut Coin and Amusement Association last week. "Now," added Abe, "I’ll have to spend all the vacation talking about what you wrote here, postcards and all!"

Abe, incidentally, has purchased two new trucks and two new cars for his Dancing Doll Amusement Company, which he runs out of his home here. Abe has also reports that Capitol Amusement Company, which operates in the State of Connecticut, has purchased two new trucks and two new cars for his Dancing Doll Amusement Company, which he runs out of his home here. Abe has also reports that Capitol Amusement Company, which operates in the State of Connecticut, has purchased two new trucks and two new cars for his Dancing Doll Amusement Company, which he runs out of his home here. Abe has also reports that Capitol Amusement Company, which operates in the State of Connecticut, has purchased two new trucks and two new cars for his Dancing Doll Amusement Company, which he runs out of his home here.

Frank Marks, the new London County Manager, has been elected manager of the Connecticut State Coin Association. He was named at the group’s annual 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 for October 10th at the New London Hotel. The meeting will be attended by all members of the association, and also to talk to operators of the place and get their reaction to the "Mighty Issue."}

Worldwide headquarters have been1 a beeves this past week with the new Double Header game drawing unprecedented numbers of players. Steadily, Al Stens, head of Monty Wells, and Wally Miron are on hand to take care of the players. New air-conditioning units that have been able to keep the spell of warm weather here last early last week.

Col. L. Lewis, publicity director for Allied Coin Operators Union, and another Southern tour which will take him to New York. Col. Lewis reports Victor Weiss and Billy Knapp, who head Allied, are in action on their National coin Operators Union tour, and also to talk to operators of the place and get their reaction to the "Mighty Issue."

Pitney-Bowes Declares 20c Dividend at Board Meeting

STAMFORD, Conn., Aug. 16.—Directors of Pitney-Bowes, Inc., manufacturers of postage meter machines here, Monday (7) declared a quarterly dividend of 20 cents a share on common stock, to be paid September 22, payable October 1, and a regular dividend of 20 cents a share on convertible preferred stock of $.50 par value payable October 2, to holders of record September 21.

At the meeting of the directors in New York, board also voted its 19th straight dividend, a 20c dividend, a payment amounting to 6 cents per quarter share, which is paid on the 676 consecutive dividend of the common stock.

At the meeting of the directors in New York, board also voted its 19th straight dividend, a 20c dividend, a payment amounting to 6 cents per quarter share, which is paid on the 676 consecutive dividend of the common stock.

N. III. Ops Add Member; Talk on War at Meeting

AURORA, III., Aug. 19.—The addition of a new member firm was announced last week at a monthly dinner discussion meeting of the Music Operators of Northern Illinois (MOINI) here in the Johnson Music Service, Wilmette, headed by Johnny Johnson.

Major topic of discussion at the meeting revolved around future opportunities in the music field, especially for the small firm. Members displayed interest in the possibility of continued availability of new music, and the future of the small firm should the international situation become more acute.

Muve To Convert Old Shuffle Games

NEW YORK, Aug. 15.—A complete remodeling service for old shuffle games, including the installation of disappearing pin assemblies, was announced this week by the Muve Co. This service, it is reported, will enable local operators to bring their machines up to date and thus keep them profitable for the job. Operators should ship equipment by freight carriers. "We supply a stock of stripped games which are converted for operators in the States and also in other capitals. The refabricating process includes a paint-spray job and machine assembly with new parts, and the entire cost per unit is $65, Muve added.

Carter Equates BMA Price

WILLOW, N. J., Aug. 18.—A $1.50 convertible shuffle game arcade operator at this South Jersey seashore resort was quoted as saying that the Novelty Merchants Association (BMA) "has gone way too far in its manipulations for the benefit of the larger operators, who have better than they have got. It’s a matter of truth that the BMA is not for the small man."

Despite the fact that competition is keen among the various fluid coin (M.O.) operators, the report of a "Wall here, the regard in which his fellow merchants hold him is best expressed because they chose him as their first president of the newly formed association. His wife, Mrs. Eckel, is the only member of the novel operators, and his father, Mr. Eckel, is the operator of the arcade, which features games, coin operated machines along with other amusement devices.

F.D.A. 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 standard for ice cream standards, the agency has announced. The agency will resume hearings started in 1942 and never completed because of World War II.

If FDA can arrive at satisfactory standards, it will be an important step in the way to protect the consumer from unfair practices. One of the most important ice cream standards for which FDA has been working is the question of the use of sugar in ice cream. At present, FDA has no standard for sugar in ice cream, and it is working on a method for determining the sugar content of ice cream. If FDA can arrive at satisfactory standards, it will be an important step in the way to protect the consumer from unfair practices.
Color Combinations

This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry. It cuts production costs... Simplifies wiring diagrams... Facilitates field repairs... Ensures positive accuracy... Saves time.

Service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

Immediate delivery from stock

MANUFACTURERS... our facilities for building wiring harness to meet your specifications is unequalled. Some of the world's largest manufacturers of coin and vending machines are our customers. We also maintain an expert staff of engineers and herson designers for best results in your equipment. Send blueprints and specifications.

We specialize in Telephone cord, wire and cable, Inter-Con colored requirements supplied.

RUNZEL
Cord and Wire Co.
4712 W. MONTROSE AVE.
CHICAGO 11, ILL.

