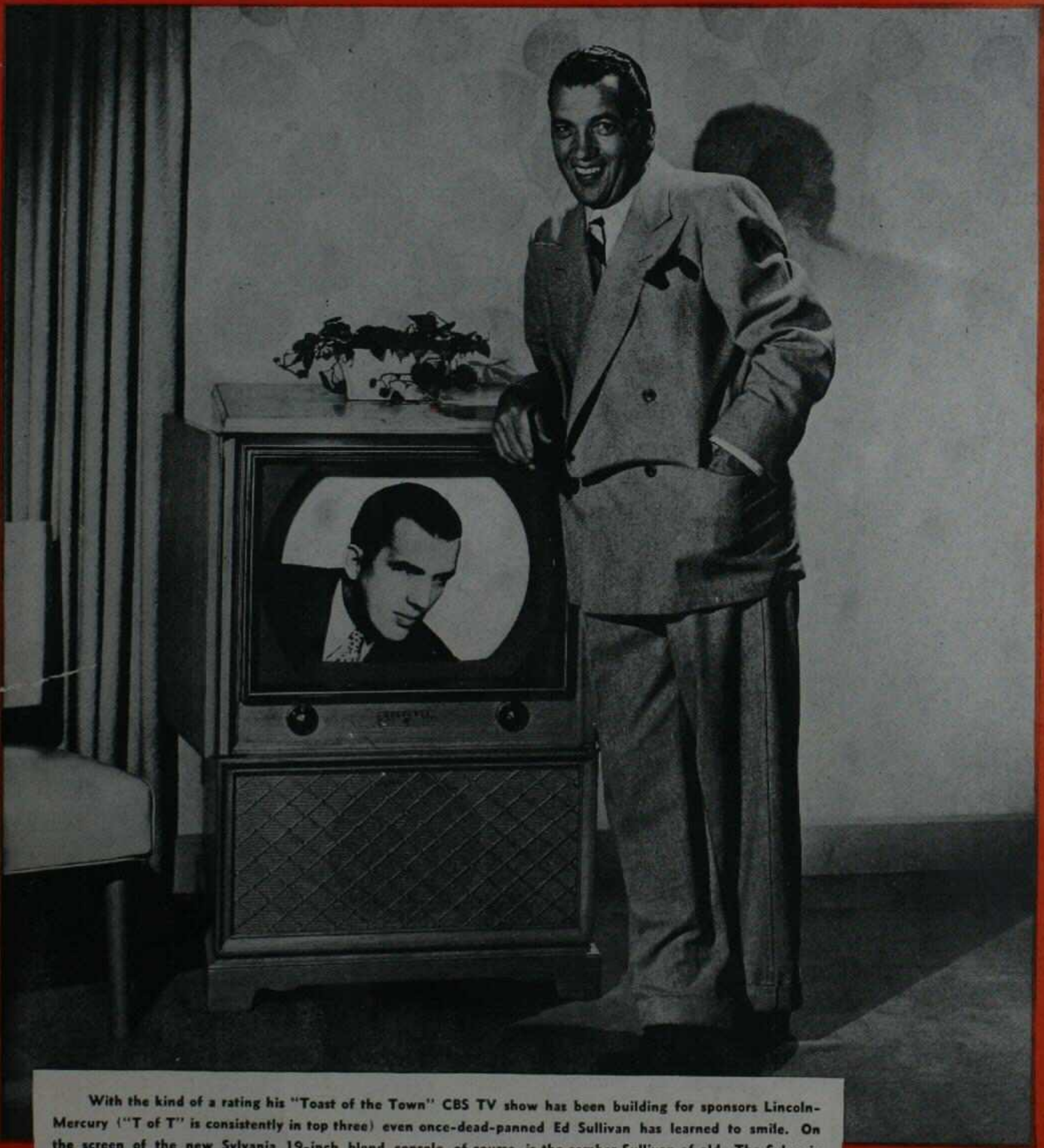


# The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

JULY 15, 1950



With the kind of a rating his "Toast of the Town" CBS TV show has been building for sponsors Lincoln-Mercury ("T of T" is consistently in top three) even once-dead-panned Ed Sullivan has learned to smile. On the screen of the new Sylvania 19-inch blond console, of course, is the somber Sullivan of old. The Sylvania set is one of a line of 21 new "Movie-Clear" models, this fast-moving TV manufacturer is introducing at the National Association of Music Merchants convention in Chicago this week. (More details on Sylvania's 1951 line on back cover of Supplement, this issue.)



# STILL MAKING and BREAKING RECORDS

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

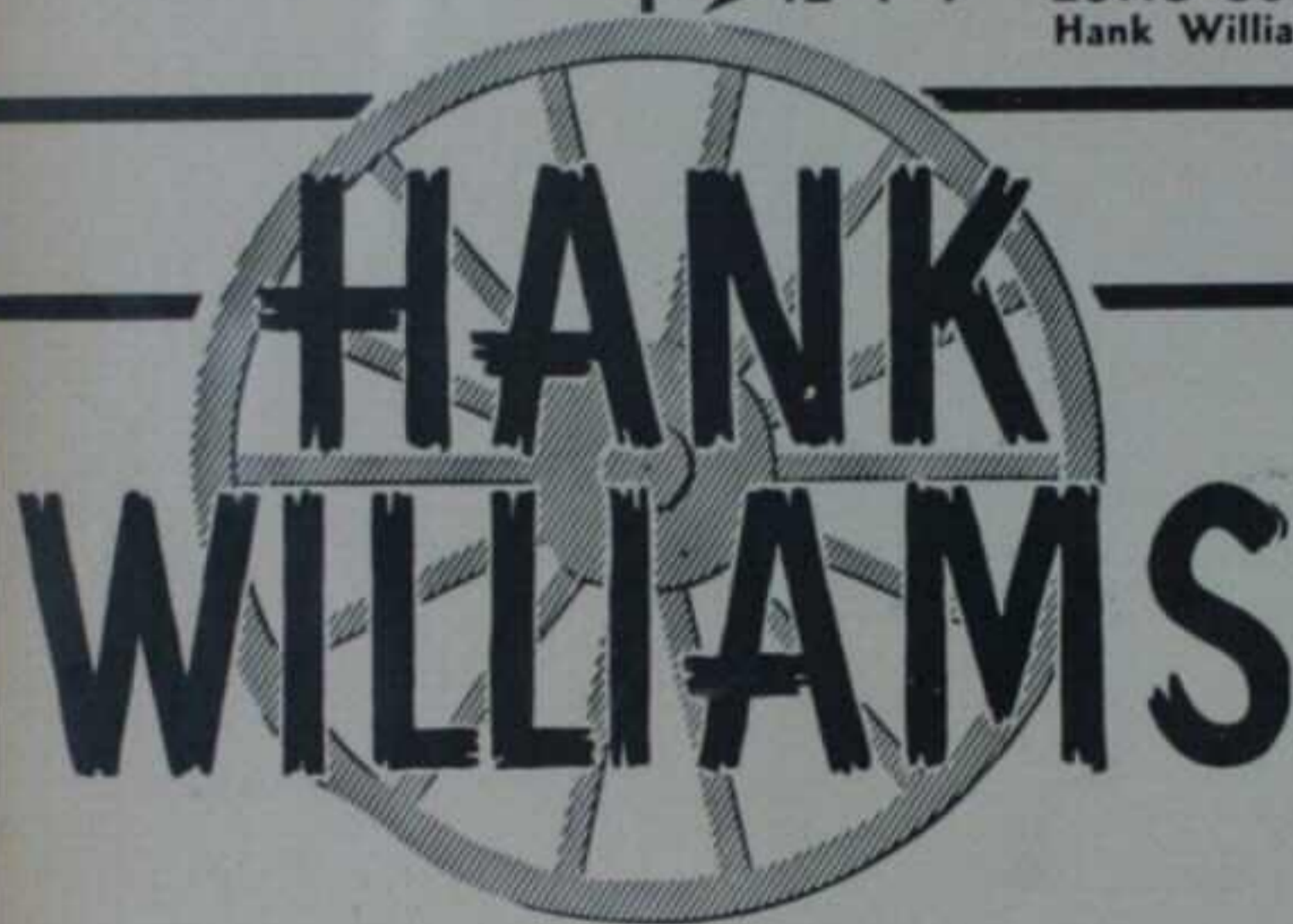
POSITION		
Weeks	Last	This to date/Week/Week
→ 3	4	1 <b>WHY DON'T YOU LOVE ME?</b> Hank Williams—MGM No. 10696
→ 8	1	1 <b>LONG GONE LONESOME BLUES</b> Hank Williams—MGM No. 10645
→ 30	1	1 <b>LOVESICK BLUES</b> Hank Williams—MGM No. 10352

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

POSITION		
Weeks	Last	This to date/Week/Week
→ 4	5	4 <b>WHY DON'T YOU LOVE ME?</b> Hank Williams—MGM No. 10696
→ 8	1	1 <b>LONG GONE LONESOME BLUES</b> Hank Williams—MGM No. 10645
→ 25	1	1 <b>LOVESICK BLUES</b> Hank Williams—MGM No. 10352

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

POSITION		
Weeks	Last	This to date/Week/Week
→ 6	1	1 <b>WHY DON'T YOU LOVE ME?</b> Hank Williams—MGM No. 10696
→ 12	1	1 <b>LONG GONE LONESOME BLUES</b> Hank Williams—MGM No. 10645



# HANK WILLIAMS

**FEATURED STAR ON  
WSM GRAND OLE OPRY**  
NASHVILLE, TENNESSEE

★  
**Extensive Personal Appearance  
Tour Throughout the United States  
This Summer.**

Recording Exclusively for

**M-G-M RECORDS**  
THE GREATEST NAME  IN ENTERTAINMENT

REPRESENTED BY **WSM ARTIST SERVICE BUREAU** NASHVILLE, TENNESSEE





## DECCA TO GO 45 AUGUST 15

ATS Driving  
For Standard  
Tele Methods

## Plan Web Clinic

NEW YORK, July 8.—A campaign to establish uniform TV production procedures by the four TV networks is the major goal of a five-part program on the fall agenda of the American Television Society (ATS). According to Don McClure, of N. W. Ayer, former ATS head who is drawing up plans for the Society's activities next season, the four webs differ so radically on methods of operation that packagers and agencies are in a continual swivet trying to keep the varying policies straight.

To alleviate this situation, McClure says the Society plans to hold an open forum in the fall and invite web reps to discuss proposed reforms and suggest means of making them effective.

The ATS also hopes to foster closer (See *Move to End TV on page 7*)

Flacks Push  
Anti-Throat-  
Slitter Plan

NEW YORK, July 8.—An effort to stop what has been described as throat-cutting has jelled among local press agents to an extent that the newly formed Publicists' Guild will call an emergency and ratification meeting Wednesday (12) at the Warwick Hotel to nail down its new program.

The Guild, claiming an 85 per cent membership of all the qualified (See *PRESS AGENTS SET, page 16*)

## MCA in Cauliflower League

Rassler Round-  
Up Is Start of  
TV Sports Deal

NEW YORK, July 8.—Music Corporation of America (MCA) has begun an all-out drive to sign up sports events for television, with initial emphasis being placed on wrestling. The talent agency has signed Jack Slocum, formerly with the New York Yankees, one time radio-baseball adviser to General Mills and former sports writer, to handle its sports project, with Slocum working under Herb Rosenthal, MCA video veepee.

If present plans materialize, MCA will have tele rights to the top wrestlers on both the East and West coasts. Actually, MCA already has the Coast pachyderms under lock and key via contracts with the promoters for whom the resin rubbers work. Similar deals are now just about set with Toots Mondt and Rudy Du-

Groucho & Guedel  
Get 51% of NBC's  
Profit on "Bet"

HOLLYWOOD, July 8.—Details of the recently concluded NBC-Groucho Marx deal, obtained by *The Billboard* this week, reveal that NBC is guaranteeing Marx \$760,000 annually over a 10-year period, and in addition, is paying him, when the program is on the air, \$4,800 weekly for 39 weeks a year. But that's not all. On top of this sizable slab of loot, the network is cutting the comic in for 38 per cent of its profit on the *You Bet Your Life* package.

NBC also has given John Guedel, packager of the program, a similar (See *Inside of NBC-Groucho, page 5*)

Hearts Have It; "Foolish" and  
"Dear" Year's No. 1 and 2 Tunes

NEW YORK, July 8.—Santly-Joy's *My Foolish Heart* scored first place in the Peatman Annual Survey of Tunes with Largest Radio Audiences. E. H. Morris's *Dear Hearts and Gentle People*, and Chappell's *I Can Dream, Can't I*, were runners-up with second and third positions respectively.

In the standard section of the compilation, Irving Berlin's *White Christmas*, and Harms' *Tea for Two*, again scored one-two. Feist's *Santa Claus Is Comin' to Town*—in 11th place last year on the standard list—rose this year to third. Last year's third place standard, *Blue Skies*, dropped this year to fifth, behind *Begin the Beguine*.

The survey covers the period from July 1, 1949, to July 1, 1950.

Particularly newsworthy in this year's survey is the indication of growing strength of Broadcast Music, Inc. (BMI). Five BMI tunes appear on the chart. These are *Chattanooga*

Will Continue 78 and 33 1/2  
Lines; Move Seen as Big  
Stabilizing Force in Business

## Rackmil Announcement Timed for NAMM Trade Show

NEW YORK, July 8.—Milton Rackmil, president of Decca Records, Inc., announced today that Decca would ship its first release of 45 r.p.m. single records and albums August 15, and from that date forward would issue all pop records and most albums on both 78 and 45.

Thus Rackmil answered the long-mulled industry question as to which of the new speeds Decca would employ for its powerful popular record line. The move is seen as serving to stabilize the rather wobbly record business of the past several years to an important degree.

It leaves Columbia Records, Inc., as the only one of the four major diskeries not producing records in all three speeds. Capitol was the first of the four to go three ways, having joined RCA Victor on the 45 r.p.m. speed virtually at the outset and adding 33 1/2 to its line for classical disks and pop and classical albums some time later.

Decca itself last September added 33 1/2 to its 78 r.p.m. line, but saved the microgrooved disks only for al- (See *Decca Into 45 on page 10*)

Gate Guarantee  
Gets Sponsor a  
TV Pigskin Deal

HOLLYWOOD, July 8.—In a move that may well set the pattern for future college football live tele scanning deals, Hoffman Radio & Television Corporation bought as a package all the Pacific Coast Conference and non-conference college games for video, guaranteeing minimum gates for the 30 games. Hoffman will bankroll the games for TV in the three Coast football areas—Seattle San Francisco and Los Angeles—covering pigskin tourneys of the University of Southern California, University of California at Los Angeles, University of California (Berkeley), Stanford University and Washington University. Hoffman's cost is estimated at more than \$300,000.

KTTV (Times-CBS) will carry the local college games, KING-TV will beam Seattle's school football while San Francisco outlet has as yet not been named. However, indications are that Bay City games will be awarded to KROM-TV, San Francisco *Chronicle* outlet. Hoffman has ex-

(See *Gate Guarantee on page 9*)

Cab Calloway May  
Be the Kingfish

NEW YORK, July 8.—Cab Calloway is on the verge of signing a deal with CBS to play the Kingfish in the TV version of *Amos 'n' Andy*, now being readied.

Calloway has auditioned for the part and web considers him best bet for the role, but there is a difference of opinions between CBS toppers and the band leader's manager, Bill Mittler, as to the price Cab's services ought to command. If they get together, Cab is in.

sek, the Fanchon and Marco of Eastern rassling.

Via its contractual wedlock with Mondt and Dusek, MCA can by-pass the arena owners for whom the myrmidons put on their routines. The reason is that the tumblers work directly for Mondt and Dusek, and tele- (See *Rassler Round-Up on page 9*)

Diskers Ask DC  
Excise Tax Lift

WASHINGTON, July 8.—A strong plea for repeal of the federal excise tax on disks was slated to be made today by the record industry at a hearing before the Senate Finance Committee which hopes to get a tax bill to the Senate floor within three weeks. In a prepared statement to be read to the committee in behalf of the disk industry, it was pointed out that repeal of the disk excise would benefit the national economy and is needed to reverse a steady decline in retail disk sales.

The testimony, the first to be formally submitted by the industry at a congressional hearing this session, was first scheduled to be given by Decca topper Milton Rackmil, then by Edward Wallerstein, Columbia Records chief. Other commitments, however, prevented their appearance, with the assignment finally going to Walter Rivers, Capitol Records exec.

The testimony voiced the industry's chagrin at the House's refusal to (See *DISKING TRADE on page 10*)

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# U. S. Mobilizes Air Waves

## Capitol Speeds Funds To Wage "War of Ideas"

WASHINGTON, July 8.—The United States is moving quickly to step up its international broadcasting activities amid growing concern over the Korean situation. While the Senate Appropriations Committee is preparing to okay an increase in State Department's "Voice of America" budget, a Senate foreign relations sub-committee is rushing to completion a hearing on Sen. William Benton's (D., Conn.) bill for a "Marshall plan of ideas," including five-fold expansion of the "Voice."

A vastly increased role for private broadcast and TV facilities in the government's operations is envisioned as the U. S. rushes its plans. Besides expanding "Voice" operations, the Benton Bill would set up a non-governmental agency to use private resources in spreading U. S. information and ideals, with radio-TV representatives as well as press and movie representatives to be included in the agency.

Meanwhile, the State Department has its own plans for increasing international broadcasts, some of which can be put into effect without addition. (See RADIO GETS BIG on page 7)

### Korea Blues

PHILADELPHIA, July 8.—Action in Korea found two songwriters in the area getting inspiration from newspaper headlines. Dr. William B. Richter, a songwriting dentist, came up with *We Yanks Will Give You Hell, Past the 38th Parallel*. First copy off the press was dispatched to the White House.

Eddy Wilson, who is a former bandleader and now has his own music publishing and recording firm here, came up with a march called *Freedom*. Former leader of the Harmony Kings Orchestra, Wilson will introduce the song on his own Keystone label with his Tune Shop Publications printing copies.

## Excise Bill's Fate Tied to War Fears

WASHINGTON, July 8.—The Senate is going ahead with plans to approve an excise bill similar to that voted by the House, but with the intention of shelving it before enactment if the international situation becomes much worse. Outbreak of World War III would mean no cuts in excises and quick increases in other levies, Senate Finance Committee Chairman Walter George (D., Ga.) said this week as his group began open hearings on the tax bill.

The committee crammed two-score witnesses into four days of hearings on the excise portion of the bill and plans to polish off other tax features next week. Present plans are to send the bill to the Senate floor during the week of July 17.

The committee heard Treasury Secretary John Snyder urge that the bill be trimmed down in line with the President's wishes—which would mean no cuts for showbiz excises. Spokesmen for the industries affected by excises, however, requested the committee to make even deeper cuts than those approved by the House.

## Showbiz Faces Call As Morale Builder

WASHINGTON, July 8.—Morale specialists in the defense department are quietly readying plans which will count on showbiz once again to provide entertainment in camps and installations at home and abroad. Plans have been in the mill for some time, and activities were stepped up as the White House ordered draft machinery set in motion, a move inevitably to be followed by expansion of training camps.

Preliminary blueprints, it was explained, contemplate special service divisions in the armed services functioning pretty much as they did during and immediately after World War II in organizing shows for troops. A revived USO is likely. It was pointed out that operations will be limited, with expansion to keep pace with the growth of the armed forces.

With the exception of July and December, 1949, and February, 1950, the fiscal year which ended June 30 showed almost identical receipts in month-by-month comparisons with the 1949 fiscal year. Those three months lagged behind their counterparts of the preceding fiscal year by a total of about \$13,000,000.

Four months of the past fiscal year showed slight gains over the corresponding months of the earlier year, while the others showed declines. As usual in admissions excise collections, the fall and early

## Admissions Tax Income Off Slightly Compared to 1949

WASHINGTON, July 8.—Collections from the admissions tax during the 1950 fiscal year totaled \$372,756,228 as compared with \$385,843,793 for the previous year, a study of Internal Revenue records showed this week. The moderate decline of \$13,087,565 was less, percentage-wise, than the general slump affecting most excise tax collections.

## FM Would Gain Power; Stations Face Restriction

WASHINGTON, July 8.—The government may impose restrictions on operations of high-power broadcast stations during alerts if America moves into a declared war, it was learned from informed sources. The idea of a blackout of 50,000-watt stations during alerts is being advanced because of the danger of these signals being used not only as navigational aids by enemy planes, but also as direct beacons for guided missiles.

Duration blackout of such stations is not contemplated at present. Receiving the heaviest consideration, it was learned, is the possibility of requiring the big stations to go off the air during alerts.

Because of the inherent hazard of (See FM WILL GAIN on page 7)

winter months of both fiscal years showed the highest totals. Top month in the last two years was December, 1948, when \$38,100,186 came into the treasury. High month in the 1950 fiscal year was September, 1949, with \$35,401,340.

Receipts from the admission tax by fiscal years:

	1950	1949
July . . . . .	\$28,787,158	\$33,172,611
Aug. . . . .	34,432,046	34,311,698
Sept. . . . .	35,401,340	36,054,052
Oct. . . . .	35,225,377	32,237,905
Nov. . . . .	34,537,889	36,378,497
Dec. . . . .	33,561,347	38,100,186
Jan. . . . .	28,026,734	25,911,467
Feb. . . . .	21,551,996	27,054,317
March . . . . .	33,048,576	34,877,921
April . . . . .	27,513,189	26,424,860
May . . . . .	3,383,171	3,707,311
June . . . . .		
(est.)	30,300,000	30,660,301
	\$372,756,228	\$385,843,793

## Business Punk? Not in Jersey; Distributor Hits Top Dollars

NEWARK, N. J., July 8.—Despite the much-talked-about summer slump in the disk business, All-State Distributors here report that May-June business is equal to sales figures racked up during the 1949 Christmas season and 300 per cent higher than sales for May-June last year. Basic reasons given for the phenomenal increase in business are consistent promotional activity and a one-month test of the three-for-one disk exchange program now sponsored by the London and Mercury diskeries.

All-State is New Jersey distributor for London and Mercury disks, Webster-Chicago record playing equipment, Fidelitone needles and Halli-crafter TV sets. Sidney Koenig, president of the company, points out that all products handled by the firm are directly or indirectly sales aids for record retailers. Heavy advertising schedules for Webster-Chicago products are said to account for a portion of the disk business increase.

Koenig is credited in the East with having started the exchange programs for disk dealers that are now being used by RCA Victor, London,

Mercury and several other diskeries. On May 3 of this year his firm talked the London factory execs into permitting a 30-day experiment on permitting dealers to return \$1 worth of shellac disks for every \$3 worth of LP's purchased. During that period (See Business Punk? on page 11)

## Two U. S. Shows Snafu in Paris

PARIS, July 8.—Two American shows, Buster Crabbe's *Aqua Parade* and *Holiday On Ice*, were left ready and waiting on their barges on the Seine Saturday (1) night when technical difficulties with lighting made it necessary to call off the *Scene* on the Seine at 2:30 a.m. Left waiting were some 250,000 would-be spectators, including France's President Auriol and the Duke and Duchess of Windsor.

The event was the *Grande Nuit de Paris*, which had been ballyhooed as (See Two U. S. Shows on page 22)

## Song Plugger Heaven in New Rich TV Show

### Package Aimed at Teeners

NEW YORK, July 8.—Song pluggers and pubbers can look forward to a lucrative new video outlet, when ex-bandleader Buddy Rich launches his new across-the-board show on DuMont TV here Monday (24) from 2 to 4 p.m. The show, which will be programed every day that baseball isn't skedded, will be aimed at a teen-age audience with accent on the music business.

Rich will emcee, spin records, dance, sing, interview guests and introduce a variety of participation gimmicks, styled for home viewers and the studio audience. Specific time segments will be allotted to the pluggers, with the stipulation that they vocalize or bring in a performer. Another feature, *So You Want To Write a Song*, will invite listeners to submit lyrics for various tunes, supplied by the pubbers, natch.

The platter sessions will be sparked with a "name the band" game, with viewers given clues, via photos of side men, vocalists and finally the leader himself. As an extra fillip, Rich will don funny hats and assorted fright wigs to lip-sing along with the disks. Recording stars will get in the act thru a daily honeymoon couple "sing with a star" routine. Male artists will warble with the bride. (See Song Plugger Heaven, page 19)

## B. A. Rolfe Forms TV Group

BOSTON, July 8.—B. A. Rolfe, rounding out 60 years in show business, is organizing a new unique orchestra here called "The Young Bostonians." The group, from 16 to 21 years old, is being readied for TV shows and, besides playing, will offer a complete vaudeville show. Rolfe, now residing in Mansfield, Mass., once was leader of the Lucky Strike orchestra.

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 E. W. Evans, Gen. Manager, Cincinnati  
 Main Office & Printing Division  
 2160 Patterson St., Cincinnati 22, Ohio  
 Phone: DUnbar 6430  
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 F. B. Joerling, Gen. Manager Southwest Division  
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 Phone: CHestnut 0443  
 C. J. Latscha, Advertising Director  
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 B. A. Brun, Circulation Manager  
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# WEB RATE SHIFTS DUE IN 1951

## Oh & Ow!

NEW YORK, July 8. — With all this talk going around about networks pre-empting time from their owned-and-operated stations, current gag is that the only safe time the stations have is the evening sign-off.

What makes 'em so sure?

## NBC in Pitch For Danny Kaye

HOLLYWOOD, July 8.—NBC-TV talent head, Carl Stanton, left Hollywood this week-end after discussing video deals with the web's Hollywood talent headliners. Understood Stanton's prime objective was to try to get Danny Kaye as one of the emcees on *Comedy Theater*, web's new Sunday night show which preempts in the fall, with Eddie Cantor and Fred Allen already set for once-a-month shots. Stanton and NBC Coast tele network topper, Norman Blackburn, favor Martin and Lewis as the third element in the star-studded line-up, with the fourth alternating show to consist of a different celeb each time.

Stanton did not disclose any definite commitments, but said that he had talked with many of the web's important talent properties, including dramatic as well as comedy stars. A working arrangement with Kaye is already in the works whereby the funnyman would do guest shots yearly over various NBC shows. Special guest shots for Bob Hope in addition to comic's regular *Frigidaire* tele series also were discussed.

## JWT Burns Over Ford Mangling

NEW YORK, July 8.—J. Walter Thompson this week protested strongly to both MCA and NBC-TV over the allegedly mangled presentation of the initial telecast of the *Ford Star Revue*. Featuring Jack Haley and produced by NBC-TV and packaged by MCA, the program is the Ford dealers' summer replacement for the Kay Kyser show, Thursday nights, 9-10 p.m.

The hour program ran at least six minutes short. The middle commercial got snafued between Haley live and the film plug, and Haley had to continually ask the camera crew whether he was off or on—in between mopping his brow. The package is top-budgeted for a summer replacement, running about \$12,500.

## DuMont Buys TV Rights to Sat.

NEW YORK, July 8.—The DuMont TV web closed a deal with CBS Friday (7) to take over the latter's Saturday night TV rights on Madison Square Garden sports events next season. CBS shelled out \$125,000 for the rights originally, but it's doubtful if DuMont paid near that, since CBS was anxious to unload.

With the acquisition of the 25 Garden remotes (October thru March) DuMont will have one of the heaviest

## Ed Murrow Show's Four Angels Sing In Columbia's Till

NEW YORK, July 8.—With the signing of four sponsors for the across-the-board Ed Murrow news show, CBS may not only have itself a commentator version of Arthur Godfrey, but undoubtedly will make more dough from the show than last season when only one sponsor paid the freight. This week Peter Paul purchased an 18-station Pacific Coast web on Mondays, Wednesday and Fridays, and Quaker State Oil the same outlets on Tuesdays and Thursdays starting next fall. Show is on CBS 7:45-8 p.m.

Previously, Hamm Beer placed a firm order for the Middle Western CBS network and Amoco for the Eastern web. Thus the only territory open is the South Central and Southwestern areas. CBS gets full network rates without giving any net discounts to the Murrow clients. But special lines will have to be installed and that will cut some of the take.

sports line-ups in the industry, what with its current deals for Yankee baseball games and Notre Dame football skeddied for fall. The web reportedly already has a sponsor lined up for the series, which will be programmed at 8:30 p.m. as *Saturday Night at the Garden*. DuMont has one commercial show in that time spot now, United Whelan's *Cavalcade of Stars* (9 p.m.), but will reschedule it.

## "Inevitable" Adjustments Seen by NBC

### Sponsors Head Drive

NEW YORK, July 8.—The possibility of rate adjustments for AM network rates by January 1 of next year is increasing virtually every minute, according to off-the-record comments by top web sales execs. This week, several major developments pointed even more in the direction. They were:

The possibility that NBC might reduce its Sunday afternoon AM rate, with the web having such a move now under consideration. Such a move, if eventuating, would enable NBC to better its competitive position with CBS, which reduced its Sunday afternoon rate about four months ago (see separate story).

Reports of creation of an inter-ad agency committee to explore the rate situation, and then to discuss the situation informally with the webs.

Revelation that NBC has been conducting and is continuing to conduct a study of its entire AM rate structure.

A public declaration by Joseph H. McConnell, speaking to the South Carolina Broadcasters' Association (SCBA) Friday (7) that rate adjustments are inevitable, even tho AM is still the top U. S. advertising buy. This is believed to be the first public statement of its kind by a top network official.

### Higher Pressure

Altho there has been for some time almost unremitting agency pressure on webs to cut nighttime AM rates, this effort now seems to be developing the lines of a concerted drive. It is in response, of course, to client pressure on agencies, with two top advertisers, one a soap company and one a food firm, understood to be spearheading the drive. It was also learned this week that a top agency radio-TV veepee had been asked to sit on a committee now being established to look into the rate question.

The networks have taken the position that radio has been under-priced for years and that, despite TV's increases, AM rates still haven't come near catching up with what they should be.

From every indication, the pending rate changes will involve three basic factors. One will be to reduce nighttime rates in TV markets; the second, to increase daytime rates generally, and the third, to eliminate certain Class C and D differentials. The latter pertain primarily to early morning (pre-9 a.m.) rates. There is also a possibility of some nighttime increases in non-TV markets where (See *Web Rate Shifts* on page 22)

# Inside of NBC-Groucho Deals

## Network Goes For 4 Million Over 10 Years

### Web Takes 49% of Profits

(Continued from page 3)

10-year "annuity." Guedel is listed, according to insiders, for \$225,000 annually over 10 years, plus \$1,800 weekly as producer of the show. He, too, is cut in for 13 per cent of the net profits. Thus, between the 38 per cent given Groucho and Guedel's cut, NBC will retain 49 per cent of the net profits of the package sale, for AM or TV or both.

Not including annual pay hikes, said to call for \$800 a week each year, NBC therefore is guaranteeing Marx a reported minimum of \$263,200 annually. Guedel, without including annual increases, is slated for \$98,700 annually. The combined total to both is \$361,900 annually—which means that over 10 years and allowing for pay hikes for both, NBC is on the books for around \$4,000,000 in guarantees.

And that ain't all. NBC is also paying Marx's legal fees. He buys his own food, tho.

## Bingle's Bingo Blankets Gotham

NEW YORK, July 8.—New York City listeners will get their fourth Bing Crosby record program next week when WNBC, NBC's key outlet, starts programing a morning half-hour of the Groaner's biscuits. Crosby now does his own Minute-Maid deejay series over WCBS, and WNEW has a morning Crosby program at 11:35, and another at night.

WNBC's session will be the earliest of the three a.m. shows, starting off at 9:30 a.m. The WCBS show, a 15-minute period, airs at 10 a.m. The WNBC show, which replaced Norman Brokenshire, who has shifted to WJZ, New York, will be spiced by Andre Baruch.

## Kudner Erases TV For Martin & Lewis

NEW YORK, July 8.—The Kudner Agency for its client—Buick—this week dropped its effort to televise a full hour Dean Martin-Jerry Lewis comedy show. The pair's movie commitments made it impossible to guess at a starting date for the program.

The agency, meanwhile, was trying to place an order for an hour of time with CBS-TV. Prospects, however, were not too good because of the already crowded schedule at CBS-TV.

## DeMille To Run Hour SDG Show On AM for NBC

NEW YORK, July 8.—NBC has set a deal with Cecil B. DeMille whereby he will serve as producer and commentator on a new hour-long AM version of the Screen Directors' Guild (SDG) dramatic show. This will give NBC a counterpart of CBS's top-rated *Lux Radio Theater*, on which DeMille served in a similar capacity until a dispute with the radio actors' union (AFRA) forced him off the air.

NBC is said to be planning the show for a Friday night spot, with most of the commercials on that night this past season having washed out for fall. The web also is planning to offer the program on a split half-hour basis to two sponsors, figuring it's more likely to get a sale on that basis under present circumstances than it would were it to pitch the full hour at one account. Package price is reported at \$5,500 per half hour, plus time.

The Guild show was sponsored on NBC last season by RCA, which has since canceled. DeMille, meanwhile, after losing a court battle in which he protested a \$1 AFRA assessment, has paid up and is back in good standing.

## NBC Ponders Sun. Rate Cut

NEW YORK, July 8.—NBC is considering reducing its Sunday afternoon AM rate. The web now charges three quarters of its Class A (evening time), as compared to one half Class A time for other days of the week.

CBS reduced its Sunday afternoon time several months ago. Previously, CBS had charged two-thirds of its Class A time. NBC now has three half-hours sold on Sunday afternoon, between 2 and 6 p.m.



## NBC Calls Affiliate Meet In Move for 1-2 P.M. Time

NEW YORK, July 8.—NBC soon will move formally to add one hour to its daytime AM network operation. The web has called a meeting with a group of its top affiliates to be held in Chicago later this month, with Executive Vice-President Charles R. Denny slated to make the network's pitch. NBC wants its affiliates to carry network programs for the full 1 to 2 p.m. hour. This is now station time, but the last 15 minutes are being used for a web commercial.

NBC network time now runs from 10 to noon; 3 to 6 and 8 to 11. Under Federal Communications Commission (FCC) regulations, a network cannot

program more than three hours out of any of the three broadcast day segments, unless the stations voluntarily cede the time. In a sense, this does not affect NBC, which is only using two hours of its possible morning three hours.

NBC's problem is made tougher by the fact that while affiliates only get about a third of rate card for network business, they get full rate for local business, which most of 'em now have sold in the hour NBC seeks. On the other hand, NBC figures it's in the stations' own interest to maintain maximum web schedules in the face of growing TV inroads. From reports, NBC has advertisers all set to go into the time sought—provided the stations come thru.

CBS recently made a similar move and got 10:15 to 10:30 a.m. from its affiliates and is about set to get the preceding quarter hour for additional Arthur Godfrey commercial time.

## 3 Big Sustainers May Fall in CBS Video Cutdown

NEW YORK, July 8. — CBS-TV this week was considering dropping three of its top-budgeted and most important sustainers. Shows are *Comedy Theater*, *Sure as Fate* and *Starlight Theater*. The TV web is expected to save upward of 150G this summer via the cuts. *Sure as Fate*, for example, is the most expensive sustainer CBS-TV has ever put together, costing around \$8,000 each week for the hour drama show.

It is believed that the net will program the time with film as it did last summer. But CBS-TV will have to pay World Video for *Comedy Theater* scripts already bought. The shows will be peddled from their kines.

The web generally is tightening up on its TV budgets. The rule now is that a director cannot go under budget and use the money saved to go over on future weeks, as in the past. Henry White, the new TV budget director, will ride herd on expenditures and put more money-saving devices into action.

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## Social Security Jackpot Bows to Wisconsin Law

MILWAUKEE, July 8. — Warned by Wisconsin's attorney general, Thomas E. Fairchild, last week that he would issue an order banning the show under State anti-lottery laws, Jack Bundy, WMAW station manager, has stopped the station's hot Social Security numbers program.

The gimmick was aired a week before ruling was issued. A terrific increase was noted in new listeners anxious for chance to win \$100 if their Social Security numbers were read off, according to H. E. Saxton, of Saxton Agency, whose client, Roth Appliance, Norge distributors, sponsored the show.

Station bought the contest thru the Azrael Agency, of Baltimore, who reportedly has assured its legality. Eighty cities in the U. S., including two in Wisconsin, were already using the set-up. Wisconsin outlets WRJN, of Racine, and WAUX, of Waukesha, had been using the show over three months without complaints from the law.

An orthodox phone quiz was substituted in the same slot for the sponsor.

Bundy reports no attempt to fight the State ruling.

## Radio's a Lively Corpse Yet, 10-Sta. Push Hopes To Prove

NEW YORK, July 8.—What is believed to be the first group effort to combat anti-radio, pro-TV research propaganda will get under way in New York Thursday (13) when the heads of 10 N.Y.C. stations will meet to organize a campaign. Meeting was called by WOR, at whose studios the session will be held, with R. C. (Pete) Maddux, WOR veepee, presiding.

The main pitch will be made by Joe Creamer, WOR director of advertising, who will present a public relations prospectus, based on WOR research director Robert Hoffman's premise radio ratings for the first half of 1950 were better than the same period for 1949. In line with this, WOR execs contend radio's biggest headache stems from its failure to sell itself to the public.

Creamer's promotion plan includes

## Up the Ladder

NEW YORK, July 8. — George Wallace this week was named director of AM advertising and promotion for NBC. Wallace, who has been in the net's promotion department for some years, succeeds the late Charles P. Hammond. Wallace started with NBC 10 years ago as a page.

## SAG Stand Seen As 'Grandstand' By TVA's Heller

NEW YORK, July 8. — Television Authority (TVA) this week claimed that the Screen Actors' Guild (SAG) letter urging TVA "to speed negotiations for performers in live television" was nothing more than a grandstand play made to get Eastern video performers' support. George Heller, TVA head, claimed that SAG had thrown a monkey wrench into TVA's former negotiations with the webs by holding its own conferences with the nets. By contrast, he added, TVA has never interfered with SAG's dickering with film-TV producers.

Heller said that negotiations couldn't be resumed under SAG's terms because there would be no correlation in rate demands. Because the respective demands of TVA and SAG are so greatly at variance, the union exec fears that the TV broadcasters could play one org against the other, if each negotiated separately for live and film.

## Sanka Air Time Hangs on Hands

NEW YORK, July 8.—Sanka this week was attempting to cancel its 13-week commitment on CBS-AM next fall. Formerly the sponsor of *The Goldbergs* Saturday nights, 8:30-9 last season, Sanka repurchased the time because of a contiguous time rate. *Gangbusters*, sponsored by another General Foods product, follows.

Efforts by Sanka to find a satisfactory mystery show at the right price, however, haven't jelled. Indications are that unless CBS can come up with another buyer for the time slot, Sanka will have to play or pay. Young & Rubicam is the agency.

## Richards Not Anti-Semetic, Says Reynolds

HOLLYWOOD, July 8.—Attorneys for G. A. Richards in the Federal Communications Commission (FCC) hearings sought to dispell charges of anti-Semitism against the station owner by attempting to prove that Richards held some Jewish individuals in high regard and contributed to Jewish charities. Station KMPC Manager Bob Reynolds testified in praise of the station owner's attitude toward minority races.

Reynolds said that as an avid sports enthusiast, Richards (former owner of the Detroit Lions, pro football team) had displayed respect and admiration for Sid Luckman, Benny Friedman, Hank Greenberg, Kenny Washington and Joe Lewis. Reynolds further said that the Lions' trainer was Jewish and was well liked by the station owner.

Reynolds also testified that KMPC contributed free spot announcements and program time ranging to 30 minutes to such Jewish orgs as B'Nai Brith, B'Nai Zion Temple, United Jewish Welfare, United Jewish Relief and Zionist Youth, among others. Furthermore, Reynolds said the station had given time on behalf of Brotherhood Week, and identified thank you letters to the station from Jewish figures and rabbis in which they expressed appreciation for the outlet's part in their programs. A list of the station's charity contributions contained Jewish orgs, including Denver's National Jewish Hospital, which received \$185 from KMPC.

Dr. James Milton Robb, Detroit ear-nose-throat specialist and prexy of Michigan State Medical Society, testified on behalf of Richards. The medic was on the Coast attending the American Medical Association convention. The doctor said he knew Richards for 30 years, found him generous in turning over his radio facilities to civic projects, and strong on American ideals.

FCC Counsel Frederick Ford brought Jack Gardner to the stand, employed at KMPC from January to June, 1946, with Gardner repeating earlier testimony that Richards had ordered him, via a phone call, to read a *Los Angeles Examiner* editorial on a newscast, and had instructed him (thru the newsroom head) to play up Jewish names of individuals appearing in unfavorable news reports. He said the station's music librarian relayed orders from Richards that he not play Bunny Berigan's *I Can't Get Started With You* disking because of the line referring to the late Franklin D. Roosevelt and the platter F.D.R. Jones.

## Ayer Tests TV Plug On One Station First

NEW YORK, July 8.—A policy of "sneak previewing" tele commercials on one station prior to airing them on web hook-ups has been initiated by N. W. Ayer. Purpose is to test the sales effectiveness and audience reaction of the video plugs, as well as to test any new techniques.

Agency thinking is that a good deal of risk is eliminated by checking the plugs before giving them large-scale exposure. So far the agency has spotted tests on WNHC-TV, New Haven, Conn., and WPTZ, Philadelphia.

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# MOVE TO END TV TECH HASH

## Filmusic Shorts for TV In Golden Sweep, 30G to 100G

NEW YORK, July 8.—Price tags ranging from \$30,000 to \$100,000 have been set on the musical, short-subject film library now being peddled to tele stations by Official Television, video adjunct of Official Films, home movie company. Official some months ago acquired the shorts produced for Soundies, the ill-fated coin machine movie project sired by Jimmy Roosevelt.

Pitch being made by Official is that its library is the only one enabling a TV station to program a visual disk jockey show. Its pictures run an average of two and one-half to three minutes, about the same time as a phonograph record. Out of some 2,000 films bought from Soundies,

clearances so far have been obtained on 1,040. These, in turn, can provide as much as five hours a week of programming. It has taken six months to get the present batch of clearances.

So far, the Official library has been bought by WCBS-TV in New York, three NBC owned-and-operated stations — WNBQ, Chicago; WNBK, Cleveland, and WNBW, Washington; KTTV, Los Angeles, and KRON, San Francisco. Each deal is for one year, with the stations getting first refusal on additional product as it is cleared and built into another library. Contracts also provide for a maximum showing of any one film of four times a year. Library cost is based on TV receiver circulation in each market, and contracts are exclusive to each station.

Soundies were produced for about three years, starting in 1941, talent including such names as Louis Armstrong, Charlie Spivak, Mills Brothers, Alan Ladd, Alvino Rey, Vincent Lopez, Tony Pastor, et al.

Executive vice-president of the company is Alex Rosenman, identified with WCAU, Philadelphia, as sales manager. Other execs are Ike and Leon Levy, Mike Nidorf, Frank Satenstein, Edward R. Murrow, Henry Jaffe and Manie Sacks.

## Radio Gets Big Place as Ideas Seek War Pace

(Continued from page 4)

tional congressional authorization. Longer hours for existing transmitters will be ordered soon. The rest of the agency's plans are being withheld pending approval by the Bureau of the Budget.

The Senate foreign relations subcommittee which staged hearings on the Benton Bill was visibly impressed by indorsement for the measure this week from RCA Board Chairman David Sarnoff, Secretary of State Dean Acheson, former Ambassador to Russia Walter Bedell Smith, Bernard Baruch, generals George Marshall and Dwight Eisenhower, and Assistant Secretary of State Edward Barrett, who is "Voice" chief. Sarnoff outlined plans for a U. S.-operated global network costing an estimated \$200,000,000, and he asked that State Department be given power to negotiate for transmitter sites with nations bordering Soviet satellites.

Current hearings have pushed into the background the plan of Sen. Karl Mundt (R., S. D.) for overseas TV to supplement radio. But the idea is nevertheless getting some consideration in Congress and at the State Department.

Meanwhile, Capitol Hill is continuing to mull legislation to expose Communistic infiltration attempts in radio and TV (*The Billboard*, July 8), altho the Senate Democratic Policy Committee this week declined to endorse the Mundt-Ferguson-Nixon Bill requiring identification of Communist-inspired sponsorship of radio and TV programs. The bill has already been reported out of committee on the Senate side, and has received the endorsement of the Senate GOP Policy Committee.

## New D. C. Group To Start Drive For Theater T-V

WASHINGTON, July 8.—In a drive to push development of theater television, the National Exhibitors Theater Television Committee filed incorporation papers here this week (7). The committee described its No. 1 purpose was "to promote and foster the art of theater television in order that this new informational medium may fully serve the public interest by being made available in theaters, community centers, and other appropriate meeting places."

Representing the committee as counsel is Marcus Cohen, former FCC attorney. The incorporation papers were signed by three prominent D. C. theater executives: A. Julian Brylawski, of Warner Bros.; Frank M. Boucher and Harry Bachman. Cohen said the organization will select officers at an early meeting and that membership will be on a national scale.

The organization, according to its by-laws, will "encourage and engage in scientific, sociological and other studies designed to determine the public need and desire for a theater television service, and to make available all data accumulated in such studies for the consideration of interested individuals and groups, including public and private officials,"

(See New D.C. Group on page 9)

## ATS Leaders Aim To Tailor Web Methods

### Kine Processes Gaining

(Continued from page 3)

co-operation between film producers and ad agency copy departments.

"Right now," says McClure, "too many agencies fail to take advantage of the commercial film men's technical know-how. They should utilize their knowledge of gimmicks and money-saving tricks, instead of just handing them a completed script tailored by a radio copy writer."

In line with this, the Ayer exec hopes to have ATS set up annual industry screenings of prize-winning TV shows and outstanding commercials, so as to enable study of techniques.

Kine-processes will also enter into the ATS's schedule next season. "In the past," says McClure, "agencies have been reluctant to buy kine because of the poor quality, but the networks have made remarkable strides recently, and we think it's time to re-examine the kine situation and review the various new techniques."

The fifth ATS proposal deals with the need for simpler sets. "You can't put an elaborate set over on a small TV screen," explains McClure, "but try to convince the networks."

In view of the webs' leaning toward De Mille-styled scenic design, the ATS will alert members to watch their sets for cluttered video backgrounds, with an eye toward snapping still photo evidence of their untelegenic qualities.

## AFM Hikes TV's Tootler Scales In Quiet Move

NEW YORK, July 8.—While American Federation of Musicians (AFM) Prexy James C. Petrillo is in a go-round with TV's on TV-film rates for his tootlers (see other story this issue), he has quietly concluded a new pact for live music on video. Under the new agreement, network scale has been hiked from 90 per cent of AM radio rates to 95, and local scale for Local 802 from 80 per cent of the AM fees to 85.