CONVERT YOUR SHUFFLE BOWLING ALLEYS into up-to-date DISAPPEARING PIN BOWLING GAMES

AMAZING LOW PRICES

Select your old Shuffle Alley to use it to receive immediate treatment to improve markable, efficient and overall design. It comes in a kit with the following:
- 12 ball return lanes
- 12 ball return units
- Automatic ball return system
- High-quality materials

The cost is $1,200.00. Installation very low priced.

MIRE MUNY
179 10th Ave. 6136, New York, N.Y.

COUNTRY & WESTERN

They'll Never Take Her Love From Me
- Kay Thompson
- 57-60-56-55
- 64-66-64-62
- 73-71-73-73
- 80-80-60-80
- 94-84-83-85

Hank Williams
- 80-80-80-80
- 82-82-82-82
- 82-83-83-83
- 82-83-83-83

JOSEPH CAPLAN
8735 N. 57th St.
Philadelphia 21, Pennsylvania
Phone: Greenwood 3-9383
Record Reviews

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>TUNES</th>
<th>LABEL AND NO.</th>
<th>COMMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOHNNY BOND</td>
<td>It Ain’t Gonna Happen to Me 67-67-66-68</td>
<td>Columbia 20134</td>
<td></td>
</tr>
<tr>
<td>BEX ALLEN</td>
<td>Fugly River 77-77-77-77</td>
<td>Mercury 5271</td>
<td></td>
</tr>
<tr>
<td>LONESOME WILLIE EVANS</td>
<td>Trouble Then Satisfaction 75-75-75-75</td>
<td>London 31538</td>
<td></td>
</tr>
<tr>
<td>JOHNNIE LEE WILLS</td>
<td>That’s My Way About You 70-70-70-70</td>
<td>Bito 710</td>
<td></td>
</tr>
<tr>
<td>GENE AUTRY</td>
<td>Goodnight, Irene 72-70-74-72</td>
<td>Columbia 28934</td>
<td></td>
</tr>
<tr>
<td>SMOKEY ROGERS</td>
<td>Texas Never Cry 73-73-73-73</td>
<td>Greg 4035</td>
<td></td>
</tr>
<tr>
<td>DOLPH HEWITT</td>
<td>For Ev’ry Kiss 43-43-43-63</td>
<td>Victor 21-1919</td>
<td></td>
</tr>
<tr>
<td>WEBB PIERCE</td>
<td>English Sweetheart 73-73-73-73</td>
<td>A Star 1453</td>
<td></td>
</tr>
<tr>
<td>ROSA SHAW</td>
<td>I Hate Trouble 53-53-50-56</td>
<td>Greg 4035</td>
<td></td>
</tr>
<tr>
<td>TRUMPETERS</td>
<td>Right to the Tree of Life 74-74-75-NS</td>
<td>Bono W-932</td>
<td></td>
</tr>
<tr>
<td>PELICAN TRAVELERS</td>
<td>My Road’s So Rocky and Rough 78-78-78-NS</td>
<td>Specialty 372</td>
<td></td>
</tr>
<tr>
<td>PERRY COMO</td>
<td>Easy Living 87-89-89-89</td>
<td>Victor 22-9350</td>
<td></td>
</tr>
<tr>
<td>RENE TOUZET</td>
<td>Denza De Fuego 78-78-78-NS</td>
<td>Victor 23-5160</td>
<td></td>
</tr>
<tr>
<td>SYMPHONY ORX OF AUGUSTED, ROME- VICTOR DE SAR- TA, COND.</td>
<td>Overture (1 and 2) 72-72-72-72</td>
<td>Victor 45-11249</td>
<td></td>
</tr>
</tbody>
</table>

Pop Provides $, But Mom Gets Ice Cream

PHILADELPHIA, Aug. 19—While it may be the father who brings home the bacon, a survey conducted here shows that when it comes to ice cream, it’s mother who does the ordering. Distilling 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 single type of vendor. That’s the opinion of Robert Aitken, director of market research for Supple-Realtest here, who keeps a close record of all ice cream sales.

In Aitken’s tests, food stores are now selling twice as much ice cream as they did even five years ago. Merchandising the product and placing it because of the fine marks allowed the dealers 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 20 per cent. Candy stores, cigar or novelty shops, along with the coin machines, take care of the rest.”

Research figures for Philadelphia show, said Aitken, that 30 per cent of the quenched customer buys ice cream where they do because of convenience. Brand preference draws 25 per cent. Specialty attractiveness only 10 per cent, and sub-par quality, only 5 per cent. These figures, he added, compare rather well with the national figures compiled by the American Dairy Association after interviewing 3,485 ice cream lovers.

For Sale or Will Trade

For Sale or Will Trade on Coin Machines 10 Percant Premium makes R. L. Sale & Shufflin', Sales, A. G.

FRANK SAGER, 30 E. River St., Chicago, Michigan

$139.50
BRAND NEW
ROL-A-TOPS
5c-10c-25c PLAY
Above Prices F. O. R. Chicago

WATLING MFG. CO.
4650 W. Fulton St.
CHICAGO 44, ILL.

For Sale or Will Trade

For Sale or Will Trade on Coin Machines 10 Percant Premium makes R. L. Sale & Shufflin', Sales, A. G.

FRANK SAGER, 30 E. River St., Chicago, Michigan

GREAT BUYS
IN PHONOGRAPH

WURLITZER SEE Buddy
1015 W-2/2 W-22 $120.00 $120.00
1050 W-16 $150.00 $150.00
1050 2-2/W-16 $200.00 $200.00
AMI ROCK-OLA
1070 M-16 W-16 $140.00 $140.00

These Phonographs Are Thoroughly Reconditioned—Like New!

Film Boxes

SEE BABY
W-13X/14 $120.00 $120.00
W-13X/14 $120.00 $120.00
W-15X/14 $120.00 $120.00

WURLITZER
ROCK-OLA
1041 M-16 Special $150.00 $150.00
1041 M-16 Special $150.00 $150.00
1041 M-16 Special $150.00 $150.00
1041 M-16 Special $150.00 $150.00

Price includes all 10 c. record rolls and in working order. Each is available completely overhauled, professionally reconditioned, unconditionally guaranteed for an additional $30.00.

WURLITZER
ROCK-OLA
1041 M-16 Special $150.00 $150.00
1041 M-16 Special $150.00 $150.00
1041 M-16 Special $150.00 $150.00
1041 M-16 Special $150.00 $150.00

Electrical: 1/3 deposit with order, Balance C. O. D. We specialize in export trade.

WE SPECIALIZE IN EXPORT TRADE.

DAVIS DISTRIBUTING CORP.
Branches: Buffalo, Rochester, Albany.
738 ERIE BLVD., EAST SYRACUSE, N.Y.—PHONE 5-5194

Materiás originais da cópia/face
Trade Directory

New Equipment
Answer Box Napkin Holder—novelty amusement game—F. E. Erickson & Co., Los Angeles.

Binculars—coin-operated for theater use—Videoscope Corporation of America, New York.

Bridgebill—all five ball—Culp Products Company, Elkhart, Ind.


CR-18—paper towel and soap package dispenser—Canadian Reformat Toilets, Toronto.

CR-17—paper towel, soap, and towel knob package dispenser—Canadian Reformat Toilets, Toronto.

Mickey Boy—ice cream vending machine—Bielvend Manufacturing Company, Chicago.

Additional—multiple food vending machine—Cedar Hill Farms, Cincinnati.

Change of Address
Sickling, Inc., Indianapolis, will move from 927 Port Wayne Avenue to 1312 Capital Avenue September 1.

New Firms

Triangle Vending Company, Detroit, was taken over by the newly organized Colonial Vending Company of Pittsburgh.

Videoscope Corporation of America, 12 East 44th St., New York, manufactures coin-operated binculars.

Personals
Cedr. S. Allen was elected executive vice-president and general manager of Raytheon's Rushtown Company Division, Chicago.

Frederick Bowes Jr., director of public relations, Pitkins-Boyes, Inc., was named to the advertising committee of the United States Chamber of Commerce.

Thomas Parlin, Yale & Towne Manufacturing Company, Stamford, Conn., was appointed sales manager of the New York regional office of the Philadelphia division.

State Coin Taxes
Spring Increasing
(Continued from page 91)

Vending Leases
Vending machine taxes were reported separately by the states. Arkansas' vendor tax receipts totaled $40,000 in the last fiscal year, a decline of $6,000 from 1948. The Kentucky vendor tax collection amounted to $110,000 in the first full year of operation. Mississippi took $155,000 from vending machine operators in 1949 and $135,000 in the 1948 fiscal year. North Dakota taxes soft drink vendors only, collecting $25,000 on both fiscal years. Vender 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 $452,000 in 1948.

Music
Oklahoma's comparatively new tax on music machines and coin-operated amusement games brought in $53,000 for a portion of the 1949 fiscal year. South Carolina collected $10,000, $5 in taxes on "coin-operated devices" as compared with $156,000 in the preceding fiscal year. Bellas and pinballs in Montana were responsible for $135,000 in taxes in the 1949 fiscal year and $25,000 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.

American Tobacco Earnings
New York, Aug. 19—American Tobacco Company announced estimated sales for the first six months of this year, ending June 30, amounted to $32,339,000, with a net income of $18,460,000.

FOR 43 YEARS...
the foremost name in coin machines...for amusement and profit
O. D. JENNINGS & CO.
1107-11 W. LAKE ST. CHICAGO 21 ILL.
Record Shuffle Loop Season Looms; Heavy Midwest Sked

(Continued from page 103)

From Rale Lake comes word that four leagues will be running in the Indianhead area this fall. Bob Moore, operator, who these leagues will be backed up with publicity over Station WQMC. Much of the success of the Indianhead area has been attributed to the radio tie-ins which were effected during the past year's play.

Ohio

Columbus has already started the shuffleboard season with a sponsorship by Bobcat Mills 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 Mills are looking forward to more leagues in their territory this fall. They will be holding a meeting in Columbus shortly at which operators and locations from Columbus, York, Springfield and Marion will be present for the purpose of building the new league.

In Cincinnati, Alvin Holzmoore, organizer, is now holding neighborhood meetings to set up the coming season. The tournament to increase the area's regular leagues. Both operators not only want to complete their obligations, but hope to see the ASLI Wisconsin State Tournament at 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 Charles, an operator who directed the shuffleboard field last October and conducted several leagues during the fall, is setting up the coming meeting.

Charleston, like many other shuffleboard ops, will expand their operations next fall.

Marvin Martin, Evansville operator, expects to have every shuffleboard center in the city to complete plans for the coming season. Bob Charles, an operator who directed the shuffleboard field last October and conducted several leagues during the fall, is setting up the coming meeting.