The network pay for musicians shows the following improvements: For telecasts of 30 minutes or less, the new rate is \$17.10; the old rate was (See AFM HIKES TV'S on page 11)

## NBC Drops Ban On Web D. J.'s

NEW YORK, July 8.—With no fanfare, NBC this week dropped its ban against the network programming of disk jockey shows. Starting Saturday (8), NBC is feeding its affiliates the half-hour Wayne Howell platter program, airing from 3 to 3:30.

Howell's show had been heard on WNBC, New York locally, but in the past NBC has clamped down on any networking of phonograph record program. The network's move follows the dropping, previously, of bans against airing transcribed or taped shows.

## FM Will Gain If War Comes; Big Stations Face Curb's

(Continued from page 4)

high-powered radio signals in war, the FM industry is expected to get even stronger encouragement from high official quarters, not only for the medium's value in local radio coverage, but also for its limited range. The AM signal is capable of reaching 1,500 to 2,000 miles, while an FM-er's is limited to about 60 miles.

FM-ers feel the industry is already moving into a solid position after the shutdown period during which hundreds of dropped bids and cancellations occurred. More than 700 stations are now operating in more than 400 communities, and sales of FM receivers are on the upgrade. Probably reflecting the national trend is the expansion of sales in the nation's capital. In the last seven months the number of FM receivers in the Washington area has increased 50 per cent. U. S. entry into a new war would

quickly result in an end of production of radio and TV sets and broadcast equipment for civilian use. Production of cathode tubes and large radio receivers would probably be stopped first, with the manufacture of smaller FM and AM receivers to be halted later.

The National Security Resources Board (NSRB) is now compiling a master list of industrial plants and the war uses to which they can be converted. Radio-TV manufacturing plants are down for conversion to military communications equipment suppliers.



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## Comedy Theater

Reviewed Sunday (2), 9:15-9:45 p.m. EDT via CBS-TV, New York. World Video, Inc., package. Producers, Donald Davis and Dorothy Matthews; director, Dave Pressman; writer, David Shaw adaptation of Ring Lardner original. (Other writers for series: Alvin Sapinsky, Howard Rodman, Bob Anderson and Reginald Lawrence, doing adaptations of well-known humorists' works.) Cast: Elliott Sullivan, Lee Grant, others.

The crimes committed in the name of comedy over the video-waves are notorious and numerous, and this kick-off show on CBS-TV's Comedy Theater series can be convicted of at least a misdemeanor. Producers and writers will no doubt some day become aware that a half-hour dramatic show (comedy or whatever) needs a little plot. This one had too little. A guy goes to a hospital for a rest and can't get it because his nurse is a scatterbrained babe who has mastered the technique of perpetual motion with her vocal cords.

Ring Lardner is charged with having written the original story from which David Shaw did the adaptation. If Lardner took more than 500 words to tell it and told it well, he's an even greater penman than he's given credit for. All Shaw did in the adaptation was make it impossible for directors Don Davis and/or Dorothy Matthews, let alone the poor actors, to salvage the thing. Elliott Sullivan, playing the lead, almost nudged himself into permanent distortion, trying to wring laughs out of the inept tale and script. Lee Grant, doing the nurse, is probably still hoarse.

The writing, too, was fundamentally responsible for the completely implausible situations and characters (even for broad comedy), which made the supporting players look like high school amateurs. Maybe it's just as well CBS didn't supply their names in the show credits, and we haven't got time to chase them down.

Unless basic plots and writing in subsequent stanzas pick up tremendously, prospective sponsors would do better to bank roll some 1922 films. *Joe Crida.*

## The Ransom Sherman Show

Reviewed Wednesday (5), 7-7:30 p.m. EDT, Sustaining via NBC, Chicago. Producer, Ted Mills; director, Dave Brown; writer, Doug Johnson. Cast: Ransom Sherman, Nancy Wright, Johnny Bradford, the Visionaires Quartet. Music, Art Van Damme Quintet.

Ransom Sherman has picked up on TV where he left off on radio's Club Matinee in 1941, and judging from this show he should hit pretty much the same audience, and do just as well as he did on AM. The show replaces Kukla, Fran and Ollie until August 25, then will move into a daytime spot.

The pace was leisurely—perhaps too much for some viewers. Sherman was completely at ease as he twanged out introductions, read fan mail, including an alumni letter from his AM standby, Steddie Prep, and directed a slapstick "little theater group." Show was done without a studio audience in barn-like Studebaker Theater, bought by NBC for the Jack Carter show and now the only available space for Sherman.

Visual gimmicks which Sherman used effectively included a chair with a back which collapsed as he talked, a moose head above his desk which responded to his affectionate pats with clouds of dust, and a rickety portable stage for his little theater group.

Van Damme's six-man quintet did its usual workmanlike job. Nancy Wright and Johnny Bradford have good looks and good voices, and fit in perfectly with the informal tone. The show is on a local co-op basis, with three breaks for local commercials. For stations that haven't sold the time NBC tossed in some old band drive films. *Jack Mabley.*



Designated Radio Review

## Radio and Television Program Reviews



Designated Television Review

## The Ford Star Revue

Reviewed Thursday (6), 9-10 p.m. EDT. Presented by the Ford Dealers thru J. Walter Thompson via NBC-TV. Producer, Sylvia Friedlander; director, Dick Berger; stage director, Coby Ruskin; scripter, Bill K. Wells; emcee, Jack Haley. Cast: Janis Paige, Bill Callahan, Jack Cotton and His Continentals.

Professional television went back to its 1946 days in the debut of *The Ford Star Revue* on NBC-TV as a summer replacement for *Kay Kyser*. The production work was amateurish, the show ran around six minutes short of its allotted hour time, the middle commercial was bolted up between a live number and the film plug, and confusion generally had a field day. To the show's credit it had two distinct assets: A new five-man singing group—Jack Cotton and His Continentals who whammed home in song, dance and pantomime one number after another, and Jack Haley doing *Lesvee My Palms Alone*, a tune in the true musical comedy vein.

Haley, an amiable clown, carried himself well, but his very style demands strong support in material and acts. Of two sketches, one was fair, the repetitious in situation; the other shouldn't've happened to a mummy. Bill Callahan, the featured terper, suffered from poor camera work.

Gifted with evident physical assets, actress Janis Paige missed fire as a vocalist. The show's dance group, tho there were too many of them, performed competently.

The revue's lighting was below par. Callahan's face was entirely washed out on long shots, and Miss Paige looked almost gray, possibly because of incorrect use of make-up combined with the lighting.

From time to time Haley commiserated with the TV audience because his video stint had proved so hard for him. Considering the chunk of cabbage he's getting for the show, not too many televiewers will sympathize. They want good shows, professionally produced, not excuses, and they'll get them, too, by turning dials.

The Ford film commercials gave viewers a test ride, demonstrated the car's new fan belt and generally created a sales impact.

The inadequately rehearsed presentation should get better in future, but contains a lesson for other new productions. Better organization, more production personnel and more rehearsal time are needed. *Leon Morse.*

## Much About Doolittle

Reviewed Sunday 8:30-9 p.m. EDT. Sustaining over CBS-AM network. Style—Situation comedy. Producer-director, Larry Berns. Writers, Dick Powell and Jack Crutcher. Cast—Jack Kirkwood, others.

*Much About Doolittle* seems destined for not much of a run. Its only saving grace is a rapid-fire and bombastic performance by Jack Kirkwood, who is just about without peer when it comes to doing takes or punching over a line. It's a family situation comedy program, at least in theory, but the tee-off was characterized by hackneyed story lines and utterly transparent people, from Kirkwood (Colonel Doolittle of the war of 1812 or thereabouts), his slightly disenchanted wife, down the line.

Production and support are okay, but the show has nothing to justify its continuance. *Jerry Franken.*

## Grandby's Green Acres

Reviewed Monday (3), 9:30-10 p.m. Sustaining over CBS-AM network. Style—Comedy drama. Producer-director-writer, Jay Sommers. Music, Opie Cates. Cast: Gale Gordon, Bea Benadaret, Louise Erickson, Parley Baer, Bob LeMond (announcer).

Altho CBS's Monday night summer replacement schedule has been on the unimpressive side, *Grandby's Green Acres* has plenty of potential to emerge as a successful low-budget situation comedy package. Its theme is familiar but yet resilient enough to be ever new, and it should possess appeal both to the dream-eyed city guy who longs for a patch of ground and to the experienced rural listener who knows the back-break and heartbreak involved in making a living via vegetables, cattle and/or chickens.

Much of the credit for the show goes to superb performances by the four principals, even tho they're drawn to pretty much stock specifications. But Gale Gordon's wonderful takes—as witness his discovery that a hole in a baseboard isn't an electric outlet but a mouse inlet—and Bea Benadaret's sock support as the patient helpmeet, add considerable luster to the show. Parley Baer's laconic approach to the role of the experienced hired hand saves that part from becoming too pat and obvious.

Necessity may have dictated the plot of the first show, in which Grandby's wife and daughter (Louise Erickson) save him from catastrophe by "planting" full-grown vegetables after he's been bedridden for some time. It was outrageously obvious and telegraphed. Actually, *Grandby's Green Acres* can come up with more than surface comedy if it undertakes the exploration of the whole back-to-the-soil movement and the social, economic and adjustment problems involved.

Nevertheless *Acres* is a good, earthy show. *Jerry Franken.*

## Leave It to Joan

Reviewed Monday (3), 10-10:30 p.m. Sustaining over CBS-AM network. Style—Situation comedy. Producer-director, Dick Mack. Writers, Mack, Phil Rapp, Jesse Goldstein, Lee Karson. Music, Lynn Murray. Cast: Joan Davis.

Instead of airing *Leave It to Joan*, CBS should just leave it. Tee-off of the new summer series explained why the program flopped before and forecast, almost inevitably, a like result this time. Actually, the show had the smell of vintage radio of many years back, when the medium still had novelty and forced, contrived, humorless comedy succeeded, ever so inexplicably. The whole lamentable proceedings had an air of atrocious unreality.

Basic plot approach is unchanged—Miss Davis's campaign to acquire a man, with the locale a department store. The story outline on the first show of the series was so incredibly obvious that it had to be heard to be believed, a hackneyed switch on the old concealed identity routine (the well-dressed guy is the chauffeur and his millionaire boss the one in jeans, etc.).

Irma, be a good friend and hurry back. *Jerry Franken.*

## The Quick and the Dead

Reviewed Thursday (6) 8-8:30 p.m. EDT. Sustaining via NBC. Producer, Fred Friendly. Cast: Bob Hope, Helen Hayes, Paul Lukas, others.

NBC's first installment of *The Quick and the Dead*, its series of four dramatizations of the history of atomic and hydrogen bombs, was exacting, exciting theater, but, even more important, the documentary demonstrated radio's great possibilities as a contributor to America's education and solidarity as a nation.

Major credit for the success of the project belongs to Bill Brooks, NBC veepee in charge of news and special events, and producer Fred Friendly, who put in months of research before they developed a final script. The idea of tossing Bob Hope into a show of this kind was potentially as explosive as the atomic experiment itself. One ill-timed slip and the glib-tongued comedian could have blown the whole series skyhigh. However, Hope's sincere enactment of a private citizen in search of the why and wherefores of the atomic bomb was in perfect taste.

Operating on the generally accepted premise that the average citizen considers atomic energy incomprehensible, *Quick* teed off with Hope exercising his prerogative as a taxpayer to wonder what part his cash had contributed to the country's atomic energy programs. The bulk of the narration was then taken over by William L. Laurence, science reporter of *The New York Times*, and the only newspaperman with the first-hand information on the atomic story.

Speaking with a heavy accent, Laurence first related a tense description of the atom bomb test in New Mexico. Colorful wordage and superb sound effects created an almost unbearable feeling of suspense during this episode. The listener was practically projected to the site, via the pulse-quickening realism.

Then Producer Friendly employed his successful *I Can Hear It Now* technique, and utilized actual recordings by Churchill, Roosevelt, Hitler and other world figures involved to trace the painfully slow progress of pioneer atomic research. Helen Hayes gave a poignant performance as Dr. Lise Meitner, the German scientist, who first succeeded in splitting the atom back in 1938; and Paul Lukas was entirely convincing as Dr. Albert Einstein.

The climax, which endeavored to explain in lay language the intricacies of the first atomic chain reaction, was a master combination of informative scripting, split-second timing and brilliant sound technique.

If the rest of the series maintains the same high caliber, NBC has really made a contribution to all concerned. *June Bundy.*

## By Popular Demand

Reviewed Sunday (2), 7:30-8 p.m. EDT. Sustaining via CBS-TV, New York. Packagers, Mark Goodson, Bill Todman; producer, Frank Satestein; director, Herbert Sassan; announcer, Bern Bennett; music, Harry Sosnik and orchestra. Cast: Robert Alda, emcee; plus four professional acts each week. This show: Mara and Quentin, Mary Osborne, Carmine Carloti, Frieda Wing.

At least until such time as the Major Bowes format (amateur or pro, what's the difference?) is run into the ground, *Demand* ought to do all right. Excuse this time for bringing on a succession of acts is that the first and second acts compete with each other—with the winner determined by studio applause. Winning act then competes with the third act, after which a new winner is determined. Wind-up winner on each show comes back the following week.

Theoretically, the viewer is supposed to be fascinated by the suspense factor inherent in which act will win—not once per show but three times. Whether this holds up



with repeated showing remains to be seen.

On the preem stanza, the necessity for explaining the general idea became a little tiresome, tho such explanations will certainly not be necessary when and if the show becomes established.

#### R-O-T-M Acts

Film player Robert Alda emceed proceedings with admirable masculinity, which at times seemed a little forced and tainted with debut jitters. Acts were terp team Mara and Quentin, strictly run of the mill; Mary Osborne, long-time singing guitarist, who did her usual competent job; Carmine Carlotti, longhair tenor with a real voice, and Frieda Wing, hill-billy singer and dancer, even more run of the mill. Osborne won over the dance duo, was in turn knocked off by Carlotti, who lost to Wing. To these ears the applause sounded heavier for the tenor man than the hill country lass, but the meter said no.

Part, parcel and substantial contributing factor to deadliness on shows of this type is the routine in which the emcee asks the acts about their background before they go on. Maybe some courageous director or producer will some day decide this isn't needed, and pick up the pace of his show considerably. Otherwise, outside of a little sloppy camera work (catching boom mikes in the picture, losing the fem member of the dance team occasionally, etc.) production and direction of the show was good. It moved fairly fast and built a reasonable air of excitement. Sosnik's music aided in the latter respect, and the ork played the acts well. Sets were good, appropriate and unobtrusive.

Demand is the summer replacement for *This Is Show Business*. If the price is right and a few faults are straightened out, some sponsor could do worse than take this one.

Joe Csida.

#### WLW-T Studio Wrestling

Reviewed Monday (3), 8-9:30 p.m. EST. Sponsor, Admiral Television, thru local dealers. Agency, Dinerman & Company, Inc. Thru WLW-T, Cincinnati, and its affiliate stations, WLW-D, Dayton, O., and WLW-C, Columbus, O. Commentary, Paul Jones.

Spurred by the success of studio wrestling at its sister station, WLW-D, Dayton, O., which has been running steadily since last February on the same three-station hook-up, WLW-T last Monday (3) became the second TV station in the nation to inaugurate studio grappling.

If you hate the grunt and grown art as TV fare, this won't temper your feelings. But to the dyed-in-the-wool grapple fan it's definitely red meat. While there may be a lack of genuineness in the studio rattle hocus pocus compared to the regular commercial show, this deficiency is more than overcome by the excellent action close-ups. Employing two cameras on the ring and one on commercials, the shots are such as to virtually toss a half-Nelson into your lap or, if you're a skeptic, to almost let you smell the entertainment being offered.

There's no hokum in the presentation, at least as far as production is concerned. Sanctioned by the local wrestling commission, the bouts are staged in showmanly manner, with Irish O'Connor, of *The Cincinnati Times-Star*, long prominent in local sports circles, handling the ring introductions in capable and efficient manner, and Paul Jones, long one of WLW's top announcers, turning in a tip-top job on the running commentary.

The studio audience of 200, whether coached for the occasion or not, conducted itself in the usual frenzied razzle-fan fashion, lending further authenticity to the proceedings. Commercials are well handled in both voice and film and the usual Admiral banner gets prominent display in the background. A blank wall that

## Gate Guarantee Gets Sponsor a TV Pigskin Deal

(Continued from page 3)

pressed favoritism to newspaper-owned station, inasmuch as he hopes constant plugging by sheet will help fill football stadiums, thereby taking sponsor off the guarantee hook.

KTTV also is sharing in Hoffman's gamble. Some sources claim the station is contributing time and facilities free of charge for privilege of carrying the audience-building games. However, the station denies this, claiming it entered into an "esculator" clause with the sponsor, getting full pay for time and facilities only when bankroller doesn't have to make up gate losses, but will trim its dough demands on Hoffman in accordance with sponsor's local losses. Hoffman's minimum gate guarantee will apply to the Northern cities as well, with similar deals to be made with Seattle and San Francisco tele outlets.

Radio-tele set manufacturer feels video does not slice into football's gate receipts, and intends to make sure that turnout doesn't fall beneath the minimum guarantee by plugging on the air that viewers attend games in person. *The Times* and its sister sheet, *The Mirror*, will join in pushing for better than minimum turnouts.

## Rassler Round-Up Is Start of TV Sports Deal

(Continued from page 3)

casting is subject to approval of these two.

Acquisition of the wrestling rights by MCA raises interesting possibilities. Shortly after MCA got into the headlock picture in Los Angeles, the wrestlers went on a TV strike. They'd been working for about \$50 a show (TV income only) and after the strike wound up with pay hikes ranging from \$250 for prelims on up. In New York, five stations air wrestling, which delivers a steady audience, and a strike could seriously affect their program schedules. Boxing is now off in New York because of a similar strike.

MCA also has its eyes on a number of other sports shows available in the East, but is keeping mum as to their identity. MCA's first venture into sports actually took place years before TV, when it acquired ownership of a West Coast hockey team.

#### NEW D. C. GROUP

(Continued from page 7)

whose co-operation might aid in the achieving of such objectives."

Another objective was stated as follows: "To consider and deal with all problems relating to theater television, to promote co-operative action consistent with the public interest in advancing the common interests of the members of this committee, and to promote activities aimed at enabling the motion picture exhibition industry and others further to benefit the public by furnishing a theater television service."

showed in certain shots would best be covered by another ad sign.

Wrestlers are supplied in a package by Al Haft, wrestle syndicate head with headquarters in Columbus, O., in association with Ross Leader, local wrestling promoter. Two 20-minute preliminaries and a two-out-of-three-falls main go comprise the weekly package. Headliners on this show were Lord Blears, English dude groaner, and Zandor Kovac, Hungarian heavyweight. Bill Sachs.

## BRIEF AND IMPORTANT

#### ABC Needs 15 Stations To Get Pulitzer Prize Show

ABC-TV will get the hour-long Pulitzer Prize show to be sponsored by Schlitz Beer next fall, if it can deliver 15 live stations. Program is slated to go Friday nights 9-10 p.m. on ABC-TV. Young & Rubicam is the agency.

#### CBS Dangles "Songs for Sale" at Ludens

CBS is pitching its "Songs for Sale" simulcast package at Ludens. The cough drop sponsor was on CBS last fall with a segment of "Sing It Again."

#### Stork's Wings Eclipse Lucille Ball TV Show

Jello's plans to put Lucille Ball (Mrs. Desi Arnaz) on NBC-TV next fall may be stymied because of the movie star's pregnancy. However, she probably will continue with her radio stint for the same sponsor on the CBS radio web thru tape. The sponsor had intended to replace the "Henry Aldrich" TV show with Miss Ball at the end of the former program's fall TV cycle. Young & Rubicam is the agency.

#### WMIN To Supply FM Programs for Twin City Transit

WMIN, St. Paul, has contracted to provide FM programming for Broadcasting Services, Inc. (BSI), which is equipping 200 streetcars and busses in the Twin Cities for radio reception effective September 1. Contract with BSI, headed by Myles Johns, of St. Paul, calls for WMIN to provide programs from 7 a.m. to 7 p.m., Mondays thru Saturdays. It was reported that WMIN will receive approximately \$1,000 a month for programming, retaining the right, however, to cancel the contract virtually on 24-hour notice. Twin City Rapid Transit Company will receive \$6 a month for each set installed and a guarantee of \$1,200 a month.

#### Sydney Smith Unveils New Show for ABC

Sydney (Miss) Smith, who does DuMont's Shoppers Guide show, last week cut a kine audition of a new half-hour, untitled, audience-participation show for ABC. The presentation is being built around the free-hand work of various illustrators and cartoonists with a phone gimmick thrown in.

#### NBC-TV Surrenders in Pitch for "Junior Miss"

NBC-TV last week gave up on its efforts to get the video rights to "Junior Miss." The deal didn't jell because the movie rights, owned by 20th Century-Fox, precluded the Sally Benson property going on TV.

#### Educators Warned To Grab TV Time Quickly

A new warning to educational groups to get together fast and decide on plans for educational TV was issued last week by FCC Commissioner Paul Walker in a Boston speech. Walker said that if educators fail to act quickly, all TV spectrum space may be exhausted.

#### WPIX Snags 104 Contracts in One Month for Near-Record

New York Daily News video outlet, WPIX, snagged 104 contracts in new and renewed business last month, a sales mark second only to the station's May record of 120.

#### Hooper Accepts Challenge to 3-Way Sample Test

C. E. Hooper this week accepted a "challenge" made by KJBS, San Francisco, to participate in a three-way simultaneous test of personal cross-section sample, coincidental versus telephone home sample, coincidental versus cross-section sample aided recall. The only request made by Hooper was that an adjustment be made to compensate for apparent differences in "available audience" as obtained by personal coincidental compared with phone coincidental.

#### Slimmed Down "Mr. District Attorney" Likely in Fall

Indications are "Mr. District Attorney" will stay on NBC next fall Wednesday nights 9:30-10 for Bristol-Meyers, but at a reduced budget. Young & Rubicam, the client's agency, is trying to cut the production costs by around \$800 a week by eliminating Peter Van Steeden and his ork and using an organ.

#### Hitch Develops in Don Lee Sale

A hitch in the sale of the Don Lee radio network has developed which may forestall transfer for months. Public Administrator Ben Brown told *The Billboard* that reports of consummated sale made some weeks ago by a Liberty Network spokesman was premature and that sale will not take place until the status of Don Lee's video license is clarified by the Federal Communications Commission (FCC). Network has petitioned FCC for a permanent license for its KTSL tele outlet in Hollywood in lieu of its present temporary permit. Meanwhile, one or more bids are expected. A combine headed by Don Lee Chairman Lewis Allen Weiss and President Willet Brown is still in the running, altho the group has as yet entered no bid. Ed Pauley, CBS, and the Liberty Network are the only three definite bidders now in the picture.

#### BBC Bans Sponsored Continental Artists

The BBC last week barred radio artists sponsored on Continental commercial stations from its air waves. This means performers doing commercial shows on Radio Luxemburg, for example, for American products will not be carried by the BBC. The ban originated, it is claimed, because of the recent sponsoring of Donald Peers, the English crooner, by Tide. Young & Rubicam is the agency.

#### Son of David Sarnoff Weds Felicia Warburg

Bob Sarnoff, National Broadcasting Company program exec and son of Brig. Gen. David Sarnoff, Radio Corporation of America board chairman, and Felicia Warburg were married in New York last week.

#### "Devil Also Dreams" Starts Rehearsals With Claire Luce

"The Devil Also Dreams," comedy melo sponsored by H. Clay Blaney and Peter Jaeger, gets into rehearsal Monday (10). A seven-week break-in tour of top silo stands is scheduled with a Stem opening in late September. Cast includes Claire Luce, Francis L. Sullivan, Bela Lugosi, Richard Waring and Oswald Marshall.



# DECCA INTO 45 IN AUGUST

## All Majors But Col. on All 3 Speeds

Retains 78 and 33's

(Continued from page 3)

bums. Late last year RCA Victor acknowledged the market which had been created for 33 1/2 disks by adding that speed to its line for classical albums.

Columbia, refusing to concede, recently started a heavy promotional drive to establish its seven-inch 33 1/2 r.p.m. platter as the disk for pop singles. There is little doubt that Decca's move will make it extremely difficult for the Columbia seven-inch drive to catch hold.

Rackmil's announcement was timed to hit at the opening of the annual trade show and convention of the National Association of Music Merchants (NAMM), which kicked off in Chicago today. That the news will dominate the record phase of the show, if not the entire shindig, is a foregone conclusion.

Decca's subsidiary labels, Coral and Brunswick, also will go 45 August 15 and will issue on both 78 and 45 thereafter.

First Decca release will consist of 50 albums and numerous standard single disks by Bing Crosby, Guy Lombardo, the Andrews Sisters and other top Decca talent.

As soon as conversion can be made, an additional large quantity of singles and albums from the extensive Decca catalog will be added to the 45 line.

It must be emphasized that the Decca move to 45 will not affect the company's program of converting its active album catalog to the 33 1/2 LP speed, nor will Decca let up in its efforts to service the 16,000,000 78 r.p.m. phonos still in American homes.

Decca also has a line of three-speed portable phonos and will probably make further moves in the three-speed instrument field in the months to come.

## Pubbers Collect As Manor Settles

NEW YORK, July 8.—Approximately \$7,000, which RCA Victor had originally agreed to pay Manor Records for the latter's release of The Four Tunes was collected this week by Harry Fox, publishers' agent and trustee. Fox will use the money to pay publishers to whom Manor owes royalties.

Case goes back a long way. In December 12, 1949, Fox obtained a judgement against Manor for non-payment of royalties. He couldn't collect. Subsequently he discovered that Manor had started suit against RCA Victor, charging the diskery with inducing The Four Tunes to break their Manor Records contract and record for Victor. Victor and Manor negotiated a settlement, with the latter diskery slated to get the \$7,000.

Harry Stein, representing Fox, acted on a point of law which entitles Fox to obtain an injunction restraining Victor from paying the money to Manor.

The attached sum finally was paid by Victor to Fox.

## Warner Opens Small-Fry Dept. Run by Garfield

NEW YORK, July 8.—The Warner Brothers' music firms this week instituted a new department tailored to handle songs and material for children. The new kiddie wing will be headed by Harry Garfield, long-time professional exec with the Warner pubberies. Garfield will handle the kid work in addition to his regular professional assignments.

The new wing's first step was to sign writers Milton Pascal and Gerald Marks to term exclusive writer pacts. Pascal and Marks were inked primarily for their kiddie writing talents but they will also do regular pop material for the Warner firms under the terms of the contract. Pascal is best known for his *I Don't Wanna Get Married* tune of several years ago while Marks' best known copyright is *Is It True What They Say About Dixie?*

First venture in the kiddie field for Warners is an item labeled *Majesto the Magician*, recorded for Columbia Records by Peter Donald.

The kiddie material copyrights will be distributed amongst the several Warner firms with no single pubbery figured to catch these tunes.

## NAMM Advance Registrations Soar to 9,000

CHICAGO, July 8.—The National Association of Music Merchants (NAMM) annual convention, which starts Monday (10) at the Palmer House here, should draw a record number of members, according to Bill Gard, executive secretary of the music dealers' org. Gard said approximately 9,000 advance registrations had been received by his office as of Friday (7). This was only 187 short of the number of delegates who attended last year. (See NAMM Advance on page 19)

## Music Trust Gift Wakes Up Det.

NEW YORK, July 8.—Trustee Samuel R. Rosenbaum, head of the music performance trust fund, disclosed this week that the Detroit Symphony Orchestra will play eight weeks of summer concerts as the direct result of a \$24,000 allocation from the trust fund, matched by a similar amount from a local sponsor, the Pfeifer Brewing Company.

The trust allocation, made upon recommendation of Detroit's Local 5, American Federation of Musicians (AFM), was offered June 1 with the proviso that it be matched with an outside sponsor. The Pfeifer contribution followed within 48 hours.

"I'm very gratified by the Detroit situation," Rosenbaum told *The Billboard*. "The orchestra was out of business all last year, members making their living as truck drivers, milk salesmen, and the like. I'm in hopes that this fine happening will stimulate the citizens of Detroit to re-establish the symphony on a permanent basis for the winter season."

The Billboard's Music Popularity Charts this week will be found in the NAMM Supplement.

## Disking Trade Pleads Relief From Excise as Aid to Biz

(Continued from page 3)

strike the diskery excise from the tax bill which it recently passed (*The Billboard*, July 8). The 10 per cent manufacturers' tax on disks, the statement declared, was imposed orig-

inally as a defense measure to discourage non-military use of shellac, but the situation has long since changed inasmuch as shellac in disk-making has now been virtually supplanted by vinylite and other U. S. products which are not in military demand and which do not put a burden on shipping for import.

Take Under 6 Million

Furthermore, the statement continued, the government's steadily declining receipts from the tax have hardly warranted the effort of maintaining and collecting the tax which has been running less than \$6,000,000 annually. Meanwhile the tax itself has been an "unfair burden" on the industry, which has faced a month-by-month decline in sales, it was pointed out.

Sales in the last year fell 20 per cent, according to the testimony, and this represents a downward trend of several years. Four of the major companies have closed five plants affecting 3,600 employees, and these same companies have been forced to cut down overtime shifts at other plants, it was declared. Continuation of the tax, the statement declared, would amount to discrimination against a virtually new industry.

TV Is Guarded

Disk-making has introduced new technologies in the ingredients and in the new speeds, giving the nation a better product, and any tax on it amounts to discrimination—particularly when other new industries, such as television, are expressly guarded by the government, the testimony pointed out.

Reminding the committee that the diskery industry came out of the doldrums once in the late '30s when the tax was temporarily lifted, the statement pointed out that relief is now more urgent than ever, not only to provide more jobs and help the economy in other ways but also to perform a much-needed service in the fields of education, entertainment, music appreciation and national defense.

In connection with the latter, it was pointed out that records are being used on a vastly growing scale as training aids in the armed forces. An increased use of records by the blind was also explained. In addition, use of records for children was described as reaching unsurpassed peaks, with more than half of the disks now sold in the U. S. designed for listening by youngsters.

## New Hits Take Wax Sales Out Of Doldrums

Orders Best in Four Weeks

NEW YORK, July 8.—A decided upsurge in the record business was noted generally among the major disk manufacturers this week when the counts were completed on the past week's distributor orders. Diskers pinned the improvement—the first encouraging note in the record business in the past four to six weeks—on the emergence of a group of high-flying hit tunes and hit wax-

ings. At Victor, distrib orders average about twice the amount the diskery racked up some four weeks ago, with Tony Martin's slicing of *La Vie En Rose* and Perry Como's *Hoop Dee Doo* showing the way. Decca has been scoring phenomenal success with its Gordon Jenkins back-to-backing of *Tzena, Tzena, Tzena* and *Goodnight, Irene* while the diskery is anticipating heavy action on its newly released Bing and Gary Crosby platter.

Capitol has been enjoying its heaviest business on a single platter in many months with the Nat (King) Cole diskery of *Mona Lisa*. Capitol also reports that it has been scoring heavily in the Midwest and South with the Les Paul recording of *Nola*. MGM has been piling up sizable orders on its Frank Petty Trio diskery of *At Sundown* and Mercury's hot platters spot Vic Damone on a pair of diskings, *Vagabond Shoes* and *I Love That Gal* which is backed with *Tzena, Tzena, Tzena*.

Columbia's front running items and the strongest that the diskery has had in some time are Doris Day's *I Didn't Slip* and *Bewitched* and Mitch Miller's slicing of *Tzena, Tzena, Tzena*.

## Santly, Oxford Name Brit Rep

NEW YORK, July 8.—Campbell Connelly & Company, Ltd., will represent Santly-Joy, Inc., and Oxford Music Corporation in Great Britain and its possessions, retroactive to January 1, 1950, according to a two-year pact recently signed.

After January 1, 1951, the British publishing firm will also represent Santly-Joy on the Continent.

During the last three years Francis Day & Hunter represented Santly-Joy abroad, but prior to that the American firm was repped by Connelly.

## M. Wayne, Decca Engineer, Dies

HOLLYWOOD, July 8.—Monroe Wayne, veteran Decca recording engineer, died Wednesday (5) after a brief illness. One of the first Decca employees, he had been with the plattery almost since its founding in 1934. In recent years he was in charge of the Hollywood engineering staff and prior to that headed up Decca's Chicago engineering operations. Most recently, he supervised the technical "des" ing of the recording studios in Hollywood and was in charge of firm's switchover from acetate to ampex tape recording. He is survived by his widow, Lillian, and sister, Mabel Wayne, of New York. Funeral services were held at Forest Lawn, Glendale, Calif., Saturday (8).



# TV-Film Feud With Petrillo Grows

## Cleffer Score System Ready In ASCAP Plan

### Almost Like Pubs'

NEW YORK, July 8.—The Writer Classification Committee of the American Society of Composers, Authors and Publishers (ASCAP) has worked out a performance evaluation system that is synchronous with the pubber set-up in all respects but one. The exception is that, for the cleffers, performances will be on a one-for-one basis, regardless of whether the plug is a commercial or a sustaining. Pubbers weight performances according to origin.

The synchronization has been worked out so that ASCAP can use the pubber logging and tabulating system for writers, thus saving the expense of a separate bookkeeping and machine set-up (*The Billboard*, June 17). The Society needs a count on writer performances in order to put into operation the new consent decree pay-off plan, which starts functioning in October.

In the evaluation of performances, writer plugs will get the same numerical weighting as pubber plugs with respect to:

- (1) Serious works. Weighting will be handled with respect to nature and length of the work.
- (2) Backgrounds.
- (3) Jingles.
- (4) Themes. A theme song that originated as a pop and later put into use as a theme gets full credit. A song written specifically for theme purposes gets partial credit.

Meanwhile a writer committee of Edgar Leslie, Walter Kramer, George Meyer and Stanley Adams, with the latter as chairman, is planning a series of briefing sessions to explain the new writer plan to members. Sessions will be held here and on the Coast.



**MUSIC BOURNE TO LIVE**

**"ARE YOU LONESOME TONIGHT"**  
by **BLUE BARRON**  
MGM 10678

**BOURNE, Inc.** 799 7th Ave. N.Y. 19, N.Y.

**"I STILL GET A THRILL"**

RECORDED BY

DEAN MARTIN	Capitol
DINAH SHORE	Columbia
D. HAYMES-G. JENKINS	Decca
ART LUND	MGM
TONY MARTIN	Victor

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

## Business Punk? Not in Jersey; Distributor Hits Top Dollars

(Continued from page 4)

New Jersey dealers wrote orders for as much as \$5,000 and \$10,000 worth of records.

The success of the New Jersey test on the exchange program is said to have convinced both London and Mercury toppers to start the program on a nationwide basis. Under the national exchange programs now in effect, All-State expects to do over \$100,000 worth of LP business during July. Koenig points out that July, 1949, business was only \$5,000 for long-play records. A recent order for \$18,000 of London LP's moved out of the distribberly warehouse within five days.

On record-playing equipment All-State initiated a deferred payment plan for June and July. Purchases made during that period are due for payment September 10. August purchases are due October 10. In addition, All-State combined with the Webster-Chicago distrib in New York City for a long-range advertising and

## AFM Hikes TV's Tootler Scales In Quiet Move

(Continued from page 7)

\$16.20. For one-hour telecasts, the rate is \$21.85; old rate was \$20.70. Rehearsals have been upped from \$6.75 an hour to \$7.13. Doubling brings \$2.85 for the first instrument, \$1.90 for each additional instrument. Old rates were \$2.70 and \$1.80, respectively. For duplication of AM and TV shows, additional payment has been hiked from \$7.50 to \$15. Extra pay for costuming or make-up is now \$6, raised from \$3.

The Local 802 scale, for local, one-station telecasts, is \$15.30 for 30 minutes or less; \$19.55 for an hour. Scale here was formerly \$14.40 and \$18.40. Rehearsal pay is upped from \$6 to \$6.38 an hour. Doubling fee is \$2.55 for the first instrument; \$1.70 for additional instrument. Fees here were \$2.40 and \$1.60. Duplication of AM and TV broadcasts has been upped from \$7.50 additional to \$15 additional. Costuming or make-up fee is \$6, upped from \$3.

Leader's fees, both for local and network performances, are 25 per cent additional for one man playing alone, 50 per cent additional for leader when two men are playing, 75 per cent additional where three men are playing and double for leaders of groups of four men or more.

The network scale is retroactive to April 17; local scale to June 1.

## Hal Cook Named To New Cap Post

HOLLYWOOD, July 8. — Capitol Records upped Hal Cook to the post of general promotion manager. Cook was transferred to diskery's Coast headquarters last November from St. Louis, where he served as branch manager, and placed in charge of pop disk sales promotion. According to Glenn Wallichs, Cap prexy, Cook will co-ordinate sales promotional drives of the various disk categories. He will supervise promotional campaigns in pop, Western, rhythm and blues, kidisk and classical fields.

promotion campaign that will include three TV shows each day on WCBS-TV and WOR-TV, a regular weekly TV show on WATV and spot announcements and programs on WPAY, WQXR and WAAT, AM stations. Billboards and direct mail to the tune of 1,000,000 pieces of copy will also be used. Sales on W-C equipment has already shown a 350 per cent increase over last year.

## AFM Drops 100 Piker Diskeries In Trust Default

NEW YORK, July 8.—The American Federation of Musicians (AFM) has cancelled labor agreements with about 100 diskeries for failure to make required payments to the music perform ance trust fund since the inception of the fund in December, 1948.

Names of the delinquents were not disclosed, but spokesmen indicated that they were all "unimportant" operations, in the sense that they never were seriously in the record business. Some were vanity operations, some the abortive attempts of amateur song-writers, pubbers or performers to get a record circulated. Many folded after making one disk.

The trust fund gained 185 new signatories since the first of the year, bringing the total to about 700. Deducting the 100 canceled signatories, this makes about 600 active diskeries in operation. However, it is known that 12 of the diskeries turn in more than 90 per cent of the contributions to the trust fund, i.e. account for more than 90 per cent of the disks manufactured.

## See \$2,100,000 ASCAP Divvy

NEW YORK, July 8. — American Society of Composers, Authors and Publishers (ASCAP) will split its second quarterly melon within the next few days, with the figure expected to hit approximately \$2,100,000 from all sources. This would approximate the first quarterly melon, largest in 18 months.

The \$2,100,000 figure was estimated by trade-wise music men, who pointed out that while there is yet no income from pictures, the growing TV income offsets this loss.

## Columbia Hypos Kidisk Etchings

HOLLYWOOD, July 8. — Hypoed Columbia kidisk recording activity in Hollywood was launched this week-end by Hecky Krasno, plattery's children's record topper, who arrived here for an extended stay. While in Hollywood, Krasno will do at least 12 sides with Gene Autry, plus new moppet material with comic Rufe Davis, who was inked to a term disk pact. Also in the works are kid platters to be etched by Toni Harper, heretofore confined to pop label. Paul Tripp, television's Mr. I. Magination, arrives next week and also will cut four sides.

## Industry Puts Next Move Up To AFM Chief

### 12 Indies Sign Pacts

NEW YORK, July 8.—The tug of war between the American Federation of Musicians (AFM) and the industry-wide TV-film committee reached a bitter peak this week when committee spokesmen stated, "We won't knock at Petrillo's door any more. . . . We will have no part of the deals he makes with individual companies." Meanwhile, the AFM continued to sign package companies (See TV-Pic Feud on page 19)

**GONE FISHIN'**

recorded by

JIMMY ATKINS	.....Rainbow
BILL DARNEL	.....Coral
ARTHUR GODFREY	.....Columbia
JOHNNY GUARNIERI	.....Admiral
THREE SUNS	.....RCA Victor

others to follow

LEO FEIST, INC.



**FROSTY the SNOW MAN**

The Hottest Man on Ice

**THE LITTLE GENERAL**

says . . .

**GEORGE CATES'**

**"THE BASEBALL POLKA"**

CORAL #60249

. . . IS A HIT ALL THE WAY

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**PUNKY PUNKIN**

THE HAPPY PUMPKIN

Cause... he's a JACK-O-LANTERN instead of being a pumpkin piell

**PAXTON MUSIC**

1619 BROADWAY • NEW YORK 19, N. Y.



# Peatman Picks Top Tunes

'Fool. Heart,'  
'Dear Hearts,'  
'Dream'-1,2,3

5 of 35 Are BMI

(Continued from page 3)

the chart last year as well as this year.

In the pop tabulation, Chappell makes the listing five times; E. H. Morris hits it three times; the Big Three tallies three times, twice with the Robbins catalog and once with a Feist number; Walt Disney scores twice with two Cinderella tunes; Warners scores twice, once with a Harms tune and again with a Witmark number. Santly-Joy, in addition to taking the No. 1 spot, scores a second time via its Oxford subsidiary. Leeds and its Duchess catalog score twice.

A goodly number of the pubs who scored on the pop tabulation are also represented on the standard chart, such as Shapiro-Bernstein, Bregman-Vocco-Conn, and, of course, the Big Three firms, Berlin, Chappell, Warners, etc.

## The Peatman Annual Survey of Song Hits With the Largest Radio Audiences

(July 1, 1949, to July 1, 1950)

The 35 song hits with the largest radio audiences are listed below in order of the total Audience Coverage Index (ACI) points received in the ACI surveys during the year. (Songs in stage or film productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began prior to July 1, 1949, are noted by the date—1949.)

Rank	Survey	Song Title (Production)	Publisher
1	28	*My Foolish Heart (My Foolish Heart)	Santly-Joy
2	24	Dear Hearts and Gentle People	E. H. Morris
4	26	I Can Dream Can't I?	Chappell
4	19	*If I Knew You Were Coming	Robert
5	24	A Dreamer's Holiday	Shapiro-Bernstein
6	17	*It Isn't Fair	Words & Music
7	20	*Music! Music! Music!	Cromwell
8	20	*Dearie	Laurel
9	19	Don't Cry Joe	Harms
10	17	Chattanooga Shoe Shine Boy	Acuff & Rose
11	26	*Enjoy Yourself	E. H. Morris
12	24	Dream Is a Wish Your Heart Makes (Cinderella)	Walt Disney
13	16	Old Master Painter	Robbins
14	20	That Lucky Old Sun	Robbins
15	28	Some Enchanted Evening (1949) (South Pacific)	Chappell
16	18	*Third Man Theme, The (The Third Man)	Chappell
17	29	Too, Too, Too, Goodbye (Jolson Sings Again)	Feist
18	28	*Daddy's Little Girl	Beacon
19	11	*Hoop-Dee-Do	E. H. Morris
20	24	Bye, Bye, Baby (Gentlemen Prefer Blondes)	J. J. Robbins
21	23	You're Breaking My Heart	Robert
22	13	*Bewitched	Chappell
23	25	Younger Than Springtime (1949) (South Pacific)	Chappell
24	20	There's No Tomorrow	Faston
25	26	Room Full of Roses	Hill & Range
26	18	Bibbidi Bobbidi Boo (Cinderella)	Walt Disney
27	13	*I Don't Care If the Sun Don't Shine	Famous
28	20	Let's Take An Old-Fashioned Walk (Miss Liberty)	Berlin
29	25	Someday You'll Want Me to Want You (1949)	Duchess
30	20	*Candy and Cake	Oxford
31	23	Maybe It's Because (1949) (Along Fifth Avenue)	Bregman-Vocco-Conn
32	17	Just One Way To Say I Love You (1949) (Miss Liberty)	Berlin
33	20	There's Yes Yes in Your Eyes (1949)	Witmark
34	15	*Sentimental Me	Knickerbocker
35	11	*Old Piano Roll Blues	Leeds

## Jones To Get Over 127G on 8-Week Tour

Starts in Mid-August

HOLLYWOOD, July 8. — Spike Jones and his Musical Depreciation troupe will reap more than \$127,500 take on an eight-week tour to be launched in mid-August. Guarantees for the trek total that figure with additional dough to come in from percentage splits with the promoters. Jones will receive \$12,500 per week for a two-week stay at Lake Tahoe's (Nev.) Cala-Neva Lodge, where he will open August 11. He will get a \$3,000 guarantee on U. S. one-nighters and \$3,500 per Canadian date against a 60 per cent split to \$5,000 gross and 65 per cent over \$5,000.

He closes at Lake Tahoe August 24, playing one-nighters in Sacramento (25), San Jose (26) and Redding, Calif. (27); Klamath Falls (28), Eugene (29) and Portland, Ore. (30), Moses Lake (31), Spokane, Wash., (September 1); Trails, B. C., (2), Nanaimo, B. C. (4), Victoria, B. C. (5); Vancouver (6), Bellingham (7), Everett (8), Tacoma (9) and Seattle, Wash., (10); Salem (11), Coquille (12) and Medford, Ore., (13); Eureka (14), Berkeley (15-16), Fresno (17), Stockton (18) and Bakersfield, Calif., (19); traveling to Las Vegas September 20, where Jones and company open a two-week stand at the Flamingo for \$12,500 per week.

Plans are for company to travel by special bus, with only two days of the eight-week tour to be taken up by travel.

## 802 Track Meet Is Tabled Again

NEW YORK, July 8.—The meeting between diskery reps and Local 802, American Federation of Musicians (AFM), on the subject of the local's pre-recording (tracking) ban (The Billboard, July 1) again has been postponed owing largely to pressure of work on the a. and r. men. But the latter have been wood-shedding a fresh line of argument for the union execs.

The new tack concerns the local's ruling banning postponement of recording dates. Coupled with the ban on tracking, this leaves the diskeries in an untenable position if an artist should suddenly become ill. An a. and r. exec just back from the Coast points out that Local 47 permits postponement on sufficient notice, and says that he sees no reason for the inconsistency of two locals having opposite regulations. The diskery reps plan to make a strong point of this with 802.

The New York local did permit postponement upon notice until a few months ago, when they found that Ezio Pinza had canceled a recording date because of alleged illness, but had got on at South Pacific the night of the session anyhow. Diskery execs feel that abrogation of the postponement privilege because of this incident is unfair and an unwarranted heavy penalty on them for the defection of one artist.

## New Records for Returns

Most labels: 8c and up, small or large quantities. Clip this ad for future reference.

One-third deposit with order, balance C. O. D.

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905 N. Main Providence, R. I.

## Favorite Standards of 1949-1950 Season

The 35 standards with the largest radio audiences are listed below in order of the total ACI points received in ACI surveys during the year, July 1, 1949 to July 1, 1950.