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 Labor Day and the regular season will start.

Clayton Peete, of Elgin, who has been holding public tournament, has turned his attention to finding many new locations in the city to augment the 20 leagues he has organized last year. These leagues covered a 100-mile radius, and Peete says he should have between 25 and 30 leagues operating for the coming year.

Michigan

Detroit again looks as one of the top shuffleboard centers in the United States. Under Fred Chabibi, who heads up the Detroit Shuffleboard Association and the Table Shuffleboard Association of America, league sponsorship on an expanded scale will get under way in the Motor City early next month.

Grand Rapids, home of the AMI machine, has developed into one of the premier shuffleboard centers in the State. Don Host and Jerry Leppert operators, are at the head of a group which will shortly hold a rally to organize leagues throughout the city.

The city is now the leading contender for the State championship meet next spring.

Whitley Warner, who operates out of Saginaw, and covers a territory which ranges some 200 miles northward, has already got 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 fall resort biz slack-off with the rest of golf and tennis tournaments.

N E W S P A P E R G I V E S

C O I N M A C H I N E S

(Continued from page 161)

ment of a coin-operated hair-cutting machine, and then came down from the roads to realities by listing usual unusual items, such as aspirin, coffee, lemons, 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 the shuffleboard what Meadowbrook is to polo."

Michael E. Benson, nickel Amusement Company, and president of the Detroit Amusement 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 cities, as the American Bowling Congress."
Turning Back the Clock

20 Years Ago This Week

CHICAGO, Aug. 17, 1930.—With the formation of Michigan Phonovision Distributors, Inc., in Detroit, it was announced that Michigan would be the first State to have territory 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 Gornich, president; Don Kelsey, vice-president; and general manager (formerly with Mills Novelty Company); Walter Probst, secretary-treasurer, 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 Berkley & Gay Company, Grand Rapids.

Additional Phonovision news of the week revolved around the recent death of Krie Hight, president of the Phonovision Corporation of America. Hight was also head of Films Inc., in Hollywood, a subsidiary of Paramount Pictures, which was to turn out films for the Phonovision unit.

Sponsorship of a phonograph music week in Fort Worth was announced by the Pamco Phonograph Company. Firm employed over 100 people in this event, accordant the seven feet in size, which carried messages boosting the juvenile, talent and youth 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.

Modest Vending Company, New York, was preparing to celebrate its 19th anniversary. Firm heads Nat Leff, Harry Rosen and Irv Snyder, promised the "biggest ever" celebration.

John Crews, sales manager of Exhibit Supply Company, was all enthused over the firm's new game releases last week. It was being plugged as the game that "nets winter profits in August." Crews announced that production personnel were putting in overtime to keep shipments current.

15 Years Ago This Week

CHICAGO, Aug. 17, 1925.—Organizations 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 developed. Idea was set up universal premium plan providing merchandise coupons to operators.

Operators could use the coupons furnished them by the exchange, paying 30% per cent of the cost, with the limitation paying the other 70 per cent. Operators could exchange coupons for desired merchandise thru a central office. Goldberg announced the exchange could be able to exchange coupons at denominations of $25.00.

In London, ice cream vendors using solidified carbon dioxide as refrigerating agent, were told not to be going on location. The mayor had reported 100-unit capacity, with the ability known for ice cream frozen for "as long as four months and nights in a heat wave." The regulation of beer and wine in Georgia has greatly increased placement of juke boxes thru the State, installations amounting already since May. The Atlanta Coin Machine Company reported sharp stimulation in coin phonograph buying during the past month, now extra activity in the pin game field. Mr. Eugene Ranger Company, Newark, N, J., fed off for its 25th anniversary celebration, with a scheduled assemblage of both operators and jobbers through the State.

New York leaders in the coin machine trade proposed that the National Association of Coin-Operated Machine Manufacturers hold its 1935 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 of Baltimore, announced his retirement. Goldman's debut in the industry was with the Juke Box Table, one of the coin-controlled pool tables built, following by the Juke Pin Table. Shortly thereafter, he discontinued his manufacturing business and entered the distribution end of the trade.

Puck Patter

(Continued from page 101)

Bowler, the newest unit, has already created a buying air since its initial deliveries went out about two weeks ago, he said.

Union City, N. J.: X. X. X. American Shuffleboard, continues to be one of the travelling men in the field. Last week X. X. X. Shuffleboard for American took X. X. X. to Asheville, N. C. X. X. X. X. to Buffalo, N. Y., shorty for a series of conferences with operators and locations new and old.

Bobcat Miles. These sessions are to be held under the auspices of forming new leagues in Columbus, Newark, Springfield and Marion.

American Shuffleboard Leagues, Inc. (ASLI) is looking forward to a record league season. More than 30,000 players are already in the fold. ASLI looks out the growth of its leagues, and more are joining up daily.

DETROIT: Ken, the house guest of Fred W. Chiapiano, executive director of the Detroit Shuffleboard Association (DSA) last week. They held a full scale conference with problems during their get-together.

ASLI CUTS MEMBERS FEE

(Continued from page 103)

for leagues, State and U. S. Championship events to be made public, will help shuffleboard activities.

Among those polled, most indicated that ASLI membership at local levels is due to 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.

The membership would be enlarged still further by mid-September.

Okla. Coin Tax Down

OKLAHOMA CITY, OKLA. September 19.—The State revenue department reports that coin device license tax collections for the month of July totalled $80,820, or $3,804.00 less than collections for the same month a year ago. The music box tax yielded only $288.45 during the past month, a decline of $1,610.46 compared with collections for July, 1948.

WE NEED ROOM OUT THEY GO

BALLY USED CONSOLES, DOUBLE-UPS, MULTI-BELLS, SPOT BELLS, RESERVE BELLS

BALLY CLOVER BELLS — Write

35 Kenoey Single Bonus Bells, Sc $80.00 Each
15 " Twin Bonus Bells, Sc 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 rentals.

COIN MACHINE SERVICE, INC.
1420 WILSON STREET SANTA ROSA, CALIFORNIA
Phone — Santa Rosa 3713 or 1498
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 organization started to function November 19 of that year.

Many important tax victories have been gained by the industry due to the efforts of the association, which grew from six to approximately 500 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 continuous) activities, NAMA officials state that hand in hand with the association’s legislative work has been the building of its public relations program. Initiated at the operators’ level, the program, the planning of which was started in 1945, has helped automatic merchandising to gain a favorable place in the eyes of the public. The 1950 program will include a campaign for the use of vending equipment in behalf of local Red Cross drives and 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 promised.

NAMA Pioneers


Past presidents of NAMA are Nathan DeLaveno, Robert R. Greene, E. F. Pierson and Ford S. Mason. George Seedman is president for 1950, with other officers J. B. Logan, 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, 1950, amounted to $4,921,515, with an operating profit of $175,677. For the same period last year, sales were $4,920,574.75 and operating profit was $261,741.79.
ORDER NOW—IMMEDIATE SHIPMENT!
Williams DOUBLE HEADER—Double Play Appeal!
Williams DOUBLE HEADER—Double Your Locations!
Williams DOUBLE HEADER—Double Guarantee!
Williams DOUBLE HEADER—DOUBLE EARNINGS!

WE HAVE THEM IN STOCK

We Have Them in Stock

OUTSTANDING SALE OF SHUFFLE GAMES

NEW ONE BALLS

Use Our Convenient Credit Service

MAKE BEST OFFER

ON GOOD CLEAN MACHINES LISTED BELOW

STAYAWAY PIN CONVERSIONS

USE OUR CONVENIENT CREDIT SERVICE

WANTED

USED MILLS SLOT MACHINES

HIGHEST CASH PRICES PAID!

BAKER NOVELTY COMPANY

THE WORLD'S LARGEST SUPPLIERS OF CLUB EQUIPMENT

1700 WASHINGTON BOULEVARD

CHICAGO 12, ILLINOIS

WANTED

USED MILLS SLOT MACHINES

HIGHEST CASH PRICES PAID!

BAKER NOVELTY COMPANY

THE WORLD'S LARGEST SUPPLIERS OF CLUB EQUIPMENT

1700 WASHINGTON BOULEVARD

CHICAGO 12, ILLINOIS

FOR BETTER BUYS—BUY NOW!

DIN GAMES, SPECIAL EQUIPMENT, NEW DELIVERING:

1. BAKERS AND DOUBLE HEADERS.
2. DOUBLE HEADERS.
3. DOUBLE HEADERS.
4. DOUBLE HEADERS.
5. DOUBLE HEADERS.
6. DOUBLE HEADERS.
7. DOUBLE HEADERS.
8. DOUBLE HEADERS.
9. DOUBLE HEADERS.
10. DOUBLE HEADERS.
11. DOUBLE HEADERS.
12. DOUBLE HEADERS.
13. DOUBLE HEADERS.
14. DOUBLE HEADERS.
15. DOUBLE HEADERS.
16. DOUBLE HEADERS.
17. DOUBLE HEADERS.
18. DOUBLE HEADERS.
19. DOUBLE HEADERS.
20. DOUBLE HEADERS.

FOR BETTER BUYS—BUY NOW!

DIN GAMES, SPECIAL EQUIPMENT, NEW DELIVERING:

1. BAKERS AND DOUBLE HEADERS.
2. DOUBLE HEADERS.
3. DOUBLE HEADERS.
4. DOUBLE HEADERS.
5. DOUBLE HEADERS.
6. DOUBLE HEADERS.
7. DOUBLE HEADERS.
8. DOUBLE HEADERS.
9. DOUBLE HEADERS.
10. DOUBLE HEADERS.
11. DOUBLE HEADERS.
12. DOUBLE HEADERS.
13. DOUBLE HEADERS.
14. DOUBLE HEADERS.
15. DOUBLE HEADERS.
16. DOUBLE HEADERS.
17. DOUBLE HEADERS.
18. DOUBLE HEADERS.
19. DOUBLE HEADERS.
20. DOUBLE HEADERS.

FOR BETTER BUYS—BUY NOW!

DIN GAMES, SPECIAL EQUIPMENT, NEW DELIVERING:

1. BAKERS AND DOUBLE HEADERS.
2. DOUBLE HEADERS.
3. DOUBLE HEADERS.
4. DOUBLE HEADERS.
5. DOUBLE HEADERS.
6. DOUBLE HEADERS.
7. DOUBLE HEADERS.
8. DOUBLE HEADERS.
9. DOUBLE HEADERS.
10. DOUBLE HEADERS.
11. DOUBLE HEADERS.
12. DOUBLE HEADERS.
13. DOUBLE HEADERS.
14. DOUBLE HEADERS.
15. DOUBLE HEADERS.
16. DOUBLE HEADERS.
17. DOUBLE HEADERS.
18. DOUBLE HEADERS.
19. DOUBLE HEADERS.
20. DOUBLE HEADERS.
MILLS' NEW 1950 BELLS

MILLS' NEW VEST POCKET BELL
MILLS' NEW QT
OPERAUES ON
California Quack, 50-50 Play
B. 9. 9.00
1. 9. 9.00
WRITE FOR QUANTITY PRICES.