Rank	Survey	Song Title	Publisher
1	9	White Christmas	Berlin
2	24	Tea for Two	Harms
3	7	Santa Claus Is Comin' to Town	Feist
4	19	Begin the Beguine	Harms
5	13	Blue Skies	Berlin
6	15	Somebody Loves Me	Harms
7	4	Easter Parade	Berlin
8	15	All the Things You Are	Chappell
9	11	'S Wonderful	Harms
10	12	I Only Have Eyes for You	Remick
11	6	Winter Wonderland	Bregman-Vocco-Conn
12	13	Nig. and Day	Harms
13	9	What Is This Thing Called Love?	Harms
14	9	Blue Moon	Robbins
15	12	Just One Of Those Things	Harms
16	13	Dancing in the Dark	Harms
17	4	Here Comes Santa Claus	Western
18	4	Take Me Out to the Ball Game	Broadway Mills
19	11	Star Dust	Crawford
20	7	September Song	Harms
21	10	Embraceable You	Famous
22	8	Lover	Shapiro-Bernstein
23	9	Twelfth Street Rag	Burke & Van
24	4	Christmas Song	Heussen
25	7	Tico Tico	Charles K. Harris
26	8	Always	Berlin
27	8	This Can't Be Love	Chappell
28	4	Don't Blame Me	Robbins
29	7	St. Louis Blues	Handy
30	8	Alexander's Ragtime Band	Berlin
31	3	April Showers	Harms
32	5	April in Paris	Harms
33	8	Man I Love, The	Harms
34	2	Just a Bustin' Out All Over	T. B. Harms
35	5	I Can't Give You Anything But Love, Baby	Mills

NEW YORK, July 8.—The annual opera broadcast by Arturo Toscanini and his NBC Symphony this year will be Verdi's *The Masked Ball*. It will be split in two parts, taking place December 17 and 24. Special ballyhoo will tie in with the fact that December 17 is the 91st anniversary of the opera's first production. Two of the leads already set are Jussi Bjorling and Zinka Milanov.

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**NO PUBLICITY MAN** . . . was on the job in any of these cases because publicity . . . never fails to make some dent . . . win some friends, influence some people.  
**TIM GAYLE** . . . Publicity-Management-Song & Record Exploitation, c/o Pontiac Lodge, Mackinaw City, Mich., for two more weeks, then back to Hotel Sherman, Chicago (with a fan!).  
— Looking for business, with the cool north woods to stir up ideas!



### "Fingers" Carr Is Nom De Sleeper; He's Cap's Busch

NEW YORK, July 8.—Joe (Fingers) Carr, whose recording of *Sam's Song* blossomed into a sleeper hit and who currently threatens to break loose with a follow-up, *Snookey Ookums*, has turned out to be another of Capitol Records' mystery personalities.

Carr is actually Lou Busch, who is assistant to Jim Conkling in Capitol's artists and repertoire department. Among his predecessors in the Capitol "mystery name" game were Jo Stafford, who was called Cinderella G. Stump on a Red Ingle disking of *Timtashun*; Jack Smith, who was called Johnny Smith; Woody Herman, who has etched under the name of Chuck Thomas.

Whereas the earlier pseudonym personalities were professionally active artists, Busch is a desk exec. There already have been calls for "Carr" to make personal appearances. Busch, according to reports, is not particularly interested in doing p.a.'s.

To further confuse the situation, Busch will soon become a dual disk personality. He will shortly debut on Capitol as the leader of the California Commanders, a band which the label has created to duplicate the late Hal Kemp's woodwind-muted trumpet triplets dance style.

### London Signs Helen Grayco

HOLLYWOOD, July 8.—Helen Grayco, songstress wife of musical depreciationist Spike Jones, was inked to a London Records disking pact. Deal was closed by General Artists Corporation (GAC) Prexy Tom Rockwell, and Arena Stars' Eastern Veepee Leonard Romm. Under terms of the arrangement, London acquires four sides privately etched by Miss Grayco last year, backed by Mannie Kline and ork and the Judd Conlon Singers. Diskery topper, Toots Camarata, is rushing taped dub of the sides to London, England, where sides will be released first, with domestic release to take place at a later date.

In the meantime, Camarata will arrive here the latter part of this month to supervise the thrush's initial London session. Sides will be released in the U. S. during late summer.

# Juke Ops Ride Gravy Trains

## Muzak to Supply Music in Transit

NEW YORK, July 8.—Broad-scale use of music on travel vehicles will soon become a fact. Muzak Corporation, transcription and wired music outfit, has set up a special travel music division to provide trains, airlines and ships with magnetic tapes to provide background music. New department will be headed by Curt Pfenninger, veepee in charge of sales.

According to Muzak, the development of high-fidelity tape has made possible reproduction free from mechanical hinderances, and able to withstand shock and movements of vehicles.

Each program will be built especially for the geographic route of the carrier, providing regional flavor of the area as it is approached. Among the subscribers already in the fold are National Airlines, Sante Fe Railroad, American Export Lines, United Fruit's South American passenger fleet and American President Lines. Tests are being run for four other airlines.

The new division marks the third phase in Muzak's development. In 1936 the company started with background music for restaurant and hotels, then expanded during the war to provide programs for offices and industrial plants.

## Cross Narrates 12 Opera Disks

NEW YORK, July 8.—Metropolitan Opera broadcasts commentator Milton Cross has been engaged by the new Parade Record Company for 12 LP productions of popular operas. Cross will handle the narration before each act, as he has done for years on the Met airings, explaining the story, setting scene and mood. A full symphonic ork, chorus and famous soloists will perform the principal portions of each work, tho only Cross gets billing.

According to Parade topper Wally Wolsky, all 12 LP sets have been taped, and the first two, *Carmen* and *Faust*, will be released this week. Two more will follow every two weeks. Each disk carries approximately 45 minutes of music and narration. Other titles in the series are *Aida*, *Madame Butterfly*, *Rigoletto*, *La Boheme*, *Tannhauser*, *La Traviata*, *Pagliacci*, *Tristan*, *Marriage of Figaro* and *Lohengrin*.

Parade has also acquired a series of polka recordings and is issuing them on LP and 45 r.p.m. disks. Included are offerings by the Melody Kings, the Three Kings, and the Walt Podeshey ork.

## Connelly Buying Dash's Catalog

NEW YORK, July 8.—Reg Connelly, of the British Campbell-Connelly pubbery, is on the verge of completing a deal to take over the Irwin Dash catalog, one of the leading English pop pubberies, according to reports received here this week.

Dash, an American, according to the reports, has been in poor health and is disposing of the catalog primarily to return to the United States.

Connelly, already one of the top pubbers in England, will secure his position in the forefront of British publishers upon the completion of the Dash catalog. Dash and Connelly at one time were in business together in an American pubbing venture.

## Big-Time Jazz Duo Gives Nightly Treat In Catskills Bistro

WOODSTOCK, N. Y., July 8.—The local citizenry and the artists and showfolk who populate this quiet village in the foothills of the Catskills are being treated nightly to a musical performance which can only be described as the quintessence of jazz. That such haunting renditions should emanate from the bucolic confines of a comfortable and pleasant bistro known as Deanie's rather than an ill-ventilated boite in a key city jazz center, is all to the good; for it (See *Big-Time Jazz Duo* on page 19)

## AFM To Spank Gratis Guestars

HOLLYWOOD, July 8.—Musicians who do guest shots on local video shows for free will face action by the American Federation of Musicians (AFM) Local 47 trial board. The union's radio-tele rep, Phil Fischer, said local orksters were openly violating the AFM's "no free work" regulations and breaking down the union's power over tele guest appearances. Accordingly, all future guest shots must be cleared beforehand and any performer found working without pay, regardless of the type of show, will be hauled up for disciplinary action.

Fischer said that a raft of local commercial video shows are using AFM members on cuffo stints in return for plugs. Practice is so rampant that paid performers have a tough time finding a job when competing with orksters willing to work free. Union's previous warnings, published in its *Overture* house organ, have been ignored. Next sideman caught in the act will be made an object lesson, Fischer said.

## Diskeries To Answer AFRA July 20 on Pay

NEW YORK, July 8.—On July 20 RCA Victor, Columbia and MGM Records are expected to come up with counter proposals to the singers' scales recently suggested by the American Federation of Radio Artists (AFRA). Joint meeting between AFRA and diskery reps has already been set for that date with the three aforementioned diskeries slated to attend. Same diskeries sent reps to the first meeting, June 15, when AFRA presented the union's proposals covering singles, duos and groups (*The Billboard*, June 24).

## Mercury Bows Month's Disk Premium Plan

### Effect Pledge Card System

CHICAGO, July 8. — Beginning July 15, when Mercury Records here introduces a month of a radical new disk giveaway plan, juke box ops will be getting their first share of the premium gravy trains which were started for their retail record store contemporaries a month ago. Talks with vet juke men here indicate that this is the first premium ever offered to them by a leading diskery.

From July 15 to August 15, Mercury distributors will offer juke ops 250 free disks for every 1,000 records they buy during that period. Under a second plan for the smaller ops, 100 gratis platters will be given to the operator who buys 500 Mercury disks. Realizing that the addition of from (See *Mercury Introduces* on page 76)

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# MUSIC—AS WRITTEN

## Stordahl in Line for Columbia Berth

Negotiations are under way to sign **Axel Stordahl**, to a Columbia Records musical director's berth. Stordahl, currently recording freelance with several major labels, is being agented in the Columbia deal by **Marty Melcher**, Century Artists percentager and manager of **Doris Day**. Melcher would like to use Stordahl as permanent backstop batoner for Miss Day and is using this selling point to clinch deal with Columbia. Stordahl has also been mentioned for a similar berth with RCA Victor and most recently recorded with **Bing Crosby** on Decca.

## MCA Signs Otto Cesana as Composer Arranger

Composer and arranger **Otto Cesana** has been inked in those capacities by MCA. Deal was set by **Ervin Brabec**, of MCA, and **Robert Elliott**, the cleffer's p.m.

## Dinner for Coast SPA Members July 24

SPA will have a dinner for Coast members Monday (24) at the Beverly Hills Hotel, Los Angeles; **Prexy Sigmund Romberg** will preside. The dinner will also serve as an opportunity to report to the members, the first such on the Coast in more than five years. **Miram Stern**, exec secretary; **Abel Baer**, treasurer, and **John Schulman** counsel, also will go out from New York for the confab.

## Columbia Adds More Names to Album '88-ers

Columbia Records has added **Ralph Sutton**, **Dardanelle**, **Errol Garner**, **Count Basie**, **Earl Hines**, **Joe Bushkin**, **Jess Stacy**, **Walter Gross**, **Nat Brandwynne** to the list of 88-ers in its LP album series (The Billboard, June 17).

## Royalty Records Gets Four Original Tunes

Shamrock Music Publishers, Inc., Houston, this week turned over to Royalty Records four original tunes recorded by **Sally Lee** and **Mitch Torok**. Tunes are "Table Hoppin' Blues," written by **Merle Davis Moore**; "Yeearnin'," Western ballad, by **McCorquodale** and **Bridgforth**; "Sober Up," **Julia Dillman**, and "Someday (When Someone Hurts You)."

## Boston's Brattle Theater Cuts Its Own "King Lear"

The Brattle Theater of Boston, directed by **Brent Haliday**, has entered the LP disk business with its own recorded version of Shakespeare's "King Lear." The production, adapted and directed by Haliday, features **William Devlin**, a member of the Old Vic Company. **Wesley Smith's** Musart Distributing is representing the label in the East.

## Feather and Shearing Authoring Piano Book

Jazz deejay-author-columnist **Leonard Feather**, who was seriously injured by a runaway auto several months ago, is working on a piano book with **George Shearing**. Work will be a combination method and history of piano styles. Feather is also doing a new bi-weekly radio-TV column for The New Leader.

## AFM Upholds Carle Refusal To Play Delayed Date

The American Federation of Musicians (AFM) last week upheld orkster **Frankie Carle's** claim that he was not obliged to play an engagement at the Surf Club, Virginia Beach, Va., on grounds that operator **Jack Kane** held the signed contract for too long a period. Kane, it was claimed, held the contract for five weeks. Carle asked that the date be canceled in order to preserve his health.

## Jordan Southeastern Tour Hits 9C

**Louis Jordan** and combo last week pocketed \$9,116 for four Southeastern appearances. The Jordan group's share of the b.-o. grosses was \$2,234 at Charleston, W. Va., Saturday (1); \$1,610 at Bluefield, W. Va.; \$1,893 at Charlotte, N. C., and \$3,379 at Atlanta on succeeding one-nighters.

## New York:

The **Ethnic Library's** series of on-location folk music recordings is being switched to long-playing disks. Four are already available, and the list will total 12 by October. . . . A new country and Western publishing firm, **Boles Music, Inc.**, has been formed by cleffers **Wayland** and **Clyde Boles**. The firm will have offices in New York and Dallas. **Nat Tannen** is Eastern representative, and his **Keys Music** is sole selling agent for the outfit, which has already set several major records.

The **Mocturnes** inked to an **MGM** recording pact. . . . **Gene Williams'** engagement at **Glen Island Casino** has been extended another four weeks and probably will fill the ork bill for the spot for the remainder of the summer. . . . **Henry Jerome's** ork skedded to go into the **Covered Wagon** outside of Philadelphia for 18 days beginning July 28. . . . **MGM Records** is readying its first numerical catalog for dealer distribution in the next couple of weeks. This will be the first complete printed catalog of the **MGM** product which has ever been compiled.

**Rosalind Patton**, thrush with the **Elliot Lawrence** ork, lost her mother last week. . . . **Paul W. Bien**, former Midwest promoter, has opened an office in the **Hotel Travelers**, Sacramento, from which he'll book bands and acts for the **Rocky Mountain** area and **Pacific Northwest**. . . . **Sunny Dunham's** ork opens at the **Capitol** July 20. . . . **Bill Davis** has replaced **Bob Creo** on alto sax in the **Gene Krupa** ork. . . . **Krupa** opens at **Jefferson Beach**, Detroit, for one week, August 4.

**Jack Schiffman** has been named professional manager of the **Hill & Range** pubbery. . . . **Johnny Parker**, whose first **Capitol** sides go on release this week, has cleffed a three-year booking pact with **MCA**. . . . **Michael Zarin's** combo is spelling the vacationing **Mischa Borr** crew at the **Waldorf's Starlight Roof**. . . . Trial in **Local 802's** suit to remove the anti-picketing restraining order at **WINS** has been set for September 11.

**Mindy Carson** opens at **Steel Pier**, Atlantic City, August 13 for a week. The **Frank Petty Trio** is at the **Showbar**, Boston. . . . **Hal Miller**, of **Allen Music**, leaves July 24 for a trip thru the South and hillbilly country to

contact artists and pick up material. . . . Orkster **Bobby Byrne** plays **Old Orchard Beach, Me.**, July 17-26. . . . **Scripts and Scores**, kidisk packaging outfit run by **Herb Plattner** and **Hugo Perette**, is branching out into TV packaging as well. The TV material will not be confined to moppet appeal, however. . . . **Johnny Parker**, **Capitol** disk warbler, has inked a booking deal with **Cress Courtney**. He's managed by **Nat Freyer**.

The **Kirby Stone Quintet** is slated to open at the **Capitol Theater** here August 3. Group, which has scored via TV, currently is working at **Grossinger's** in the **Borscht Belt** and remains there until the theater date. . . . **Noro Morales'** ork at **Palisades Park** for a couple of weeks. . . . Songwriter **Ralph Freed** came in from the Coast last week to collaborate with **Kay Swift** on a musical legiter. . . . **Patricia Allen**, 19-year-old pianist discovered by **Frankie Laine** recently in Chicago, will become part of the singer's act when he returns from his **South American honeymoon** to open at **Ciro's**, Hollywood.

**General Artists Corporation (GAC)** execs, **Tom Rockwell** and **Art Weems**, left for the Coast Thursday (29). **Topper Rockwell** will remain there for his annual summer Coast stay, while **Weems** is taking a two-week vacation there. . . . **Tony Pastor's** crew skedded for a **Paramount Theater** run beginning September 27. . . . **Benny Goodman** has been inked to do a longhair guest shot with the **Chautauqua Symphony** July 26. **B. G.** took off for his Coast home June 27 for a 10-day stay prior to returning to New York for his appearance on the **U. S. Steel Radio Concert** July 9. . . . **Willard Alexander** left for a month's vacation in **Cape Cod**.

## Chicago:

**General Artists' Corporation** here picked up a plum last week, grabbing off the remaining weeks of the **Beachwalk** of the **Edgewater Beach Hotel**, with **Frankie Carle** from July 20-August 17 and **Jimmy Dorsey** to follow until September 7. . . . **Bill Polk**, **GAC** one-night chief, became father of a daughter July 4. His first three children were boys. . . . **Premium**, the new label organized by **Lee Egalnick**, has inked the **Holy Wonders**, local spirituals sextet, and **Eddie Chamblee**, ex-Miracle tenor.

**Life Records** has inked **Bud Pressner's** 12-piece territory ork. Label has added **Fred J. Meyers**, Los Angeles, to act as zone manager for 11 Western States. . . . **Red Saunders's** ork, with **Joe Williams** and **Little Miss Cornshucks** on vocals, cut four sides for **Columbia**. . . . **Hugo Giovagnoli**, op of the **Lake Club**, Springfield, Ill., has put in a house band fronted by **George Rank**, ex-trumpet and arranger for **Del Courtney**.

**Associated Booking Corporation** set its first band into the **Karzas ballrooms**, with **Larry Fotine** opening a four-weeker November 28. Deal set by **Paul Bannister**. . . . **Bill ("Bewitched") Snyder** starts a string of location dates at the **Chicago Theater** July 14 for two weeks. . . . **The Peacock Records**, the **Houston** rhythm and blues diskery, has made statements that it has signed contracts for **Louis Jordan** to come with the waxery when his pact with **Decca** ends December 31, **Jordan**, when contacted at his **Phoenix, Ariz.**, home, denied that he made any deal.

## Philadelphia:

**Robin Hood Dell Orchestra** cut its first sides for **Victor** recently with fiddler **Mischa Ellman** for the solo scrapings. . . . **Main Liners** with vocals by **Louise Doyle** at the **Main Line's Peacock Gardens** in suburban **King of Prussia**. . . . **Ted Forrest**, who has his musical threesome at **Big Bill's**, is a student at **University of Pennsylvania Law School**. . . . **Mickey Familant** takes over the bandstand at the **Latin Casino**, with **Harry Dobbs** bowing out after a stretch of many years. . . . **Bobby Roberts** leaves the local scene for the **Round-the-World Room** at **Atlantic City's Hotel President**. . . . **Guiding Light Gospel Singers**, local mixed choir, inked by **Coral Records**. . . . **Dance promoter Reese Dupree**, who narrowly missed death in a fire which routed him from his home, lining up a **Southern** tour, going as far southwest as **Oklahoma**, for **Billie Holiday** and the **Gerald Wilson** band holding rehearsals here. . . . **Howard Reynolds**, with the closing of **Frank Palumbo's** cafe for the summer, goes to the **Cadillac Sho-Bar** for the season. . . . **Buddy Williams** slated to play **Meadowbrook Country Club** in **Northern New Jersey** in the fall. . . . **Al Cooper** returned to dance promotions, underwriting an **Arnet Cobb** prom last week at **Reynolds Hall**. . . . **Wildwood, N. J.**, will be the summer spotting place for **Billy Hays**, set for the season at **Lou Booth's Monterey**, and **Rocky Valentine** at **Club Avalon**. . . . **Pat Dennis** brings his band to **Club Del Rio**.

**Lou Longo** takes over the bandstand on **Wilson Line** moonlight dance cruises, succeeding **The Haverfordians**, with **Mac Maguire** and **His Harmony Rangers**. Western unit, to stage square dances on Tuesday nights during August. . . . **Jay Jerome** back for a second summer at the **Hotel Warwick's Warwick Room**. . . . **Harry Roberts**, who originally located in **Hollywood** as sax feature with the late **Jan Savitt's** band, quit the movie studios to return to his home here and a seat in the sax section with **Joe Frassetto**, who will hold on all summer at **The Click**. . . . **The Keys** taking in a return trip at **Lou's Moravian**.

## On the Sound Track:

**Gene Nelson**, who co-stars with **Doris Day** in "Tea for Two" (**Warner Bros.**), makes his wax bow with **Miss Day** in a **Columbia** album of tunes from the musical pic. Nelson will sing and tap dance to the tunes as he does on the soundtrack. His tunes will include "I Know That You Know," "Oh Me, Oh My," "Crazy Rhythm" and the title tune. **Page Cavanaugh Trio** will supply the instrumental backing. . . . **20th Century-Fox's** legal department spent five months and checked 110 persons to clear the old tunes used in its musical, "I'll Get By." Flick is set in the late '30s and early '40s. Producer **William Perleberg** listened to 400 ditties covering that era and picked 40 of them for possible use. Five-month legal job was devoted to getting cleffer-pubber green light on songs and for pic's right to portray **Bill Lundigan**, **Dennis Day** and **Danny Davenport** as their writers. . . . **Dimitri Tiomkin** has started scoring "Cyrano de Bergerac" (**Stanley Kramer**). . . . **Warner's** music department is at work on four films: **Ray Heindorf** pre-scores "The West Point Story," **Max Steiner** is scoring "The Breaking Point" and "The Sugarfoot," and **William Lava** is penning "The Two Million Dollar Robbery" musical background.



# TV PRICE PICTURE CLEARING

## Sales Mergers Of Phonos, Disks On the Upswing

NEW YORK, July 8.—The trend toward selling phonographs and other record playing equipment in the disk departments rather than in radio-TV departments is reaching further into the department store merchandising programs. Of the 22 major department stores in the Associated Merchandising Corporation (AMC) chain, 12 stores now place the responsibility for buying and selling phonos and attachments with the manager of the record department. In some cases, tho, the record department manager is also the radio-TV buyer.

Stores now handling phonos in the disk department include Bloomingdale's, New York; H. C. Capwell, Oakland, Calif.; Dayton Company, Minneapolis; Foley Bros., Houston; Joseph Horne Company, Pittsburgh; J. L. Hudson Company, Detroit; Hutzler Bros., Baltimore; Rich's, Atlanta; Rike Kurler, Dayton, O.; Stix, Baer & Fuller, St. Louis; Strawbridge & Clothier, Philadelphia, and Thalhimer's, Richmond, Va.

It is reported that additional AMC stores soon will be switching the responsibility for phono sales. Basic reason is the radio departments' concentration on TV set sales and the realization that disk salespeople can better handle sales of the record playing equipment for the three speeds of phono records.

## Radio-TV Stocks At Top in April

WASHINGTON, July 8.—A boom in stocks of radio-TV manufacturers reached a new high in April, the Securities and Exchange Commission (SEC) said this week. Amusement stocks advanced moderately during the month.

The SEC stock barometer is based on the average price in January, 1939. With that mark fixed at 100, SEC calculated radio-TV stocks at 261.4 at the end of April, 1950, for a gain of 26.2 barometer points during the month. This increase moved radio-TV stocks into second place among 27 leading industries. Paper and paper products held the lead at 309.4.

Amusement stocks advanced from 211.1 to 212.3 to hold fifth place on the industry list. The composite index for all industries at the end of April was 145.2.

## Hartford's BBB Puts Blast on TV Gyms

HARTFORD, Conn., July 8.—Incompetent dealers "have undermined public morale" in the television industry, according to F. Preston Leavitt, local exec of the Better Business Bureau (BBB). At a meeting of the local chapter of the National Appliance and Radio Dealers' Association, he said that the unethical practices of some dealers and repairmen have made television an "atomic age headache."

The purpose of the meeting was to extend protection already developed against fraudulent sale and installation of TV sets in the Hartford area. Theodore A. Simmons, of the World Radio-Television Appliance Corporation of Hartford, is chairman of the newly created certified television installations committee, whose job it is to see that all television sets in this area are installed with maximum benefit to the purchaser.

## People, Products and Prices

### NARDA Holds Up Naming Simpson Successor

The National Appliance and Radio Dealers' Association (NARDA) has decided to withhold appointment of a successor to fill the vacancy left recently when **Cliff Simpson**, NARDA director, ankleed the org to go with the National Electrical Association. **Ira Lavin**, public relations chief of NARDA, is currently filling Simpson's post. A new director will be appointed within the next six weeks.

### Symphonic Radio Moves to New Home

Symphonic Radio & Electronic Corporation, Cambridge, Mass., last week moved to new and larger quarters in that city. **M. H. Cogan**, company president, named the following sales reps: **Michael Scott**, New England; **Blair-Steinberg**, New York; **A. V. Bice Company**, Ohio; **Fred Ahrbecker Company**, Kentucky; **Goodman Bros.**, Virginia; **Stanley K. Wallace**, Tennessee; **D. L. Dale**, North Dakota; **Kay Sales Company**, Nebraska; **Jack McKinney**, Texas; **W. H. Connors Company**, Montana; **Ron Merritt Company**, Washington; **E. L. Berman Company**, California (San Francisco), and **Lee Owens**, California (Los Angeles). In most cases, reps will cover surrounding States.

### Majestic Names New Factory Reps

**Milton R. Benjamin**, sales manager for Majestic Radio & Television, last week named a new group of factory representatives for the company. They are **Tom Dwyer**, St. Paul; **Maury Farber**, Buffalo; **B. Grover**, Charlotte, N. C.; **James R. Lacey**, Atlanta; **John M. Maynard**, Dallas; **Burt C. Porter**, Seattle; **Louis Stutz**, Los Angeles; **Allen I. Williams**, Denver, and **Jack Silverman**, Des Moines.

### Hudson Electronics Names Five Execs

Hudson Electronics, Mount Vernon, N. Y., manufacturers of phonos and radio-phonos, last week named **George Rapp** production manager; **Mae Morse**, ad manager; **Albert Messina**, chief engineer; **Richard Tesora**, in charge of quality control, and **James Lawler**, office manager. The firm plans to triple production via additional production facilities.

### Hedco To Show New Kiddie Phono Models at Exhibit

Hedco Manufacturing Company, Chicago, will debut its Symphonette line of phonographs during the music industry trade show. Featured sets in the line include kiddie phonos called the Lone Ranger and Rudolph the Red Nosed Reindeer models. Prices of the line, according to President **Paul M. Davidson**, will range from \$17.95 to \$49.95. Included in the line will be various models in single and three-speed manual as well as three-speed automatic designs.

### Birch Line To Display 11 Basic Phono Models in Show

Eleven basic phono models will be shown at the music industry trade show by **Boetsch Bros.**, New York manufacturers of the Birch phono line. Single-speed models will range from \$19.95 to \$42.50. The latter portable is an automatic changer model. A hand-wound portable will list at \$21.95. Three-speed, manual models will retail at \$27.95, \$29.95, \$31.95 and \$39.95. Three-speed automatics will list at \$59.95 and \$69.95.

### Shura-Tone Package Offer Boosts Summer Sales

A special promotional package of disk players offered to dealers in an effort to hype summer business is reported to be a success for **Irving B. Shurack's** Shura-Tone line of phonographs. Shurack is offering three standard 3-speed phonos, two de luxe 3-speed phonos and one single-speed portable for less than \$100. In addition, dealers buying the package receive another single-speed set at no charge.

### More Manufacturers Hop Big-Screen Bandwagon

Emphasis on large-screen TV is becoming more pronounced, the Radio-Television Manufacturers' Association (RTMA) said last week in announcing more than 64 per cent of all TV picture tubes bought by manufacturers during May were 14 inches and larger. May picture tube sales to manufacturers totaled 599,667 as compared with April's 498,624 units.

### Jobs Up in TV-Radio Manufacturing

Employment in radio-TV manufacturing was on the upswing in the early months of this year, the Bureau of Labor Statistics reported last week. The number employed in the production end was 144,200 in April as compared with 138,100 in March and 134,200 in February.

## Overwhelmed!

CHICAGO, July 8.—American Television, Inc., reports it is "overwhelmed" with orders for new 16-inch rectangular tube sets retailing at \$99.50, and a 16-inch console at \$149.50. The line was introduced two weeks ago with little fanfare. It is sold only at company showroom in Chicago.

Sets are not sold without "engineered installation," which runs from \$10 to \$38.50, and 12-months warranty, costing from \$25 to \$60. Company says it still is undecided whether to grant dealer franchises in other cities.

## RCA Offers Cut-Rate Service Deal for TV

CAMDEN, N. J., July 8.—To meet competition from independent television servicemen, a new low-cost service contract is being offered without fuss or fanfare by the RCA Service Company here. The new contract, which averages 50 per cent less than the rate for the standard renewal contract, is being offered to those set owners who did not renew their present contracts.

Only difference in the service contracts, aside from price, is that the low rate calls for only one inspection-service call during the year rather than unlimited calls. All additional calls cost the set owner a flat rate of \$5.75. All parts and tube re-

## RCA, DuMont, Sylvania Tie Trend Down

### Victor Hypes Bally

NEW YORK, July 8.—The video-set price picture for the last half of 1950 was clearly defined this week as RCA Victor, DuMont, and Sylvania previewed their new TV lines for distributors. All prices are considerably lower than those placed on similar sets in previous lines. RCA prices, for example, are from \$40 to \$200 below former models. DuMont introduced four "functional" sets which are seen in the trade as a "second line" for the company.

That RCA Victor intends to dominate the field is best evidenced in the announcement of a tremendous advertising campaign featuring the use of 16-page special sections in 40 daily newspapers thruout the country. Reprints will also be distributed thru dealers. In addition, RCA will make heavy use of radio, TV, billboards and consumer magazine advertising.

Simultaneously with the RCA price and advertising announcements, the company completed arrangements with the Commercial Credit Company to finance sales of RCA Victor products from distributors to dealers, and also to handle time payment sales to consumers.

The RCA line ranges from a 12½-inch table model at \$159.95, to a 19-inch console combination at \$695. Leader of the line is a 16-inch console at \$299.95. The majority of sets are 16-inch models. While introducing its first 19-inch sets, RCA Victor steered clear of rectangular tubes.

\$169 to \$645

Sylvania prices range from \$169.95 for a 12½-inch table model to \$645 for a 19-inch console combination. The line consists of 21 models in round and rectangular tube sizes, including 12½, 14, 16 and 19-inch models. Leaders in the Sylvania line are a 16-inch table set at \$199.95, a 14-inch console at \$229.95 and a 16-inch console at \$299.95.

Most noise at the DuMont distributor showing was over the introduction of a 30-inch TV set. The largest picture yet produced by any company, the dramatic size of the screen stole the show, even tho it was disclosed that production would not start until later in the year.

DuMont eliminated all picture tubes smaller than the 17-inch rectangular size, with the price leaders to be a metal cabinet table set at \$249.95; two other 17-inch models at \$279.95, and a fourth, in wood, at \$299.95. The company also kept three sets from its "interim" line. Much attention was given to a de luxe console combination with 19-inch tube, AM-FM radio, three-speed record changer, automatic tape recorder and a clock for turning the set on and off at pre-set time. Only price information on the latter set is "under \$1,500."

placements are covered by the low-cost contract.

New low-price form was instituted, according to company officials, for those set owners not having any trouble with sets, and to discourage unnecessary service calls.



# AGVA Gunning for Booking Fee

## Will Also Ask Fewer Shows In Chain Pact

### Thompson to Rep Houses

NEW YORK, July 8.—The elimination of the 5 per cent booking fee and a reduction of shows played each week will be the objectives of the American Guild of Variety Artists (AGVA) when it discusses a contract Wednesday (12) with Maj. L. R. Thompson, head of RKO's labor relations, who will also represent major chains thruout the country.

The 5 per cent booking fee collected by practically all theater booking offices, has been in effect about 12 years. Originally the booking fee was 2½ per cent and came from the agent's 10 per cent. The straight 5 per cent collected directly from the act went into effect when vaude started to disappear from showbiz. At present, shows in theaters run to about 35 per week. If additional shows are run, acts get paid that much more on a prorata basis. AGVA's proposal will ask that shows be cut to 29 per week, or four a day and five on Saturdays. Any additional shows to be paid for on a prorata scale.

The chains involved in the initial talks will be Paramount, Warner, RKO, 20th Fox, Loew's and probably Brandt.

## Martin-Lewis Quit Greshler For MCA Deal

HOLLYWOOD, July 8.—Comedy team of Dean Martin and Jerry Lewis split with their agent, Abby Greshler, and inked a long-term management pact with Music Corporation of America (MCA). At press time, Greshler said he had no word of any impending breach but it was understood that he would be officially notified of contract break over the week-end. It was confirmed that MCA inked the comedy duo Thursday night (6) with agency toppers, Jules Stein and Lew Wasserman, personally pledged to handle the duo.

Bust-up with Greshler came on top of rumors that gagsters were unhappy with their agent. Jerry Lewis told *The Billboard* that parting would be amicable but that break came because "we were not satisfied with present arrangement." None of parties concerned would elaborate on the particular circumstances leading to the end of the talent-agent team. MCA was understood to have paid Martin and Lewis a hefty bonus to lure them into agency's talent stable. In addition, MCA will forfeit commissions for the next two years since (See Martin & Lewis on page 22)

## Pransky Books Bradford Roof

NEW YORK, July 8.—The Bradford Roof, Boston, which has recently been taken back by Ralph Snyder, who had the spot out on lease, will use Johnny Pransky (Beckman & Pransky) as the exclusive booker.

Room now operates on a small budget, using medium and small priced acts. It expects to increase its nut in the fall.

## Ops Get Into Per Cent Act, Cut Fees in Battle for Buck

NEW YORK, July 8.—A battle for acts is brewing between agents and cafes, with at least one club op planning to sign new acts to a personal management contract before he'll hire them and another cutting salaries by 20 per cent.

The squabble occurred between the William Morris office and Herbert Jacoby, op of the Blue Angel and involved the booking of the Mad Moiseselles. Jacoby said he gave them their first break in town and planned to use them again next fall. After signing them he discovered they were set for the Cafe Society right after they closed for him, but he could have them again for more money.

"Time and again," said Jacobs, "I bring in acts nobody ever heard of. Some agent comes in and signs them, and the next time I want to play them I find I have to pay thru the nose. From now on I'll operate like MCA (Music Corporation of America). Before giving the act a job, I'll sign it myself. And then if the

agents want to talk business with the act they'll have to come to me."

The Morris office denied Jacoby's charge that he brought in the Mad Moiseselles. They claimed they submitted the act. "Furthermore," added a Morris office spokesman, "we have enough to worry about without arguing with a night club owner about acts where we can and try to keep them working. If Jacoby wants to sign them to a personal management paper that's up to him and the acts."

Jacoby's basic objection is against salary hikes which he claims agents demand on every return date. The same problem was tackled recently by Lou Walters, op of the Latin Quarter.

Walters forecast that all cafes will have to not only resist increased costs but would have to cut talent by "20 per cent if they plan to stay in business."

"They will have to adjust their set-  
(See Ops in % on opp. page)

## Long Holiday Week-End Ups Stem Combo Take \$50,000

NEW YORK, July 8.—A flock of out-of-towners, a long Fourth of July week-end and the customary hike in prices for the holiday boosted Stem combo theater take to \$395,000 from the previous week's \$345,000.

Radio City Music Hall (6,200 seats; average \$123,000) did a juicy \$152,000 for its preem week with *The Next Voice*, Allan Carney and Peg-Leg Bates.

Roxy (6,000 seats; average \$68,000) wound up its two-weeker with \$55,000 against its previous week of \$65,000. Bill had the *Gunfighter*, Robert Merrill and the DeCastro Sisters. New show has Vivian Blaine, Will Mahoney, ice show and *Where the Sidewalk Ends*.

Capitol (4,627 seats; average \$43,000) exited with \$34,000 for its third and final week (11 days) with *Asphalt Jungle*, Georgie Price and Charlie Spivak. New bill has Ralph

Flanagan ork, Thelma Carpenter, Ballatine and Crisis.

Paramount (3,654 seats; average \$78,000) finished with \$53,000 for its second and last week with Gloria DeHaven, Jack Carter, Ray Anthony's ork and *Secret Fury*. Bill opened with \$59,000. New show has Peggy Lee, Dave Barbour, Herbie Fields ork and *Eagle and the Hawk*.

Strand (2,700 seats; average \$41,000) went down to \$25,000 for its third and final week with the Tommy Dorsey ork band show and *Bright Leaf* after an opener of \$41,000 and a second week of \$30,000. New show has Jane Pickens, Buddy Lester and *Flame and the Arrow*.

Palace (1,700 seats; average \$18,000) moved out with a \$21,000 for Frank Marlow, Herman Hyde, six other acts and *Skipper Surprised His Wife*. New bill has Harry Savoy, Bob Dupont and *This Side of the Law*.

## Names Scarce, Dough Tight As A. C. Keeps Lid Covered

ATLANTIC CITY, July 8.—Tho the summer is in full swing, with plenty of people and conventions bringing in more, few are spending it as they did in previous years. Moreover, with the lid definitely clamped down on gambling, nitery show budgets here ain't what they used to be.

Indicative of this is the fact that the holiday week-end ushered in a new season without a single name or near-name in the spotlight. Biggest offering was *The Vagabonds* at the 500 Cafe, where Philadelphia's Harry Steinman, Latin Casino op, joined with Skinny D'Amato in running the club's back room. However, Steinman does have Kitty Kallen plus team of Al Fisher and Lou Marks for this coming week, policy calling for weekly changes.

Bath and Turf Club, for years the resort's top supper spot, with Joe Moss running it, opened the season with a musical unit, Evalyn Tyner and her Trio. The Hialeah kicked off

with Jack Verna's band, plus *The Three Sweets* unit.

Any real activity on the nitery front will depend largely on the green light given to gambling. However, word is that it will be no go this summer.

Save for the dance teachers on hand to tutor hotel guests, there isn't a single standard floorshow among all the class beach-front hotels. It's strictly dance bands, small units and solo singers, and instrumentalists, with the only real novelty in the Duke of Iron and a troupe of Calypso singers in the Boardwalk Grille of the Hotel Brighton, which also has Joe Stern's band in the Punch Bowl and Heinz's unit in the outdoor Cabana Terrace. Ambassador Hotel opened up a new Harlequin Room to replace its 22 Club, with Bob Kay's band on tap.

For the most part, the class hotel rooms with musical units are giving heavy billing to each member of the

## Summer KO's RKO 13-Wk. Tours Till Fall

### Deal Came Back With Palace

NEW YORK, July 8.—The 13-week tour of the RKO theaters in key cities will be dropped for the summer, resuming in the fall. Curtailment is due mainly to lack of business caused by the hot weather.

Theater chain feels that with the exception of Chicago and New York, practically all the other cities where the packages have played, find the population leaving for vacations, with its usual effect on the box office.

New York and Chicago are exceptions because people come to those cities on their vacations.

The 13-week tour was started June, 1949, when RKO first put vaude back in the Palace. Chief reason for the tour was that the return of flesh to the Palace was getting such a national press coverage that sending out bills made up of acts that played the Palace was bound to make a buck. The second reason was that RKO could offer Palace acts a tour if they would first come into the key house for smaller dough. The 13 weeks, it was figured, would make acts that more available.

## Press Agents Set To OK Game Rules

(Continued from page 3)

p. a.'s in town, will classify cafes from AA to C spots. The Double A clubs will be asked to pay drum thumpers \$200 to \$250 a week while the C rooms will be scaled from \$50 to \$100 a week. Classification will be based on ability to pay, extent of productions, menu and minimum prices and the time job requires.

Performers will be handled on either a contract on a percentage basis or a fee basis determined by the performer's salary. No press agent will take a client who has fired a previous p. a. owing him money.

It is planned to have the org expand into Chicago and Hollywood, joining with similar bodies or having agreements with them. Members who default or break the Guild's code of ethics may be expelled and other p. a.'s will not deal with them. Ed Weiner is the president of the Guild. Other officers are Sam Geison, Curt Weinberg, Frances Kaye and Kay Norton. Legal counsel is Arthur Hershkovitz.

group to create the impression that there's big doings in the room.

Biggest musical bill is at the Round-the-World Room of the Hotel President, with the bands of Bobby Roberts and Tito Puente alternating, while the team of Irene Oakley and Jack Orloff give dance exhibitions. Chelsea Hotel, which used to feature the name rumba bands, has Jose Poneira's unit in the lounge.

At the other class hotel rooms, the Sun and Star Roof of the Senator, it is Dolph Trayman's band, Ellen Dunlap's songs, Kay McQuade's accordion and the Jane and Bennie terp exhibits. The Shelburne has Jose Melis's rumba band in the Sheel Bar, with the Ramon Trio in the Boardwalk Lounge. Lenny Herman's small band is back at the Traymore's Submarine Room. Nick D'Amico's band, Bobby Branson's Hammond and songs by Patty Travers and Lucille Russo suffice the Old English Tavern of the (See Names Scarce on page 19)



## NIGHT CLUB REVIEWS

### Jackie Heller's Carousel, Pittsburgh (Wednesday, July 5)

Capacity, 300. Price policy, \$2 minimum. Shows at 8:30 and 12:30. Booking, non-exclusive. Owner-operators, Jackie, Sol and Bill Heller. Estimated budget this show, \$1,100. Estimated budget last show, \$3,250.

Mel Murray, a Miami Beach fixture for nine years, has broken away to accommodate the many club owners who vacationed there and urged him to come north and play their rooms. The following that he built up in Winnie's Little Club, the Blackmoor, the Life Bar and his own Continental Lounge was out in full force and he accepted the kudos gracefully.

Murray is a combination of Chico Marx, Maurice Rocco, Harry (The Hipster) Gibson and Al Morgan. He is a winner from the time he steps on the floor. He had the room rocking. He is a great bet for TV and the class rooms of the country.

Dottie Dell opened the show with a fast acro number. Dave Jeffries, with a good bary voice filling in for the ailing Barry Parks, did a fine job of emceeing the show in the absence of Jackie Heller. Pansy the Horse was on next to closing. The act was a bit handicapped because only about one-third of the house could see it in most of the top comic bits. However, the act went off to a big hand. Herman Middleman's band (5) played for dancing and cut its usual great show. *Len Litman.*

### Silver Frolics, Chicago (Wednesday, June 28)

Capacity, 300. Price, no minimum with a 55-cent cover charge. Shows at 8:30, 12 and 2. Operators, Ben Orloff and Irv Singer. Publicity, Larry Stein. Booking policy, exclusive thru Sid Harris, Mutual Entertainment Agency. Estimated budget this show, \$2,400. Estimated budget last show, \$2,800.

Lenny Kent has polished up the rough edges a lot since last seen locally two years ago. He's working slower with better material and spotlights a gimmick of working payees unconsciously into the act by heckling them and getting them to throw the stuff back. It pays off. Comic has two new routines. One is a school days nostalgic turn with lots of sparkle. His broad burlesque of a Texan in New York has been getting such good reaction that Apollo cut a condensed version of it last week for early release.

Ginger Kinney, luscious redhead, won attention immediately with a face and figure that should make her a great bet for video and films and then went into two excellent tap routines. She's especially good on acro whirls and spins.

Judy Manners doesn't get any solid reaction until her excellent mimicking of name singers closer. Gai needs a strong original material number at the start of her act to win customers' attention. *Johnny Sippel.*

### OPS IN % ACT

(Continued from opp. page)  
ups to allow for practically no business Mondays, half houses Tuesdays, Wednesdays and Thursdays; three-quarter rooms Fridays and depend on week-end sellouts to keep them alive. If cafes don't recognize this pattern they won't be around much longer," said Walters.

Walters also said that some rooms have other sources of revenue, so talent budgets are secondary. He cited Las Vegas clubs where dough paid to acts wasn't important because the casinos paid off.

"There are a couple of clubs, however, that operate like they don't know what it's all about." He named a New York spot and a Chicago room. Last year, said Walters, he paid standard acts \$600 to \$750. Today he pays the same acts \$375 to \$500. "Many a cafe stays in business on the money it saves," said Walters.

### Folies-Bergeres, Montreal (Saturday, July 1)

Capacity, 300. Price policy, \$1 admission, no minimum or cover. Shows at 9 and 12:30. Owner-operator, Roger Hetu. Booking, William Morris Agency. Estimated cost this show, \$3,500. Estimated budget last show, \$3,000.

Sophisticated rhythm of Don Arden production numbers and card wizardry of Frenchman Charles Carts add up to top entertainment in current show. Comedy acrobats Pedro and Durande, and Victor Charles with his puppets round out the summer revue.

Carts is one of the best of his kind ever seen in Montreal. The ladies don't know whether to gasp at the amazing things he does to the pasteboards or to swoon at the patter.

The drunken doll manipulated by puppeteer Victor Charles draws solid yocks from the audience. The facial expression on the wooden masterpiece is a work of art, and his struggle with drink is the work of an expert. Charles uses two other puppets to warm the crowd up before presenting his clincher.

Pedro and Durande, the comedy acros, spend a fast 10 minutes pushing each other around the floor in falls and turns. They work very smoothly.

Singer Don Haskett gives out with *Beauce*, and *La Mer* in a polished manner, aided by the chorus line. Tommy Day's band backs up the production. *Harold Gardner.*

### Charley Foy's Supper Club Sherman Oaks, Calif. (Sunday, July 2)

Capacity, 300. Price policy, non-minimum, no cover. Owner-operator, Charley Foy. Shows at 9:30 and 12:30. Booking policy, non-exclusive. Publicity, Charlotte Rogers. Estimated budget this show, \$3,000. Estimated budget last show, \$2,000.

Ben Blue, returning here for the umpteenth time, was never funnier. Blue has surrounded himself with a raft of stooges, and works smoothly with a wide assortment of skits, take-offs and monologs. Foy has added a blackout curtain to stage left, thereby giving the gagster a chance to dish out blue-tinted blackouts.

Much of Blue's material is old but worth a second glance. His burlesque of mentalist acts remains one of his funniest bits. A take-off on radio broadcasts, a rib at French literature and an impression of Ted Lewis are all top-drawer comedy. For climax, a side-splitting rib of "Fred Herring's Glee Club," in which waiters, bartenders, chefs and the rest of Foy's employees take part, was great.

Much credit is earned by Blue's helpers, who included stooge Shep Fields, comic Cully Richards, Frankie Hyers, thrush Roberta Lee and Mary Foy. Richards handles emcee chores ably, while Hyers terps and teams vocally with Mary Foy. Miss Lee, another Foy regular, does well vocally and provides some excellent straight lines for Blue's clowning. Foy, altho not as active in this show as in the past, earns cheers for his old-time hoofing and horseplay. Musical chores are ably handled by the Abbey Browne combo. *Alan Fischler.*

## FOLLOW-UP REVIEWS

**LATIN QUARTER, NEW YORK:** It's still a zippy, brash fast-moving show full of sight values and lots of flash, with some of the prettiest girls in the business making it an ideal package for the visiting firemen as well as the locals.

Since last caught, Walters has changed some of his acts. The new ones in this time are Frank Libuse, Tommy Dix and Edith Fellows, Mons. Choppy and Gloria Gilbert.