"21" BELL
BLUE BELL
BLACK BEAUTY
BONUS BELL
TOKEN BELL
GUARANTEED RECONDITIONED MILLS
Jewel Bells, Black Cherry Bells, Sons Bells,
Blue Fronts, Brown Fronts. 0. T. Bells,
Pocket Bells.
WRITE FOR PRICES.
Mills Used Coin Contests Bells, 9. 10. 9.00 a 9.00
We Have in Stock at All Times

EVERY NEW COIN MACHINE MANUFACTURED
Write for Circular and Price List, 55 Deposits With All Orders.

SICKING, INC., 3210 Boardwalk, Wildwood
Distributor, Associated with J. SICKING DIST. CO.

SPEED PIN-BALL PLAY

COMPLETELY LEGAL TRADE STIMULATOR
TEST LOCATIONS SHOW
CONTINUOUS and ENTHUSIASTIC PLAYING
EACH DEAL ASSURES A DEFINITE PROFIT
DISTRIBUTORS WRITE FOR LITERATURE AND QUANTITY PRICES.

MUNCIE NOVELTY COMPANY, INC.
"The Home of Fair Play Deals"
311 N. Jefferson St.
Muncie, Indiana

CONTACT US BEFORE YOU BUY
WE CARRY ALL TYPES OF SHUFFLE BOWLING GAMES
Williamsport Amusement Company
233 W. 3d Street, Williamsport, Pa.
Phone 2-5326—2-1648

"Central Pennsylvania's Largest Distributors"

FOR SALE
48 Unit Kentucky Derby choice board. Walk location. Fully
equipped, new can be seen in operation at Lincoln Avenue and
Boardwalk. Will train buyer. Good profit assured. Rental, $2,500
realty.
ACME AMUSEMENT CO., 3210 Boardwalk, Wildwood, N. J.

GIVE TO THE DAMON RUNYON CANCER FUND
Put New Life Into Your Shuffle Alleys!

UNITED'S

Shuffle Alley Deluxe

New Disappearing Pin CONVERSION UNIT

Makes your original Shuffle Alley into a New Shuffle Alley Express

Also Available for
SUPER SHUFFLE ALLEY-DOUBL SHUFFLE ALLEY

- Easily Installed on Location
- Takes Only 15 Minutes
- No Switches Added
- No Electrical Changes Needed
- Matches Cabinet Design

Made by the Originators of Automatic Scoring Shuffle-Type Bowling Games

See your DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 E. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

When you buy from Runyon

INCREASE CONDITION
READY FOR LOCATION

5 REFRESH-O-MAT
CUP DRINK VENDORS

Write for Price

RUYON SALES COMPANY
123 M. Runyon Street
New York 18, N. Y.

ONE-BALL SALE

CHAMPIONS $395.00
PHOTO FINISH $295.00
CITATION $225.00
GOLD CUP $90.00
JOCKET SPECIAL $70.00
SPECIAL ENTRY $50.00

CAN USE LATE PHONOGRAPH
PACKARD BOXES, HOLLY CRANES

WESTERN DISTRIBUTORS
375 E. 41st St., Chicago 18

SWINGIN' MONK
$89.50

CHICKEN SAM
$69.50

COMPLETE STOCK OF PARTS
FOR STEARNS BAY GUNS
WRITE FOR PRICES

COINEX CORPORATION
1346 Roscoe St., Chicago 6

KEENEY DOUBLE BOWLER 8 & 9/16

Fastest Scoring Two Player
Rebowed Gamel PRICED RIGHT!
Comes in and Set it in Action
WHOL. AGENT TRADES

SPECIALS

Keenev Pin Box
O-Box
United Shuffle Alley

DISTRIBUTORS
R. E. Hill Export Division
COINEX CORPORATION

RUYON DISTRIBUTORS
3581 E. 41st St., Chicago 18

KEENEY COIN BOWLER 8 & 9/16

Made by the Originators of Automatic Scoring Shuffle-Type Bowling Games

See your DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 E. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

“Sensational”

“OUTSTANDING”

Those People Selling
THINGS LIKE THIS DON'T PAY $25.00! PARTS & SUPPLIES CAN BE LOCATED FOR COIN MACHINES, AND YOU RECEIVE $20 FOR EACH MACHINE, HINT: FOR IT IS NOT AN INTENSIVE OR LOW BUSINESS JOB... DAVE LOWY & Co.

125 W. Thomas St., Chicago 10

Send for New Catalogues...

Material printed da copyright
EVANS’ 1951 TEN STRIKE

Original and Still Greatest of Bowling Games!

REAL BOWLING! ALL SKILL!

BETTER THAN EVER — EVERY WAY:

NEW! High Dial Projector scoring up to 1501!
IMPROVED! Pin Setting Device eliminates wooden pulleys. Many other improvements for faster play!
PERFECTED! Two pins are knocked over, perfected Automatic Pin Boy removes them from alley, leaving it clear for next ball! Performed Manhattan Bowler is adjustable by the player for delivery of ball to any part of the alley! Adds more skill to play!