Libuse has been here a few times. His mad waiter routine plus his tumult comedy with Margot Brander is aimed at the bellies and gets him right from the opening. It doesn't require any intellect to bust a gut at Libuse's comedy which makes it a natural for spots like the LQ.

On the opposite end of the intelligence ladder is pint-sized team of Tommy Dix and Edith Fellows. The two kids showed verve, freshness and a sense of showmanship indicative of their combined experience in various branches of showbiz. Basically Miss Fellows does the heavy comedy and Dix is the light comic, with both blending voices on singing duets. Team started off with a reverse gimmick doin' a *Goodbye* for an opener. Then came *I Can Do Anything Better*, a hyped version of *You're the Top*, winding up with a slightly satiric tho highly amusing and effective medley of South Pacific tunes. Basically, the Dix and Fellows forte is comedy. They proved it in various bits of business. But because of conflict between their act and Libuse's routine they had to prune sharply. It is regrettable because showbiz needs young kids like these.

Mons. Choppy's novelty consisting of painting caricatures of French villagers at a wedding party on girls' backs is an amusing thing to watch. For obvious reasons the final bit, in which one of the gal's "eyes" are represented by another portion of her anatomy, is done offstage. But tho act is provocative it tends to be slow even if the gals, all attractive, are something to look at.

Gloria Gilbert, billed as the human top, does her standard toe spins for good hands. The rest of the show is basically a holdover. Two acts,

**VERSAILLES, NEW YORK:** In his first job as a single in New York Don Cornell showed plenty of what it takes not only in voice, but in ease and heart as he went thru every song he rehearsed. The demand from the audience was genuine; there was no milking.

The ex-Sammy Kaye boy singer started it off with a medley built around *New York, New York* followed by *There's No Tomorrow*, with a short explanation about his own Italian ancestry. Then came a series of carbons without mentioning the originals, letting audience guess when he did a Como, a Laine, Sinatra or Monroe. Tho all showed a keen ear his best was a Crosby thing complete with the old Groaner's offhand chatter and roller-bearing singing that pulled terrific hands and laughs.

Cornell's *It Isn't Fair* got a wallowing mitt from those who knew it was this tune, with Sammy Kaye on the RCA Victor label, that got him off to the races. All in all the well-built dark lad did six numbers, mixing them up for effect. An imaginative *It's a Lie* drew giggles which occasionally grew to yocks, surprising for a boy who's not a comic. His ad libs helped in the laugh department. His relaxed manner, easy charm and general projection mark him as a real singing bet for the future.

Emile Petti backed the singer. Panchito did the rumbas. *Bill Smith.*

Miriam Lavelle and Les Zoris, due to be on this bill fell out at the last moment for unavoidable reasons. *Bill Smith.*

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## Oriental, Chicago

(Friday, June 30)

Capacity, 3,200. Price policy, 50 to 98 cents daily. Five shows week days; six shows week-ends. House booker, Charley Hogan. Show played by Carl Sands's house band.

The short, compact stage show is fine balance for the long, much bally-hooded flicker, *Annie Get Your Gun*. The Ames Brothers, making a quick return engagement, sock hard. The four harmonizers, who have established themselves with two major hits, *Rag Mop* and *Sentimental Me*, become better showmen all the time. In addition to getting a marvelous vocal blend that carries great rhythm, even on slow ballads, the boys sparkle with their zany comedy and continuous movement that enhances the visual entertainment.

Flo and Ted Vallett set a torrid pace in the opening spot with their standard tumbling and baton handling. Their long-distance baton throwing without a miss got a good mitt.

Johnny O'Brien is another lad who always clicks. Tho the first half of his act is a carbon of what he used the last time in, his homespun delivery brought consistent chuckles. His comedy philosophy, all new material, had the house in howls. Nabbed an encore, doing his standard choo-choo imitation on his harmonica. *Johnny Sippel.*



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## VAUDEVILLE REVIEWS

## Paramount, New York

(Wednesday, July 5)

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

With the flicker, *Eagle and the Hawk*, an apparent two-weeker, there didn't seem to be much thought given to the stagershow. It runs okay, and the acts do a good enough job, but the whole thing doesn't jell into anything substantial.

Peggy Lee, looking a lot thinner, worked in front of her husband's (Dave Barbour) quartet in a routine that looked and sounded like a throw-away. She started with her typical finger-snapping bits (she maintains it thruout) in *S'Wonderful* and wound up with her trade-marked *Manana*. In between, there was *Why Don't You Do Right?*, *Lover Come Back to Me*, *Foolish Heart*, and *Devil and the Deep Blue Sea*. An apathetic audience awakened to *Manana*. It's interest was lacking in the other numbers.

The hit of the show was Cy Reeves, whose standard dead-panned comedy drew solid yocks. The fact that he has the same old act, plus a few quickies that were faintly reminiscent of other comics, didn't hurt any. The audience ate it up and howled for more.

The Martin Brothers' standard marionette act was another bellringer. The boys' manipulation is smooth and self-effacing, and their routine is solid as ever. The intro to their Negro bit verges on the distasteful, but the rest of their act was right in the groove.

Bill Darnel was put into a bad spot. The Martins, working ahead of him, were so good that any act that followed them had to be equally good or better to do a job. Darnel is a pleasant chap with a strong voice, but so far he's an unknown theater quality. After additional seasoning, he might mean something. He teed off with an over-long *Everybody Loves My Baby*, followed by *I Wanna Be Loved*, and wound it up with *Mississippi for fair hands*. Darnel is a staccato tosser with a style faintly reminiscent of Frankie Laine's. At the onset, the audience gave him only lackadaisical attention. But, as he kept punching, he got to them, and finally managed to wind up ahead.

The Herbie Fields band (14), plus Fields on either the soprano sax or the clarinet, didn't have much to do. But what it did, it did in smooth and listenable fashion. Outfit's *Dardanella* was a well contrived and well played bouncer in the modern tempo. A challenge between Fields's reed and amplified guitar was nicely handled for good hands. *Bill Smith.*

## Capitol, New York

(Wednesday, July 5)

Capacity, 4,627. Prices, 55 cents-\$1.50. Number of shows, four daily; five, week-ends. Loew's chain booker, Sidney Piermont. Show played by Ralph Flanagan's ork.

Ralph Flanagan, making his first Stem appearance with his young band, clocked solidly with the youthful crowd that had evidently made his acquaintance previously thru his RCA Victor recordings. Altho the band numbers were not uniformly polished, the clean-cut maestro and vocalist Harry Prime established immediate rapport with the audience by their easy manner and pleasant way of tossing off fluffs. The best band rendition was *Stars and Stripes Forever*, knocked off with dynamic musicianship and showmanship. A Gershwin medley was also impressive. Feeble jazz solo efforts by several crew members provided the biggest holes.

Thrush Thelma Carpenter, in both style and program, was on a relatively arty kick here, and consequently less effective than usual. The dramatic arias, *Trouble Man* from *The Stars*

## Aquashow, Flushing, N. Y.

(Tuesday, June 27)

Capacity, 8,000. Operator, Elliot Murphy. Six shows weekly at 9 p.m. Booker, Max Roth. Price range, 72 cents-\$1.50.

The preem of Elliot Murphy's sixth annual edition, of his water spectacle in Flushing Meadow Park followed the pattern set for it in past years. It consisted of about 75 people divided into a 20-girl swimming group, 11 divers, 3 acts topped by Henny Youngman (who gets equal billing with free parking) and a few novelties.

The formula has worked okay for Murphy in past seasons and, with any kind of a weather break, should work equally well this year. Most of the show is devoted to sight acts and bits. The divers, most of them State and national champs of one kind or another, consisted of Bobby Knapp, Len Carney, Wayne Marshall, Mary Clifford, Stan Dudek, Bette Ball, Shelagh Kelly, Joe Flynn, John Edmiston, Whitey Hart and Terry Desmond—all of whom did justice to a series of gainers and twists. The comedy was well taken care of by the Aquazanyes (5) who received nervous giggles for their mad leaps.

Show teed off with John McKight doing a smooth emcee job, bringing on the swimming girls for good returns. In fact, McKight was responsible for most of the smoothness, even if the ork work by Max Meth seemed ragged at times. Some of this was due to the heavy competition the band got from overhead planes (La Guardia Field is near by), and some to the distance the band is from performers.

First non-aqua act were the Juggling Jewels, three girls who tossed various objects with fair success. Their sequined outfits were not ideal. Working against a white wall with shimmering water in between them and the house, the effect made for confusion. Using solid-colored gowns would've given them added values. June Earing did a very skillful water single job for good results.

A Viennese dance number in the middle of the show called for the revolving stage and a doubling of some of the swimmers and divers in a ball-room scene. In this one, Karenina, ballerina, did some customary ballet to fair applause. This was followed by a pair of swimming girls, the Fitzsimmons Sisters. Latter, tho good, were in a spot. The Viennese number was slow. The gals' swimming, precise and on the button, was equally slow. Two slow numbers following each other hardly make for good showmanship.

A. Robins, a hilarious sight act, drew giggles and shrieks with his clown act calling for multiprops and gimmicks. Henny Youngman, introduced as "Milton Berle's television partner," got some of the healthiest yocks heard in a long time. All of his standard lines just about killed them.

The real belly of the show was the repetition of the *Superman* number. Using two guys in identical costumes, and working in a blacked-out house, various spots picked out "Superman" in a hilarious series of misadventures. *Bill Smith.*

and *Big, Wide, Wonderful World*, impressed less than the sultry stuff she ordinarily sells with much less effort.

Mr. Ballantine, the "bogus" magician, provided laughs with his throw-away tricks and self-spoofing. The crowd ate it up.

Los Gatos, jitterbug acrobats, have changed their routine little since last time around and the act is still socko. Their hand-to-hand stunts and pyramids were executed in perfect rhythm at breathtaking pace.

Flanagan gave the acts strong support and was especially fine backing Miss Carpenter's difficult arrangements. *Bill Simon.*

## Palace, New York

(Thursday, July 6)

Capacity, 1,700. Price range, 30 cents-\$1.20. Four shows daily; five, Saturdays. RKO chain booker, Dan Friendly. Producer, Dave Benis. Show played by Don Albert's house ork.

This one has all the makings of another sock show. It ran very well on the opener, tho a little tightening here and there will make it outstanding.

First on were the Ervings, two boys and two girls, all good looking young people, in a well handled, double teeter-board act. Kids worked well and finished with good hands. George Prentice's puppet act was made to order for the Palace audience. His standard *Punch* and *Judy* routine with various additions got many fancy howls.

Danny Marshall (ex-Marshall Brothers) and Frankie (Mrs. Danny) showed promise of developing into a real act. Frankie, an attractive blonde, a heavy mugger, carries the comedy load, working a great deal like Jerry Lewis. Marshall does a fair straight plus a series of take-offs of which his Frankie Laine was a good carbon. The gal, however, is the spark plug and, given proper material, could make this act go places.

Jesse, James and Cornell, a fast moving hoofing trio, opened with twirling trays held aloft, then into a challenge, and wound up with splits a la Berry Brothers, for excellent applause. Bob Dupont's standard comedy juggling was smooth and effortless as ever. His comedy bits were worked with ease and brought the desired laugh results.

Fifi D'Orsay, who hasn't been caught in many years, is still an outstanding showman. Her voice may not be as good as it once was, but there was nothing wrong with the act. She kidded about her age, referring to herself as having been better known by the fathers of the present generation—but with it she projected a charm that couldn't be denied. Her hillbilly number a la Patee was a wonderful thing. When she finally went off, the house was with her to a man.

Harry Savoy's experience showed in every gag he threw at them. He opened a little hesitatingly but, once he got them, he held on and drew some of the heftiest yocks heard here in a long time. There was no doubt (See *Palace, New York* on opp. page)

## Strand, New York

(Friday, July 7)

Capacity, 2,700. Price policy, 55 cents-\$1.50. Four shows daily. Warner chain booker, Harry Mayer. Show played by house band.

Most striking in the new Strand show are the debuts of acts new to Stem vaude houses and smart integration of musical accompaniment with routines. Youthful juggler Bobby Jule is a prime example of an act that uses music to its full advantage. His club, rubber ball and disk handling bits are right out of the standard juggler's handbook, but his teen-aged demeanor and appearance make for a solid act.

Headlining the bill is Jane Pickens and Her Escortiers, making their first Stem vaude appearance. Music, of course, is the basic ingredient. Numbers like *Sometimes I Feel Like a Motherless Child* and *St. Louis Blues*, tho seemingly over-long for a vaude house, sold big.

In No. 2 spot is Lorette and Clymes, a panto-dance team that doesn't get started until their second number. But their Gay '90s number is great.

Florian Zabach, a handsome lad with a winning personality, emsces and fronts the house ork. He also fills the No. 3 position with fiddle solos on *Hora Stacatto* and *Hot Canary*. The house ate it up.

Closing spot is held down by Buddy Lester with his standard nonsense, impressions and trumpet bit handled in a brash manner that ends the bill leaving them more than satisfied.

*Pic, The Flame and the Arrow.*  
*Joe Martin.*



## Names Scarce, \$ Tight as A. C. Keeps Lid On

(Continued from page 16)

Ritz-Carlton. Holiday Room of the Mayflower has Pedro Albani's and Dick Mulliner's bands, with ballroom team of John and Diane. Lynn Brothers Trio are in the Seaside's Surf 'n' Sand Room, with Eddy Bradd and His Oceanaires in the Strand's Fiesta Lounge.

The side-avenue hotels are following the same pattern. The Penn-Atlantic has The Cavaliers unit, while the Fredonia Hotel has the Tune Sellers. Other side avenue hotels operate with a piano player or just a TV set.

### Dawn Patrol

At the late spots and cafes, there are only eight offering full floor shows; and three of these are Harlemese. Babette's, has Steve Murray, with a line of girls, Vincent Risso's band and three supporting acts. Paddock International has Johnny Cahill in with Vic Earison, Dolores Alvarez, Lynn Allison and Jack Smill, with Tommy Gill's band. Cliquot Club has Joe Haller and Benny Hayden, Hotcha Drew, Montez and Marie, Jackie Richards, Mary Willis, Margie Peters, June Effel and Danny Lucera's band. Dude Ranch, with a "nothing over four bits" policy, has Ben Cotey and a Western revue. Jockey Club has Jackie (Moms) Mabley, Adrian Peterson, Chet Boswell, Kenneth Scott, Van Perren and Vernon Strong's band.

Sam Singer's Club Harlem still leads with a Larry Steele production that takes in Marian Bruce, Fontaine Bros., Lester Goodman's Octopus Dancers, George Kirby, Jimmy Smith, "Flick" Montgomery, Connie Carrol, Three Chocolates, a line of girls and Jimmy Tyler's band. Eddie Liberman, Philadelphia clothier took a fling at Harlem-type nitery operation here in converting the second floor of the Chez Paree into an Ebony Room with Teddy Hale, Tondeleya, Roscoe Dyla, Minta Cruz, Slim and Sweets, Victoria Vigal and Peggy Thomas for show. The Paradise, once a famous hot spot, has been taken over by Harold Abrams, who brings in Chris Powell and the Five Blue Flames. Red Spencer and the Five Red Flames are at Weeke's Cocktail Lounge; Beetle's Shang-Ri-La has Charlie Watts; while Little Belmont has Bill Davis at the piano.

For the rest, it is strictly small units and instrumentals. And here it's fewer than before with only 13 lounges offering more than a soloist. Lamb's Club, which played record singing names during May and June, let it go with Marian Paige's piano-vocals.

Only encouraging sign has been the move on the part of the suburban and roadside spots, as well as those in the smaller sister resorts, to offer live musical entertainment. There are no floor shows, but almost a dozen spots are buying units. Moreover, three new rooms are in operation. The Brigantine Hotel at Brigantine Beach has Joe Janish's music launching a Surf Room. James Simmons takes over The Cedars at Pleasantville, with Dole Dickens's Whispers on tap. Arnold Orsatti, Philadelphia nitery operator, has opened Orsatti's Musical Bar in Somers Point, with The Jaye Brothers, Delores Martell's vocals, and Little Ernie's accordion.

## PALACE, NEW YORK

(Continued from opposite page)

that Savoy was a solid hit when he walked off.

Gautier's Steeplechase is still one of the best animal acts around. The ponies, dogs and monkeys all performed with dispatch. Even the recalcitrance of one pony didn't interfere with the well-timed tricks of the different animals.

Pic, This Side of the Law.

Bill Smith.

# TV-Pic Feud With JCP Grows; Next Move Up to AFM Chief

(Continued from page 11)

almost daily, with about 12 outfits already in the AFM fold.

The stalemate between the AFM and the industry committee is not a formal one and may be broken at any time—but if it is broken, the first peace move must come from Petrillo, it now appears. The moot point, of course, is whether Petrillo will deem it necessary to take such a course. Tradesters consider that he may reply formally to the proposals of the industry-wide committee and sit down over a conference table—but whether he would be in a mood to listen to the committee's proposals is another matter. These proposals do not match, either in scale or royalty fee, the conditions Petrillo has secured in deals with indies. Petrillo's deals approximate Hollywood film scale, plus 5 per cent royalty as explained below. The industry committee's proposals approximate Hollywood film scale for films used for theater and/or TV, 50 per cent of Hollywood scale for films restricted to TV.

It has been learned, since the inking of the first four packagers last month (*The Billboard*, June 17), that the "royalty" agreements whereby a payment of 5 per cent is paid into the trust fund administered by Samuel R. Rosenbaum, are of two different types. In one instance, the charge is 5 per cent of the gross take of the film; the other formula calls for 5 per cent of the net station charges for display of the film. The gross formula has been set up to cover that type of film which is used over and over, comparable to a library service transcription. Films of this type are rented by the producer to a station to be used as frequently as the station sees fit. Such films are produced largely for sustaining shows.

The station-charge formula has been established for single-shot films, used largely in commercial shows, and shown only once on any one station.

Of the first four signatories, Louis A. Snader and Hollywood Imperial Pictures signed on the gross-revenue basis, and Gene Autry and Horace Heidt on the station-charge basis.

Meanwhile, observers have remarked that Petrillo, who is not noted for fine distinction in verbiage, keeps making public references to "royalties" in speaking of the trust fund payments made by the TV-film packagers as well as the record companies, when the correct term should be "contributions."

This is no mere carping distinction, tradesters point out. The TV-film and record trust funds, both headed by Rosenbaum, have been set up to get around the Taft-Hartley Act, which proscribes the very "royalty" set-up to which Petrillo refers. The trust funds, de jure, have no connection with the AFM, but are "public service" trust funds to which record manufacturers and TV-film packagers make "voluntary contribution." In reality, of course, Petrillo has used the economic powers of the AFM to bring about these funds.

To date, TV-film signatories have been required to plunk down non-returnable deposits of \$1,000, apparently the minimum acceptable figure,

## SONG PLUGGER HEAVEN

(Continued from page 4)

while fem performers pair off with the groom.

Teen-age appeal will be provided in the form of an amateur musician contest, finalists forming "the teenage band of the year." In the request department, listeners will have to send a photo along with their request. Rich will televise the picture while the disk spins. The DuMont package will be rounded out by a fast studio game of musical chairs and a serialized screening of silent movies.

tho the agreements call for a deposit of half of one year's estimated contribution. The \$1,000 down payment stands in sharp contrast to the minimum trust fund deposit asked of the smaller diskeries—a mere \$25.

## NAMM Advance Registrations Soar to 9,000

(Continued from page 10)

tended the 1949 NAMM convention in New York. It is a record for advance registrants.

Last-minute additions to the heavy sked of business meetings, which will feature nationally known speakers on general retail music biz problems, are Dr. Albert Haring, marketing professor at Indiana U, Bloomington, who will speak on *Opportunity in Music — 1950*, while Milton Cross, radio narrator and commentator, will discuss the importance of radio as a media in a merchandising program. Dr. Haring has been associated with both NAMM and the American Music Conference in a consultant capacity, while Cross acts as narrator-emcee on *Piano Playhouse*, ABC web show sponsored by co-operating music merchants across the country.

The two afternoon sessions for record retailers, set up independent of NAMM, by the Chicago Record Retailers' Association (RRAC), will be held Monday and Tuesday at 2 p.m., in the English Walnut Room of the Congress Hotel. Thus far, only Ted Wallerstein, of Columbia, has signified he will speak at the Tuesday session. Invitations to speak were also sent to Victor, Capitol and Decca, but no word has yet been received from these majors.

## Big-Time Jazz Duo Gives Nightly Treat In Catskills Bistro

(Continued from page 13)

indicates that jazz, like other good music, knows no boundaries.

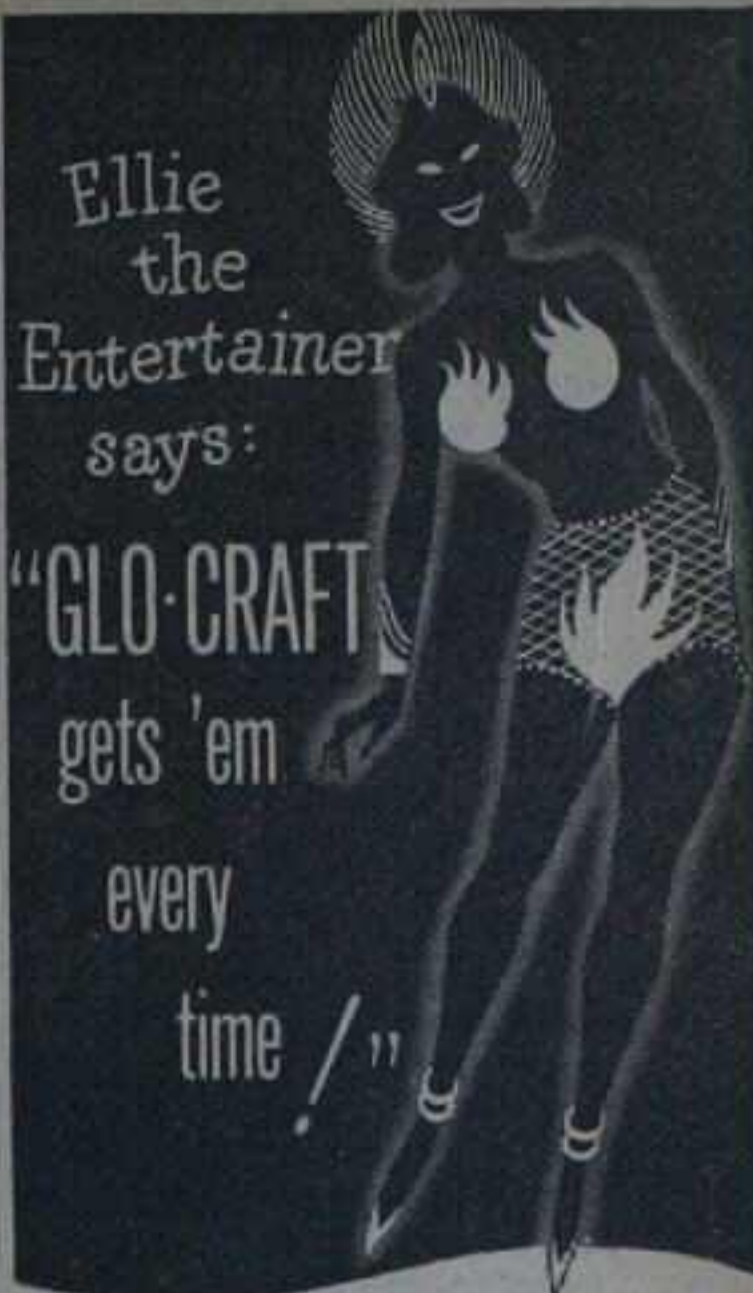
The pulse-quickeners artists dispensing a delightful repertoire of show tunes, standards and quality pops are trumpeter Bill Moore, formerly with Ted Lewis and Ben Bernie, and Clementine Nessel, who plays the accordion and piano.

Moore is Louis Armstrong-inspired, and with him the trumpet, a harsh instrument in unskilled hands, is as warm as a caress. Miss Nessel lends to the combo a beautifully executed melodic beat.

The Moore-Nessel repertoire, including such items as *Basin Street Blues*, Hart and Rodgers and Jerome Kern medleys, Cole Porter tunes, *La Vie En Rose* and countless others, captivated an audience which included cartoonist Ham Fisher, former Gilbert and Sullivan legit star Allen Waterous, music man Dave Dreyer, etc. The latter was regaled with a medley of his top hits, including *Cecilia*, *Me and My Shadow*, *Following You*—all of which scored so successfully that Dreyer was prevailed upon to do his own piano rendition of his tunes.

When caught Sunday night, the rapport between the Moore-Nessel combination and the audience was astonishingly close—a degree of intimacy, in fact, rarely achieved by larger groups. The success of the operation would seem to point the way toward the use of similar small instrumental groupings for locations suited to this type of entertainment.

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## Equity's Temper Firm on Contract

NEW YORK, July 8.—Four hundred members of Actors' Equity voted unanimously at a special meeting at the Hotel Astor Thursday (6) to adopt a resolution expressing complete confidence in its negotiations committee and full support of the committee's progress in its negotiations with the League of New York Theaters (LNYT) for a new contract to replace the present two-year agreement, expiring August 15.

Also by overwhelming vote the meeting went on record as supporting any action which the negotiations committee or Equity Council might undertake to achieve current demands, to whatever lengths might be necessary. The action was taken after a report by the executive secretary, Louis Simon, advised membership in detail as to Equity demands, counter-demands by the League and the status of negotiations.

Reliable Equity sources report any meeting of the minds is still far off. One spokesman went so far as to say that if LNYT does not recede from certain counter-proposals a strike vote may be in order. However, the same source expressed the hope that conferences over the next three weeks may lead to compromise.

### Pension Plan Proposed

On the agenda to be adjusted are such matters as a pension and welfare fund to be set up by management. On the face of it, such a step would seem difficult for management consideration. However, the union's proposal is that management appoint a committee to meet with similar representation from Equity and Chorus Equity, with each group paying \$1,500 to defray costs, in order to investigate the project thoroughly. Likewise, according to *The Billboard's* informant, Equity's demand for a hike in road minimum salaries to the \$100 mark is likely to be agreed upon. On the other hand, LNYT's counter-proposal for reduction of New York City minimums to \$60, road minimums to \$70 and rehearsal pay to \$30 will probably be tossed overboard.

However, there are further items still far from compromise. Managers demand a six-day week schedule nationally for road companies. Currently, almost without exception, this holds true east of Chicago. Equity reportedly is willing to listen to arguments for the Westward Ho! spread, provided that some actuarial proof is forthcoming to back up managerial beefs. The union insists on an eight-hour day, including rehearsal and performance time, during the last week of a pre-Broadway break-in period. It wants full pay for any actor during the recovery period from any injury suffered while on the job. The last has been refused by management. It also has rejected participation in a hospitalization plan.

Two other requests by Equity which have been categorically rejected by management are demands for safe and clean theaters and the assumption of responsibility for overall troupe hotel accommodations regardless of creed or race. Management refused consideration of both items, according to *The Billboard's* informant, on the ground that neither came within its jurisdiction.

Two particularly irksome counter-demands on the part of management are proposals for the right of a producer to reopen a closed production under a period of eight weeks and a pitch for the right to the exclusive services of all performers and understudies during the run of any play. Equity, in turn, is on record for severe penalties in event that managements do not immediately correct (See *Equity's Temper* on page 25)

## BROADWAY SHOWLOG

Performances Thru July 8, 1950

Show	DRAMAs	
	Opened	Perfs.
Come Back, Little Sheba... (Booth)	2-15, '50	165
Death of a Salesman... (Morosco)	2-1, '49	588
Detective Story... (Hudson)	3-23, '49	541
Julius Caesar... (The Arena)	6-20, '50	23
Mister Roberts... (Alvin)	2-18, '48	901
Peter Pan... (Imperial)	4-24, '50	88
The Cocktail Party... (Henry Miller)	1-21, '50	196
The Counsel... (Barrimore)	3-15, '50	133
The Happy Time... (Plymouth)	1-24, '50	191
The Madwoman of Chaillot... (City Center)	6-13, '50	31
The Member of the Wedding... (Empire)	1-5, '50	212
The Wisteria Trees... (Martin Beck)	3-29, '50	117
MUSICAL		
Gentlemen Prefer Blondes... (Ziegfeld)	12-8, '49	244
Kiss Me, Kate... (Century)	12-30, '48	634
Michael Todd's Peep Show... (Winter Garden)	6-28, '50	13
South Pacific... (Majestic)	4-7, '49	516
Texas, L'I Darlin'... (Mark Hellinger)	12-25, '49	260
Tickets, Please... (Coronet)	4-27, '50	84
Where's Charley?... (St. James)	10-11, '48	728

## Gina Holland Leads Subway Circuit 'Born'

NEW YORK, July 8.—When *Born Yesterday* opens at the Flatbush Theater in Brooklyn Tuesday (11) for a second fling around the five-house Subway Circuit, Gina Holland will replace Jean Parker, currently hospitalized with a kidney ailment. Miss Holland was called to the rescue on an hour's notice when the star was twice taken ill during the revival's first circuit swing, and now that Miss Parker must take a complete rest, she will take over the assignment completely.

The Harry Brock to her Billie Dawn will be played by Lionel Stander. Stander replaces Lon Chaney Jr., who has been recalled to Hollywood for a pic chore.

## Sides and Asides

### "Happy New Year" Signs Cleffers Swift and Freed

Kay Swift will do the tunes and Ralph Freed the lyrics for Bernard Hart's new revue, "Happy New Year." Sketches are by Billy Friedberg and Aaron Ruben. Hart hopes to get the show in rehearsal in time for a Stem pre-Christmas holiday opening after an out-of-town break-in.

### "Wisteria Trees" Folding, Helen Hayes Going Abroad

Add to the list of vacationing Stem productions, "The Wisteria Trees." "Trees" will shutter at the Martin Beck Saturday (15) with a reopening skedded for August 14. Star Helen Hayes and ingenue lead, Bethel Leslie, will spend the month holidaying in Ireland and England.

### Mary Martin Back in "South Pacific" Cast

After a bout with intestinal flu which hospitalized her Friday (30), Mary Martin returned to the cast of "South Pacific" Thursday (6). It was at first feared she had appendicitis. The star will, however, commute to the theater from the New York Hospital, until she has thoroughly recovered. Billie Worth took over the Martin role from Friday thru Wednesday (5).

### "Kate" Backers Kiss Another 50G Melon

Another 50G melon will be split for backers of "Kiss Me, Kate" over the week-end. The sum represents the profits for the month of June from the Stem and road company. The sum brings the total profits distributed to investors since opening night last December to \$694,000. There is, in addition, something around \$100,000 in sinking funds, etc., which will ultimately be distributed. "Kate" management figures that, if business holds up, the musical can hit the million dollar net profit mark by the end of the year.

## Package Legit Plan Aids Job Outlook

NEW YORK, July 8.—If plans of Percy S. Montague materialize the result should be a boon to current legit employment. Montague reveals he is dickering with two major pic circuits to intro package legit in place of the second picture in double feature houses. His booking plans include 86 houses over a 40-week span.

While Montague stressed that no contracts have been signed, his scheme closely resembles the start made by George Brandt at the Selwyn Theater last spring. It calls for cut-down plays to run anywhere from an hour to 85 minutes on a four-a-day basis, six days a week. Montague says he has already submitted a plan to Actors' Equity calling for minimum salaries of \$126 per week, but for every performance over 20 the actor would receive an additional one-twentieth of his salary. A company would be allowed to rehearse for a maximum of three weeks at rehearsal pay of \$40 a week. Currently Montague is adapting *I Like It Here*, a comedy by A. B. Shiffren, last seen on the Stem four years ago. If the motion goes thru, and the author approves the adaptation, *Like It* may be the first number on the tab legit agenda. Montague hopes to get started in August.

## Holiday Mat Grosses Okay for Stem Legit

NEW YORK, July 8.—Despite war news which evidently threw a financial harpoon into Stem legit during the early part of the week, the holiday mat business was strangely better than that of last year. A year ago, none of the 10 shows which offered afternoon performances on the Fourth, drew capacity. Last Tuesday afternoon, there were 12 on view. Only two of them, *Detective Story* and *Texas L'I Darlin'*, were hit hard, attendance-wise.

*Peter Pan*, *Gentlemen Prefer Blondes* and *Where's Charley* all reported capacity business, and both *Kiss Me, Kate* and *The Consul* raked up close to a sell-out. *The Cocktail Party* played to a house seven-eighths full, and *Tickets, Please* and *Come Back, Little Sheba* filled three-quarters of their pews. *The Happy Time* and *Mister Roberts* each drew about two-thirds of a houseful.

## Silo Circuit

Wisconsin this season is offering up a fine brand of summer stock in practically all portions of the State.

One of the oldest silo groups hereabouts is the Port Players still holding forth in Oconomowoc and luring patrons nightly from Milwaukee as well as the lake area. Stars this year again are James Daly, Hope Newell, Jeanne Dixon and Dorothy Eaton. First offering was Mr. Barry's Etchings.

The Peninsula Players at Fish Creek opened their 16th season with *Born Yesterday*. *Burlesque* and *The Torchbearers* are next on the group's agenda. The troupe this year includes Dan Scott, Helen Bragdon, Nancy Hadden, Jean Leslie, William Munchow, Judy Haviland, Caroline Fisher and Richard Fisher.

*Skylark* was the opener thru July 4 for the Tower Ranch Players in Rhineland, who are housed this summer in a brand new \$6,000 475-seater tent. Their next bill is *George Washington Slept Here* followed by a schedule of eight more plays. Director is Frederick Smith, ex of Seattle and Houston. Players include Warren Erhardt, Olga Bielinska, Shirley Olenzak, Tina West, Blanche Palsgrove and Betty Marbes.

The Linden Circle Theater, north of Slinger, is offering arena style presentations leading off with *Blithe Spirit*.

Sponsored by the Milwaukee County Park Commission, the Norman Players will present another tent project in Washington Park. Directors John Wolmut and Charles Komassa are offering a series of six plays featuring Lorayne McKee, Glenn Bergmann, Gerald Straka, Robert Brooks, Clyde Miller and Tom Zinos.

Another arena style group is headquartered in the Hayloft Theater north of Milwaukee and opened with *The Play's the Thing* under the direction of Robert Friedel. Troupe this year includes Robert Pitman, Jack Bliesner, Glenn Potter, Patricia Bensick, Manfred Olson, Charles Dickens and Gus Woloshek.

## Canadian Acts Grow, Rid of U. S. Strings

TORONTO, July 8.—This summer is felt by many to be a turning point in the coming-of-age for Canadian theater. Previously, dependence has been strictly on American imports. However, seven home-grown troupes are currently engaged in silo histrionics in the Ontario area, and all seven report that business is good. In fact, present prospects indicate that barn theater projects will blossom next winter into permanent acting groups.

An example is the Red Barn Theater, 50 miles north of here, operated by Brian Doherty and Roy Wolvin. The pair are presenting an eight-week season of revues, with a change of bill every two weeks. They intend to combine the best material from the four shows for a winter Canadian tour.

A four-week, alfresco, Shakespearean festival is sponsored by Earle Grey at the University of Toronto. Lorne Greene, top Canadian radio announcer, heads a cast made up of actors from the same medium. Still another group, calling itself the Straw Hat Players, is occupied with split weeks in the resort area of Muskoka.

At Allenburg, near Niagara Falls, (See *CANADIAN ACTS* on page 25)



## Out-of Town Review

### MISS LIBERTY

(Opened Monday, July 3)

#### GREEK THEATER, LOS ANGELES

A musical comedy in two acts presented by Greek Theater Productions. Music and lyrics by Irving Berlin. Book by Robert E. Sherwood. Original choreography by Jerome Robbins. Directed by Dan Hershey. Settings by Richard Jackson. Musical direction by Jaye Rubanoff. Costumes designed by Kate Drain Lawson. Dances executed by Fred Hearn. Choral direction by Toni Roslofama.

Maisie Dell ..... Mary McCarty  
The Herald Reader ..... Warren Myles  
James Gordon Bennett ..... Howard Freeman  
Horace Miller ..... Kenny Baker  
Police Captain ..... Ray Page  
The Mayor ..... Thayer Roberts  
French Ambassador ..... Henri Davidson  
Carthwright ..... Lindsay Workman  
Joseph Pulitzer ..... Stephen Roberts  
The Sharks ..... Frank Blasho  
Gene Dalley, Ben Vargas and Roy Wilson Jr.  
Bartholdi ..... Lou Krugman  
The Models ..... Jenina Carroll  
Jean Marlowe and Jackie Shabbasian  
Monique Dupont ..... Beverly Tyler  
The Boy ..... Ted Prour  
The Girl ..... Patrice Denise  
The Countess ..... Odette Myrtill  
A Lover ..... Richard Stoddard  
His Girl ..... Kathy Dumont  
A Gendarme ..... Sheldon Allman  
The Lampighter ..... Ben Vargas  
A Girl ..... Patrice Denise  
A Maid ..... Ann Stephens  
The Dandy ..... Dick Humphreys  
Ruby ..... Patrice Denise  
A Policeman ..... Ray Page  
Immigration Officer ..... Lindsay Workman

Timed for the July 4 holiday kick-off of Greek Theater's fifth light opera season, *Miss Liberty* promised plenty of flash and fire only to come up a slow-spitting firecracker. Just as the teamed talents of Irving Berlin and Robert E. Sherwood failed to deliver worthier fare, so this theater's competent casting, lavish settings and costumes were unable to save it from being a dud. Of course, the chief weakness is with the vehicle itself. However, Director Don Hershey would have done well to have done more trimming (he has somewhat tightened the original) and set a faster pace.

Cast, sensing the burden of bland material, played to the hilt in an effort to get *Miss Liberty* off the ground, but its efforts were futile. Mary McCarty (Maisie) stole the show in the part she created on Broadway with her brassy vocals, comedy and dance talents. Kenny Baker (Horace) was well suited to the part of a meek photog. Beverly Tyler (Monique) made an oo-la-la French lass with an ear-worthy voice to match. Odette Myrtill (Countess) was tops as the leather-lunged, hard-drinking grandmother. Howard Freeman (James Gordon Bennett), and Stephen Roberts (Joseph Pulitzer) turned in creditable performances as the feuding publishers of *The Herald* and *The World*.

Mike trouble somewhat marred the first act, handicapping both Baker and Miss Tyler whose small voices can't fill the outdoor theater sans amplification. Ballerina Denise, previously seen in other local productions, added polish to the production. Jaye Rubanoff capably batoned the pit ork. The Berlin-Sherwood names should keep up the box office for the next two weeks, altho this vehicle gives Gene Mann's Greek Theater a weak start. Lee Zhitto.

### Actors Learn Facts of Life

WASHINGTON, July 8.—Members of the cast of the sesqui drama, *Faith of Our Fathers*, found themselves entangled in governmental red tape this week when each member was handed the Civil Service Commission's application Form 57, which fills up a yard of paper. A non-Communist oath is included in the form, which also requires a detailed history plus references.

## OFF BROADWAY REVIEWS

### A CHAIR FOR LORNA

(Opened Monday, June 26)

#### STEPHEN & WALLACE STUDIO

A comedy by Titus Ringer. Staged by John Paul. Lighting by Fred Remy. Costumes by Linna Darrell. Stage manager, Jack Di Dalto. Press representative, Phyllis Rosentour. Produced by Tom Hill and Don Stuart for Originals Only.

Luella ..... Lily Franz  
Tom Harker ..... Donald Stuart  
Terry Harker ..... Stanla Stevens  
Lorna Boone ..... Dorothy Hill  
Lily Pennington ..... Cora Louise Belford  
Edgar Pennington ..... Michael Barr  
Mark Thurston ..... Lane Watson  
Elise Dainley ..... Rosalind Massar  
Bill Harker ..... Richard Tashman  
Chris Harker ..... Nino Grzan  
Mr. Roman ..... Otto Lohmann  
Boyd Grief ..... Dick Turner  
Ed ..... Van Dexter  
Joe ..... Gunther David  
Television & Radio Announcer ..... Titus Ringer  
Fashion Expert ..... Regina Benedict  
Cooking Expert ..... Lily Franz

The cruelty of the arena theater is clearly visible in the Originals Only production of Titus Ringer's "soufflé" *A Chair for Lorna*. What perhaps might be regarded as an almost faultless production on an ordinary stage becomes perforated with such flaws as line blowing, miss moves, exaggerated playing, inadequate props, etc. An audience adjustment seems much easier than a cast's. The players in *Lorna* are for the most-part uneasy about the perpetual close-up scrutiny of the viewers. However, despite the third-degree treatment of the staging style, the actors run their hurdles with more than a little success. Continued arena playing will undoubtedly increase their assurance and give their production an added lift.

*Lorna* gives a light, frothy treatment to a gal with a slight touch of schizophrenia. Terry Harker has been playing a soap opera heroine, Lorna Boone, for so long that the soap queen becomes her second personality, which drives her husband to the brink of divorce. A playwright, her first endeavor is given a tryout on TV, which Terry, in the lead, flubs when she flips from her characterization into the Victorian Lorna Boone pattern, which creates more marital strife. Treated with tongue-in-cheek, tragedy follows tragedy in the soap opera fashion, but all ends happily when a psychiatrist takes a hand.

And therein lies the rub. Ringer has written a very amusing play, full of witty lines and humorous situations. But since he has dragged the psychiatrist in by the heels, he might just as well drag him out again. Some other solution would be far better than to depend on that stock omniscient presence. Otherwise, it's fine comedy stock fare, but it seems a little light on its feet for Broadway.

Not all the players stand self-consciously in awe of their terrifying theater style. Stanla Stevens, Lily Franz and Dorothy Hill give excellent performances. Particularly taxing is Miss Hill's role of the mute spirit, Lorna Boone. Michael Barr and Donald Stuart are less sure of themselves but give good readings. The rest, in more or less degree, seem to feel their conspicuousness in such close quarters.

Director John Paul is also grasping for his medium. Tho his staging is fine, it's those exacting details slipping by him which mar his work. This error also encompasses the technical crew.

Not one to decry the progress—or retrogression—of theater styles, this reporter feels a note or warning is not amiss. To Originals Only (or any other group wanting to take the cold plunge): polish meticulously the old technique. Originals have done a lot of polishing which is very much to the good. They have an excellent script and have given it a fine glossy surface but forgotten those little corners which become so obvious with close scrutiny.

Dennis McDonald.

### SQUARING THE CIRCLE

(Opened Wednesday, July 5)

#### WEIDMAN STUDIO THEATER

A comedy by Valentine Kataev. English adaptation, Eugene Lyons and Charles Malamuth. Directed by Jack Farfel. Setting designed by Leonard Carvajal and executed by Guy Couloumbe. Lighting by Fedder and Chercover. Stage manager, Mike Stoppleman Properties, Rose Debury. Sound, Harry Deutsch. Production assistants, Ursuala Harris, Betty Brodley, Jack Lee, Ruth Frankfurter, Bill Cuddy. Press rep., Richard R. Falk Associates. Presented by the Ensemble Players.

Vasya ..... Syeus Motte  
Ludmilla ..... Ruth Marcus  
Tonya ..... Joan Dorin  
Abram ..... Robert S. Ellis  
Sasha, an "Octoberist" ..... Salvatore Carvajal  
Rabinovitch ..... Bernard Bogin  
Emilian, a Poet ..... Richard E. Williams  
Novikov, a District Organizer ..... Allen Drew  
Members of the Communist League of Youth:  
Nikonorov ..... Don St. Cyr  
Ivan ..... Jack Lee  
Stephekina ..... Betty Brodley

The idea of reviving Valentine Kataev's satire on marital life in the Soviet States is a good one. *Squaring the Circle*, first presented in New York back in 1935, is even more timely today, and it's difficult to reconcile some of Comrade Kataev's tongue-in-cheek dialog about Communist dogma with his alleged pro-Russian sentiments. In view of the current shortage of good comedy material in the legit field this season, a really first-rate production of this play might find ready acceptance on Broadway.

Unfortunately, however, the Ensemble Players presentation falls far short of its vehicle (a slick adaptation of the original by Eugene Lyons and Charles Malamuth). Some of the comedy dialog is actor-proof, but an untold number more subtle laugh lines are completely obscured by heavy-handed direction, slipshod management backstage, and a generally imperceptive cast.

The plot, sometime described as *The Private Lives* of the proletariat revolves around a quartet of mismatched newlyweds who are forced to set up housekeeping in the same one-room apartment. Tonya, a dourly strict party member, is married to a light-hearted Commie with capitalistic leanings; while Ludmilla, a sort of Bolshevik Blondie, is mated with the more serious Vasya. Their assorted billing and cooing in the first act is rather slow-paced, but interest picks up in the second when the bourgeois bloom begins to fade, and like yearns for like. A deliberately benevolent district organizer finally shows up and gives the go-ahead signal to switch mates, via re-registering at Moscow's City Hall. Allen Drew's organizer incidentally projects more professionally than the youngsters and his deft comedy technique gives a brief insight into the brilliant farce the show might become with top-flight thesping. Joan Dorin and Richard E. Williams are further standouts in an otherwise run-of-the-mill company. Miss Dorin looks like a young Katherine Cornell and her capable under-playing is quite effective. As a zany poet in search of a committee, Williams has the flashiest part in the show, and it's to his credit that he handles it in relatively restrained fashion. He also exhibits the richest voice quality on stage.

What's more important, all three of the above characterizations were definitely Russian in spirit. The casting of the rest of the troupe as Soviet citizens is about as incongruous as Morris Carnovsky playing Andy Hardy. The kids are all young and reasonably attractive, but they were just too "Joe College" to convince an audience that Joe Stalin has shaped their thinking from the cradle. Consequently, the play's basic motivation is hopelessly distorted.

The barren set is suitably drab, but timing is bad on off-stage cues. It's somewhat confusing to have one couple duck out to avoid meeting the district organizer, only to have said organizer walk on stage immediately via the same door. June Bundy.

## Subway Circuit Review

### BLIND ALLEY

(Opened Tuesday, July 4)

#### FLATBUSH THEATER, BROOKLYN

A melodrama by James Warwick. Staged by Loy Nilson. Press representative, Vince McKnight. Presented by George Brandt.  
Doris Shelby ..... Jan Sherwood  
Fred Landis ..... Edwin Mills  
Dr. Anthony Shelby ..... Robert Allen  
Agnes ..... Mary Lenhardt  
Teddy ..... Steve Harris  
Nora ..... Winifred St. Claire  
Hal Wilson ..... Zachary Scott  
Mazie Stoner ..... Lois Andrews  
Buck ..... Richard Clayton  
Nick ..... Leonard Cimino

It is almost 15 years since James Warwick's melo of applied psychology opened at the Booth Theater and Roy Hargrave created the role of the paranoic gangster who, with his pals, takes over the home of a college professor for a day and a half. After 15 years, *Blind Alley* revives as reasonable summer fare, and if Zachary Scott, returning to legit drudgery from the West Coast swimming-pool belt, was in search of a tour de force vehicle, *Alley* certainly fills the bill. For Subway Circuit fare Scott is properly skull-dufferous as the fear-haunted killer, and as a matter of fact, his insight into the character is far superior to Hargrave's phony, original portrait. Except in moments of blind rage, his killer is considerably underplayed, and minus the remembered original's snarling, crouching lunges at the part, even manages to engender a certain amount of wry sympathy for the stinker.