REALISTIC: Closest thing to real bowling and just as thrilling! Player controls ball action and makes strikes and spares by skillful play! Five frames, 81, with extra balls for spares and strikes, same as actual bowling. Fully automatic! Bug-free, trouble-proof!

For equipment that pays profile sooner—faster—longer, buy Evans 1951 Improved TEN STRIKE! Thousands of original pre-war TEN STRIKES are still in operation and still producing profitable earnings... proof positive of top appeal and quality! 1951 TEN STRIKE, the fastest game of skill for amusement only, is still in demand. If you are tired of "50-Day Wonders" on which you have to write your investment, get started with the game that pays dividends, not weeks or months, but for years!

AVAILABLE IN NOVELTY OR REPLAY MODELS
ORDER FROM YOUR DISTRIBUTOR OR DIRECT

H. C. EVANS & CO.
1528 West Adams St. CHICAGO 7, ILLINOIS
SEE THE EVANS’ CONSTITUTION AD ON PAGE 96

GUARANTEED BARGAINS

GIVE TO THE DAMON RUNYON CANCER FUND
THAT KEEPS PROFITS ON THE UP swing . . .

GOTTLIEB

ROCKETTES

Fast, Exciting Play! Biggest Earnings!

* COMBINATION HIGH SCORE AND POINT FEATURE INCLUDES 4 ALTERNATING UP-AND-DOWN KICKOUT POCKETS . . . TRAVELING LIGHT FOR SUPER HIGH SCORE * 4 FLIPPERS FOR EXTENDED BALL ACTION * 12- NUMBER SEQUENCE LIGHTS ROLLOVERS FOR REPLAYS * VARIABLE NUMBER SPOTTING FEATURE * "POP" BUMPERS

Fast Action
DROP COIN CHUTE

ORDER FROM YOUR DISTRIBUTOR NOW!

IT'S NOT "WHAT IS IT," BUT "WHAT IT WILL DO"

OUR MACHINES MUST PLEASE YOU, MAKE MONEY OR YOU MAY RETURN FOR FULL REFUND

Genco's CANASTA

NEW Mechanical Gate STOPS Runaway Balls

MILLIONS TO SCORE!

EXCITING! INVITING!

BRAINS PLAY ALL DAY

MULTIPLE REPLAYS

FAST PLAYING!

BIG PAYING!

WRITE! WRITE! PHONE!
YOUR DISTRIBUTOR—NOW!

THE BILLBOARD
A U G U S T 2 6 , 1 9 5 0

COIN MACHINES

116

THAT KEEPS PROFITS ON THE UP swing . . .

GOTTLIEB

ROCKETTES

Fast, Exciting Play! Biggest Earnings!

* COMBINATION HIGH SCORE AND POINT FEATURE INCLUDES 4 ALTERNATING UP-AND-DOWN KICKOUT POCKETS . . . TRAVELING LIGHT FOR SUPER HIGH SCORE * 4 FLIPPERS FOR EXTENDED BALL ACTION * 12- NUMBER SEQUENCE LIGHTS ROLLOVERS FOR REPLAYS * VARIABLE NUMBER SPOTTING FEATURE * "POP" BUMPERS

Fast Action
DROP COIN CHUTE

ORDER FROM YOUR DISTRIBUTOR NOW!

IT'S NOT "WHAT IS IT," BUT "WHAT IT WILL DO"

OUR MACHINES MUST PLEASE YOU, MAKE MONEY OR YOU MAY RETURN FOR FULL REFUND

Genco's CANASTA

NEW Mechanical Gate STOPS Runaway Balls

MILLIONS TO SCORE!

EXCITING! INVITING!

BRAINS PLAY ALL DAY

MULTIPLE REPLAYS

FAST PLAYING!

BIG PAYING!

WRITE! WRITE! PHONE!
YOUR DISTRIBUTOR—NOW!

THE BILLBOARD
A U G U S T 2 6 , 1 9 5 0

COIN MACHINES

116
TRIMOUNT IS NOW DELIVERING . . . COTTLEBEE'S "ROCKETTES" An action packed game with combination high score and point feature. Kickout pockets, 4 flippers, complete 12-number sequence.

WILLIAMS' "DOUBLE HEADER" A high speed rebound baseball game. Men actually run bases on field, opposing team actually in position on field. Exclusive Cottlee, Seebee and Williams distributors.

REM EMB E R . . . IN NEW ENGLAND IT'S TRIMOUNT 40 WALTHAM STREET BOSTON 18, MASS.

TRIMOUNT IS NOW DELIVERING . . . COTTLEBEE'S "ROCKETTES" An action packed game with combination high score and point feature. Kickout pockets, 4 flippers, complete 12-number sequence.

WILLIAMS' "DOUBLE HEADER" A high speed rebound baseball game. Men actually run bases on field, opposing team actually in position on field. Exclusive Cottlee, Seebee and Williams distributors.

REM EMB E R . . . IN NEW ENGLAND IT'S TRIMOUNT 40 WALTHAM STREET BOSTON 18, MASS.
They'll play the "L" out of PLAYLAND and make it P-A-Y-L-A-N-D for you!

It's LOADED With Surprises for Continued Play Appeal

- BOBBLE BUMPERS
- FLIPPERS
- MYSTERY SCORES
- A-B-C SPECIAL KICKOUTS
- SPECIAL ROLLOVERS

THE EXHIBIT SUPPLY CO.

4218-30 W. Lake Street
Chicago 24, Illinois

BIGGER PROFITS FROM YOUR BALLY SHUFFLE-BOWLERS

NEW CONVERSION WITH REALISTIC UPRIGHT PINS THAT DISAPPEAR AS ROLL-OVERS ARE HIT
PINS AUTOMATICALLY SET EXACTLY AS ON BALLY SPEED-BOWLER
INSTALLED ON LOCATION IN A FEW MINUTES...
IT'S FAST!

New, low-cost conversion gives your Shuffle-Bowlers all the features of the famous Bally Speed-Bowler. Easy to attach on location in just a few minutes. Write at once for complete details and prices.

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.
240 Jefferson St. LEXINGTON 2, KENTUCKY
PHONE: 3-2955
THE GAME THAT HAS EVERYBODY TALKING!

Chicago Coin's

TROPHY BOWL

The Most Beautiful Bowling Game of Them All!

1 OR 2 CAN PLAY!
10¢ AND 20¢

8 FT. LONG!

CHICAGO COIN MACHINE COMPANY

IT'S SMART TO BE THRIFTY WITH THE

WURLITZER 1250

NOW TAKING ORDERS!

Exclusive WURLITZER Distributor
In S. Pa., S. N. J. and Delaware

ACTIVE AMUSEMENT MACHINES CO.

666 N. BROAD ST.
PHILADELPHIA 30, PA.
58 FRELINGHUYSEN AVE.
NEWARK, N. J.
Bladlow 3-4900

YOU CAN ALWAYS DEPEND ON ACTIVE — ALL WAYS

ATTENTION, OPERATORS . . .

WANTED TO BUY for CASH Late Model PHONOGRAPHs for our EXPORT ORDERS.
State Price and Serial Numbers . . . Write, Phone or Telegraph.

Seybold 100
Seybold 346M
Seybold 1360
Seybold 1390

Seybold 1390
Seybold 1180
Seybold 1185
Seybold 1185

Rock-Ola 1412

Seybold 1185
Seybold 1185
Seybold 1185

Badger Sales Co., Inc.
2215 W. Main St.
Los Angeles 6, Calif.
All Phones: DInah 9-2243

INDEPENDENCE 3-2210

Covens Distributing Company
3101 Eleon Chicago 19, Ill.

We Have One-Balls!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
FANS
8" Electric—CLOSEOUT!

Write for Catalog—WE MAIL ANYWHERE

We Have One-Balls!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

We Have One-Balls!

Best Premium Buys!
New Premiums
Added Every Week
This Week's

WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's

WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's

WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!

Best Premium Buys!
New Premiums
Added Every Week
This Week's
WE HAVE ONE-BALLS!
**First with Operators Everywhere**

**Universal's "Winner"**

---

**Added Entries**
- A-B-C-D Bumpers
- Spell Names
- Mystery Type
- Advancing Odds

**Universal's Feature Bell**
- Packed with Extra Features!

---

**Write Wire Phone See Your Universal Distributor**

---

**Universal Industries, Inc.**

Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

5737 North Broadway - Telephone Uptown 8-2345 - Chicago 40, Illinois
Williams DOUBLE HEADER

HIGH SPEED REBOUND BASEBALL GAME

- Men Actually Run Bases on Field!
- Opposing Team Actually in Position on Field!

1 or 2 Players 10¢ Play

8 FEET LONG
2 FEET WIDE

SEE IT—BUY IT AT YOUR DISTRIBUTOR NOW!

Protected Under Patent
Nos. 2459011, 2296548, 2296549, 2240276. Other Patents Pending.

CREATORS OF DEPENDABLE PLAY APPEAL!
4542 W. FILLMORE STREET, CHICAGO 54, ILLINOIS
Bally TURF KING gives MORE fun to MORE people, earns MORE money for operators.

NEW Player's Choice Idea attracts record-smashing play

TURF KING gives every player what he wants. The fellow with the loud tie fights for Odds. The guy with the glasses goes for Selections. His buddy gets a bang out of Double Scores. The Feature-fancier drums tunes on the Pennant-button. The result is complete player-satisfaction and the greatest continuous earning-power in pinball history.

Get your share of the record-smashing TURF KING profits. Get TURF KING today.

NEW PLAYER’S CHOICE BUTTONS

Bally MANUFACTURING COMPANY
DIVISION OF MANN MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
UNITED’S
SHUFFLE ALLEY
REBOUND

FAST PLAY
45 SECONDS

DISAPPEARING PINS
1 OR 2 CAN PLAY
20-30 SCORING

THE PREFERRED
HINGED PLAYFIELD
FOR EASY SERVICE

SmoOth, Quiet
Operation

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
"MUSIC FOR EVERYONE"
Here you have 100 selections—all visible at one time—with "music for everyone"—tots, teen-agers, old-timers... played by the artists of their choice.

FAST REFERENCE
Only the Select-O-Matic "100" Music System gives you the opportunity for proper programming under the five basic musical classifications.

EASY SELECTION
Conveniently located letter-button-number-button selection system makes selection easy. Single coin chute—1 play, nickel—2 plays, dime—6 plays, quarter.

Be 100% with Seeburg... only Seeburg has

100 SELECTIONS at the phonograph
anywhere in the location

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago, Ill.