It must be truthfully stated that *Alley* is really not a good play. Depending as it does on scene after scene in which the professor progressively breaks down his adversary via sheer power of reasoning, bringing him to a final crack-up for self-inflicted extermination, it is bound to become repetitious. True there are explosive diversions, including two murders in full sight of the pewsitters and what should be a first-class fist fight (in this revival a somewhat genteel mauling), but these matters are purely coincidental. The essence of the play is the lengthy dual between psychologist and mugg, with the cards stacked against the latter from the beginning.

However, in the hands of capable players, *Alley* can create an atmosphere of considerable excitement, and for the most part the current revival gets a good projection from its cast. Robert Allen gives the star sound support as the probing professor who sets out to avenge the death of a beloved student by destroying a murderer with no weapon but words. Despite some first night fluffs, caused by last minute script revisions to bring *Alley* up to date, his over-all conception of a man conquering fear by sheer will power comes across most effectively. Unexpectedly good also is Lois Andrews as the gang moll. It is not a part calling for high-level histrionics, but she plays it toughly for all it is worth. An only criticism is her somewhat extraordinary profile in that sweater outfit. However, it must be reported a Flatbush Theater audience seemed quite intrigued.

Loy Nilson's direction leaves a lot to be desired. It is frequently static and the fight sequence, which should be exciting, is a travesty. But much of this may be due to script changes and short rehearsal span, and *Alley* will likely improve as it moves on around the circuit. Bob Francis.

## ROUTES

### Dramatic and Musical

Death of a Salesman (Geary) San Francisco.  
Getting Married (Biltmore) Los Angeles.  
Kiss Me, Kate (Shubert) Boston.  
Lend an Ear (Great Northern) Chicago.  
Mr. Roberts (Colonial) Boston.  
Oklahoma (Erlanger) Chicago.  
Rose Marie (Curran) San Francisco.  
South Pacific (Philharmonic Auditorium) Los Angeles.  
Two Blind Mice (Harris) Chicago.



## Magic

By Bill Sachs

**GREEN, THE MAGICIAN** (J. C. Green), the world's oldest pro magician touring with a full-evening show, reports that poor crop conditions, caused by lack of rain, has made business in Western Canada the worst in many years. Green recently began his 10th annual swing thru that sector. Western Canada is literally crawling with small shows, Green says, with none of them getting results. Green canceled 20 days' booking in the territory and pulled into the barn at Mundare, Alta. "There are too many shows in the territory," Green writes, "and the numerous local stampedes thruout the area makes conditions even worse." . . . Mrs. Don Cardoza writes from Baltimore that her husband (Cardoza the Magician) disappeared from that city June 20. The Cardozas had been playing a Baltimore amusement park with their Illusion Show. A report has been made to the Baltimore missing persons bureau, Mrs. Cardoza says, but up to this writing nothing has been heard from her husband. Cardoza is also known as Emil Brin. Mrs. Cardoza is concerned with her husband's welfare and is anxious to hear from anyone who may know his whereabouts. Her address is in care of Mrs. Cammarata, 401 S. Norris Street, Baltimore. . . . Time magazine recently dubbed Milbourne Christopher the "magicians' magician of the year," as a result of his winning the trophy for professional originality at the recent IBM-SAM convention in Chicago. . . . Larry Weeks, trixster-juggler, closed a two-weeker July 3 at the Casino Royal, Washington, and opened July 6 at the Casino Theater, Toronto. Weeks is now working his new Chinese Sky Ribbon opener on his middle show to add variety to his turn and to effect a change of pace. . . . Layne the Magician (Emmet R. Layne) is still at his quarters in Ironton, O., prepping for his fall season, which gets under way September 12. He reports that his fall dates are lining up in good shape. Layne presents a full-evening show under auspices, with a special line of paper to herald the attraction. He is adding a number of new illusions for the fall and winter trek.

**GEORGE W. STOCK**, former dean of Cincinnati magicians and who with his wife has been a resident of the Masonic Home, Springfield, O., for the last decade, was the subject of a lengthy human interest yarn in the June 25 issue of The Springfield News-Sun which outlined his colorful career with his own (See Magic Notes on page 25)

## WEB RATE SHIFTS

(Continued from page 5)

there has been considerable receiver gain without comparable rate hikes.

It is also believed that the networks will stress radio's bonus audiences, which have never been reflected in any rate structures. This primarily pertains to the out-of-home audience, garnered primarily via auto and portable radios.

Along with indicating rate changes, McConnell declared that TV's inroads on AM have been grossly exaggerated; that AM listening is gaining in video homes; that the out-of-home audience now numbers 20,000,000 receiver-listeners; that web rates have been constant for 10 years, despite increases in circulation and consumer products, and that radio still outranks other media, delivering listeners at costs much lower than printed media.

## Two U. S. Shows Snafu in Paris

(Continued from page 4)

the greatest spectacle ever to be arranged in Paris. In addition to the American shows, the entire company of the French Ballet de L'Opera was left waiting. *Holiday On Ice*, which is midway in its European tour, was flown in especially from Marseille with its entire cast, crew and portable freezing equipment.

Part of the evening's program went off smoothly when Eddie Cantor and several other American and French acts performed on a special stage built on steps of the Palais de Chaillot. The snag came when it was time to present the second half of the show on the Seine. A two-ton lighting canopy had been constructed to hang in the air above the Seine. When workmen attempted to remove props from under the canopy, supporting cables started to give way and it was necessary to call the event off.

## Barbara Belle Finds Singer Is "Champ"; P.M. in Silo Stint

**NEW YORK, July 8.**—Busy Barbara Belle, personal manager for Fran Warren, has signed a boy singer named Champ Butler. Belle found the Champ (she says that's his legit monicker) in the Melody Lane parking lot in Hollywood on her recent trip to the Coast. Boy is going thru a training period of a couple of months, building repertoire, etc., before being sprung on the business.

Belle has already auditioned him for Columbia Records, with a resultant rave wire from Ben Selvin, the diskery's West Coast a. and r. director, going in to a. and r. chief Mitch Miller.

In the meantime, Belle and Fran Warren were busy rehearsing parts for *Finian's Rainbow*, in which Fran plays the lead in the summer stock presentation at Sea Cliff, L. I., next week. Belle is playing a sharecropper in the same show, tho she admits to getting slightly less than the \$1,000 per week and percentage which her girl singer will draw down for the stint.

## Crosby Buys Rights To Straus "Waltz"

**HOLLYWOOD, July 8.**—Everett Crosby bought multiple rights to Oscar Straus's latest operetta, *Her First Waltz*, for a \$10,000 advance against royalties. Crosby said the deal gives him world-wide film rights plus stage-tele-radio rights in the U. S., England and France. He said he will produce it in Paris the latter part of October and give it its American preem sometime in 1951. Crosby said it probably will get its break-in run in Hollywood and be moved to Broadway later.

Pub deal for the score hasn't as yet been set, Crosby stating it will go either to G. Schirmer or Chappell, both firms having strong European offices. He started negotiations last year while in Europe at which time Straus was still writing the work, and closed the deal last week here with Armin Robinson, who authored operetta's book. Der Bingle's brother-manager denied he bought the operetta as a vehicle for his songstress wife, Florence George, stating rights were purchased as a personal investment.

## Film Musical Martin and Lewis Steal Show From Tunes in "Irma"

**HOLLYWOOD, July 8.**—Dean Martin and Jerry Lewis so dominate Hal Wallis's *My Friend Irma Goes West*, that even its three Jay Livingston-Ray Evans ditties are lost in the shuffle. Flick, based on the Marie Wilson CBS air show of similar name, gives the song-comedy pair their first real screen break and should skyrocket them to top billing and b.-o. draw in their next film bow. Martin and Lewis appeared in the first *Irma* pic, but only for a short bit as an added attraction. Current vehicle throws the story's full weight on the twosome, allowing them to walk away with the lion's share of the footage from Marie Wilson, John Lund, Corinne Calvert and Diana Lynn.

Livingston and Evans tunes, tho catchy and melodic, lack the necessary zing to put them in the top running. Best of the three is a ballad, *I'll Always Love You*, waxed by Dinah Shore (Columbia), Martha Tilton (Coral) and Dean Martin (Capitol). Martin also waxed the rhythm ditty *Baby, Obey Me*. *Fiddle and Gitter Band*, the third tune, hasn't as yet been set for wax. It's a folksy hoedown-flavored ditty cut from *Buttons and Bows*, *Copper Canyon*, etc., cloth.

While the pic will benefit from the disk exploitation, its weight lies fully in the job turned in by Martin and Lewis. Film should go a long way in building the pair's following on TV and radio, as well as boost their nitery stature. Lee Zitto.

## Burlesque

By UNO

**JESSICA ROGERS** closed recently at the Rialto, Chicago, and proceeded to her home in Tampa where she will vacation over the summer. Before leaving she was tendered a party which included a moonlight yachting cruise on Lake Michigan. Attending were Harold Minsky, Jean Grenese, Evelyn Hulin, Joanne M. Bryant, Reggie Handy, Mona Carter, Charlene Melull, Gloria Gerler, Joy Hozal, Rose Prudden, Connie Wayne and Linda Darling. . . . Sister Linda is strip-teaser at the 2 o'clock Club, Baltimore and is headed for the circuits this fall. . . . Margie Hart heads a cast in a radio program, "We Take Your Word," with Abe Burrows and Lyman Bryson on CBS Sundays at 9 p.m. . . . Skinny Ennis, comic, opened July 6 at the Gayety, Detroit. . . . Harry Kane, singer, started a summer run, July 4, at the Takannasse Hotel, Fleischmann's, N. Y. . . . Evelyn Shelby helped inaugurate a new burly policy at the Three River Club, Syracuse, and then moved to the Roxy, Cleveland, where Eddie Lynch has been installed assistant manager and producer to help hike the biz. Following the Shelby week comes Carol LeClair and Jack Lamont. . . . Charlie Paulus, of the Gayety, Detroit, is vacationing in the South.

**BERETANIA FOLLIES**, new Honolulu burly theater, owned and operated by William C. Ferreira, features Benita Francis, Jeanne Starr, Dianne Walker, Robin Savoy, Leri Val and Gracie Hathaway, with comics Hermie Rose and Harry Vine. Policy is two shows nightly. Cast has recently been contracted to make a pic called "Burlesque in Hawaii." . . . Jean Idelle, fan dancer from the Columbia, Detroit, has joined Tirza's Wine Bath show at Coney Island, N. Y., thru Larry Suttenger. . . . Winnie Garrett's contract at the (See Burlesque Notes on page 25)

## Martin & Lewis Quit Greshler

(Continued from page 16)

Greshler's pact with Martin and Lewis has that long to run.

Greshler told *The Billboard* it was all news to him and pointed out that only last week he negotiated a new radio-tele pact for the boys with NBC and currently was producing a flicker *At War With the Army* starring the funsters. There were hints of a legal fight should Greshler insist on keeping present pact in force.

Greshler is generally credited with having built the Martin and Lewis act from small beginnings into a top money-making attraction. He teamed Martin and Lewis when both were working as single acts at the Havana Madrid several years ago. He managed lads thru their night club beginnings, set first radio deal with NBC as well as negotiated their first film pact with Hal Wallis.

## Cantor To Headline Mpls. Aquatennial

**MINNEAPOLIS, July 8.**—Eddie Cantor has been signed to headline the two-hour WCCO-Minneapolis Aquatennial radio show in Minneapolis Auditorium Saturday night, July 22.

Pacted with him for the third-annual highlight feature of the week-long civic festival were Garry Moore and Janette Davis. Cedric Adams, who originated the show two years ago when he first brought in Arthur Godfrey and followed it up in 1949 with Bob Hope and Godfrey, will emcee the show.

Seat scale for the show is \$1.20, \$2.40, \$3 and \$3.60, with a limited number at \$6.

## Showfolk Miss Death As Cloudburst Hits

**PITTSBURGH, July 8.**—A cloudburst exploding a few miles north of here Wednesday (5) brought death and destruction. Many show people living in a trailer camp barely escaped with their lives.

William Ward, owner of the camp, was killed when one of the 16 trailers destroyed struck him during his attempt to rescue three small children. He was being aided by Andy Mayo, of the Pansy the Horse act, and Sammy Sloan, of the comedy team of Sloan and Sloan. They had just turned to Ward after rescuing the third child when they saw him struck by the trailer and swept away.

## Hamilton Heads IATSE

**DETROIT, July 8.**—L. B. Hamilton, of the United Artists Theater, was elected president of Local 38, International Alliance of Theatrical Stage Employees (IATSE), succeeding E. Clyde Adler.

Other officers are George Jennings, Eastown Theater, and Dennis Allen, formerly of Regent Theater, vice-presidents; Walter L. Craig, Center Theater, secretary-treasurer; Douglas Wandrei, Colonial Theater, corresponding secretary; Jerry J. Bric, business agent, and Thomas Burke, sergeant at arms. Delegates to the IATSE convention here in August are Walter L. Craig and Jerry J. Bric.

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## Plunkett Beats Elements To Tab Good B.O. Take

CRAWFORD, Neb., July 8.—Alto hampered by rain, dust and snow storms, Plunkett's Stage Show rang up good business counts for its stands during June, Kennedy Swain said here this week. He added the first part of the season has been fair.

Activities on the show during the past month were marked by the weddings of Gloria Plunkett and Sonny Noel and Tommy Junedas and Bonnie Cristiani. A daughter, Patricia, was born to Mr. and Mrs. Bob Wegher. Mother is the former Charlene Plunkett.

Mr. and Mrs. Ed Plunkett have rejoined and taken over the advance. They recently took delivery on a new car. A 38 by 16-foot stage, built on a trailer, is now erected in front of the regular stage. The seven-person pyramid acrobatic act and trampoline act are presented on the new stage.

Mr. and Mrs. L. I. Plunkett and daughter left the show here. Leon Block purchased a new trailer and the show bought a new candy floss machine. Corky Plunkett purchased two horses for the riding act, and Fuzz Plunkett is breaking two geese. Cleo Plunkett handled the advance for two weeks.

Jim Plunkett has a full crew on canvas. Recent visitors included Harley Sadler, Mr. and Mrs. Joe McKennon, Bernie Massingale, Tommy Dorsey, George Engisser and family and Evelyn Berkeley.

## Bill Jule Dies Of Heart Attack

DENVER, July 8.—Funeral services for William Jule Young, known in rep, tent and radio circles as Bill Jule, who died of heart attack in a dressing room at Elitch Theater here June 25, were held June 29, with burial in Crown Hill Cemetery. Following the Tuesday night (25) performance, Young had gone back stage to visit with members of the cast.

Born in Chill, Wis., Young was a graduate of the University of Wisconsin and entered show business with the Harry O. Brown Comedy Company when he was 16 years old. For several years he was manager of the Crago Players and subsequently appeared with the John Winger Stock Company, Christy Obrecht Players and the Oscar O'Shea Players.

Young made his home here for the past six years and had appeared in productions at Elitch Gardens and Phipps Auditorium. He had been an announcer on Station KFEL and at the time of his death was appearing on the Highway Transport program on KOA.

For a number of years Young toured established territory in Wisconsin, Illinois and the Midwest with his own show.

GREENSBORO, N. C., July 8.—The Park Drive-In Theater, owned and built by C. O. Martin, has opened on Lawndale Extension here.

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## Terp Lure

WASHINGTON, July 8.—Sidney Lust has installed a large dance floor adjacent to his drive-in theater at Beltsville, Md., as an aid in luring customers. Free dancing takes place before the show and during intermissions. Lust plans to add dancing contests and free entertainment before the season closes.

## Obrecht Org Off Road for First Time Since 1896

WINONA, Minn., July 8.—With most of the rep and tent shows hitting the half-way point of their 1950 tours, this season marks the first year since 1896 that the Christy Obrecht entourage failed to take to the road when the barrier was sprung. It's a terrific disappointment to Christy Obrecht II, whose father, Colonel Obrecht, started the tradition when he launched his first stock company, which featured the ladies band and orchestra, 54 years ago and probably more so to thousands of his Midwestern patrons.

Early in May, the fairgrounds barn at Rochester, Minn., where Christy had stored his stage equipment and tent following a successful 1949 trek, burned to the ground, demolishing his property. Despite his optimism at the time of the hard-luck break, Christy learned that his equipment could not be replaced in time to make his annual summer junket.

After cancelling contracts with his cast, he decided to sit out the summer at his home near Rochester. The show normally opened about May 1 and closed in the middle of November.

## Rep Ripples

EARLE PUTNAM has been working around Hettinger, N. D., with 16mm. pix to fair results. Putnam says he is taking on two performers and will work three-cast flesh bills later. He says that recently he met Lamson, hypnotist, who has a good spook show. Putnam adds that Lamson does not work his hypnotism in the ordinary way but presents it thru a sketch in which he uses two other performers and some audience supers. "Lamson plays everything," says Putnam, "and he's a swift talker and fine worker. Much of the territory in the Dakotas has been done to death from acts and musicians working out of radio stations. But most of it is old plays or worn-out gagging and anyone who can do something need not worry." . . . Doc A. N. Towns has his platform show clicking around Live Oak, Tex. . . . A. T. (Tony) Mendollopens from Basla, Wyo.; "Am out in this section which is much different than working around St. Louis. The people, while scattered, are nice folks and I've been eating regularly. It would be impossible to use a tent in this section because there is no such help available and the folks here like the platform idea during the summer. At Worland, Wyo., I met Chris Tate, who comes from the East and has played much of Western Canada. Tate and family have a smooth show and from the looks of their outfit they are in the chips."

LITTLE ROCK, July 8.—Secretary of State has issued a charter to Sunset Drive-In Theater, Inc., of Paragould, Ark., which listed authorized capital stock at \$30,000. Incorporators are John A. Collins, Orris F. Collins, Frances Collins and Patsy Ann Fulkerson.

## Connecticut Drive-Ins Plan Extensive Kiddie Play Areas

HARTFORD, Conn., July 8.—Key theater men in Connecticut are convinced that practically all drive-in theaters in the State soon will have extensive playground facilities for their juvenile patrons, it was revealed here this week. "Drive-ins," says George E. Landers, Hartford division manager, E. M. Loew's Theaters, "are a permanent addition to the theater community of America. In time you'll find practically everything of interest to the small and big fry in the recreational areas of the country's outdoor motion picture theaters."

The Hartford Drive-In Theater, Newington, Conn., part of the E. M. Loew's circuit, has opened a newly constructed playground, which features see-saws, a Merry-Go-Round, slides and other items. Horseshoe courts, pony rides and additional kiddie games will be added to the playground attractions soon, Landers says. Loew's Milford, Conn., Drive-In Theater uses Bozo, clown, who performs for youngsters from opening time to the start of first performance. As soon as show time rolls around, Bozo entertains atop the drive-in's concessions building. The Hartford spot has increased its concession space by 1,000 square feet.

Paul Amadeo, for the past two years assistant manager at the Pike Drive-In Theater, Newington, Conn., has been promoted to general manager, succeeding Joseph W. Dolgin. Theater is operated by Turnpike Theater Corporation. The New Haven Drive-In Theater, North Haven, Conn., has launched a series of 12 Sunday morning church services, sponsored by a group of North Haven churches, working with Charles M. Lane, theater manager. Two hundred persons attended the initial service.

### Lord Builds

Edward Lord, Norwich, Conn., theater man, has launched construction of a new drive-in at Plainfield, Conn. Lord, who operates the Lord Theater, Norwich, has disclosed that the new open-airer will have an enclosed area equipped with 450 seats. Pictures will be run off in the indoor section during daylight hours or when the weather is bad. It is expected to be ready for operation some time this summer.

### Will Rogers Drive-In

Willard B. Rogers, president, Bond Hotels Corporation, Hartford, has received authority from the Columbia, Conn., Town Zoning Board and the State Police Commission for construction of a 500-car capacity drive-in theater on Route 6, Columbia. Construction plans are being drawn up, with the new spot slated to be ready for operation by early fall. Spot will be called the Will Rogers Drive-In.

## On the Alamo

SAN ANTONIO, July 1.—Eddie Walzer, former actor, minstrel man and vaude performer, is in McCloskey General Hospital, Temple, Tex., recovering from a stroke suffered in 1947. Eddie recently completed work on a new romantic ballad. He is out of his wheel chair and occasionally pays the Alamo City a visit.

Adrian Ramirez, who recently opened the Estrella Open-air Theater at Zapata, Tex.; Ed F. Brady Sr., operator of the Rivoli and Palace, San Benito, and Raul Gonzalez, of Azteca Theater, Natalia, were in town recently to book Latin-American pix.

Theater. Project is one of several drive-ins being planned in Connecticut by Rogers. He plans to file incorporation papers for the new drive-in with the secretary of state here.

### New One for Torrington

The secretary of state has issued a certificate of organization to Torrington Drive-In Corporation. President is Arthur H. Lockwood; vice-president and assistant treasurer, Max I. Mydans; treasurer, Louis M. Gordon, and secretary, Samuel Weber.

Vincent O'Brien, former manager of E. M. Loew's Hartford Drive-In Theater, Newington, Conn., has been named manager of the chain's Olympia Theater, Olneyville, R. I.

## 2 More Open-Airers For Eastern Pennsy

PHILADELPHIA, July 8.—Two new drive-ins were opened in the Eastern Pennsylvania area in time for the Fourth of July holiday trade. Ten miles east of Gettysburg, on the Lincoln Highway, the new Cross Keys Drive-in was opened, offering free bottle-warming, tire-changing and gasoline services. A concert by the New Oxford High School Band marked the opening ceremonies.

On 15th Avenue and Cumberland Street in Lebanon, a 700-car drive-in also opened. Film buying for the drive-ins in the area is being handled in increasing numbers by the Allied Booking & Buying Service here. The following open-airers have been added to the service: Ernie Schmidt's Colonial Drive-In, Espy, Pa.; County View Drive-In, Lakewood, Pa., and the Starlite Drive-In, Tunkhannock, Pa.



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**BARRETT**—Marty, 46, actor and son of Jacob Baritz, star of the Yiddish stage, July 4 at Monticello Hospital, Monticello, N. Y. He was a vaudeville and burlesque comedian and last appeared on Broadway as Mr. Pontdue in *High Button Shoes*, the role created by Joey Faye. Survived by his widow, mother and two brothers.

**BARTO**—Edward A., 68, former vaudevillian, June 23 at his home in Philadelphia, after a short illness. He and his wife, Florence, teamed in vaudeville, under the name of Barto and Clark. In recent years, he managed Smith's Restaurant and Bar in Philadelphia. Besides his widow, he is survived by a son, Raymond. Funeral services June 29 in Philadelphia, with burial in Holy Sepulchre Cemetery there.

## THE FINAL CURTAIN

**BERNARD**—Sam, 61, actor, July 5 in Los Angeles. Survived by his widow and two sisters.

**BOWLER** — James (Bozo), 52, drummer on Ethel McCoy's Gay-O-New Orleans Minstrels with the Gem City Shows, July 4 in Methodist Hospital, Peoria, Ill., following a heart attack. He had toured for over 30 years. Burial in Memorial Cemetery, Henry, Ill.

**BROAKER**—Mrs. Frank (Julia Anderson), 86, actress and writer, July 3 at St. Barnabas Hospital, the Bronx. She studied under David Belasco, and then wrote plays and toured the U. S. with her own company. Among her plays is *The Younger Mrs. Courtney*. Survived by three daughters.

**BUECH**—Arthur L., 59, orchestra musician, in Milwaukee after a long illness. He also taught sax and clarinet and among his pupils was Woody Herman, with whom he later collaborated in several music instruction books. Survivors are his widow, Alma; a son and six daughters.

**CALKINS**—Prentis H., 45, insurance auditor and former dramatic actor and musician, at his San Antonio home June 15 of a heart attack. His widow, Eddie; four sisters, Mrs. Metta Stiffen, Mrs. Kathleen Grandie,

Mrs. Mary Dale and Mrs. Cornelius Siebenthal, and a brother, Charles R. Calkins, survive. Burial June 17 in Boerne, Tex.

**CLARK**—John C., veteran outdoor showman, who made his home in Cincinnati, recently in that city.

**DAVEY**—Henry E., 73, songwriter, June 29 in Los Angeles. A native of Canada, he authored the ballad *Dear Little Girl*. Three sisters survive.

**FREDERICKS**—John, 38, manager of recording station in Hollywood, June 30 at Santa Monica, Calif. He formerly served as chief engineer at Stations KPAS, KXLA and KFVD. Survived by his widow.

**GRAHAM**—Ronald, 38, radio and television singing star, July 4 in City Hospital, New York. He appeared in such Broadway hits as *By Jupiter*, *Du Barry Was a Lady*, *The Boys From Syracuse* and *Virginia*. He also appeared with the St. Louis Municipal Opera Company, and in Hollywood films. Surviving are his widow, actress Florence Sundstrom; his mother, a sister, and two brothers.

**HARE**—Walter Ben, 70, actor and playwright, June 30 in St. Louis.

**JAMES**—Harlie E., 74, original member of the Family Swiss Bell Ringers, July 4 in Portland, Ore.

Survived by two sisters, Stella L. Lovelace, of Newark, N. J., and Corrine Kepcha, of Manhattan, Ore., and a brother, Ted, of Portland.

**JAQUES-DALCROZE**—Emile, 84, composer, July 2 in Geneva, Switzerland. He first linked music rhythm and gymnastics, and formulated the art of eurhythmics.

**KARST** — Pvt. August Frederick Jr., 17, son of Mr. and Mrs. August F. Karst Sr., operators of Forest Park, Hanover, Pa., by drowning July 1 near that city. A member of the United States Air Force, he was on furlough at the time of the accident. Survivors, in addition to his parents, include two brothers, Charles and Richard, and his maternal grandparents, Mr. and Mrs. Charles E. Bowers, of Philadelphia. Funeral services July 6 with full military rites. Burial in Mount Olivet Cemetery, Hanover.

**KEELING**—Thomas Bert, 49, well-known violinist and orchestra leader, in Bridgeport, Conn., June 30 after a brief illness. He led the house orchestra at the Ritz Ballroom, that city, for many years and traveled thru South America on musical tours. Survived by his widow, Alice; his parents, Mr. and Mrs. Thomas Keeling, Fairfield, Conn., and a brother, Cy Keeling, Fairfield. Burial July 3 in Mountain Grove Cemetery, Fairfield.

In  
Cherished  
Memory  
of



IRVING J.  
POLACK

Who  
Passed  
Away  
July 13,  
1949

LOUIS STERN

In Fond Memory of

I. J. POLACK

Who passed away July 13, 1949

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Malcolm Duncan  
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IN MEMORY  
of  
DENNY PUGH

Who Passed to  
The Great Beyond  
July 10, 1949

The Midway Personnel  
STATE FAIR OF TEXAS  
DALLAS

In Loving Memory  
of my  
Dear Husband

IRVING J.  
POLACK



Who Passed Away a  
Year Ago Today

Many a lonely heartache  
And often a silent tear,  
But always a beautiful  
Memory of one I loved so  
Dear

MRS. BESSIE POLACK

In Fond Memory  
of Our  
PAL and PARTNER

DENNY PUGH

Who Passed Away  
July 10, 1949

JACK and KETTA  
LINDSEY



**KNOPS**—William J., 71, honorary member of the Milwaukee Musicians' Association since his retirement 10 years ago, in Milwaukee of a heart attack. Survived by two sons, John and Kenneth; a sister, Mrs. Lena Weighner and a brother, Herman, all of Milwaukee.

**LAKE**—Mrs. Amelia, former circus performer, recently in Phoenix, Ariz. She was a member of the Aerial Lakes Troupe, which also included her husband, Georgie, and Floyd Lake. In addition to her husband, survivors include two sons.

**LYLE**—Clarence, 66, retired actor, June 26 in Hollywood. Survived by his widow.

**MARCUS**—Mrs. Bertha, mother of Robert Marcus, July 2 in Chicago.

**NANARD**—Fred O., 86, former concert manager, July 2 in Short Hills, N. J. Among his clients were Enrico Caruso. Survived by a son.

**NAPOLITAN**—Louis (M. Louis), 55, noted hair stylist, July 6 at his home in Flushing, N. Y. He made many appearances on radio and television. Survived by his widow, a son, a brother and five sisters.

**PAYNE**—Lester C., 48, concessionaire, July 3 at his home in Compton, Calif., following a heart attack. He was co-owner of the Payne & Wilson Company, franchise holder for Pronto Pup concessions for Los Angeles and Orange counties, with units at beaches and carnival midways in Southern California. A native of Boston, he had been connected with the amusement business since early teens. He was a member of the Pacific Coast Showmen's Association. Survivors include his widow, a son, William, and a brother, Elva P. Rockwell, owner of Rockwell's Reliable Rides.

**SAARINEN**—Eliel, 77, noted architect, suddenly at his home near Detroit July 1. He designed the Finnish Pavilion at the Paris World's Fair in

1900. Survived by his widow, Loja, and two children.

**SCHUSTER** — Mrs. Caroline, 67, vice-president and secretary of the Schuster Recording Studios, July 5 at her home in Union, N. J. Surviving are a daughter, two sons and two sisters.

**SCHWARTZ-BARNETT** — Marvin Schwartz, former child actor and son of Mel Bourne, vaude and TV performer, and Donna Jean Barnett in Indianapolis July 1.

**SHELDON**—Mrs. Bihn, 73, veteran repertoire performer, June 26 in Porterville, Calif., following a heart attack. A native of Neosho, Mo., she started with tent shows in 1907 with the old Millis-Jennings Show and later was with the Porter Jennings Show until its closing in 1941. Survivors include her husband, Grover C. Sheldon; a son, Harold J. Porter; two brothers, Fred and John Jennings, and two granddaughters.

**SMULEWICZ**—Stanislaw, 68, Detroit musician, July 2 at his home following a brief illness. He was a violinist with the Detroit Symphony Orchestra for 30 years. Interment in Machpelah Cemetery.

**TELFORD**—Percy, district manager for Metro-Goldwyn-Mayer of Australia, July 1, in an automobile accident near Sydney.

**VROOM**—Lodewick, 66, theatrical producer, manager, press representative and union leader, July 4 at Doctors Hospital, New York. He was press representative for the late Charles Frohman, and house manager at the Empire and Henry Miller theaters. He was a charter member and president of the Association of Theatrical Press Agents and Managers. He was co-producer of *Rosalinda* in 1942. Survived by his widow and a son.

**WALLACE** — Esther Palmer, 48, wife of Al Wallace, owner of Wallace and Murray Shows, July 5, in an automobile wreck near Cambridge, O. (Complete details in Carnival Section.)

**WAYNE**—Monroe, Decca Records engineer, July 5 in Hollywood. (Details in Music Department.)

**YOUNG**—William Jule (Bill Jule), 53, actor and entertainer, June 25 in a dressing room of the Elitch Theater, Denver, following a heart attack. A native of Chili, Wis., he started in show business when he was 16 years old with the Harry O. Brown Comedy Company. Survivors include his widow, Muriel; three sisters and a niece and a nephew. Burial in Crown Hill Cemetery June 29. (Further details in the Repertoire Department.)

**Marriages**

**KUEHN-SAYERS** — John Kuehn, stage manager of touring company of *Kiss Me, Kate*, and Janet Sayers, a dancer with the same company, July 2 in Boston.

**OLEFSKY - STARKMAN** — Paul Olefsky, first cellist with the Philadelphia Orchestra, and Myra Starkman, June 25, in Philadelphia.

**PANICO-WEBSTER**—Corny Panico, musician, and Billie Webster June 15 in Chicago.

**RICCORD-JONES**—Claud Riccord, former banner man and painter with carnivals, and Ethel Jones June 17.

**RYAN-MARTIN** — Don Ryan, WWJ-TV assistant film director, and Violet Martin June 23 in Detroit.

**SARNOFF-WARBURG**—Bob Sarnoff, radio executive, and Felicia Warburg recently in New York. (Details in Radio Department.)

**SCHLESINGER-STOLZER** — Paul Schlesinger, time buyer for Tatham-Laird, and Lorraine Stolzer, an artist with J. Walter Thompson, June 30 in Chicago.

**SCHMOLL-JOHNSON** — Warren Schmoll and Patricia Johnson, singers in Chicago company of *Oklahoma*, July 3 in Plymouth, Wis.

**SIEGEL-LEVY** — Herbert Siegel and Ann Levy, daughter of Isaac D. Levy, member of the board of the Columbia Broadcasting System, own-

er of Columbia Records and other radio, television and theatrical enterprises, June 29, in Philadelphia.

**SMITH-KELLAR**—Eugene Smith, actor in *South Pacific*, and Arvil Kellar, actress, June 26 in New York.

**SULZBERGER-MALINA** — Myron Sulzberger, Jr., non-pro, and Luba V. Malina, Russian-born music-comedy actress, June 27 in New York.

**SZANTO-DIAMOND**—Jani Szanto, violinist and president-director of the Philadelphia Musical Academy, and Sylvia Diamond, pianist and a member of the school faculty, June 30 in Philadelphia.

**WEBBER-HACKETT** — Robert L. Webber, manager of Station KWDM, Des Moines, and Ruth Hackett, June 18 in Des Moines.

**WILSON-CORBET** — Don Wilson, radio announcer on the Jack Benny show, and Lois Virginia Corbet, radio actress, June 22 in Santa Barbara, Calif.

**Births**

A daughter to Mr. and Mrs. Bernie Armstrong June 19 in Pittsburgh. Mother is former dancer-comedienne, Dorothy Bushey; father is KDKA music director.

A son to Mr. and Mrs. Leonard Blair June 19 in Chicago. Father is program manager of the ABC Central Division.

A daughter to Mr. and Mrs. James McGlone June 23 in Chicago. Mother is former dancer and now *Variety* Midwest ad rep.

A daughter to Mr. and Mrs. Paul Rittenhouse June 24 in New York. Father is in NBC's station relations; mother was formerly with same net.

A daughter to Mr. and Mrs. Philip K. Scheuer June 19 in Hollywood. Father is *The Los Angeles Times* assistant drama editor.

A son to Mr. and Mrs. Sunny Skylar June 21 in Hollywood. Father is the singer-songwriter.

A daughter to Mr. and Mrs. Joe Girard recently in Hartford, Conn. Father is announcer-disk jockey on Station WHTT, Hartford.

A daughter to Mr. and Mrs. Jack Verna, June 24, in Jefferson Hospital, Philadelphia. Father is orchestra leader at the CR Club in that city.

A son, Don, to Mr. and Mrs. Bob Burke June 11 in Detroit. Father is WWJ-TV audio man.

A daughter, Josette Denise, to Mr. and Mrs. George H. Fass, June 23 in New York. Father is sales manager of Aim Industries, Inc., manufacturers of phonos and disk accessories.

A son, Roger Warner, to Mr. and Mrs. Jack R. Voise June 19 in Detroit. Parents are members of the Flying Thrillers.

A daughter, Susan Lynn, to Mr. and Mrs. John V. Carter June 30 in Wesley Hospital, Wichita, Kan. Father is a concessionaire with the Art B. Thomas Shows.

A daughter to Mr. and Mrs. Kal Soskin recently in Detroit. Father is a theatrical insurance agent and son of Leonard Soskin, former owner of the Amsterdam Theater.

A daughter, Candy Lee, to Mr. and Mrs. Lee Vincent recently in General Hospital, Wilkes Barre, Pa. Father is an orchestra leader.

A daughter to Mr. and Mrs. "Skinny" D'Amato June 28 in Atlantic City. Father is the operator of the 500 Cafe, night club in that city.

A son to Mr. and Mrs. Ted Minsky June 27 at Jewish Hospital, Philadelphia. Father is head film buyer for the Warner Bros. theater circuit in that city.

A son to Mr. and Mrs. Buck Allsups June 19. Parents are concessionaires with Harry's Greater Shows.

**Divorces**

Channing Sale, actress and singer, from Breg C. Colahan June 30 in Los Angeles.

**MAGIC NOTES**

(Continued from page 22)

magic troupe beginning with his appearance at Black's Opera House in Springfield at the turn of the century. Prior to moving to Springfield, Stock was president of the Cincinnati Magicians' Club for 34 years, during which time he never missed a meeting. . . . Prof. Ralph M. Pabst typewrites from his headquarters in Phoenix, Ariz.: "Eduardo Buckner, Donald Quinn, Frank Bronski and I recently made the newspaper here with a story-photo spread outlining the fact that we comprise the only insurance agency in town in which all its agents are magicians. Buckner is general agent. Also recently Quinn, Buckner and I were the house guests of Renee and George Norton in Hollywood, where we had the pleasure of witnessing some outstanding effects by Joseph Cooper." . . . Among magi in attendance at the 48th Annual International Platform Association Convention held recently at Rapid City, S. D., were Helen and Nevin Hoefert, Ray the Magician, Leroy of Virginia; J. B. Bobo, Young and Company, and C. Thomas Magrum. Drew Pearson, noted columnist, was elected president of the organization. . . . Austin A. Davis, veteran pilot and formerly tour manager for scores of prominent magi, including Birch, Laurant, Elmore, and Loring Campbell, is now in advance of the Arnold Furst mystery turn for midsummer and fall bookings thru the Northwest. Davis is an honorary member of the International Platform Association and was also in attendance at the recent Rapid City, S. D., conclave.

**BURLESQUE NOTES**

(Continued from page 22)

HaHa Club, New York, has been extended another month. . . . Irving Harmon, Happy Hyatt, Al Baker, Marcella, Mary Ann; Bob Ridley, house singer; Paul Rich, vaude act, and Trudy Wayne, featured, comprised the cast booked by Lou Miller, at the Globe, Atlantic City, July 9 week. George Murray, Bennie Moore, Jet Carroll, Elaine Hubert and Elinore Sheridan open July 16; Stinky and Shorty, July 30 and Georgia Sothern, August 6. . . . Charlotte (Brewer) Darling, singer of cowboy songs, and Frank Hubert, non-pro, were partied by Grandma Darling, comedienne and dancer, following their marriage in Sacred Heart Church, New York, June 21. . . . Jack Lee, former burly ork leader and who, up to six years ago, headed the Silver Rhythm Trio, is now salesman for Golden Key Prefab Homes of Baltimore in the company's New York office. . . . Cyrus (Seabee) Hayworth is general manager and Marion Andrews, secretary and treasurer of Motor Park Drive-In theaters in Clinton and Pink Hill, N. C. Both emanate from burly, tabs and hillbillies.

**CANADIAN ACTS**

(Continued from page 20)

Jack Blacklock's Midland Players report excellent business. Blacklock is already planning a winter continuation, having leased a small pic theater here for stage productions. The International Players, who hold forth in a hotel ballroom in Kingston, report similar success. In Niagara Falls and Peterborough, Michael Sadlier and Bruce Yorke have teamed to offer 11 weeks of silo fare, using school auditoriums in both towns.

**EQUITY'S TEMPER**

(Continued from page 20)

cast sheets in front of theaters in the event of replacements. In sum, it appears that the usual contract jockeying is under way. Both sides will throw up smoke screens to score a bit of contractual this and that. However, the temper of Thursday (6) meeting showed Equity membership in no mood to accept any deal that will not improve the current agreement.

**THE GREAT GREGORESKO**



We miss you, Joe, more than words can tell.

Mr. and Mrs. **CHARLES ZEMATER** and SONS (Muti and Pop)

**IN MEMORIAM**

**ROSIE ALLEN**

Died June 6, 1950

Our Deepest Thanks in our Hour of Bereavement for the Many Expressions of Sympathy From our Friends Everywhere.

**THE ALLEN FAMILY**

**IN MEMORY** of My Husband

**Harry (Happy) Winters**

Who passed away two years ago, July 14. Sadly missed by wife and sons.

**RUTH, DICK & ELMER WINTERS**



Communications to 188 W. Randolph St., Chicago 1, Ill.

# RB SWINGS BIG DUCAT DEAL

## Firestone Org Buying Shows

Four-performance sale in Akron tops list — others near rubber factories set

AKRON, July 8.—A \$100,000 deal between Ringling Bros. and Barnum & Bailey Circus and Firestone Tire & Rubber Company for the sale of complete circus performances in a number of cities and blocks of tickets in other spots was outlined here this week.

Some of the Firestone dates already have been played by the show, but full scope of the deal wasn't told until this week. The rubber company buys all seats for certain performances, under the plan, and distributes the tickets to its employees without charge. Only Firestone employees are admitted on those dates. The scheme is tied in with the company's 50th anniversary observance.

Ringling sources said the \$100,000 figure is a maximum and that the actual returns will be less because the circus probably will not play all the cities involved.

### Akron Shows Sold

Keystone of the plan is the Ringling stand in Akron, home base for Firestone, August 4-6. The first two days have been sold to Firestone; the third will be for the general public. The stand comes during the tire maker's week-long anniversary celebration. About 38,000 tickets will be distributed to its employees in Akron. A separate deal for concession items has been worked out with Miller Bros., concessionaires on the circus.

At Detroit, blocks of tickets will be provided for employees of the Firestone plant at Wyandotte, Mich. Already behind the circus are Firestone performances at Reading, Pa., for Pottstown employees, and Fall River, Mass.

In the works is a show in Charlotte, S. C., for employees from Gastonia, N. C., and Bennettsville, S. C. At Indianapolis, the employees from Noblesville and New Castle, Ind., (See R-B Ducat Deal on page 65)

## Janesville Okay As Mills Starts Wisconsin Dates

FORT ATKINSON, Wis., July 8.—Mills Bros.' Circus played to two half houses here Wednesday (5) under Veterans of Foreign Wars auspices. At Janesville, Wis., Monday (3), the show had a full matinee and three-quarter night house. Optimist Club was sponsor. The show had one capacity and one three-quarter house at Boone, Ia. (28).

Johita Piedra suffered a fracture of the leg Tuesday (4) when she fell while doing a slide for life at the matinee in Beloit, Wis. Doc Wadell and other Mills personnel conducted memorial services in Janesville for the late David Watt, lightning ticket seller with Adam Forepaugh Circus, and in Delavan (6) for W. C. Coup.

## National's Races Pack 'Em In July 4

DES MOINES, July 8.—National Speedways, Inc. (Al Sweeney-Gaylord White), chalked up two whopping race meets July 4, with stock car races at Iowa State Fairgrounds here pulling a crowd of 18,000, with prices scaled at \$1.50 general admission and \$2.20 for the reserved ducats.

Meanwhile the org's big car race meet at Nebraska State Fairgrounds, Lincoln, drew 12,000 fans who paid \$1.25 general admission and \$1.65 for reserved seats.

White handled the meet here, and Sweeney the Lincoln event.

## July 4th Shows In L. A. Area Get Hefty Turnouts

LOS ANGELES, July 8.—Nearly 200,000 people attended combination circuses and fireworks displays in this vicinity July 4. Top drawer was the American Legion's 18th annual celebration in the Coliseum here which drew 55,000. The celebration in the Rose Bowl, sponsored by the Pasadena Fire Department, pulled 40,000.

The circus in the Coliseum marked the second year on a five-year deal for Ward Bros.' Circus. The show, which moved in to this spot from the Long Beach Municipal Auditorium, was augmented.

Coliseum pyrotechnic display was staged by Golden State Fireworks Company, headed by Patrick Lizza. The budget for the event was \$25,000.

George Hunt, formerly with the Bert Levy circuit and now in partners with Wally Webb in their own agency, staged the Rose Bowl show for the first time on his own. He has serviced the account for six years. Hunt offered nine displays and the show featured the Appollons, high act; World Jungle Compound lion and tiger acts handled by Pat Anthony and Captain Phillips; Capt. Rudy Muller, elephant, dog and pony act; Curly Shaeffer's elephants, Ralph Wiggins and his helicopter traps and parachute jump, and Pallenberg's Bears.

An Old West Celebration was staged in Newhall. Covina featured the Kellogg horse show, and San Pedro, Palo Verde and other towns turned out for their respective shows.

## Torti Top Golfer In Blue Goose Meet

LAKE DELAVAN, Wis., July 8.—Ned Torti, Wisconsin De Luxe Company, Milwaukee, copped first honors in the Blue Goose Golf Tournament here Tuesday (4), the fifth annual contest named for the late G. L. (Mike) Wright's putter. Bob Parker was second and Eli Hartenstein, Milwaukee, finished third.

Other participants included Bernie Mendelson, Mrs. Helen Currie, Mrs. Mabel Wright, Bill Townsend, Ed Wall, Frank Legois and Joe and Ed Kollross.

## Chi Fair Enters Test Period; July 4 Hikes Gate Over 1949

Pageant pull softens to half of Railroad Fair spec — Voorhees-Fleckles icer paces attractions—Arcade gets best of fair to poor business in midway area

By Charlie Byrnes

CHICAGO, July 8.—Pulling power of the Chicago Fair now is in the throes of its first real test following a four-day July 4 week-end that gave it a 54,000 attendance bulge over its predecessor, the Chicago Railroad Fair. Gate count thru Wednesday (5) was announced as 284,568 compared with 230,222 to the corresponding point last year, when the early days were whacked by a combination of extremely hot weather and a rainy July 4. Of paid admissions for the current event, only 12,000 of the 142,000 sold at cut rates in the preopening sale showed at the outside gates thru the first eight days. This was looked upon by execs as a healthy sign.

### Spec Disappoints

Disappointing, however, has been attendance at the *Frontiers of Freedom*, four-a-day spec and the feature lure of the fair. Thru Wednesday (6) the spec was pulling roughly one out of every four fair patrons, whereas the pageant in '49 attracted almost one out of every two admissions.

Leading money winner at the north end of the grounds is the Voorhees-Fleckles ice show, with the Cypress Gardens water show a close second. Third attraction there, the Barnes-Carruthers big top open-air circus, operating daytime only, drew 18,000 its first 12 days of operation. Music-in-the-Round thus far has proved the weakest paid attraction, averaging less than 1,500 per day.

### Midway Quiet

Business at Dixieland Village, fair's midway, continued fair to poor, according to operators. Al Tiger-man's arcade has been hitting a money-winning pace. Few of the other midway units were doing that.

Only paid exhibit on the grounds, the Avenue of American Homes, with a two-bit gate, continued one of the strongest draws, getting 65,185 the first 12 days. Narrow-gauge railroad did 68,742 in that period.

### TV Doing Big

WGN-TV's television theater, where the Chicago outlet airs several programs daily, has exceeded expectations. Night programs have been (See Chi Fair in Test on page 65)

## Chi A. F. of L. Skeds Big Labor Day Show; B-C To Supply Acts

CHICAGO, July 8.—Barnes-Carruthers Theatrical Enterprises, this city, have been contracted to supply circus-type acts Labor Day in Soldier Field here for the Samuel Gompers Centennial Celebration, William A. Lee, president of the sponsoring Chicago American Federation of Labor, announced Friday (7).

Afternoon show, to run between four and five hours, will carry no admission charge, Lee said. The Chicago A. F. of L. is budgeting \$50,000 for the event, with a reported \$10,000 to go for attractions. William Green, national president of the A. F. of L., will be principal speaker.

Frank McGivern has been named promotional director of the event.

## Toronto Weak Stop in RB's Canada Swing

### Detroit Opening Fair

DETROIT, July 8.—Opening of the Ringling Bros. and Barnum & Bailey three-day stand here Friday (7) was only fair despite favorable weather. The matinee was two-thirds full and the night show was a half house.

Show's arrival here marked its return to the States after a nine-day loop into Canada, where Montreal was strong and Toronto weak. The 120-mile jump from London, Ont., was without incident.

Ringling broke in a new lot in suburban Dearborn, a half mile from the former site. Location caused confusion because the tent was hidden from main avenues and the approach street was torn up.

Advance ticket sale in Detroit, always small, was nearly doubled this time thru use of a mail-order plan. A block of 2,500 seats went to the Firestone company.

Side Show, which reported an all-time record at Montreal, got good (See Toronto Weak for R-B on 65)

## JJJ Shifts Route, Goes to E. Peoria; Cicero Biz Poor

EAST PEORIA, Ill., July 8.—The Johnny J. Jones Exposition switched plans this week, shifting here from the Chicago area.

Reason for the shift was poor business in Cicero, outside of Chicago, one of three spots in the area which had been skedded. The Cicero engagement closed Wednesday (5) after disappointing patronage and light spending.

Tagged by bad weather since outset of the season, JJJ shook it loose at Cicero. Saturday (1) was its second clear, warm Saturday of the season and July 4 weather was excellent, but it didn't produce the business expected.



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**Close-Ups:**  
**Send 'Em Away With a Smile, Is Philosophy of Jim Onorato**

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

"I TRY to send the public away with a smile and to instill that idea in employees of the park," says James John Onorato in summing up his mode of operation as manager of Steeplechase Park at Coney Island, N. Y. He's been doing that since he became pilot of the funspot in 1928, and his methods have paid off at the wickets in solid business.

Onorato got off to a fast start in the park biz. He was born February 19, 1908, a block from the amusement center that the late George C. Tilyou created in 1897 on the beach at Brooklyn. Before he ever became connected with Steeplechase professionally he was visiting the park for free on the strength of the friendship between his late father, a Coney Island barber, and ticket takers at the park. Gravitating naturally to Steeplechase, Onorato began at the park as a change maker in the Penny Arcade on July 4, 1918, when 11 years old. Later he switched to being an office boy, and by the end of the season he was loading shooting gallery rifles at \$5 per week.



**JAMES JOHN ONORATO**

For the next few years he was assistant to the timekeeper, and in 1923 he aided the late Matty Dowden, park publicity man, in arranging parades. Jim remembers that Dowden could stage a parade with the best of them and would do so at the drop of a visiting fireman. His duties, in helping fete the visitor Dowden chose to honor, consisted of rounding up a marching band from among college boys who worked during the summer at Steeplechase.

Jim would drill the band and prepare them for meeting the guests at Ocean Parkway near the funspot and escorting them to Steeplechase. The late Mayor Al Smith of New York was a frequent guest at the park and received the full treatment on each visit. Many times the band was sent to City Hall to welcome celebrities.

While helping Dowden arrange parades he proved so efficient that the publicity man presented him with a Model-T Ford at the end of the 1923 season. Undaunted by the fact that he did not know how to drive, Jim persuaded a friend to chauffeur him around town.

Named Manager in 1928  
 In 1924 Jim left high school in Brooklyn six months before he was to graduate because the late Thomas McGowan, then manager of Steeplechase, impressed by his performance as a park cashier, gave him a winter-time job as assistant bookkeeper. He was cashier and assistant bookkeeper from 1924 to 1928, and in the latter year, on McGowan's death, was appointed manager by George, Frank and the late Edward Tilyou, sons of the park founder.

As manager, Jim is responsible for the handling of all beefs from customers. He claims that his biggest headache comes from patrons who bring small children and attempt to place them on rides that are too stiff for them. He usually manages to soothe the irate person, but if he encounters a particularly nasty patron he feigns an offer to fire the employee who the customer claims is offensive. This invariably brings even the most ruffled to their senses.

Another angle with the smaller kids in Jim's experience is their tendency to stick with a ride once they are on it. In such cases he just  
 (See Send 'Em Away on page 33)

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 in Northern Illinois has opening for **MERRY-GO-ROUND and KIDDIE WHIP** or **Allan Herschell SKY FIGHTER**  
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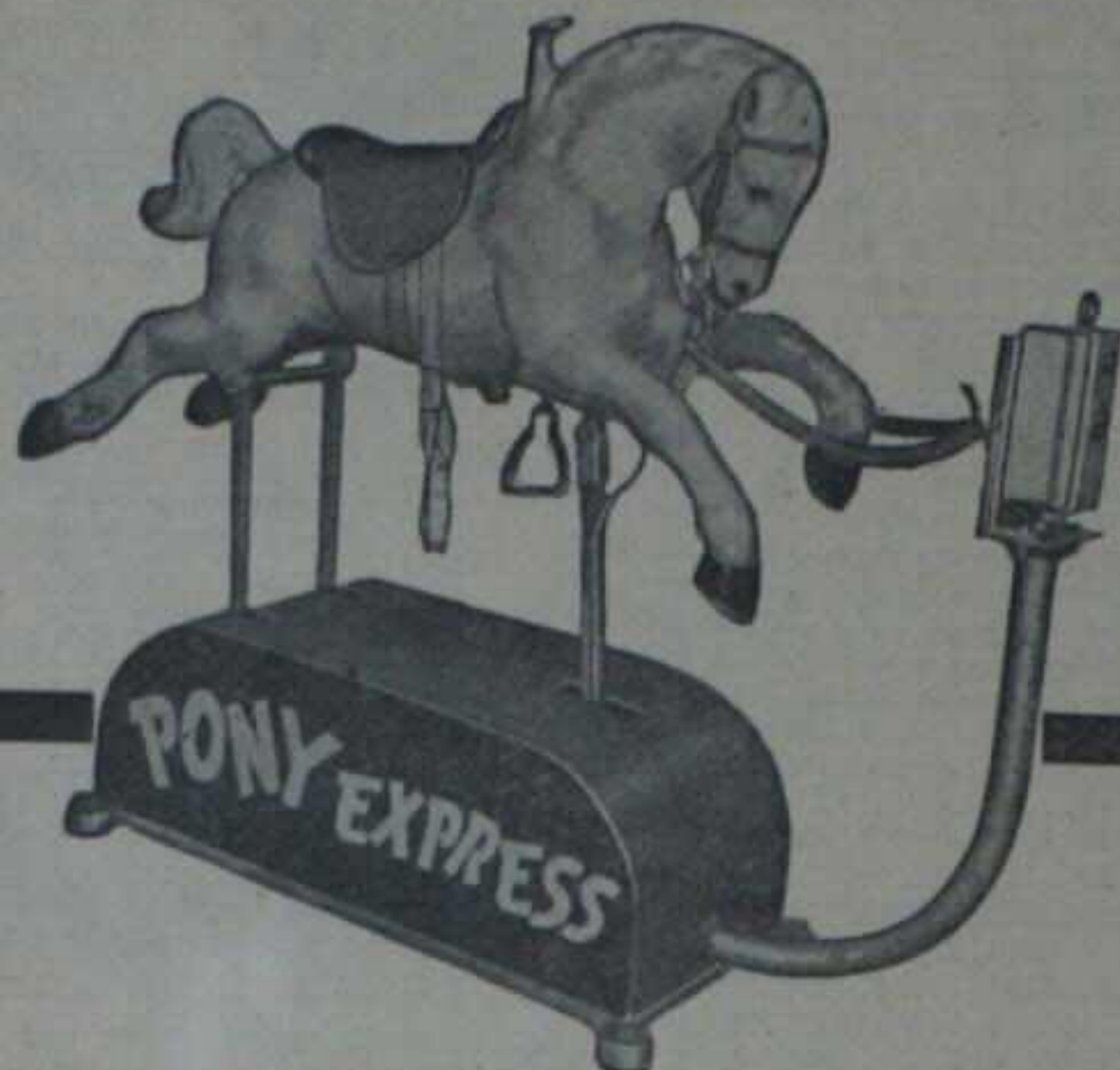
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**Talent Topics**

Harold Barnes, tight wire performer now with "Skating Vanities" in Europe, visited with Jimmy Millette, traps performer, and the Sheridan Brothers, wire act, in London. The Sheridans returned to South Africa after closing at London's Palladium and will open in Australia soon. Barnes has been with the skating show in Zurich, Paris and London.

Talent line-up for Alleghany County Fair grandstand revue at Pittsburgh will include James Evans and Company, foot jugglers; Five Eltons, high act; Farias Duo, roly-boly; Sanger, Ross and Andre, comedy; Tom and Betty Waters, wire and perch; Jimmy Rae, tumbler and emcee; Alex Sadler, trampoline, and a 24-girl line. Ward (Flash) Williams, Chicago, booked the show for the third year.

Five Eltons and Alex Sadler will be free acts at the Minerva, O., celebration, the week of August 14. Acts were booked by Ernie Young, Chicago.

The Five Eriksons opened a week's stand at Roseland Park, Canadaigua, N. Y., Monday (3). They closed at the Palace Theater, New York, June 28 and appeared in a television show at Camden, N. J., Sunday (3). While in New York the Eriksons made jumps to visit the Ringling, Cole and Biller circuses.

The Chamberlys, serio-comic casting act, opened as free attraction at Dreamland Park, Rochester, N. Y., Monday (3), with Belmont Park, Montreal, to follow. . . . Bill Powell celebrated Fourth of July in Hamburg, Germany. Reports that Emil Wacker's Circus Apollo, under canvas, wound up a successful run there July 6. Powell is currently in Amsterdam, Holland. . . . Roth and Shay, American acro-comedy duo, are playing army club dates in Germany.

The Sky High Alcidos, Edna, Louie and Wilfred, free act with Granite State Shows, enjoyed visits from their brothers, Edmond and Maurice, during a recent engagement in Portland, Me. . . . During the Shrine Circus in Waterbury, Conn., Freddie Valentine renewed acquaintances with Willie Atterbury, sway pole act. They hadn't seen each other since Willie, a former flyer for the Valentine troupe, entered the navy during the war. . . . Leo Francis, whiteface musical clown, opens his outdoor season at the Wellston, O., Fair, July 20-21, with eight Ohio fairs to follow. Booked thru Retroff Attractions, Francis also has been signed to play four State fairs for International Harvester Company, opening at Illinois State Fair, Springfield.

Miss Gabrielle and her high school stallion, Silhouette, completed South American dates with the Circle K Ranch Rodeo and now are in Montevideo, Uruguay, to make a movie,

after which she will play the Argentine Livestock Exposition, Buenos Aires, and the Horse Show at Palermo. Lou Nelson is her manager.

Specialty acts at the Gladewater, Tex., annual rodeo included Hugette A. Bonneville and her horse Cy Riter, comedy car, and So McMillan and Jimmie Miller, clown.

Winnifred Colleano was present as the free aerial act at Hershey Park, Hershey, Pa., June 27-July 1 doing afternoon and night shows at park's athletic field.

Juggling Jewels played a week with Elliott Murphy's Aqua show in New York. . . . Gay Claridge and her orchestra will play fairs for the Boyle Woolfolk Agency, Chicago, this year at Springfield, Mo., and Bloomfield, Ia.

**Don't Owe Gov't  
Sunbrock Claim**

CINCINNATI, July 8.—The never-a-dull-moment promoter, Larry Sunbrock, in a phone call to The Billboard here yesterday, stated that he will appear in Judge John H. Druffel U. S. District Court here July 12 for the postponed hearing to clear up a tax lien filed against him by the federal government after he staged a show at Crosley Field here in 1944.

Jack Andrews and Mrs. Marion Pope Sunbrock had sued Sunbrock and the government to prevent the sum of \$12,057.66, which Thomas A. Gallagher, collector of internal revenue, is holding, from going to the government. The money, Gallagher says, is the government's share of the receipts taken at Sunbrock's show here. Andrews and Mrs. Sunbrock claim that the money was due them in payment for funds they advanced so that the rodeo could be staged.

Government attorneys say the federal claims for \$100,000 have been filed against Sunbrock in various parts of the country. In commenting on the Cincinnati case and the government's claims, Sunbrock said: "I have been divorced from Marion Pope Sunbrock for three years but have kept it secret for obvious reason. I do not owe the government any money for taxes of any kind anywhere. I sued the government to recover money seized illegally at Crosley Field in Cincinnati in 1944. If the government had any real claim for any taxes due they could have seized the \$500,000 I grossed at Yankee Stadium, New York, and Braves Field, Boston, in June, 1947. In 1947 I paid the government \$270,000 for taxes due that year. I was unaware that any action was being taken in Cincinnati, but I'll be on deck July 12 to clear it up."



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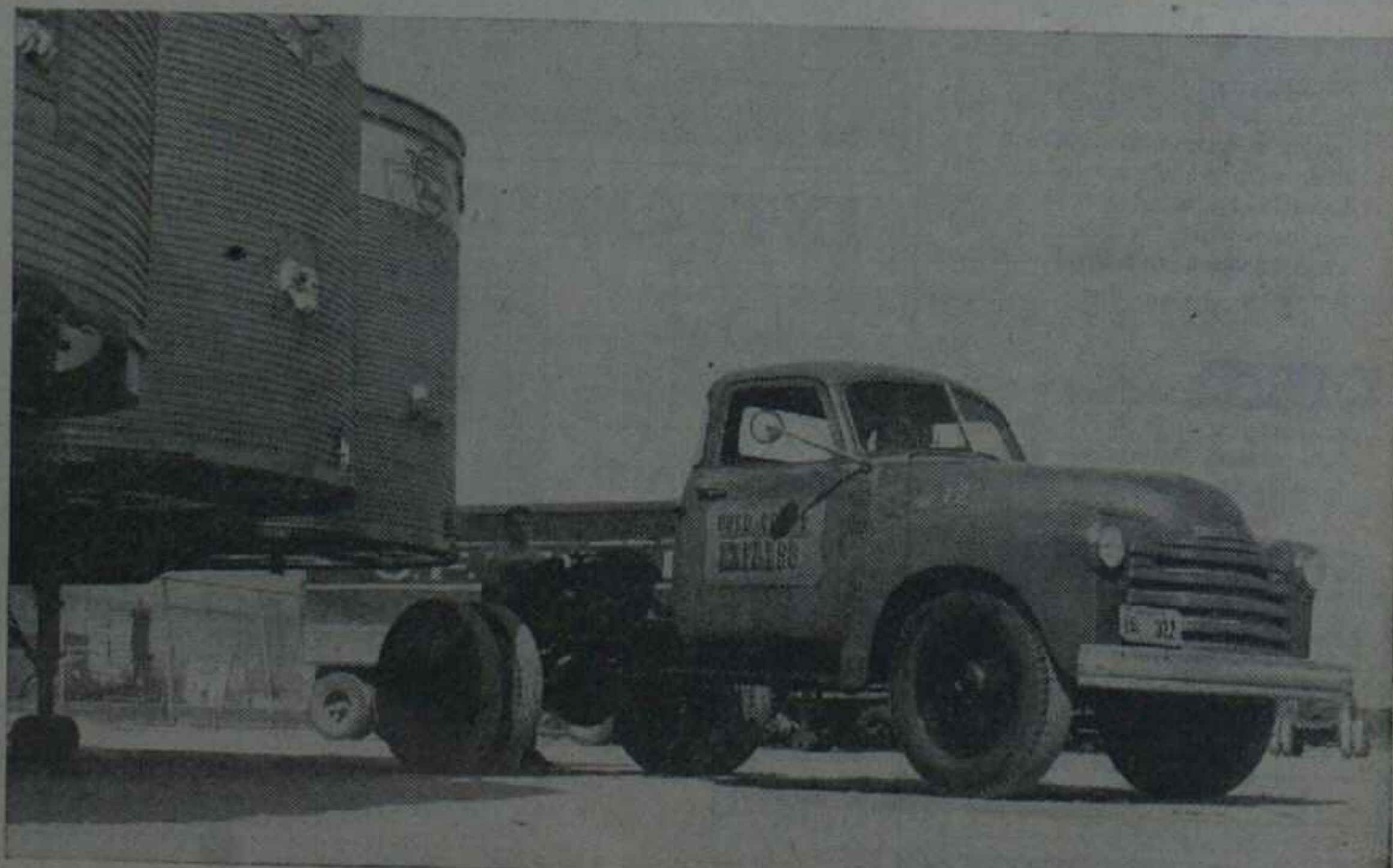
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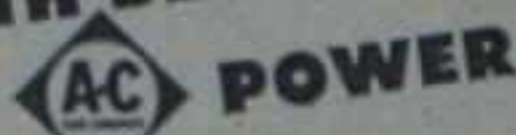
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## Out in the Open

Ernie Young, of the Chicago agency bearing his name, spent July 3 and 4 at State Fair of Texas, Dallas, where he conferred with the annual's attraction officials. Young stopped off at St. Louis en route to Dallas to catch Tom Packs's circus.

Vander Barbette, producer of aerial ballets for Cole Bros., is flying to Paris for a stay of two weeks, to be followed by a stop-off in London.

Chateaux in Miniature exhibit, created by George S. Tomasco, of Philadelphia, was added to Steel Pier attractions at Atlantic City over the Fourth of July week-end. Display includes replicas of European castles, manor houses and taverns. Each structure is about four feet high, enclosed on three sides and has an exposed room decorated in a certain period.

M. B. (Doc) Rutherford, veteran outdoor showman, is making his home in Daytona Beach, Fla., and temporarily handling publicity chores for concessionaires on the Boardwalk there. They consist of Jim Forrest, manager of the Forrest Amusements; Walter Stoeffel, Wild Life Shows; Dr. Jacks, midway manager; Wichersham's Merry-Go-Round; Mr. and Mrs. William Purchase, kiddie rides; Jerry Shoup, long range shooting gallery; bowling alleys and Rainbow Carpet; George George, embroidery and novelty stands; Calhoun, lunch stand; Alex DeFlores, popcorn, soft drinks and

hot dogs. More than 50 News-Journal news carriers were guests of the concessionaires recently in a deal arranged thru Rutherford. . . . Dolly Varden O'Dell, veteran trouper, is living in retirement in St. Louis.

Joie Chitwood and Pat Purcell were among spectators on opening night of the Stratford (Conn.) Exposition, June 30, to watch the Irish Horan Lucky Hell Drivers in action.

Sonja Henie, guest writing recently for Dorothy Kilgallen, vacationing Hearst Broadway columnist, told of her joy in having a piece of Cole Bros.' Circus. . . . Dotty Dale, aerial ballet girl and bull worker with Cole Bros.' Circus, earned the org considerable publicity in Jersey City, N. J., her home town via the "local girl" angle. Her parents are Capt. and Mrs. Joseph Dalkowski.

### Square Dances Set By Mineola Annual

MINEOLA, N. Y., July 8. — In recognition of increasing interest in square dancing, five nights of the dances have been set for Mineola Fair, September 12-16, said J. Alfred Valentine, president of the annual.

Fair formerly devoted two nights to modern dancing. Paul Hunt, in charge of dance events, is assembling groups of folk dancers and is being assisted by Fred W. Franz.

## Holiday Biz OK, But No Record For Indian Point

CRUGERS, N. Y., July 8.—Although Indian Point Park here, operating for its first season as a full-fledged funspot, enjoyed satisfactory business over the holiday week-end, the take was not up to that of the previous payoff week-end, according to Manager Ed Kelmans.

Saturday (1) and Monday (3) were quiet, with Sunday (2) and Tuesday (4) providing the bulk of the gross, Kelmans said. He felt that a crowd of 15,000 on Tuesday was excellent since the park is not geared to handle many more patrons. A larger throng might have visited except for forecasts of possible rain by the New York weather bureau. Indian Point depends for much of its biz on metropolitan area patronage.

Kelmans was elated over the continued rise of auto traffic at the park. Spending continued at a good rate. Only added attraction were fireworks.

An outing of 4,000 Colgate-Palmolive-Peet employees has been set for today. Kelmans said Wednesday (5) that the management already has sold \$3,000 worth of scrip for use by the throng.

## Iron Mountain, Mich. Gives Imperial Expo Good July 4 Result

IRON MOUNTAIN, Mich., July 8.—The Imperial Shows, owned and operated by Amusement Corporation of America, registered good July business here. Weather was clear and cool, but the coolness did not deter hardy folks in this area from thronging the midway. Business on days other than the holiday ranged from fair to good.

Negaunee, Mich., played last week provided almost as much rain weather as it did good. Kiddie matinee, however, was big despite light rain.

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**Olympic Gets Top Grosses**

Clear holiday week-end is best to date — season's spending tops '49 by 2%

IRVINGTON, N. J., July 8.—Hot, practically rainless weather coupled with the four-day holiday week-end sent 70,000 persons to Olympic Park here and gave the spot its biggest take of the season, according to park treasurer, Robert Guenther.

On the basis of a check to date, cash outlay by customers at Olympic is up a bit more than 2 per cent over last year, Guenther said. Despite zooming temperatures, he reported that the swim pool did only fair biz. He blamed this lack of patronage on the fact that altho the mercury was high, the sky was overcast most of the week-end. However, the four days were ahead of last year's corresponding period.

Guenther said that bad weather almost every week-end this spring had put a crimp in biz, and even tho takes are building, business after August 1 will tell the season's story.

Fireworks were offered July 4 plus Hamid-booked free acts that included Francine Volante, trapeze; Sylvia's Trained Canines; Paul Kohler and Jini, marimba and xylophone, and the Two Eddies, trumpet-playing tumblers. Concerts by Joe Basile's band and vocalist Bubble Ricardo were also featured.

**Riverview Cuts Rates To Beat Spending Slump**

CHICAGO, July 8. — Per capita spending at Riverview Park has been below last year's level except on bargain days, George Schmidt, manager, reported. Two-cent matinees and 5-cent nights bring good crowds of heavier spenders, he said.

He estimated the gross is down 9 per cent at other times.

Chicago flat janitors' picnic this year didn't equal the union's earlier events. About 17,000 were on hand this time, Schmidt stated. Last year's attendance at the outing was boosted above average by an elaborate give-away program.

Riverview's picnic season moves into high gear Sunday (9) when 32,000 members of the carpenters' union will be on hand. Major outings continue regularly thru the remainder of the season.

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## Good Acts Help Ward Org Beat Display Problem in Long Beach

By Sam Abbott

LONG BEACH, Calif., July 8.—Ward Bros.' Circus turned in a good three days' business at Municipal Auditorium here, with the first night show, June 29 being the only weak link. That day's matinee and all shows Friday (30) and Saturday (1) won strong attendance. The show, headed by George W. Pughe, general manager, and Archie Gayer, managing director, is well-known in this area, having appeared here several times for the Shriners and in the Los Angeles Coliseum for American Legion Fourth of July celebrations. The Coliseum show is augmented, but the performance here is representative of the shows given in most of its spots. Ward Bros. plays auditoriums, ball parks and fairgrounds.

### Seats Pose Problem

Here, the show faces a lot of display problems. There is a large stage but insufficient space for the ring. There are seats on the main floor and on three sides, with only slight elevation on the sides.

Show has good acts and on the night caught it ran 2½ hours. Big Bill Blomberg does a passable announcing job.

Show opens with Blomberg handling a clean-cut dog and pony act. The clowns, Billy Irwin, Dick Lewis, Charlie Baker, Chick Dale, Brownie Gudath and Bozo Harrell, take over with Lewis' table rock getting a good hand. Next display has Mary Roma, Donna Harrell, Dorothy Pina and Vivian Reeth performing on Spanish webs. Spotting in a darkened building would have helped to show the femmes off to better advantage.

In display No. 4, for one of the few times acts are combined, the Four Rinaldos do a creditable Risley act. Lew Hendee draws a good hand on the slack wire. George Learch's balancing and roly-poly is spotted between the two acts. The clowns take over the firecracker turn for an able fill-in.

### Blomberg Ponies Produce

Blomberg in the next display, puts eight matched Shetlands thru well-prepared and executed routines. Display 6 featured Blomberg in place of Anne Sutton handling Sheik, the high school horse, to give horse lovers solid entertainment. Jelly Duke, with his Missouri mule, imitating Sheik, did not appear.

A fill-in, with Vivian Reeth and her cloud swing, offers nothing sensational. Frank and Vincenti offer their high act as the beginning of a series of fast turns. Ward Bros.' elephant trio is handled by Donna Harrell, with Lewis Reed, trainer, lending a guiding hand. The pachyderms work to top mitting. Felix Morales brings the first half to a close with his head slide for life.

Display No. 12 has the Flying Romas (Mary and Roy, with Ralph Oseth, catcher) offering a smooth, flying trapeze turn. The clowns follow with the hair-growing trick for laughs.

### "Black Light" Juggling

One of the top acts is presented on the stage under the title of *Juggling in the Dark* when George Learch and Lew Henderson do slick hoop, ball and club juggling with black light adding color to their pitches and catches. They combine for a fast finale with criss-cross, rapid-fire hoop catches. Dick Lewis entertains the children with his clown version of Superman.

Altho the act looks lost in the center ring of the spacious auditorium, Walter Jennier and his seal, Buddy, turn in a top performance. Display No. 16 features the Pinas' teeterboard act. Three high stands and high perch chair catches are entertaining. Action switches to the stage with Frank Vincenti and Felix Morales doing a trampoline turn. Vincenti handles the comedy.

Blomberg's 12 Liberty horses are featured in Display No. 18 in the ring. Using matched calicos, Blomberg again shows his ability as a trainer. The animals work smoothly and get a well-deserved hand.

Spotted next to closing is Bozo

## Huge Crowds Up Rockaway Playland Biz

### Banner Holiday Grosses

NEW YORK, July 8.—Rockaway's Playland recorded a banner four-day July 4 week-end, with the resort pulling more than 4,000,000 persons, according to park Prexy A. Joseph Geist.

Breakdown showed 1,000,000 at the beach both Saturday (1) and Monday (3), with Sunday (2) bringing 1,500,000 and Tuesday (4) 1,200,000. Rides and games went full blast.

Appearance of Clarabell, live clown with the TV puppet attraction *Howdy Doody*, resulted in the sale of \$400 worth of *Howdy* novelties Tuesday, Geist said. Arcade business was excellent, with a recently added Bowl-O game providing a big take.

### Auto Traffic Up

Geist said he is convinced that loss of a Long Island Railroad spur line by fire had been overcome by a large increase in patrons watching the park by auto. Over the holiday period, he said, all parking areas did turn-away biz. Customer sampling has also lent weight to the idea that increased car traffic has taken up the slack caused by the loss of the rail line.

Rockaways did not feature fireworks Tuesday, choosing to stage its regular Wednesday night show instead. Free attraction over the week-end was the Stardusters, booked by the Al Martin agency, Boston.

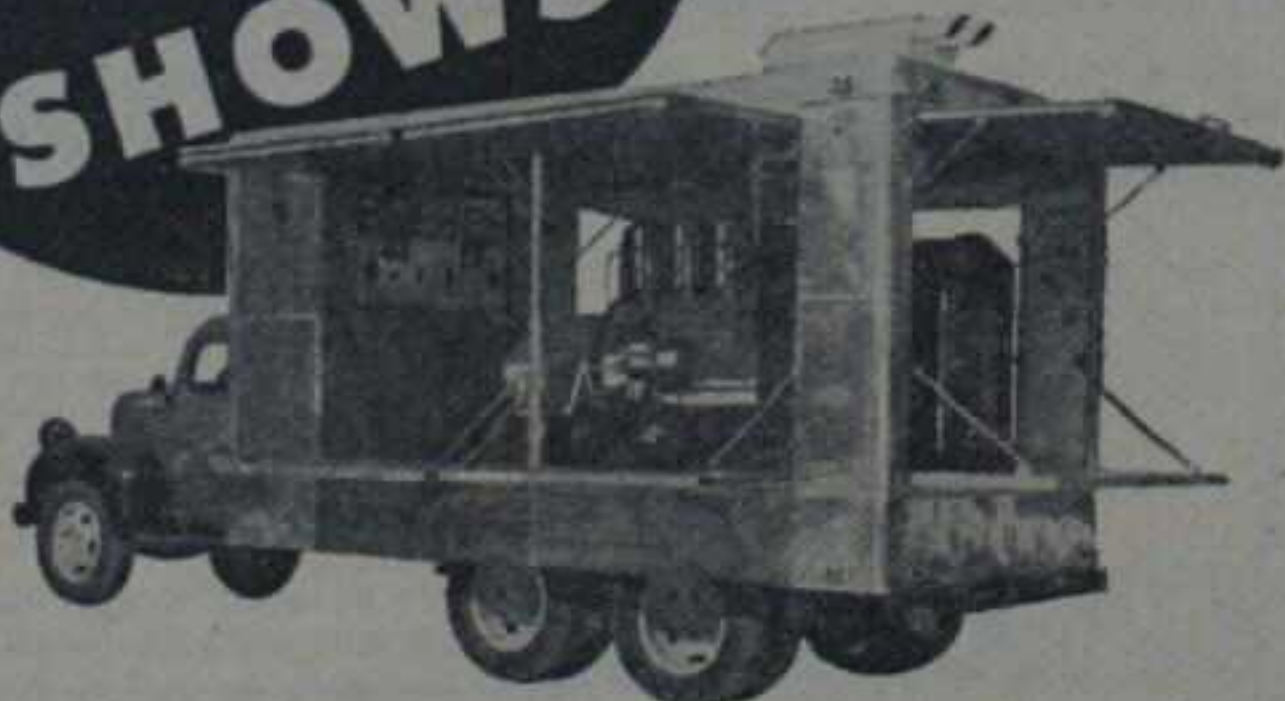
Harrell with his dead-panning and expert chin balancing of chairs and table. Starting off with a single chair, Harrell increases it to three and a table. Adds comedy with his multi-vest unfolding and his stripping down to lighted bra and pink panties.

The Sensational Kays close the show with their high wire act. Team works well but loses time getting into the serious side of things by offering too much corn. Kay comes on as a drunk, but it's too obvious that he is a plant. A more subtle approach would help.

Jack Bell leads a 14-piece band and spots the pops with circus tunes. Band does an excellent job, but a reverse on programing would give the affair more tanbark atmosphere.

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# Send 'Em Away With a Smile, Is Philosophy of Jim Onorato

By Tom O'Connell

(Continued from page 26)  
lets the moppets fag themselves out if their parents refuse to heed persuasion.

### Multiple Duties

A typical day for Jim at Steeplechase finds him checking in the morning to make sure that the 300 mechanics, maintenance men and ride attendants are in; examining rides for defects, which he usually spots by ear rather than eye; handling correspondence, placating complainants and supervising the lost and found department.

The latter task brings interesting results on occasion. Jim recalls that last year a man called the front office, and with some embarrassment asked if a set of false teeth had been found. After learning what part of the park the man had visited, Onorato had the Old Mill dredged and came up with the choppers. Aside from such isolated incidents, Jim says that spectacles are the article most frequently lost.

This year he inaugurated a new twist in the lost and found department. The found article, if immediate identification is possible, is sent post-paid to the person who lost it. The park manager claims that it is a good form of advertising, with the claimants of lost articles spreading news of Steeplechase's courtesy.

### Long Hours

During the summer, Jim toils seven days a week, from 10 a.m. to midnight. On Mondays, when the park is closed, he comes in to make up the pay roll. When the park is closed from September to May he works six days a week. He takes a 10-day vacation every November and usually spends it brushing up on the latest developments in the park field.

Such a schedule leaves no marks of weariness on the stocky Jim, who estimates that he has walked 25,000 miles on his tours of the park, averaging some 10 miles daily. When on these strolls he keeps in touch with the front office by means of 20 telephones spotted around the park. He's of medium height and weighs more than 200 pounds, attributing some of the weight to the four meals daily he consumes at the park at mid-morning, afternoon and early and late evening.

### Physical Changes

Since he tied up with Steeplechase, the park manager says that the biggest changes in the physical plant have been the abandoning of the indoor pool, concentration on the outdoor structure and the rebuilding of 800 feet of Boardwalk fronting on the beach at Coney to a depth of 250 feet. During the latter construction job room was left for installation of the Parachute Jump, which the park acquired from the New York World's Fair. The indoor pool was planked over and rides set up in its place.

The Parachute Jump is still one of the prime draws at the park, Jim says. During the war, it could be operated only during daylight hours because of blackout restrictions. The rest of the park was also dimmed. In 1945 an overenthusiastic shutter-bug began to climb the 250-foot parachute tower for a better picture-taking view. Jim at first let her proceed, but

changed his mind and recalled the customer before she was very far from earth. On Labor Day, 1948, two girls were marooned for two hours when their chute jammed in the descent. Other parachutes on the device carrying people were hoisted to the same level as those of the girls in order to keep them company and panic was averted. The incident scored heavily with the press, and Jim says that patrons still say they "want to go on the ride where the people got stuck."

### Wartime Obstacles

During the war the labor shortage became so acute that the park's Pavilion of Fun, hub of the spot, had to be shuttered and only outside rides left operating. The park operated with only 70 employees, as compared to its present 300. In 1946, the park opened again for full-scale operations, and Jim says it was the best season Steeplechase had since the war.

Jim tries to make employees of Steeplechase feel that the rides and installations they tend are their responsibilities, and he says the system is effective. He assigns men to jobs according to age and temperament, giving a young energetic man a tricky, challenging device to handle and letting older hands have more sedentary jobs. If possible, he attempts to keep a man on the same device each season, feeling that it pays off in the added knowledge the attendant acquires.

Under a new system, Jim contacts all employees two or more months before the park opens, querying them on their availability for the coming year. They report at any time during the week prior to the park's bow to get everything in readiness and avoid confusion. The turnover in employees at Steeplechase is small—a bit more than 10 per cent of last year's help did not return this season.

### Occupational Hazard

When the park closes in September, Jim supervises the dismantling and examination of all devices and the storing of everything movable. From October until April he supervises a skeleton crew of 35 men in numerous tasks necessary for the spring reopening. In April he supervises the setting up of rides and tests them. He has never had a mishap while testing rides, since he knows just about what to expect from each device.

The hobby of the park manager is water color painting, a pastime influenced by art courses he took while a boy. His prime subject as a dauber is the park, and, combining business with pleasure, he often lays out the color scheme for the funspot at home. Jim and his wife have two children, a girl and boy. Jim belongs only to the Foresters of America.

Last year a South American plantation owner visited Steeplechase, and after enjoying the park facilities asked the manager if he might purchase a few of the rides for his grounds back home. Onorato had to turn the request down, and it was one of the few times in his career when he wasn't able to send them away smiling.

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- Alamo Expo.: Ft. Scott, Kan.
- American Beauty: Muscatine, Ia.; (Fair) Wapello 17-20.
- American Eagle: Chrisman, Ill.
- American Midway: Hutchinson, Kan.; Manhattan 17-22.
- American United: Kellogg, Idaho.
- Avery's Modern: Port Huron, Mich., 14-16; Oxford 17-22.
- Badger State: (Fair) Warren, Minn., 13-15; (Fair) Roseau 17-19.
- Baker's United: Warren, Ind.; Fowler 17-22.
- B. & C. Expo.: Belmont, N. Y.; Oneida 17-22.
- Beam's Attrs.: Patton, Pa.; Boswell 17-22.
- Bees Old Reliable: Richmond, Ky.; (Fair) Lawrenceburg 17-22.
- Belle City: Park Falls, Wis., 10-12; Wisconsin Della 14-25.
- Bernard & Barry: Toronto, Ont., Can., 13-29.
- Big Four Am.: Melrose Park, Ill.
- Big State: Crosbyton, Tex.
- Blue Grass: Newton, Ill.
- Bogle, F. C.: Carrollton, Mo.
- Bohn & Sons: Winona, Mo., 11-12; Van Buren 13-15.
- Brewer's United: (Fair) Richmond, Tex.; (Fair) Sealy 17-22.
- Buck, O. C.: White River Junction, Vt.
- Buffalo: McGraw, N. Y.
- Burdick Greater: Valley Mills, Tex.
- Burkhart: Bushnell, Ill.; Cuba 17-22.
- Burke, Harry: Kaplan, La.
- California: Galt, Calif., 14-23.
- Capell Bros.: Shawnee, Okla.
- Capital City: Orleans, Ind.
- Carr, Lawrence: Wareham, Mass.

- Casey, E. J., No. 1: (Fair) Carberry, Can., 13-15; (Fair) Strathclair 17-18; Shoal Lake 19; (Fair) Russell 20-21.
  - Casey, E. J., No. 2: Fort Qu'Appelle, Can., 13-14; Nokomis 17; Wynyard 19; Kamsack 21-22.
  - Casey, E. J., No. 3: (Fair) Oak Lake, Can., 18; (Fair) Virden 20; (Fair) Hamiota 22.
  - Cavalcade of Amusements: Milwaukee, Wis., 10-19.
  - Cavalcade of Fun: Joliet, Ill.
  - Central States: South Sioux City, Neb.
  - Cetlin & Wilson: Charleston, W. Va.; Ft. Wayne, Ind., 17-22.
  - Cherokee Am. Co.: Clifton, Kan.; Lebanon 17-22.
  - Coleman Bros.: Hudson, N. Y.
  - Collins, Wm. T.: Walker, Minn., 10-13; (Fair) Langdon, N. D., 15-19; (Fair) Hamilton 20-22.
  - Columbia: Lubec, Me.
  - Continental: Port Henry, N. Y.
- (See Carnival Routes on page 65)

**Circus Routes**  
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- Billar Bros.: Moncton, N. B., Can., 14.
- Branden Bros.: Hawley, Minn., 11; Dilworth 12; Twin Valley 13; Bagley 14; Akeley 15.
- Cole Bros.: Newark, N. J., 11; Wilmington, Del., 12; Washington, D. C., 14-16; Philadelphia, Pa., 17-22.
- Cole & Walters: Glenwood, Minn., 14.
- Dalley Bros.: Moncton, N. B., Can., 11; Newcastle 12; Bathurst 13; Campbellton 14; Riviere du Loup, Que., 15.
- Davies, Ayres & Kathryn: Mackinaw City, Mich., 13; Boyne City 14; Kalkaska 15; Atlanta 16; Gaylord 17; Mancelona 18; Standish 19.
- Gould, Jay: Staples, Minn., 12-13; Battle Lake 14-16; Milbank, S. D., 17-18; Benson, Minn., 19-20; Westbrook 21-23.
- Hagen Bros.: Meadville, Pa., 11; Union City 12; Corry 13.
- Kelly, Al G., & Miller Bros.: Carrollton, O., 11; Millersburg 12; Mt. Gilead 13; Marysville 14; Wapakoneta 15; Celina 16.
- Kelly-Morris: Portage, Wis., 11; Elroy 12; Sparta 13; Arcadia 14; Alma 15; Winona, Minn., 17; St. Charles 18; Rochesler 19.
- King Bros.: Kimberley, B. C., Can., 11; Cranbrook 12; Creston 13; Castlegar 14; Trail 15; Grand Forks 17; Oliver 18; Kelowna 19; Vernon 20.
- Mills Bros.: Racine, Wis., 11; Milwaukee 12; Waukesha 13; Baraboo 14; Tomah 15; Mauston 17; Black River Falls 18; Menomonie 19; Rice Lake 20; Superior 21; Ashland 22.
- Packs, Tom: Carmi, Ill., 12-13; Robinson 14-15; Toronto, Can., 17-19; Buffalo, N. Y., 20-22.
- Polack Bros. (Eastern): (Fairgrounds) Marshfield, Wis., 14-16; (Ball Park) Eau Claire 18-20; (Memorial Bldg.) Hibbing, Minn., 22-24.
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- Ringling Bros. and Barnum & Bailey: Lansing, Mich., 11; Grand Rapids 12; Kalamazoo 13; South Bend, Ind., 14; Chicago, Ill., 15-23.
- Rogers Bros.: Hanover, Pa., 11; York 12; Gettysburg 13; Chambersburg 14; Hagerstown, Md., 15; Martinsburg, W. Va., 17.
- Stevens Bros.: Kellogg, Idaho, 13; Spirit Lake 14; Newport, Wash., 15.

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- Craig Bros. Tent Show: Bellows Falls, Vt., 10-15.
- Pan-American Animal Exhibit: Beaver, W. Va., 13-13.
- Plunkett's Stage Show: Edgement, S. D., 13-15; New Castle, Wyo., 17-19; Sundance 20-22.
- Skating Vanities (Wembley Stadium) London, Eng. thru Aug. 5.
- Slout Players Show: Edon, O., -10-15; Camden, Mich., 17-22.

**New Kiddie Spot Preems at A. C.**

ATLANTIC CITY, July 8.—With the Million-Dollar Pier converted into an amusement center, with emphasis on rides, the downtown section of the Boardwalk got another spot with the opening of a Kiddie-land June 29. Location is adjacent to a large miniature golf course at Chelsea Avenue on the inland side of the Boardwalk.

Rides include a Merry-Go-Round, train, boat and fire engine rides. Prices are scaled at 9 cents, three rides for a quarter, with free coupons for rides distributed generously opening day. Spot is in operation from 10 a.m. to 9 p.m. daily.

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**Pennsgrove Sets Kid Days**  
 PENNSGROVE, N. J., July 8.—Kid-dies Day has been set for Mondays and Fridays at Riverview Beach Park here thru the remainder of the season. Special promotion is planned for the days, on which a half-price scale will prevail for all amusements.

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# 250,000 Jam A.C. on Fourth; Steel Pier Clicks With Kaye

ATLANTIC CITY, July 8.—Four-day July 4th week-end turned out to be everything operators hoped for in respect to weather and crowds, with an estimated 250,000 persons visiting here. The fact that funds had to be spread over four days held down lavish spending, but takes were good.

George A. Hamid's Steel Pier, with Danny Kaye appearing for the four days, had a red one. Bill included Louis Prima's ork, a stagershow with Georgia Gibbs and the Dunhills, two feature movies, outdoor circus and water thrill show, Dick Clemens and His Jungle Monarchs, Tony Grant's Stardust Revue in the Ocean Theater; three movie horses, Flicka, Smoky and Thunderhead; Elsie Gross's or-

gan recitals, submarine diving bell, Ripley's Believe It or Not Odditorium, George S. Tomasco's chateaux in miniature exhibit, and Armand Duval's collection of Swiss dancing dolls and music boxes.

Wildwood reported a holiday crowd of more than 200,000, with amusements and concessions getting only fair play.

## R. Williams Org Exceeds '49 Biz Of Predecessor

By Haviland F. Reves

DETROIT, July 8.—First season out under the new Ray Williams' Shows banner is showing a pick-up for the former Happy Holiday Shows despite May business which was 75 per cent under last year because of the weather. Unit bowed two months ago with rides only at Eleven Mile and John R. Roads, north of Detroit, and then moved May 8 to Marion, O., where it added concessions and shows to begin a series of dates throughout Northwestern Ohio. Ten-day stands in Sandusky and Cleveland yielded good patronage and put the gross slightly over that of last year.

The show returned to Michigan July 1 to play over the July 4 holiday on the streets at Brighton under the co-operative auspices of the volunteer fire department, which takes in a high percentage of merchants and community leaders. Business there was reported up 20 per cent because of better business conditions, despite a rainout Monday night. Brighton is in a central resort area, 40 miles from Detroit, and reflects fairly accurately the return of spending potential as the result of a pick-up in factory employment.

The show was taken over this winter by Ray Williams, who was a partner in the venture under the Holiday title with Anthony Schipper last season. Williams is an old hand at the business, having been connected with the late F. L. Flack's operations for years. In recent years he had operated a fleet of taxicabs in Detroit. Show now carries 6 rides, including a pair of kiddie rides; 1 show and 25 concessions. John Anderson, who has the kiddie rides, plans to add a new boat ride, built by W. O. King, next week.

Personnel follows:

### Staff

Ray Williams, owner-manager; Florence Williams, secretary-treasurer; Joseph Crognale, lot superintendent; Ernie Piss, ride superintendent and electrician; Leo Florek, mechanic

### Rides

Ferris Wheel, Oscar Wiles, foreman; Marvin Shearer, second man. Merry-Go-Round, Charles Cristfield; Floyd Johnson, assistant. Octopus, Charles Self, foreman; Charles O'Kinski, assistant. Roll-o-Plane, Tom Wirth, foreman; Edward Wirth, assistant. Kiddie rides, John and Marie Anderson, owners.

### Concessions

Ray Williams, bingo, with Florence Williams, manager; Mrs. Ernie Piss, counter girl; Sidney Goering, caller. Rod Link and Angelo Datto, 6; Joseph Crognale, 5; William Bazin, popcorn and pitch-till-you-win; Eli Zikko, 3; William and Betty Peshong, cookhouse; Eddie Bird and Joe Axel, country store; Leo Florek, ball game; Brooks Johnson, diggers; Earl Huddleston, guess-your-weight and snow cones; D. and Emma Groves, fishpond and penny pitch. Agents—Gil Davis, shooting gallery; Mrs. Pat Crognale, ball game; Scotty Kelley, beat-the-dealer; Bernard Tobias, diggers; Mrs. Joe Borgis, high striker; Ann Werner, pea pond; Pete Zikko, fishpond. Mrs. Eli Zikko, palmistry; Billy Mills and Joe Borgis, rolldown; Johnny Werner and Jimmy Finn, razzle dazzle; Herman Dvorsky and Don Whetstone, clothespins.

### Show

Wanda Revue—Babe Harris, owner-manager; Morry Lee, ticket seller-grinder; Henry Ames, set-up man; Larry Terry, truck driver; Lee Dixon, acrobatic; Princess Wanda, Leona Allen, and Jean Martin, exotic dancers; Lee Murray, lapa; Jeanie Ames, comedienne; Gene Wallins, accordion, and Rita Cortez, character dancer.

## Detroit Area Stands Off 25-30% for Cote; Pontiac Is Exception

DETROIT, July 8.—Playing "under the smokestacks" in the Detroit area has provided grosses 25 to 30 per cent under '49 for Cote Amusement Company, according to Owner Elmer F. Cote. Out since May 26, the org has played virtually the same locations as last year.

Lone exception to the off-business was the four-day July 4 week-end stand at Oakland Park, Pontiac, which yielded biz about even with last year. Community enterprises, such as a ball game, merchant tie-ups and merchandise giveaways helped the engagement.

Cote will play celebrations almost entirely for the rest of the season, opening July 6 at Drayton Plains.

Personnel follows:

### Staff

Elmer F. Cote, owner-manager; Elmer Cote Jr., promotion; Fred Anderson, electrician; Irene Cote, office manager; Al Page, mechanic.

### Rides

Tilt-a-Whirl—Steve Simon, foreman; William Van Sickle, Alex Corbine, and Clifford Van Tine. Ferris Wheel—Al Page, foreman; Charles McDonald. Merry-Go-Round—Russell Owen, foreman; Charles Campbell and Russell Davison. Chairplane—Stanley Grosjean, foreman; Jerry Proctor. Kiddie auto ride—Jay Elwell. Miniature train—Mrs. Russell Owen. Loop-o-Plane, Lemuel Peach, foreman; Luther Kelly. Bellef ride man—Richard Krans.

### Concessions

Frank Mitchell, guess-your-age; A. Harountunian and Riley Merrill, popcorn; C. R. Johnson, jewelry spindie; Adelaide Johnson, jewelry stand; Mrs. E. Anderson, cotton candy; E. Anderson, cork gallery; Jack Winters, 3 games; Mr. and Mrs. Bosco Dugann, race horse; Al J. Williams, ping pong; Mr. and Mrs. Joe Stevens, cookhouse; Joe Exler, 5 games; Jim Gatto, ball game; George Allen, short range gallery; Mr. and Mrs. Fred Anderson, bingo; Guy King, African dip; Gus Vivian, ice cream.

Agents—Joe Stevens Jr., and Shirley Anderson, bingo; Tommy Fox and George Gibbs, dart joint; Phil Eisler, doll wheel; Dan Ballard and Walter Feun, country store; Vi Wilson, dart balloon; Emma Delfin, fishpond; Herb Schoolcraft, pitch-till-you-win; Virginia Swathout, duckpond; Fred Torrance, race horse.

### Show

C. H. Ayotte, funhouse and small animal show, with Olive Ayotte and Bert Ayotte, assistants.

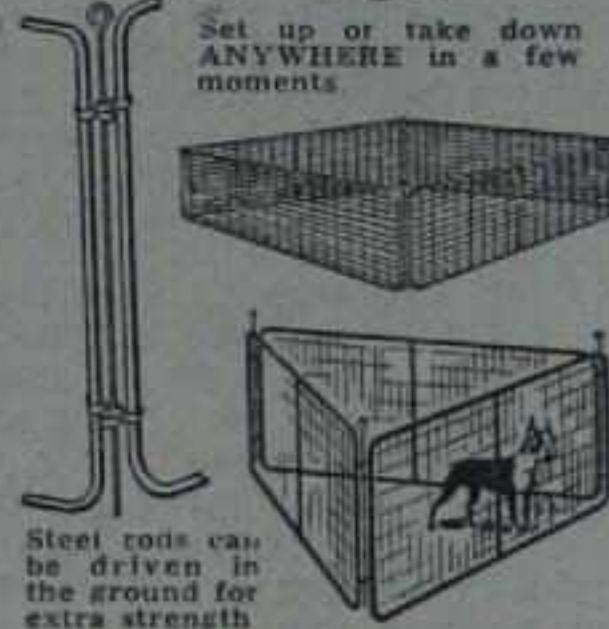
## Col'bia Grotto Show Gets Big Donations

COLUMBIA, S. C., July 8.—Charles Parr, publicity director of the June 19-21 stand of Edmondo Zacchini's Olympic Amusements here, reported that nearly 3,000 people attended the five showings in the ball park under Azan Grotto auspices.

To facilitate advance sales, the cerebral palsy drive covered 15 counties surrounding Columbia, representing a co-ordinated effort of three organizations other than the Grotto. Actually, only 37.5 per cent of adult sales came thru the gate, said Parr, with county sales representing direct contributions.



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Now available—the "Sno-Konette"—tops in appearance and efficiency. Only \$110.00 complete. Also Echols Ice-Shavers from \$60. POPPERS, with warehouses in Philadelphia and Charlotte, can SUPPLY favors, cups, dispensers, etc., for snowballs and everything you need for popcorn, candy apples, floss and peanut sales.

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# Storm Messes Cole Opener Under Tent at Jersey City; Two Capacity Houses Follow

Old Canvas, Lack of Paint Give Org Dowdy Appearance

By Jim McHugh

JERSEY CITY, N. J., July 8.—In its initial stand under canvas here Thursday (5) Cole Bros.' Circus encountered a near blow-down, but a couple of capacity houses on the following day, Wednesday (6), put personnel in a happy frame of mind.

After winding up a series of indoor-outdoor stadia dates at Ebbets Field, Brooklyn, July 4, the show moved on to the parking lot of Roosevelt Stadium here. With considerable green help fumbling thru the set up, opening matinee was delayed until after four p.m. Storm, which struck shortly after the night show got under way, blew down the marquee, stock tent and other units, and jounced the big top to the extent that the audience, numbering several thousands, walked out in apprehension. Exodus was orderly and no serious casualties were registered.

### Capacity Houses

Wednesday's full houses were due in part to the honoring of ticket stubs from the night before when the drenched patrons saw only part of the show. Business was good, however, with adults paying \$1.50 general admission and \$2.75 for reserves. Moppets pay 75 cents for general admission and \$2 for reserves.

Damage resulting from the heavy blow and the several inches of water which covered the lot were largely rectified the next day. The big top, acquired in the winter deal which made Arthur Wirtz and Jim Norris owners of the outfit, somehow held together despite its well-worn appearance.

Physical appearance of the show, in view of the fact that this was the opening date and some sparkle was expected, was dowdy, to say the least. The old canvas, with a single piece of new sidewall on the big top offering contrast, showed the wear and tear of past performances. Main tent offered patrons scant protection from the rain which accompanied the high winds.

### Old Equipment

Lack of make-ready was exemplified by the scarcity of new paint, on-the-spot splicing of ropes to replace

## Ward Bulls Amuck, Injuring Trainer

LONG BEACH, Calif., July 8.—Lewis E. Reed, elephant trainer with Ward Bros.' Circus, suffered a broken left arm below the elbow when his pachyderm trio stampeded at the Saturday (1) matinee of the Shrine Circus here. He escaped more serious injury when he stepped into a niche in the wall.

It was not the first time Reed has had trouble with the animals on this date. During the two previous days of the three-day run, the elephants had to be coaxed on the elevator to take them to the second floor auditorium.

## Dales Show Returns To Canada July 4th

INTERNATIONAL FALLS, Minn., July 8.—Dales Circus returned to Canada from here Tuesday (4).

The show had toured Wisconsin, Upper Michigan and Minnesota since crossing the border at Sault Ste. Marie recently.

worn lengths, and the crudely lettered admissions sign in pencil on the back of a poster card. In view of the past successes and reputed wealth of the owners, including the star, Bill (Hop-along Cassidy) Boyd, and Sonja Henie, the physical appearance of the org is not commendable.

Owners apparently are coasting along with the intention of awaiting profits before sinking fresh dough into the unit, a normal procedure when short bankrolls impose the rule, but not good showmanship otherwise.

Selling job continues in a minor key with billing apparently out and newspaper ads limited to a few inches.

### Okay Performance

Performance in three rings is creditable. Boyd, on his horse, Topper, continues to get a big hand from the moppets who make up a large part of each audience. Program under canvas is essentially the same as presented in stadiums except for the elimination of high acts which could not conform to tent limitations.

The one-hour and 50-minute performance ran smoothly from the start.

Dick Best's Side Show, working for 25 and 50 cents, did only fair business here.

## Six To Reopen; Early Biz Okay

HOLLYWOOD, July 8.—Six Bros.' Circus, which shuttered Sunday (2) in El Monte because of prior commitments of its acts, will resume its tour in Lompoc Wednesday (12).

George McCall, general manager, said the recess was scheduled to allow the Daltons, Hap Henry, Rudy Muller and Billy Lehr to fulfill agreements to play Fourth of July and other dates for which they had signed before joining the show.

Following a slow start, the circus, backed by such names as Red Skelton and Art Linkletter, has been turning in some good dates. Outstanding on its past schedule were Oxnard and Santa Paula, both played under auspices of police departments. Advance sale in Oxnard was reported exceptionally strong.

Frank Ward has joined the show as general agent. He will work with Dwight Claar on bookings. A marquee, which the show was carrying but not using, will be debuted in Lompoc, where the show will play under auspices of the 20-30 Club.

## Polack Eastern Clicks in West

CHEYENNE, Wyo., July 8.—Polack Bros.' Eastern unit closed its three-day run here Saturday (1) under Shrine Club auspices after drawing good matinees and near-capacity night houses in the 8,000-seat Frontier Park.

Advance ticket sale to military and civilian personnel at the near-by air force base added 5,000 to attendance. Henry Barret, promotion man, and his crew moved to Bowling Green and Lexington, Ky. The show moved to Casper, Wyo. Mrs. I. J. Polack and Sam T. Polack signed with the Shrine Club for 1951.

## Beatty Catches Up With Paper on Day Rail Walkout Ends

SPOKANE, July 8.—Clyde Beatty Circus did business here that would have been good if crowded into the original two-day schedule but was only fair when stretched across three. The extra time, Friday (30), was made necessary by the rail strike. Beatty moved out after Sunday (2) performances, made Deer Lodge, Mont., July 4, and pulled into Helena, Mont., Thursday (6) for an extension of its Friday (7) stand there.

Strike of switchmen on the Great Northern Railroad forced route changes which cost the show several stands and caused the wildcatting. At Helena the show was back on its original route with clear sailing ahead so far as moves are concerned. Ironically, the strike ended as the show got back on its route via other lines.

## Packs Sets New St. Louis High

Shrine show's attendance record broken as 70,000 see five-day annual

ST. LOUIS, July 8.—Tom Packs Circus played to 70,000 cash customers here during a five-day stand ending July 4, setting a new attendance record for Shrine shows here.

The show played at Public Schools Stadium. General admission was \$1.25 for one adult or two children. Reserved seats went for \$1 extra. Jack VanPelt handled press and received excellent breaks in the dailies.

Topping the act line-up was Cal and Ruth Thompson's White Horse Troupe, presented by Sunny Bernet. Other headliners included George Keller's animals, Frank Torrence's aerial turn, William Heyer's dressage horses, and Aida, aerial thriller. Packs's usual fireworks finale fitted in well for the July 4th date. Jacob Hoerner Fireworks Company presented the pyros.

Albert Theis Jr. is head of the St. Louis Shrine and Adolph J. Vedder was circus chairman.

## Capacities Daily For Kelly-Miller

WAVERLY, O., July 8.—Al G. Kelly-Miller Bros.' Sunday matinee here (2) played to a full house despite a 20-minute shower at show time. The day before at West Union, O., the full house came in the evening and the matinee was three-quarters. Georgetown, O., on Friday (30) gave a full house at night and a half house for the matinee.

Assortment of elephant turns and the hippo walkaround continued to please.

## Biller Biz Fair In N. H. Stands

PORTSMOUTH, N. H., July 8.—Biller Bros.' Circus attracted a three-quarter night house and a half matinee in threatening, cool weather here Saturday (1).

At Concord (29) business was fair. Weather was okay until showers began in the evening. At Keene, N. H., the show used a newspaper coupon deal admitting children for 35 cents.

## Travel Kinks Mark King's North Trail

### Ferry Relay Trucks

FAIRVIEW, Alta., July 8.—King Bros.' Circus was all but marking its route with ax slices on trees when it moved thru this Upper Alberta section. Transportation problems hit a peak here June 28 when the show was ferried across the Peace River in an all-night relay job. Business was worth the work.

Three bulls aided work crews and ferry operators in loading show trucks after the crews built platforms to replace those washed out when the fast stream recently rose four feet. The cable ferry could handle only one truck at a time and each one-mile round trip required 45 minutes.

Two full houses here included many middle-aged persons who were seeing their first circus. King was the first show in here. Many of the local residents came as homesteaders in 1910 and haven't been "outside" since. One teacher brought 26 students from a school in montagneuse Valley, 85 miles northwest.

At Peace River, the day before (27), King Bros. had a full house at night and a half house for the matinee. One truck had a minor accident on a hill near the town.

King played eight towns of from 400 to 2,000 population in the Peace River area and then headed southward. It will be at Fernie, B. C., near the U. S. border, by Monday (10).

## Bertram Mills Circus 'Too Quiet' for Yank

EDINBURGH, Scotland, July 8.—Tom Smallwood, Idaho Falls, Idaho, coin machine operator, found the Bertram Mills Circus here a little quiet by American standards. Smallwood is touring Europe and also saw Circus Knie in Switzerland.

The American missed calliope music, candy butchers and announcers. Acts with the British show are announced, he reported, with a sign on which lighted numbers identify the act with the program book's listing.

The programs are the show's lone concession. No Side Show is carried, but an extra charge of 14 cents is made for the menagerie.

Program includes six elephants in a ballet directed by John Gindl, the McCumberlands riding act, Alex Kerr's lion turn; Diana and George, elastic rope act, and six or eight clowns. About 50 horses are used. Big top holds about 4,000, Smallwood stated.

Show drew a four-fifths house on a Saturday night, part of a 12-day stand in this city of 400,000 persons, he said.

## Dailey Biz Okay On Maritime Run

ST. STEPHENS, N. B., July 8.—Two three-quarter houses was the Dailey Bros.' score here Friday (30), the spot's first day of good weather in three weeks. The show competed with high school graduation events.

Repainting wagons to eliminate Joe Louis's name began at Frederickton, N. B. (28), but the name still was associated with the concert. Few complaints about the Brown Bomber's absence have turned up, the public apparently being interested in a performance rather than a celebrity.

Biller Bros.' opposition ads have appeared in newspapers a few days before Dailey appearances.



**IN REMEMBRANCE  
OF  
IRVING J. POLACK**



**WHO PASSED AWAY  
JULY 13, 1949  
WE MISS YOU**

**In Loving Memory to Irving J. Polack**

**T**HE EASTERN UNIT CARRIES ON IN THE MEMORY OF YOUR GREAT NAME. YOU PIONEERED THIS FIELD AND SET A HIGH STANDARD FOR FRATERNAL PRESENTATION. SINCE ITS FOUNDING, MILLIONS HAVE BEEN MADE HAPPY. A TRIBUTE TO YOUR MEMORY. WE PLEDGE OURSELVES TO CARRY ON THE GOOD WORK AND THE STANDARD SET BY YOU ALL THESE YEARS. FROM THOSE WHO REMEMBER YOUR COUNSEL AND GUIDANCE.

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ART BARRETT  
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THE MONTES DE OCAS  
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HENRY KYES, Director  
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## BURLING BROS.' CIRCUS

Wants At Once

All privileges, Grab, Juices, Pop Corn, Snow  
Cones, Novelties, etc. Good proposition to  
right party. Man to work Ponies, Monks and  
other Animal Acts; Aerial Team doing two  
or more. Side Show Man doing Punch and  
Vent to make openings. State lowest first  
wire of letter. Pay own wires. Route: July  
10, New Salem, Pa.; July 11, Royal, Pa.; July  
12, Mt. Braddock, Pa.; July 13, Centerville,  
Pa.; July 14, California, Pa.; July 15, Bent-  
leyville, Pa.

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Need two only for established newspaper  
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Needs at once. Big Show Acts, Family Teams  
doing two or three. Tumbling, Juggling,  
Wire or Aerial Acts, Dog and Pony Acts,  
Clowns; Working Men, come on. Licensed  
truck drivers preferred. No drunks tol-  
erated. No collect calls or wires accepted.  
Cook House open. Show opens about July 12.  
Performers, state lowest salary in first  
letter to **ARVEL V. ALLREAD, P. O. Box  
879, Red Bluff, California.**

## PHONE MEN

Wanted. Deal just starting. Polack Bros.'  
Shrine date. Contact at once.

**RALPH HELLER**

Shrine Circus Office Johnson City, Tenn.

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In exhibiting a cat with wings, contact

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## DRESSING ROOM GOSSIP

### Ringling-Barnum

Canadian tour is giving us big business and cool weather. Montreal stand was big, with straw houses in the evenings. Lot was located in East Montreal. Show bus made shopping trips to town for those who wanted to do their Canadian souvenir hunting. Bus also made a trip to St. Joseph's Shrine on Sunday. Montreal is Jeanne Lalanne's home town and she was kept busy entertaining family and friends. Julius (Blocks) Gerlick showed off his son and gave a party for the candy butchers. Police department gave a party for a number of showfolk at the Chicken Coop in Montreal.

Dave Murphy surprised everyone when he made the opening in French at the Side Show. Scott Hall, not to be outdone, also did his opening in French. Frenchie Billadeau, of the usher department, was the official interpreter in the big top for the customers. Lot in Toronto was a dukie run for the girls to get to the wardrobe, grease joint and spec entrance. Layout of the lot gave the men's side all the advantages for the two days. Barbara Graham, Tom Mason and Charlotte Hager celebrated birthdays with parties the past week. Kathy Kramer had an emergency appendectomy in Belleville, Ont. Hilda Alzana also is on the sick list. Jim Tomlinson, president of the CFA and Mrs. Tomlinson stopped over in Montreal to visit the show on their way home from the convention in Denver.

Bill Ballantine is visiting for a while to get more material for his articles about the Big Show. His recent article in the *Holiday* mag proved popular around here. Buzzie Potts has acquired a black crow for his clown gags. A laugh incident last week was when Irene, fat lady in the Side Show, got a ride down the tracks to the bus from the coaches on a railroad pushcart. That's one way to make the bus! Visitors included Mr. and Mrs. Pete Daniels, Mr. and Mrs. Roger Towne, Moose Moore, Martha Reno, Phil Jordan, Mr. McElwee and Jack Leontini.—MARY JANE MILLER.

### Polack Bros., Western

Trip into Las Vegas, Nev., was made in good time and all came over the mountains in good shape. Slivers Madison, Giffin and Dann and Alfred Landon left their trailers in Bakersfield, Calif., and will pick them up on the way back to Ventura, Calif.

Hot weather in Las Vegas forced Managing-Director Louis Stern to cancel matinees and show worked at night only. The Freemans wound up with three ash trays and post cards depicting the wonders of Las Vegas. Before opening in Las Vegas, the following took a sight-seeing tour: Polly and Walter Majeski, Hubert Castle, Evette and Eddie Kohl, Francine Zenner, Arthur Harris, Mr. and Mrs. Fred Merkle, Emil and Hanna Pallenberg, Ethel Freeman and the writer. Jo Madison returned to the show in Las Vegas after a visit to Los Angeles.

Arthur Springer and Jack Klein came up with white suits in Las Vegas. Fred Woolford and son are visiting Nana Woolford. Ross Paul and Gus Bell went bass fishing in Mead Lake, Las Vegas, and report a good catch, but the prize catch goes to Walter Majeski.

Visitors included May Raymond, A. W. Giles, Charles Oliviant, Ernie Bishop, Mr. and Mrs. William Ford, Pauline and Ray Gilleno, Frieda Floyde, Mr. and Mrs. Stundon, Mr. and Mrs. Frank Floyd; Mrs. Madison Hopes, sister of Slivers Madison; Ernie Hastings.

Sam Ward had Tony Martin, Jimmy Durante, Spike Jones and Ricardo Montalban as his guests. Bones Hartzell also visited.—FREDDIE FREEMAN.

### Cole Bros.

Happy Kellam stole the hearts of the audience the last performance at Ebbets Field. It started to rain and Happy entertained with pantomimes until it stopped. Joanne and Lefty Swanson are the parents of a son, Lee. Joanne has rejoined the show. Earl Shipley has left for fair dates. Betty Paterson made the front page of her home town paper, *The Brooklyn Eagle*. Lefty Shapiro, of the concession department, celebrated his birthday July 4. Rose Behee's two sons, Billy and Bob Porter, came from Holyoke, Mass., to join her for the season. Mrs. Luckey had a visit with her sister, Mrs. Lyle Conner. Dolly Dale, Johnnie, Joyce and their mother, Mrs. Orman, play baseball every day between shows. Cora and Larry Davis celebrated their 16th wedding anniversary July 2.

Pete Ivanov has joined the show. The Hannefords were the guests of Mr. and Mrs. Frank Wirth on their yacht on Long Island Sound. Ted Wolfram, of *The Billboard*, Rose Behee, Winnie and Con Colleano got a lot of laughs reminiscing of when they were in Paris together. Nina Lassco is buying chairs and pails for Jersey City. It will be her first time under canvas and she wants to be prepared. Visitors included Pat Rich, Irving Lesser, Fred Bowers, Don Land, Denver Cline, Eddie Callahan, Marco Wolf, Shelly Koton, Terry Niefert, Jean Beatri, Jean Tolley, Joe Munchen, Al Fenza, Vickie Latch Briceno, Blanch Wells and daughter, Mr. and Mrs. James Paterson, Alice Mummery, Mr. and Mrs. Robert Reda and Barbara, Joe Geordiano, Kelly Paterson and troupe, Jimmy Ambrose, George Londowsky, Georgette Mummery, Abe Aronsen, Charley Keenely, Yolanda Cristiani and family.—ZAHRA KADER.

### Siebrand Bros.

Short jump from Dillon to Butte, Mont. The rough roads played havoc with the circus neon, however, and it wasn't fixed until our second day. A bad wind and rainstorm July 4 matinee caused cancellation of the show at the halfway point.

Our p.a., Jack Poster, has been doing good work thruout the season and has been making half-hour broadcasts dally in Butte. The day the circus personnel was interviewed, everyone was crowded into the office truck. Show has added ring carpets, which make a flashy appearance.

Layout of lot makes the trip to the cookhouse practically a sleeper jump. Jack (Koko) Fairburn has returned to the show. Tom Hodgini's juggling dolls are getting new dresses. Jerry Van Deventer's comic handling of *Wild Goose* for the Hoffmann's finish is sly.

We were sorry that members of the CFA convention in Denver couldn't catch the show but wish to thank W. L. (Bill) Montague for his letters on the project.—JOE HODGES HODGINI.

### Clyde Beatty

The three-day stand in Spokane was a good one and the Davenport Hotel lobby always was full of showfolk. Harper Joy arranged a show at Shrine Children's Hospital. Doing the entertaining were Sancho Morales and his dogs, Caudillo Sisters, acro turn; Mark Anthony, Bernie Griggs, Jerry Lewis, Arden Beecher, Charles Hilderra, Alva Evans and Billy Temple.

A white fallow faun was born on the move into Spokane. Alva Evans and Pete Arbocus celebrated birthdays. Harold Voise's new rope trick, with Alva Evans, is proving effective. Show is being repainted. Recent visitors included Homer Steffen, Charles L. Gordon and W. J. Berichon.—LAURENCE CROSS.

### Wirth's Australian

The Sydney engagement ran for 10 weeks against the pre-opening estimate of six. Escalantes closed at its conclusion and returned to the United States. Toni Smaha replaced Jack Joyce as horse trainer, and his wife, Unga, works the two horse acts. Zachinis, musical buffoons, joined, as did the Bartons from Sweden. The Bartons do an aerial balancing novelty. Mr. and Mrs. Phillip Worth are on a world tour, being replaced here by George Wirth.

Show is well into the winter down here. It has just completed the usual dash for the West Coast, opening in Perth, W. A., June 27. The distance, comparing with that from New York to Los Angeles, was covered in State-wide hops. The rails of each State are of a different gauge and the show had to be transplanted three times. The Nullarbor Plain was the longest jump, 1,072 miles. The longest straight stretch of track in the world was included on this desert crossing. The many idle hours were whiled away by shooting inanimate objects from the windows. There are no restrictions on this as there is no life from horizon to horizon.

A tour of the Kalgoorlies gold fields was arranged by George Wirth for the show folks. Fishing tackle has been stowed and firearms unlimbered. Bent Blue, Wayne Larey, Toni Smaha, Ray Humphries, Mickey Wislane and Bob Behee made a pre-dawn 110-mile trek in search of game. Rabbit, kangaroo, emu and fox were sighted but flood conditions were in their favor.—BOB BEHEE.

### Tom Packs

Show arrived at Belleville, Ill., June 25, from the Orrin Davenport Shrine Circus of Canada. Org played the University stadium in Belleville and then moved to the stadium in Carbondale, Ill. Next stop was a five-day stand at the Public School Stadium, St. Louis. Good weather resulted in capacity crowds each night. Org then moved to Nashville, where rain interfered with the opening performance.

Show is under supervision of William Nelson, general manager, and Jack Lyre, general superintendent. Bo Bo Barnett Clown Band is popular. In Clown Alley are Chester (Bo Bo) Barnett, Morris Gebhart, Roy Allen, Gaby DeKoe, Jimmy Davis, Chick Yale, Hop Green, Jeff Murphree, Bill Odell, Jackie LeClair, Lew Hershey, Henry 400, Bill Bentley, and the writer.

Feature acts include Frank Torrence's high pole; Starless Night, Capt. William Heyer; Tom Packs' Midget Elephants; the Five Eltons, high aerial act; the Whirl Winds, the Berdinos, the Flying Lavalls, the Machinos, aerobats, and Bert and Corine, aerialists and wire walking; Buddy and Jean, roller skaters; Sonny Moore, dog act, and Claussens Bears. Paul Armstrong, on props, joined recently. Jack Cervone is band leader.

Recent visitors were Ernie Young, Father Ed Smith, Joe Smith, Jimmy O'Neill and Edna Deal.—JO JO LEWIS.

### Cole & Walter

Mr. and Mrs. E. Pheister and the latter's sister, Mae, and brother, visited Eddie Sheller. Mr. and Mrs. Lowell Kriel and family took delivery on a new trailer. Lucky Devers, Jim Shanley, and Willie Rawls left the show.

One of the deer got loose but Charles Rex caught it. Bad roads en route to McClusky, N. C., forced org to cancel its matinee there. Rosie Parker enjoyed visits from her mother, Mrs. H. A. Schnaze and her brothers, Jerry and Clifford. Rosie's aunt, Mrs. Caroline Thompson and daughter, Caroline, also visited.

Phyllis Newman is working the single elephant act since the departure of Lucky Devers. Beverly Vannette is working Baby Norma and the big three elephant act.—MILDRED WELBES.



**Biller Bros.**

Father Sullivan visited the org at Gloucester, Mass. Fay Avalon has a new stop number. Jackle Lynn is holding web for Rita Biller during her loop-the-loop and single trap act. Grace McIntosh has several new brief costumes for her act. Ronna McIntosh and Kathy Morales take turns riding Margie, baby elephant, in spec. Papa Fornasari recently celebrated his 61th birthday. He has been in circus business 56 years, both in this country and Europe.

Sunday off in Biddeford, Me., gave everyone a chance to visit Old Orchard Beach, see the movies and catch up on their prop painting. Betty Biller returned from her visit to Louisville. Hy Sturmak now has his family on for our trek thru Canada. Tommy Whitesides is back in clown alley after being out of the show for nearly a month. The Bouncing Bodos, of Pittsfield, Mass., stopped to catch the show in Augusta, Me.

The Famous Henry Family visited at Rockland, Mass. Rita Biller is now riding in the Ken Maynard Wild West. The Florenze Troupe have new gold costume for their wire act.

The boys in Joe Rossi's band are putting out a weekly newspaper. Ken Maynard's horse, Tarzan, has missed a few performances because of a bad tooth. Chief White Cloud and Princess Running Fawn have their son, Kenneth, on for a visit. Paul E. Roberge, of Biddeford, Me.; John Brown, Brunswick, Me.; John T. Hughes and family, Camden, Me., and Betty Potter, Augusta, Me., were recent visitors.

On July 4 our clowns did a show for the crippled children and polio victims in Bath, Me. They gave out popcorn, candy and peanuts and put on a swell show.

Clarence Canary is doing fancy roping and riding in the concert these days. Concession stands on the midway and Marvin Smith's Side Show are kept busy these days, as we are at last getting a real break with the crowds.

Flo McIntosh's niece, Barbara Wills, visited for a few days and rode an elephant in spec. Marvin Smith's Side Show has one of the smartest banner lines seen on any midway this season and has a good show to back it up. Fred Maeulen, stage manager of Kiss Me, Kate at Shubert Theater, Boston; James Greig, stage manager of Mr. Roberts at Colonial Theater, Boston; Mr. and Mrs. Phil Turitz, of Middletown, Conn., visited recently and were entertained by Mr. and Mrs. Win Partello in their trailer.—BOB LORRAINE.

**Dailey Bros.**

Despite plenty of rain and cold in Woodstock, Ont., we had a near capacity matinee.

Raul and Armando Silva, perch pole artists, are practicing juggling to be used in their new head balancing number. Eddie Murrillo's brother, Alfonso, is assisting in the casting act because of an accident to Eddie's partner, Victor Gaona. "Streamline" Fizzell is getting the train over some tough moves in record time.

Liberty acts are back in the show and drawing a good audience reaction. Harry Hammill is back on the mike following recovery from a throat ailment.

Recent visitors included the "Tip" Stones, CFA, Frank Sheppard Tent; Elmer Michaud and family from Maine; Fred H. Phillips, who spent some time on the show last year gathering story material, and Teddy Voye, musician on American Circus Corporation shows years ago.—HAZEL KING.

**Dales Circus**

High winds and much rain besieged the show thru Michigan, Wisconsin and Minnesota. The matinee at Escanaba, Mich., was lost and several times the peaks had to be lowered.

Anthony Giovannini and Leo LeFebvre, circus fans, contributed their share of buffoonery to the program at Iron Mountain, Mich. Fancher Pierce is doing well breaking in a high-strung horse for menage. Eddie Akins celebrated his birthday in the center ring to the strains of Tige Hale's Gold Medal Band. Chuck Gabrion, of the band, returned to Grand Rapids.

Marie Hall's opening trick on swinging ladder is a feat no one else would care to duplicate. It is entirely possible that the non-plussed expressed on Equestrian Director Mac McCoy's face is caused by the mischievous activities of his performing personnel. Maxine Boulter and Dorothy Race introduced the sensational Bull Moose to personnel.

Dave Fineman has his share of bad luck, the latest being the wreck of his panel truck. Looks as tho Eddie Race Jr. and Patti Milligan are the show's juvenile Romeo and Juliet. Sinus attacks have reached an all-time high on the show this season.

Chester Gregory, who subbed as equestrian director recently, sure sounds a loud whistle, even if he does get mixed up occasionally. The writer held up customs at the border for several minutes as he blithely mopped water that had spilled from a tank in the trailer. Personnel, tho tired from an all-night move and a very muddy lot, seemed glad to be back in the Dominion.—BILLY BARTON.

**Polack Eastern**

Colorado Springs, Colo., promoted by Willis Alley, was our first indoor date in some time. The Five Antaleks joined and are doing perch and double traps. Lona Antalek also is doing web. Several members of the Circus Fans Association visited on their return from the CFA convention held in Denver. Mr. and Mrs. George, of Springfield, Ill., Henry Keys Tent of the CFA, showed pictures after the show one evening. A number of Shriners from various cities visited on their way back from their convention in Los Angeles. Whitey and Edythe renewed acquaintance with Dusty Rhodes, bandmaster, at a local hotel.

Cheyenne, Wyo., was a new date for this show and proved successful. Mr. and Mrs. Del Rae joined to do wire and high pole acts.

Recent birthdays were celebrated by Betty Proper, whose husband, Fred, gave a surprise party; June Kocuik, who had a party for the personnel, and Mrs. Natal, who had a party for girls in the dressing room. Patsy Heller joined for the summer.

Arriving on the lot, the girls were surprised to find no dressing tent. Wind had lifted it right off the ground. We're using the prop truck as a dressing room now.

Nominated for the best dancer on the show is Joanniddes. Harry May and Ernie Wiswell are constantly taking pictures of the show.

Richard and Else Sidney have been busy shopping in each town for furnishings for their new home in Sarasota. Mrs. Genevieve Polack joined the show and little Sammy Polack is working in the clown numbers.—IRENE LAFFERTY.

**Rail Strike Causes Beatty Date Switch**

HELENA, Mont., July 8.—The Clyde Beatty Circus, impeded by a railroad strike, canceled its scheduled Great Falls, Mont., engagement and presented four performances here Thursday-Friday (6-7), with each show drawing a half house.

Show left here for a Sunday (9) stand in Butte, Mont.

**UNDER THE MARQUEE**

Kid Lewis Barton is in Fort Bragg, N. C., producing a government hospital show which is slated to open this month. . . . When Biller Bros. Circus played Gloucester, Mass., June 26, Mr. and Mrs. Frank Littlefield were on hand to take in the performance and greet many of their friends on the org. They visited with Prince Ki Kor, Tommy Poplin, the Cristianis, Theresa Morales, Mr. and Mrs. Pierce, the Gibsons, Ken Maynard, Mr. and Mrs. Sturmack, Win Partello, Fred Meeks, Joe Rossi, Marion Knowlton and Steve Kumiz. Win Storey, circus fan, also was on the lot all day.

A circus matron may be defined as a married woman who doesn't have to swing on ladders.

Mel Miller, of Dailey Bros., and Charlie Schuler, of Biller Bros. became acquainted in the advertising department of The Frederickton (N. B.) Daily Gleaner. Professional hatchets were buried, however, as meat, potatoes and jackpots were later cut up in the Princess Grill. Participating were Man Mountain and Raye, Miller, and Charlie and Charlie and Virginia Schuler.

Ethel Jennier, who underwent an operation some weeks ago in Midland, Tex., has recovered and visited her husband, Walter, on Ward Bros. Circus in Long Beach, Calif. She will return soon to her part in the show as Aerialista. . . . Hunt Bros. Circus was the first into Maine this year and had its best matinee of the season at Saco, June 14. Cold weather hurt at Farmington (17). Skowhegan gave a full matinee and three-quarter night show.

A stickler for politeness is any showman who addresses a judge of good ballet talent as "Your Honor."

Bill Green, press agent for Polack Bros. Eastern Unit, made the AP wire of June 25 via four lost elephants. Sent ahead from Grand Junction, Colo., with their trainer, Cheerful Gardner, to beat the railroad strike into Colorado Springs, Colo., where Polack was to play under Shrine auspices, Gardner and the bulls did not show up at the Rio Grande Railroad yards as expected. A search revealed they were delivered to the Santa Fe yards.

In order to avoid billing wars, every peace program between shows seems to involve the expenditure of large sums for opposition paper.

Mr. and Mrs. Clyde Wixom, are back in Detroit after returning from the Barnum Festival, Bridgeport, Conn. At Bethel, Conn., they visited the house where P. T. Barnum was born in 1810. William J. (Big Jim) Montgomery, former boss hostler on the Wixom show, was visited at Schenectady. Montgomery formerly drove the famed 40-horse hitch with the "Two Hemispheres" bandwagon. Mabel (Smith) O'Neil, former ele-

phant trainer, whose father once operated Utica Park at Utica, N. Y., was visited at Ithaca. Burns M. Kattenberg and John T. Kunzog, Circus Historical Society members, entertained Wixom at Jamestown, N. Y. . . . Walter L. Main, Geneva, O., who sold his old mud show to Mat Wixom in 1890, is publishing a book on the history of the Walter L. Main Circus. . . . Mrs. Ada Green and her daughter will join Polack Bros. Eastern Unit at LaCrosse, Wis., to spend some time with her son, Bill Green, show's press agent.

When a new canvasman was informed that they would raise and windrow the big top on Sunday, the lad cracked, "It ain't hay."

Dan Dix, formerly with Clyde Beatty, joined Cole Bros. at Patter-son, N. J., as 24-hour man. . . . Earl Shipley, producing clown, closed with Cole Bros. after the Brooklyn date to fill prior engagements. He stopped in Chicago Friday (7).

Fred H. Donovan, with Cole Bros. Circus the past six years, is its legal adjustor this season. . . . Florree Galt, with the Cole press staff the past two seasons, rejoined the show June 21 as press agent. . . . Philip Worthen, former theater executive of Chicago, is in charge of the front door on the Cole show.

Ora Parks has gone east and Frank J. Lee has been named general press agent of the Clyde Beatty Circus. Lee will handle newspaper, radio and TV publicity and will be in charge of department store tie-ups. James Magee is handling merchant tickets.

Mike Nimeth, trainer of Bill (Hopalong Cassidy) Boyd's horse, Topper, who is traveling with Cole Bros., visited his brother, George, in Stratford, Conn., recently.

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Hinton, 12; Carnegie, 13; Sentinel, 14; Granite, 15; Hobart, 16; all Oklahoma.

**KELLY-MORRIS CIRCUS**

Wants Boss Canvasman for new 80 ft. Top. Wire. Also want Funny Ford Act, all Acts and Clowns to enlarge Big Show. Want Elephant Trainer and Horse Trainer, "Squaw" Willie, Jimmie O'Dell, answer. Want Billposter with car. Lane, answer. All above, wire immediately. Want Promotional Directors, Concert People, Working Men, come on. Will buy or lease Elephant. Best Cookhouse on the road. Pay every week. All replies will be answered and considered. Address Portage, July 11; Elroy, 12; Sparta, 13; Arcadia, 14; Alma, 15; all Wisconsin; Winona, Minn., 17; St. Charles, Minn., 18; Rochester, Minn., 19.

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# BRANDON GATE DOWN, DATE UP

## Cold Weather First Two Days Cuts Turnout

### Grandstand Prices Hiked

BRANDON, Man., July 8.—Brandon Exhibition, first on the Western Canadian Class A Fair Circuit, Friday (7) entered the last of its five-day run with attendance down 12 per cent but with income slightly ahead of last year, a big one for the event. Cold weather the first two days cut into front gate totals. Weather turned warm and clear Wednesday (5) with the temperature hitting the 80's and 90's. Closing day opened to excellent weather and execs were hopeful of partially overcoming the gate dip earlier in the run.

### Stand Prices Upped

Hiked admission charges for the grandstand, with all prices tilted 25 cents over last year, plus excellent grandstand crowds, offset dollar-wise, the drop in front gate attendance and, coupled with higher income from other sources, enabled the event to go into the final day with a bigger dollar margin than at the same point last year.

Night grandstand show, booked by Barnes-Carruthers Theatrical Enterprises, Chicago, and repped by Fred H. Kressmann, was a crowd-puller thru the first four nights. One show was given each of the first two nights, with two performances the following two nights. One show Wednesday was a sellout, the other a near-capacity crowd. Both shows Thursday were sellouts. Grandstand was priced at \$1.25 and \$1.50.

Barnes-Carruthers unit, offering a 16-gal line, including Lottie Mayer's disappearing diving ballet, offered the following specialties and acts: Marion Seabolt, dancer; Martinis, singers; Lucienne and Ashour, dance team; Ming and Ling, Chinese hillbillies; Aaron and Broderick, knock-about comedy; Gautier's Excess Baggage, dogs; Lane Brothers, comedy, and Van De Velde, one-finger stand and musical.

Royal American Shows, holding down the midway, experienced good biz, tho down slightly from last year. Bonnie Baker unit, priced at \$1, was reported outgrossing Leon Claxton's *Harlem in Havana*, priced at 60 cents.

## Hamid Features Set By Weymouth, Mass.

WEYMOUTH, Mass., July 8.—Weymouth Fair, August 13-19, has announced that its circus acts and revue will be presented by the George A. Hamid office. Fireworks are also carded. New buildings have been erected for the Grange exhibit, and a new barn has been built for cattle. Reproduction of the Abigail Adams house, historical landmark, has been built, and the U. S. Department of Agriculture is to have an educational exhibit at the fair.

## Iowa Park, Tex., Skeds New Model Home Exhibit

IOWA PARK, Tex., July 8.—Texas-Oklahoma Fair here, this year for the first time, will have a model home exhibit on its grounds during fair time, Dr. Gordon S. Clark, president, announced.

The model will be a pre-fab built by the United States Steel Company.

## CNE Boosts Adult Gate; Cut for Kids

TORONTO, July 8.—Admission prices at Canadian National Exhibition here have been given a boost. Adult tab has been increased from 40 to 50 cents. Children's admission, tho, has been dropped from 15 cents back to a dime.

Before the war, adult admission was 25 cents, but when the fair reopened in 1948 the charge jumped to 35 cents. Last year it was upped to 40 cents for adults and 15 cents for children. Increasing costs were blamed.

## DuQuoin Fixes Run at 9 Days; Signs Chitwood

DU QUOIN, Ill., July 8.—Du Quoin State Fair this year will operate nine days instead of the usual eight and will present Joie Chitwood's Auto Daredevils as the matinee attraction the extra day, W. R. Hayes, president, announced.

Heretofore the annual has held a preview on the Sunday before opening but this year will offer entertainment for the first time. Outside gate will be free with a charge on the grandstand show.

## Johnny M. Brown Contracted To Head 9-Day Detroit Rodeo

DETROIT, July 8.—Johnny Mack Brown, Monogram Pictures Western star, has been booked as headliner for the grandstand show at the Michigan State Fair, supplied by the Lloyd Schermerhorn Indian Creek Ranch Rodeo, according to James D. Friel, general manager. Rodeo is to run nine days, with a thrill show set for the closing night, September 10. Booking of Betty Hutton for the Coliseum show for the opening days, September 1-2, has been okayed by the fair board, but still awaits final confirmation until definite commitments with film production schedules. Carmen Miranda has been pacted to follow in the Coliseum for four days but the Coliseum for the remaining four days is still unsigned.

### Problems Take Spotlight

Midway problems will take the spotlight at a meeting July 11 of the concessions committee of the board of management. Policy will be decided with respect to types of games to be permitted. Final details of both the independent midway and the 300-foot of concession space allocated to Al Wagner's Cavalcade of Amusements also are to be worked out.

Appointments of department superintendents were confirmed this week by Friel. They include John Wilk, agriculture; Albert Kessler, cattle; Sherman Read, horses and Dayton Bunn, horticulture.

### Premium List 110G

Premium books, scheduled to go into circulation July 15, will carry a premium list of \$110,000, \$3,000 more than last year. Major new addition is the appearance of American Red Danish cattle as a classification for the first time.

Featured item in the fair this year will be Michigan-grown sugar beets, with a special \$1,000 exhibit for this crop, showing handling, processing and uses along the lines followed by last year's exhibit on Michigan beans.

## Weather, Gendarmes Hex Bridgeport Expo Showing

BRIDGEPORT, Conn., July 8.—Nagged by bad weather and local technicalities, business at Connecticut State Exposition, staged here under auspices of Disabled American Veterans, has been poor. The expo opened June 30 for a 10-day run thru Sunday (9) at the former Chance-Vought aircraft plant.

Factory has 300,000 square feet of space, in addition to a large field adjacent to the building for the midway. The plant, which is owned by the government, is being rented to the veterans for a nominal fee of \$1. Expo includes more than 200 exhibitors, representing most of the State's largest industries.

### Horan Hampered

Irish Horan Lucky Hell Drivers, who were set to stage matinee and evening thrill shows thru the run of the expo, ran afoul of heavy rain which prevented them from giving a Tuesday (4) matinee performance and a Wednesday (5) night show. The Horan unit was willing to put the show on but police nixed the idea.

Opening day, local and State police decided the thrill show needed a greater safety factor and ordered an eight-foot wire fence built around the speedway. Police next demanded more space between shows on the midway, and attractions were curtailed to three shows and three rides. World of Mirth Shows, which had contracted to supply a large show,

could not deliver because of police edicts.

### \$1 Gate Admish

Exposition got under way immediately after a large street parade staged by veterans. Event opened with a scale of 75-cent matinees for adults and \$1 at night. Children were admitted for 40 cents at matinees and 60 cents at night.

After the third day, prices were reduced to 75 cents for adults and 40 cents for moppets. Thursday (6), Bridgeport Day, enabled patrons holding coupons clipped from local papers to be admitted at reduced rates. Children under 12 were admitted free, and ride rates for kids were slashed.

Managing director of the exposition is John M. Houston, who handled Westchester County (N. Y.) Fair, assisted by Hartnett (Jack) Ready and John Wahlowich. Benjamin Kornfield, local newspaperman, and George McMurray, New York flack, handling publicity chores, covered surrounding area thru newspaper plugs, billboards, direction signs, three local radio stations and a New Haven, Conn., TV outlet.

With Buddy Toomey driving, the (See Bridgeport Hexed on page 64)

## One Nevada Annual, Three Calif., Expos Ink Levey Revues

HOLLYWOOD, July 8.—Contracts for grandstand attractions and shows at Stanislaus District Fair, Turlock; Nevada County Fair, Grass Valley; Tehama County Fair, Red Bluff, and Nevada State Fair, Fallon, have been awarded the local office of the Bert Levey Circuit.

Raynor Lehr, who handled deals for the Levey office, said that at the Stanislaus event, August 7-12, the bill will feature Kayletta, high act; Slim Andrews, Western attraction; Wright and Marion, comedy; Lee Sisters; Bounding Dons; Eddie Vest and Company, perch; Capt. Rudy (Muller), elephant, dog and pony act; Black Brothers, comedy; Ray Wheeler's dog and pony act, and Weber Bros.' Circus.

Kayletta has been signed for all four events, Lehr said. The Discoffs have been signed for the Grass Valley and Red Bluff events.

## Ottawa Execs Mull Covering for Stage

OTTAWA, July 8.—Officials of Central Canada Exhibition are studying the possibility of adding a protective covering to the grandstand stage. The revue plus acts and band used annually have been drenched on several occasions. Last year a night show, with a capacity audience on hand, would have been lost except for the persistence of the talent and Producer George A. Hamid, who worked partly in heavy rains.

Arthur E. Campfield, head of the New York canvas firm bearing his name, has been hired as a consultant and is due here next week. The protective covering, if adopted, will be constructed in Canada.

## Installs Permanent Kid Rides

ELROSE, Sask., July 8.—Permanent kiddie rides are being installed in the fairgrounds for this year's annual. In addition, fair is having its grandstand repainted.

## Mother Lode Execs Huddle on Rental, Non-Fair Plant Use

PLACERVILLE, Calif., July 8.—Discussion of rental charges and related arrangements for the use of fair properties for other than fair purposes highlighted the meeting of the Mother Lode section of the Western Fairs Association here.

S. E. Ronzone Jr., secretary-manager, El Dorado County Fair, said the subjects arose in connection with the increasing interim use of fair properties for public and semi-public occasions not related to fairs.

The session also heard talks on public relations and other problems. The next meeting was set for July 17 in Mariposa, Calif.

## Greenville, Miss., Paves Streets, Adds Storm Basins

GREENVILLE, Miss., July 8.—Delta Fair and Livestock Show here is resurfacing its streets and adding storm basins as a precaution against rains and resulting mud that hampered the annual's 1949 operations. Plant, which was new last year, is enclosed with a cyclone fence and a 6,000-seat grandstand is spotted on the fair's fifth-mile race track.



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**Fair Dates**

The following corrections and additions to the List of Fair Dates were received during the week ended July 7. The complete List of Fair Dates was published in the issue dated June 24. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

**GEORGIA**

Lawrenceville—Gwinnett Co Agri. Fair, Oct 16-20. P. V. Kelley.

**IDAHO**

Jerome—Jerome Co. Fair, Sept. 5-9.  
Montpelier—Bear Lake Co. Fair, Aug. 17-19.  
Preston—Franklin Co. Fair, Aug. 24-26.

**KANSAS**

Oswatimie—Oswatimie Free Fair, Aug. 16-18. Ray A. Henfeld.

**LOUISIANA**

Alexandria—Central La. State Fair, Oct. 11-15. L. L. Walters.  
Bastrop—Morehouse Parish Fair, Oct. 11-14. C. V. Shear.  
West Monroe—Ouachita Valley Fair Assn. Oct 9-14. John Birdsong, Monroe.

**MISSISSIPPI**

Columbus—Columbus Fair & Livestock Assn. Sept. 18-23. Mrs. Elizabeth M. Proffitt.  
Greenville—Delta Fair & Livestock Show, Sept. 18-23. Jules Bagarry.

**NEW MEXICO**

Alamogordo—Otero Co. Fair Assn. Sept. 22-24. Lillian T. Bagwell.  
Farmington—San Juan Co. Fair Assn. Sept. 15-17. J. P. Sprowls, Aztec, N. M.  
Las Cruces—Dona Ana Co. Fair Assn. Sept 14-16. James A. Potts.

**NORTH CAROLINA**

Albemarle—Stanly Co. Fair Assn. Oct. 9-14. James Ray Clark.  
Asheboro—Randolph Co. Colored Fair, Oct 2d week. J. N. Gill.  
Fayetteville—Cumberland Co. Fair, Oct. 2-7. Elbert C. Jackson.  
Murphy—Cherokee Co. Fair, Sept. 25-30. C. R. Freed.  
Roanoke Rapids—Halifax & Northampton Fair, Oct. 9-14. T. B. Glover.

**OKLAHOMA**

Grandfield—Big Pasture Free Fair, Sept. 7-9. Floyd T. King.  
Hinton—Hinton District Fair, Sept. 7-9. M. Miller.  
Pawnee—Pawnee Co. Free Fair, Sept. 11-14. E. Joe Sharp.

**Lethbridge, Alta., Draws 44,252 Paid; Tops '49 by 8,412**

LETHBRIDGE, Alta., July 8. — Lethbridge Exhibition and Rodeo, aided by perfect weather during its three days, chalked up new all-time opening and closing day attendance records to ring up a total of 44,252 paid admissions, an increase of 8,412 over the '49 fair.

Final day, Wednesday (28), saw 25,743 file thru the turnstiles, and official opening day figures of 12,628 did not include large numbers of children admitted cuffo. Second day attendance was 5,881.

Grandstand revue, produced by Irving Grossman, drew an estimated 4,000 the first night and 5,000 the final night. Opening day rodeo attendance was 3,500, with 3,000 in the stands at the finale. Wallace Bros.' Shows provided midway attractions and T. W. Hand Company, Cooksville, Ont., staged nightly fireworks.

Top winners in the rodeo were Laurel Ives, saddle bronk riding; Charlie Chick, bareback bronk; Johnny Chapman, steer riding; Ray Reynolds, calf roping, and Grant Haymes, steer decorating.

**Truro, N. S., Names Lavers**

TRURO, N. S., July 8.—George Lavers, Halifax, N. S., has been named secretary-manager of the Central Nova Scotia Exhibition here. Lavers formerly was with the Lobster Carnival and Industrial Fair at Pictou, N. S., and the Port of Halifax Fair.

**TEXAS**

Bonham—Fannin Co. Fair Assn. Sept. 26-30. Charles G. Pope.  
Haskell—Central West Texas Fair, Oct. 9-14. Ralph E. Duncan.

**VIRGINIA**

Tappahannock—Tappahannock-Northern Va. Fair, Aug. 7-12. Mrs. B. F. Shearwood.

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Ferris Wheel and one other Ride. Want three Exhibit Tents for this date. No concessions wanted.

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WITH HIS BIG REVUE  
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*Swing & Sway the "Orton Way"*  
**THE Sensational ORTONS**  
CRISS-CROSS SWAYING POLE THRILLERS  
FEATURING  
The only girl to do a one-hand stand 100 feet in the air.  
Brilliant fireworks finish.  
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**WANT CARNIVAL**  
Medium-size, or Individual Rides for  
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August 30-31, Sept. 1-2, Herington, Kansas  
**L. K. Dunaway, Secretary**  
Chamber of Commerce

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New York State's Only Big Free Fair  
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WANTS SHOWS AND CONCESSIONS  
**MR. L. HENERY**  
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**WANTED**  
**GOOD THRILL SHOW**  
August 9th-17th and possibly 25th, Kansas and Nebraska.  
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**AIRPARK FARMERS MARKET**  
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**CARNIVAL WANTED**  
For County Fair during week of Sept. 21-23-25.  
Contact:  
**ROBERT MASSENGALE**  
Secretary, Choctaw County Fair, Hugo, Okla.



# IT WAS A GLORIOUS FOURTH!

## Midwest, So., Hit Pay Dirt

Turnouts strong, spending brisk at most spots as weather generally good

CHICAGO, July 8. — Business popped and sparkled at most Midwestern and Southern parks over the long Fourth of July week-end, operators reported this week. The only fizzle, according to *The Billboard* survey, turned up in Iowa, where rain put the damper on.

Ohio proved to be a cannon-cracker area. Cleveland's Euclid Beach Park skyrocketed over last year's biz, and at Akron, Summit Beach Park scored some near-records. Up Minnesota way, things were on a par with 1948 at Excelsior. In the South, Birmingham and New Orleans bettered last year, Dallas scored heavily and Louisville held its own in cloudy weather.

St. Louis held to the 1949 level despite poor weather. Chicago showed an increase attendance-wise, but in Detroit turnouts and spending were mediocre. Des Moines did well on the Fourth but worked for all it got the other three days. Sioux City, Ia., took a buster.

Evan B. Brewster, Summit Beach manager, said crowds there on the holiday approximated 20,000. It was the third largest turnout the park has had. Similarly, spending was at the highest level in two years was 4 per cent above the 1949 figure. Brewster said he believed the spot would have set new records across the board if weather had not slowed afternoon trade. Skies cleared for the evening. Fireworks and Rubiyat, tumbler, were used.

At Euclid Beach, Cleveland, Manager H. C. Shannon set total attendance at 60,000 for the single day, 10,000 more than last year. Similarly, spending zoomed 20 per cent above '49. Clear weather, a sharp contrast to that for most of the season, aided on the Fourth. Shannon said business has been good and weather has been terrible during the first half of the season.

Both Summit and Euclid have inaugurated free gate policies this year, making accurate nose counting impossible.

Rain at Cincinnati fell at hours that didn't hurt business for Coney Island. Business for the four days was even with last year's grosses and allowed the park to make up a substantial portion of business it had lost to weather earlier, official said.

Spending and attendance Saturday (1), Sunday and Monday were about normal for those days. Rain at 9:30 p.m., Monday came on the heels of the pyro show and washed out the rest of the night's trade. Fair weather (See *Midwest, South Click*, page 66)

## O'Briens Set Trams For Revere Beach

REVERE BEACH, Mass., July 8. — Tram cars, similar to those in use at other funspots, have been put into operation on the boulevard here by Ernest J. and William L. O'Brien. The 12-foot buses, holding 12 persons, with trailers holding an additional dozen, are run on the boulevard when it is closed to auto traffic.

So far, business has only been fair and not heavy enough to warrant use of trailers. Buses operate from noon to midnight.

## Money Tighter in Port Arthur, But Counter - Measures Up Gross

PORT ARTHUR, Tex., July 8. — Grosses this year 6 per cent above the corresponding period of 1949 are claimed by Pleasure Pier here. These grosses, said Tom Morris, who took over the pier management this spring, were made in the face of a definitely tightening supply of money in the area.

The dollar shortage has been aggravated by a strike of Texas Company employees which has thrown 6,000 men out of work for 90 days and put a serious dent in the over-all business picture for 78,000 people in the area. The pier management, however, has countered by increasing its advertising budget, using nine-cent ride mailing pieces, and offering reduced rates for other features.

Business last week was termed "very satisfactory" by Morris, the park using Kurtzo and Kurtz, high pole contortion and trapeze act, as free attraction, and Bob White's 15-man band in the ballroom. Both attractions were given a nod by Morris for their ability to draw. The White crew opened Saturday (1), drawing 466 to the dancery despite the semi-name opposition of Bull Moose Jackson in a local nitery. The ballroom tariff is \$1, including tax. Kurtzo and Kurtz remained thru July 4. Collis P. Irby, owner of the pier lease since 1945, will continue the policy of using sensational free acts thru the summer, said Morris. The pier's fountain and elaborate coffee shop, featuring fine food, have been reopened after being closed two years.

The operating company's holdings include leases on the pool, main ballroom with large floating floor, and kitchen and dining room. Company-owned equipment includes a Roller Coaster, Skooter, rifle range; Penny

Arcade, Kiddie Autos, Planes, miniature train, Merry-Go-Round, Looper, Tilt-A-Whirl and Ferris Wheel. The speed boat concession is leased to Bud Cross, while Bud Simmons has the pony track. Concessions include a pool stand, candy floss, snow cones, apples, ice cream, two grab stands, photos and seven hanky panks.

## Holiday Biz Best in Years At Palisades

All Segs Get Money

NEW YORK, July 8. — "The best week-end the park has had in the last 10 years," was the way Irving Rosenthal, co-owner with brother Jack of Palisades (N. J.) Park described the Fourth of July holiday period.

All rides operated at capacity, concession sales boomed and the swimming pool was well-filled, and Rosenthal said he expects the park to have one of its best seasons, weather allowing. He said extra cash being spent on advertising and promotion is paying off in bigger grosses. In particular, Rosenthal said, the tie-up effected between the park and Pepsi-Cola, giving pop purchasers reduced ride prices, is making itself felt.

Monday (3), usually a slow day, saw the park doing capacity biz. Rosenthal attributed increased patronage to the usual giveaway of television sets and added fireworks. Free attractions booked into Palisades by the Hamid agency were the Aerial Snyders, trapeze and sway-pole, and Noro Morales rhumba ork.

## Nu-Pike Crowd Spends Freely On Big July 4

Ride, Concessions Takes Up

LONG BEACH, Calif., July 8. — Nu-Pike, the Long Beach Amusement Company operation on the oceanfront here, had a big Fourth of July crowd with spending ahead of last year, L. P. (Pat) Murphy, general manager, said.

Murphy told *The Billboard* that while all reports from rides and concessions had not yet been turned in, most of them went over 1949. The Diving Bell was considerably ahead of last year, and the new Hi-Ride, the basket device just installed, did about three times its last Independence Day take. The ride was formerly on location in Virginia Park.

The new picnic grounds accounted for much of the draw, Murphy said.

The day featured a fireworks display staged by Pat Lizza, of Golden State Fireworks Manufacturing Company, Redondo Beach. The pyrotechnics were paid for by the city, with Nu-Pike footing the bill for advertising. The crowd remained in the amusement zone after the display had ended. Murphy said this added to the take and was contrary to actions of the visitors a year ago.

## Playland, Rye, Holiday Take 20% Over '49

Bigger Gate Builds Gross

RYE, N. Y., July 8. — Playland here, operated by Westchester County, drew 175,000 persons July 4, according to park Director Allan MacNicol. He said business was 20 per cent better for the same day last year.

MacNicol said that per capita spending is off a bit. He reported that prices on a few rides has been boosted slightly this season but drew no parallel between the two developments. Fireworks were the free attraction over the week-end.

It is planned to inaugurate weekly giveaways of television sets soon, MacNicol said. Under the plan, patrons will leave their names and addresses with the management, and drawings will be held each Wednesday evening.

Playland did better biz during June than in the same months of 1947 or 1948, MacNicol said. With bad weather this spring, gross figures did not exceed the corresponding period last year.

## Eastern Spots Get Big Play

Record crowds jam many resorts—spending reports variable, but satisfactory

NEW YORK, July 8. — Fourth of July week-end despite sticky heat, was just what park and resort operators have been yearning for since spring. While showers hit some spots the afternoon of July 4, few of the big resorts were more than briefly affected.

Coney Island had an estimated turnout of 1,550,000 on the Fourth. This spot has drawn considerably larger crowds in recent years. However, the invasion topped turnouts this season by a whopping margin. The week-end started with 750,000 Saturday (1) and an estimated 1,100,000 Sunday (2). Monday (3) dropped to 450,000, but even that was satisfactory.

Coney Special Events

Coney Island's Chamber of Commerce finally launched its program of special events, starting Sunday night (2) with a "Night of Stars," in which Lanny Ross and Joyce Matthews were featured in shows presented on an open-air stage on Stillwell Avenue. Monday night's (3) special event was a hunt for the "Walking Man," with prizes of an auto and furniture for those first tagging the mystery man. Tuesday night's feature was elaborate fireworks. F. M. Schaefer Company was co-sponsor of those promotions. Cover girl beauty contests and air shows are also among weekly promotions starting this week.

The Rockaways hit the jackpot, with the biggest turnouts of the season, getting off to a good start Saturday with 900,000 visitors and hitting its peak Sunday with 1,350,000. All city-operated parking lots, including the 14,000-capacity fields at Jacob Riis Park, were jammed before noon Sunday. Privately operated lots were also filled.

1,000,000 at Rockaway

Monday (3) was another big day with a turnout of 1,000,000. Tuesday (See *Eastern Biz Big* on page 64)

## Promotion Plus Weather Builds Riverside Take

AGAWAM, Mass., July 8. — A combination of special events and reasonably good weather gave Riverside Park here a top-grossing holiday week-end, with Tuesday night (4) providing the best takes, according to Manager Eddie Carroll.

Highlights of the promotional program were a 100-lap stock car race at the stadium, square dancing exhibitions in Riverside Park Gardens, two regular dances, a 50-lap jalopy race at the stadium, a fireworks display on Tuesday night and circus acts on the midway featuring Kay and Karol, jugglers, and the Tien Tsi Liu Troupe, gymnasts.

Rains which have been plaguing Riverside since the season started came at noon Tuesday and continued until early evening. Sun broke thru at that point and patrons swarmed to the park.



### Ocean Beach Sets New Mark at Gate

NEW LONDON, Conn., July 8.—With sunny skies and warm weather helping to attract a crowd of 23,500 to Ocean Beach Park here, attendance records for the spot were shattered Sunday (2).

Patrons contributed \$5,893.96 for the day's gross figure. Previous attendance mark at Ocean Beach was 22,500, established in 1947.

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ATTENTION, PARK OWNERS

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THIS IS A HOLMES COOK COMPANY'S CREATION

### HOLMES COOK COMPANY

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**OTTAWAY AMUSEMENT CO.**

Mrs. Miniature Steam Trains

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## Revived A. C. Million \$ Pier Preem Is Big

### Holiday Crowds Pay Off

ATLANTIC CITY, July 8.—Million-Dollar Pier returned to the resort's list of attractions Friday, June 30, with a kiddieland, major rides, concessions and a theater featured.

Business over the four-day holiday period was terrific, with demand making necessary the trucking in of supplies from New York. Boardwalk frontage and a free gate assure the spot of a big percentage of strollers.

Pier is under the direction of Jerry Betoff, president, and Max Tubis, general manager of Beach Amusement Corporation. Rebuilding of the pier after last year's fire was under the direction of Jeo McKee, Palisades (N. J.) Park superintendent, and Fred Freund.

Theater is being operated by William Blood and William Robbins and will offer Broadway hits. Opener was Bert Wheeler in *Harvey*. Pier net hauls, a standard attraction, will be continued twice daily. Other features include miniature golf, shooting gallery, kiddie movies, fishing and bath house.

Kiddie rides include Roto-Whip, auto ride, Airplane, train ride, Sky Chief and boat ride, with a Caterpillar, Ferris Wheel, Merry-Go-Round, Tilt-a-Whirl and Loper for adults.

## Giveaway Hypos Biz at Bob-Lo

AMHERSTBURG, Ont., July 8.—Bob-Lo (Bois Blanc) Park here has been running 10 and 15 per cent behind last year, but a giveaway program has hypod business somewhat, according to Harold Gorrey, manager.

Special promotion has centered on "crack the safe" in which \$3,000 in merchandise, including an automobile, is offered. Tie-up was made with auto dealers, grocers and gas stations to distribute free tickets bearing a safe combination. Holder of the combo which cracks the safe gets the prizes.

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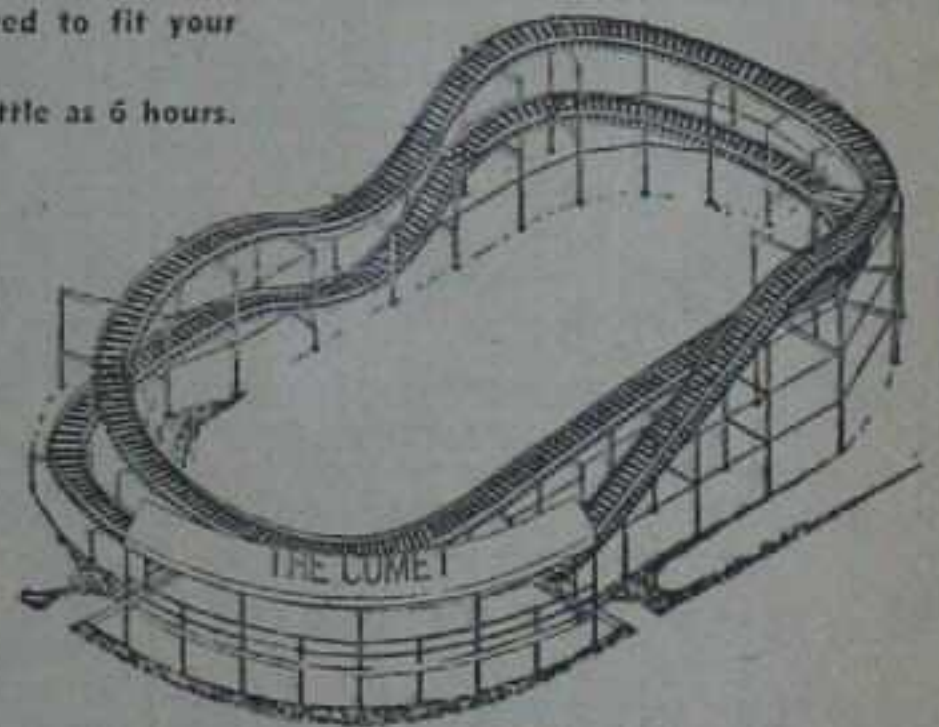
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Operators report earnings from \$1,000 to \$2,000 per Alley per Summer Season. There's still time to get Alleys to replace those old ones for the 1950 Summer Season.

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## Gotham Area Stands Okay For Prell Org

### Second Unit for Fairs

HICKSVILLE, L. I., N. Y., July 8.—This date proved a good July Fourth stand for Prell's Broadway Shows. Business Monday night (3) gave the show its best opener of the season. Owner Sam Prell said. With clear weather tonight the gross will be comparable to the best garnered to date.

Business in the New York area on the whole has been highly satisfactory, Prell said. Last week at West Hempstead, L. I., the gross was off about 10 per cent despite a gate count on a par with 1949. This was the org's fifth consecutive stand under the American Legion post.

Previously, at Forest Hills, New York City, with a main highway location, the show racked up satisfactory grosses for the two-week stand, Prell said. Date was expensive, with city licenses costing \$100 for each show and \$50 for each concession and ride. A number of contests and a nightly video set giveaway stimulated biz.

Show entered northern territory several weeks ago when it jumped 360 miles from Richmond, Va., to Jersey City, N. J., to be the first organized show to play that town in 15 years. Business there was very good, Prell said.

Only three still dates remain before the show plays its first fair, opening July 31 at Hatfield, Pa. Regular fair route will extend thru Thanksgiving week, after which the org will go into quarters at Kissimmee, Fla. Winter fair route, with nine annuals carded, will begin January 20, Prell said.

Prell's World Fair Shows, a second unit, will start its fair route August 7 in Sanatoga, Pa. Second unit has a route of 13 fairs, according to Prell.

## Henry Meyerhoff Quits Crescent; Org Still on 15 Cars

PENTICTON, B. C., July 8.—Henry Meyerhoff, who recently sold his Crescent Shows to Frank Consentine, of Seattle, for a reported \$65,000, and was to remain with the shows till they closed in the fall, resigned as advance agent at Prince Rupert and has returned to his home here.

Shows are considerably smaller than when under Meyerhoff's direction. Two of the heavier rides were booked into parks in Alberta. A. J. Budd's Side Show is said to have closed, with the personnel returning to California. Mr. and Mrs. Fred Christmas, candy floss ops, left at Prince Rupert.

The smaller, shows are still moving on 15 railroad cars. A policy of the railway companies makes this a "must", for a reduction in the number of cars would be offset by increased cost of carrying personnel at passenger rates.

## Page Sets Biz Mark At Martin Festival

MARTIN, Tenn., July 8.—Manager W. E. Page said today that his Page Bros. Shows registered the largest single-day gross business in the org's history here July 4, when 21,000 paid admissions to the local picnic grounds were clocked on the holiday.

John Morgan, who heads the local celebration committee, said this year's attendance and business set a new record. The shows have been awarded the midway contract for 1951.

## Watchin' the Nut!

MOOREFIELD, W. Va.,—July 8.—Proof that a carnival's luck isn't all bad is evidenced in photos Ben Wolfe, manager of Wolfe Amusements, has been showing to his contemporaries of one of his show trucks and trailer demolished in an accident caused by faulty breaks near here. The truck and trailer were used to transport the Merry-Go-Round. The driver, Tony Plemmons, and his assistant, Richard Heavner, jumped clear of the wreckage with only slight injuries. The Merry-Go-Round was put in shape for operation the following night with the repair bill totaling 71 cents, Wolfe says.

## Menacing Sky Hits Hennies Holiday Play

### Toledo Gets Strong Advance

TOLEDO, July 8.—Threatening weather here July 4 hurt Hennies Bros.' holiday business. The stand, however, is expected to close with figures showing fair business for the full engagement.

In for seven days ending Sunday (9), the show had its strongest billing of the season here. Bus signs were used before the opening and "now" cards are being carried by them. Radio and newspaper advertising outlay is larger than last year.

Owner Harry Hennies rejoined the show here after leaving it at Waukegan, Ill., on a business trip. After a few days on the show, he left for a visit to Chicago and also some fairs the org is to play. Paul Olson serves as manager in Hennies' absence.

Fort Wayne, Ind., played last week, gave the show practically double its '49 receipts in the same spot. Org is the only show which has been given a permit to play inside the limits of the Hoosier city in recent years.

## Wallace Rides Shows Up 10% at "B" Fairs; Concessions Off 10%

MOOSE JAW, Sask., July 8.—Midway receipts on the Canadian "B" fair circuit are running approximately 10 per cent above last year on rides and shows while concessions are off that amount, according to J. P. (Jimmy) Sullivan, owner of Wallace Bros.' Shows, which closed its fourth fair of the circuit here today at the Moose Jaw Exhibition.

Receipts at Lethbridge, June 28-28, topped last year by 15 per cent. Due to heavy rains two days prior to the opening, farmers were unable to work their fields and the opener was the biggest ever.

Org's Kiddieland, with eight rides and a new front designed by Jack Ray, has proved to be one of the biggest attractions and money winners in the line-up.

Visitors at Lethbridge included Bob Lohmar, general agent, Royal American Shows; City Alderman Blomberg, Harry Levine and C. N. Kussner. Owner Sullivan's wife, Joan, and their two sons, Jimmy Jr. and John, are skedded to plane from Toronto to Portage La Prairie to catch the show there.

Hank Blade, hockey coach of the Kansas City Mohawks, recently returned to the show following an appendectomy at Windsor.

## Keene Gives Buck Record July 4 Gross

### Play Lasts Until 2 A.M.

KEENE, N. H., July 8.—O. C. Buck Shows scored record July 4 business here, an annual date held by the org for many years. Afternoon showers on the holiday slowed down business but the crowd at night stayed for the 11:30 fireworks display and the free act which was held until 12:45 a.m. Some units were still open at 2 a.m.

On the holiday local police estimated that more than 3,000 cars were parked in the immediate show area. Business was just about as good Monday (3), with the night crowd lingering to witness the customary bonfire. Date was again under the auspices of the American Legion.

Yorkville, N. Y., was fair the rain marred two nights. En route here from Yorkville, the popcorn trailer and station wagon owned by E. C. Evans and driven by Gus Westphal were badly damaged in an accident. Ralph Sturgess, a passenger, was injured and received hospital treatment. Mrs. Westphal was badly shaken up.

Oscar Charles Buck Jr. celebrated his third birthday last week. Entire show personnel gathered in Jones's bingo top where refreshments were served. A special birthday cake was decorated with a model Merry-Go-Round. Eugene O'Donnell was emcee.

George Carron, formerly with Cole Bros.' Circus, is handling the billing. Big Joe, formerly with Mickey McBride, has joined Sidney Goodwalt.

Visitors included Otis L. Smith and family, Casey Allen, Paul Lacross and Mr. and Mrs. James McGreen.

## Recent Excellent Biz Tilts Glenn Wade Jr. Gross Over '49 Mark

DETROIT, July 8.—After a slow start, the Glenn Wade Jr. Shows recently latched on to a couple of excellent stands that tilted the season's gross to slightly over last year to the same point. This show, established independently two years ago by W. Glenn Wade Jr., carries on the third generation of a show family name well known in this area. Addition of Tilt-a-Whirl three weeks ago has built it to a five-ride operation.

The unit opened April 5 at Garden City, Mich., to miserable business and weather, and moved back into quarters after testing out an extremely early bow. Grand opening was held two weeks ago at Hamtramck, "island" suburb of this city, with the show spotted at Conant and Norwalk avenues under auspices of the Knights of Columbus. Org was the first to play the town in more than a decade, and business was reported as "terrific." The show was contracted for a return date next year.

Wade then moved to Northwestern and Eight Mile roads June 28 for a seven-day stand under auspices of St. Michael's Catholic Church. It enjoyed excellent patronage over the long July 4 week-end. The show, which has functioned as a ride unit, with concessions being booked independently for each stand, branches out Wednesday (12) at Fraser as a full-scale carnival. Stand is auspiced by the Lions Club at Fraser. Celebrations and fairs in Michigan and two small Indiana fairs are to follow.

Org's key personnel includes: W. Glenn Wade Jr., owner-manager; George C. Kubat, electrician and Merry-Go-Round foreman; L. P. Sargent, Ferris Wheel manager; Wil-

## Esther Wallace, 48, Wife of Al Wallace, Dies in Auto Crash

GENEVA, O., July 8.—Funeral services will be held here Monday (10) for Esther Palmer Wallace, 48, wife of Al Wallace, owner of the Wallace & Murray Shows. She was killed Wednesday (5) when the car she was driving skidded and struck a guard rail on U. S. Highway 21 five miles south of Cambridge, O. Mrs. Wallace was alone in the car.

In addition to her husband, she is survived by her mother, Mrs. Joseph Walters, and a sister, Mrs. W. A. Thomas, both of this city, and a brother, Alfred Palmer, Cuyahoga Falls, O.

## Madison, Wis., Holiday Good For Cavalcade

### Nets Best Day of Season

MADISON, Wis., July 8.—Al Wagner's Cavalcade of Amusements chalked up a whopping July 4 gross here despite opposition of a fireworks show in a municipal park. More than 7,000 persons were reported as having paid at the front gate, giving the show its biggest single day's attendance of the season.

Org opened Monday night (3) in rain which hit about 6:15 p.m., but despite that some 2,000 customers showed on the lot. Wednesday (5) provided good business, and prospects were for a good finish on the six-day stand.

Show is spotted on the east side of the city, facing three major highways on a roomy, level lot. Advance here was strong, with Herb Shive repping the show and Julian Cole the Sally Rand unit. La Rand put in a heavy p. a. schedule. Her radio shots included interviews with Fred Weiss on WIBA, Bob Swanson on WISC, Pat Hernon on WKOW, Stu Armstrong on WIBU, and a man on the street program on WISC. In addition she gave a lecture on beauty at Hill Department Store, and addressed the Sigma Delta Chi, journalism fraternity, on the University of Wisconsin campus.

From here the Cavalcade goes to Milwaukee, where it opens Monday (10) on the lakefront for 10 days.

## Lynch Unit Biz Fair At Fredericton, N. B.

FREDERICTON, N. B., July 8.—Greater Exposition Shows (Bill Lynch No. 2 Unit), in a week stand under the Canadian Legion, packaged only fair business despite a free gate.

Unit moved in and set up in rains lashed by a near-hurricane. Weather during the week has been open-and-shut and decidedly cool.

Outfit sports Merry-Go-Round, Ferris Wheel, Octopus, kiddie boat ride and about 20 concessions. Howard H. Moreash is manager. All canvas is new and all units carry fresh paint.

Billing was confined to window cards placed only three days prior to opening. Location is the best in town—the attractive Officer's Square facing directly on Queen Street.

Liam Miller, foreman, and Jack Stacey, assistant, on Tilt-a-Whirl; Bill Hugh, Kiddieland manager, and Mrs. Esther Miller, ticket seller.



# Bum Breaks Bear Down On Manning

Org Trails '49 Takes

PEEKSKILL, N. Y., July 8.—A year ago at this time Ross Manning and personnel of the shows bearing his name were soaring along in high. This year its been a struggle to maintain the consistency of a much lower gear. With the pay-off July 4 date already past, the business at hand still has to do with getting even, instead of adding to the winter bundle.

For Ross, its been mainly a series of bad breaks, with the weather a principal offender. Rain has washed out much potential good business, while the bum stands have been played in near-perfect weather.

Org's usual astute routing suffered this past winter when Manning and company graced the midway at Haiti's Bi-Centennial Exposition. Except for a flying trip to Albany to attend the State fair meeting in February, Ross remained in Haiti. As a result the opposition lifted a spot here and there and knocked out usual Maine route by snatching the key ones.

### One Penny Stand

At other spots in Jersey, normally good, Ross found himself in opposition to the biggie World of Mirth, a few miles distant. A 500-mile jump to Oil City, Pa., intended to start off a Penny route, paid off in a notable blank with the result that at week's end the org turned and jumped 500 miles back to Jersey.

This date, with a choice in-town, shoe-horn lot which paid off handsomely on two occasions last year, is blanking out this time unless the natives turn out in hordes tonight. Fault lies in the fact that a free day-long civic celebration on the holiday, including a free fireworks show, has held the citizens enthralled for a number of years and even the Barnum show couldn't successfully compete.

### Purcell on Hand

Weather nixed previous showings of Heller's Acme and Granite State here. Due in next Monday (10) for a week are Prell's Broadway Shows, playing a lot on the other side of town. On tap tonight are Pat Purcell and his Joie Chitwood Hell Drivers unit.

As a result of the mediocre biz, visiting hours on the Manning org have been extended, with Ross and Gladys Manning, Pat and Agnes Purcell and Benny Herman bemoaning the vagaries of the weather and the gaps between top grosses.

Manning's equipment, as usual, is in prime shape, with nev canvas having recently been added to several of the units and fresh paint everywhere. Showmanly outlook is that some good get-even-and-win-money dates, including a string of New York fairs, lie ahead.

### WANTED

BINGO CALLER AND COUNTER MEN  
STOCK WHEEL WORKERS

Contact:

**JOHN MULDER**

2356 Paris Ave., S. E.,

Grand Rapids, Mich.

(Phone: 3-4790)

### CONCESSIONS WANTED

For **OGLE COUNTY FAIR**

OREGON, ILL., SEPT. 23-4

Contact **GEO. CHASM**

Concession Mgr., Oregon, Ill.

# C. C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

## WANT FOR

Saline County Fair, Harrisburg, Ill., 7 Big Days Starting Saturday, July 15, Followed by Paris, Charleston, Ill.; Jackson County Free Fair, Brownstown, Ind., Week Aug. 7; Followed by the White County Fair, Carmi, Ill.; Bridgeport, and the Cream of the Crop, the 15th Annual Miners' Picnic, Boonville, Ind., 2 Big Days, Sunday and Labor Day.

**CONCESSIONS**—Legitimate Stock Concessions and Hanky Panks of all kinds. Ball Games, Coke Bottle, High Striker, Slum Spindle, Short Range, Hoopla, Jewelry, Bumper, French Fries, Waffle.

**SHOWS**—Can place Shows with own equipment that do not conflict with what we have.

**HELP**—Can place reliable Wheel Foreman; must drive semi Twin Wheels. Two Wheel Second Men to work top; must drive and have license.

C. C. GROSCURTH, Newton, Ill.

## FOR SALE MOON ROCKET RIDE

Ready to work. With or without transportation. Priced reasonably for quick sale.

## C-CRUISE RIDE

Used two seasons. Excellent shape. With or without transportation.

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Good Salary. Wire

## JAMES E. STRATES SHOWS

Watertown, N. Y., this week.

## HAWKEYE STATE SHOWS

All Shows open and Concessions except Root Beer, Popcorn, Diggers, Candy Floss, Coke Bottles, Balloon Darts, Cork Gallery. Route: Garden Grove, Ia., Celebration, July 12-15; Decatur, Ia., Celebration, July 10-22. Do us a favor, all drunks and agitators, please stay away. Contact:

**DOC WITTHAUS or DICK JOHNSON**

Lawrence Salesbury, supt., wants Ride Help. Want Mitt Camp.

## RIDE HELP WANTED

For Merry-Go-Round and Ferris Wheel. No boozers wanted.

Report to

## BOB OLIVER RUGGLES CARNIVAL

Milton Junction, Wisconsin, this week; after that, Walworth, Wis.

## WANTED TILT HELP

Can place capable Man, also Ticket Seller. No truck driving, load on wagons. No collect wires. Address:

**WILLIAM PINK**

c/o IMPERIAL EXPOSITION  
Green Bay, Wis., July 10-15; Appleton, Wis., July 17-22.

## WANTED FOR WANTED

FOR

## JIMMIE SIMPSON HARLEM ON PARADE REVUE

Enlarging band for Canada Dates, one more A-1 Trumpet, A-1 Trombone, Singing and Dancing Comic. Write or wire: Jimmie Simpson, c/o World of Mirth Shows, Portland, Me. Following week Lewiston, Me. You pay your wires; I'll pay mine.

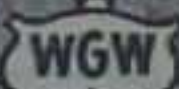
## FOR SALE

Seven Tub Whip or will trade for Mixup, Light Plant or House Trailer. Wheaton, Missouri, through July 15.

**A. E. RAINES, RAINES AMUSEMENT**

# W.G. WADE

Shows



SAULT STE. MARIE, MICH. 7 Days — July 17 to 23

First Show to play the Soo in 2 years

CAN PLACE—Legitimate Concessions of all kinds. Also Life and Iron Lung wanted.

WRITE OR WIRE NOW!

**W. G. WADE SHOWS**

HANCOCK, MICH., ALL THIS WEEK

P.S.—ANNUAL SPORTS FESTIVAL, MANISTEE, MICH., 5 days and nights, July 25 to 29, follows Sault Ste. Marie; then the fairs.

# PINE STATE SHOWS

FAIRS—CARUSO & WHITESIDE—FAIRS

CAN PLACE FOR THREE WEEKS IN CHARLESTON, S. C.

CONCESSIONS: All Merchandise and Slum Concessions open. Good opening for Custard, French Fries, Candy Floss. These are big dates for Hanky Panks. AGENTS: Can place Grind Store Men in Count Store, Clothes Pins, and Skillo. SHOWS: Can place complete Side Show, any worth-while Grind Show; must be neat in appearance and up to standard of this Show. GIRLS for Hawaiian and Girl Revue, Iron Lung, Lecture Shows. Can place capable Talker for our Minstrel Show (24 people). RIDES: Will book any Flat Ride, also Roll-o-Plane, Fly-o-Plane, Comet, etc.; Kiddie Train, Kiddie Auto. Can always use sober, reliable Ride Help; semi-drivers preferred. Can place Bingo Caller and Manager, General Concession Help. Would like to hear from Agent and Promoter who understands Georgia and Florida. This Show will be out all winter in Florida. FAIR SECRETARIES AND COMMITTEES IN THE SOUTH. CONTACT US, WE HAVE TWO OPEN DATES.

All Replies: JOHN CARUSO or A. R. WHITESIDE, Charleston, S. C., this week.

# John FRANCIS Shows

WAUPUN, WIS., THIS WEEK; WEST BEND, WIS., COMMENCING MONDAY, JULY 17; DARIEN, WIS., ANNUAL AMERICAN LEGION FREE CELEBRATION, THURSDAY THROUGH SUNDAY, JULY 27 THROUGH 30; WITH THREE FREE FAIRS IN WISCONSIN TO FOLLOW.

WANT CONCESSIONS: Good, clean Concessions that work for stock. HELP: WANT RIDE HELP. MUST BE SOBER AND DRIVE SEMI TRAILERS. Homer Hooper or anyone knowing his whereabouts, please contact.

Address **JOHN FRANCIS, Mgr., per route above**

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10,000 ..... \$ 9.00  
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Open all year round  
Want Freaks and Novelty Acts. State salary and all particulars in first letter.

**FLOYD O. KILE SHOWS**  
—WANT NOW—  
Few more Stock Concessions. Especially want small, clean Cookhouse or Slidown Grab, join at once; Bumper, Coke Bottles, Slam Blower, Darts, American Palmistry, Country Store, Pan Game, Novelties, Popcorn, Ice Cream, etc. Also A-1 Eli Foreman; must be capable, stay sober and drive. Robert Cole, this is it; contact. No gate, no gift. 10 Fairs—list out next issue. All replies: FLOYD O. KILE, Mansfield, La., till July 15; then per route.

**WANTED—PITCHMEN**  
For Canadian National Exhibition. Canadian demonstrators, note and contact. Irving Goldstein, contact me at once.  
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Frozen Custard Machine mounted on truck. Now operating with Krause Amusements, on different locations here. Come, look it over, must be seen to be appreciated. Contact:  
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**WANTED**  
For Tomato Festival, August 31-September 1-2, Carnival or Rides  
**JOHN CORCORAN**  
RIDCEFARM, ILL.

**CARNIVAL WANTED**  
Rides and Concessions. August 28 to September 2. Contact  
**WAYNE LOWE**  
R. F. D. 1, Trenton, Mo.  
Phone: Tindall, Mo., 2R11

**MIDWAY CONFAB**

Doral Deshon plans to return to the road in early August with a new show, "Stromboli," featuring Margie Flynn, reports Edward Church, of the Lone Star Shows.

Recent visitors on Hennies Bros.' Shows included Mrs. Sam Glickman, wife of a concession agent on the show; Mrs. Chester Mayes and daughter, and Harry Naylor, son of Fred Naylor. Harry will continue on the show for several weeks.

Edward (Red) Horwitz, general agent for Avery's Modern Shows, reported fair business at the Bayport, Mich., Chamber of Commerce celebration July 1-4. Plans are to make the event an annual.

Jack J. Starling was in St. Louis recently on a talent hunt for William Chalkus, Freak Show operator. He reported visiting the Snapp Shows July 4. The org's holiday business, tho marred by wind and rain, was good, he said.

Recent visitors to Prell's Broadway Shows were Phil Isser, David B. and Ralph Endy, Benny Herman, Charlie Gerard, Ethel Weinberg, Jack Vivona, Daddy Simmons, Max Caswell, Mr. and Mrs. Bob Holmes, Mr. and Mrs. Hank Palmer, Mr. and Mrs. Mike Roman, Frank Schneck and Carl Mayor, of the James Bell Company.

Myrtle McSpadden, of the Lone Star Shows, having recovered from a serious operation in Rush Hospital, Chicago, is back on the mid-

way. Leo Burke joined recently with his Girl Show, featuring Dardenella, off the burly wheel. . . . Le Ola, who has her Congress of Wonders on the Morris Hannum Shows, is convalescing in Germantown Hospital, Philadelphia, following a major operation. She expects to return to the Hannum org soon. During her absence her show operated under the management of Ronnie Travis and her mother, Mrs. Mary Morrison.

Ann Lindsay, having recovered from a recent bout with pneumonia, has rejoined Capell Bros.' Shows. She reports that she received numerous cards and letters during her hospitalization in Sapulpa, Okla.

Jack Birmingham, who was forced to close as advance agent with the John H. Marks Shows three weeks ago because of a heart ailment, is making his home in the Tolman House, Portland, Me., since being discharged from a hospital there July 1.

Paul Cote and family of Lansing, Mich., were visitors on the Cote Amusement lot at Pontiac, Mich., over the holiday. Show is operated by his brother, Elmer. . . . Maud Winters, wife of Jack Winters, concessionaire on the Cote org, is reported recovering in Saratoga Hospital, Detroit, following a cerebral hemorrhage.

Because of anticipated heavy July 4 biz, Cavalcade of Amusements kept George Harr, Herb Shive, Joe Kempner and Louis J. Berger back

**CONCESSIONAIRES AND OPERATORS**  
Top the Midway With Myco Plush Toys

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21-inch Bears, Assorted Colors	\$3.25	\$36.00
28-inch Bears, Assorted Colors	2.75	30.00
20-inch Bears, Assorted Colors	2.00	21.60
14-inch Bears, Assorted Colors	1.10	12.00
30-inch Drum Majors, Assorted Colors, Dolls	3.25	36.00
26-inch Drum Majors, Assorted Colors, Dolls	2.25	24.00
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New Plush Striped Tigers	3.50	39.00
Plush Horses, Goats and Mules	3.00	33.00
36-inch Unified Nations Dolls	4.00	45.00
10-inch Cuddly Stuffed Dolls, Good Intermediates	.35	3.60

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Ride Superintendent for Octopus, Merry-Go-Round, Wheel and three Kiddie Rides. Salary, \$75.00. Also good Jenny Man. No drinking tolerated. Also two Men to up and down joints. Athol, Mass., now; Windsor, Vermont, July 17-22.  
Replies to **HARRY J. KAHN**

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New Apex 4 Star Carnival Wheels



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Using one inch plastic balls. When ordering 4 order the 1/2-inch plywood case to carry same—\$10.00 extra.

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Using Golf Balls.

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FISH PONDS . . . \$275.00 and worth it.  
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HI-STRIKERS . . . \$275.00  
10 Comic Signs and 2 Mauls. 24 ft. high.

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**BORDER LAND SHOW WANTS**  
Grab Outfit or Man and Wife to operate office-owned Grab. Will book Fish Pond, Photo or any Hanky Pank not conflicting. Can place Snake, Monkey or any small Show with own equipment. No Girl Show. Need Agents for Stock Stores, Dutch Bowden needs Agents. Cotton towns booked for rest of season. Downtown on the street, July 15, Pleasanton, Texas. Pay day. Contact **HOWARD DEASON, Mgr.**

**MRS. WILMA ROBBINS**  
PLEASE CONTACT **JOHN IVAN**  
As I've realized my error. Will join at your say so. Answer to General Delivery, Bradford Hills, Conn., or Littleton, N. H.

**W. E. ATTRACTIONS WANT**  
Agents for Darts, P.C. and other Slum Stores. Want experienced Mixup Operator, must drive truck. Batesville, Miss., this week; Marks, Miss., to follow.

**FIREMEN'S CARNIVAL**  
Confluence, Pa., week of July 17th. Want small Grab, Pop Corn, Candy Apples, Ball Games, Glass Pitch, Hoopla or any Concession not conflicting. Ted Cole, write Johnson. Want Experienced Ride Help on Wheel and Plane. Write:  
**I. K. WALLACE**  
Barton, Md.; wires, Piedmont, W. Va.

**FOR SALE**  
28-foot Chev. Steel Body Bus, roll-away bed, built-in wardrobe, good engine and tires, \$265.00. One 10x10 and two 10x12 Tops and Frames, \$200.00. Box Ball, Milk Case and Add-Up Dart Equipment and around \$250.00 in Plush, Heacon, good Dart Game Flash and Merchandise, Stock Boxes, Trunks, Wiring, etc., \$250.00. Everything in good condition. Have nine Ohio Fairs and Celebrations booked. For everything complete, including booklets, \$650.00. **DICK JOHNSON**, Riverside Park, Uhrichsville, O. Phone 1494-J-2.

**SECOND-HAND SHOW PROPERTY FOR SALE**  
\$14.00 Large Bass Drum, good heads. Bargain. Baby Show. 13 Specimens in glass jars. Cheap. \$1.75 Streamers of 12 Pennants, 12x18. Lrg. sizes. \$25.00 Wax Head, Man, horn growing forehead. \$35.00 Wax Head, Korean General, glass case.  
**WEIL'S CURIOSITY SHOP**  
20 So. 2nd St. Philadelphia 4, Pa.



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**WANT**

Merry-Go-Round and Pony Track for Kiddieland. Operating year-round. Ideal location. Good proposition. We have six rides of our own.

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**MONARCH-CARNIVAL SUPPLY CO.**  
(Wholesale Distributors)

2235 First Street, N. W.  
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Premiums, Bingo Supplies, Novelties, Party Favors, Prizes, Punchboards. Special This Week Only—10 1/2 in. Western Horses, \$19.00 Doz.

— YOUR BEST BET —  
25% Deposit with order.

**AGENTS WANTED**

For Add-Up Darts, Balloon Darts, Ball Game or your favorite Hanky Panks.

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Phone MULberry 5-8339

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Six Concessions, one Arcade. Sacrifice price due to death of owner.

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**WANTED**

By the Adams County Agricultural Society. Rides and Games for the week of August 21 to 26, 1950.

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WEST UNION, OHIO

**AT LIBERTY**

Girl Show, completely equipped, ready to go anywhere. Wire terms.

**RAVEN ALBERTI**

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**WANTED**

Wheel Foreman for Twin Wheels. Must be A-1 and able to cut it. Also want Wheel Second Men to work top; also must drive semis. drive semi; top salary.

Can Place A-1 Octopus Foreman; must drive semi.

**Wire C. C. GROSCURTH**  
Blue Grass Shows, Newton, Ill.

**RELIEF CALLER AND COUNTERMEN**

Wanted for Office Operated BINGO by THE CAVALCADE OF AMUSEMENTS.

Address **GUY B. WEST, Manager**  
c/o Cavalcade of Amusements  
Milwaukee, Wisconsin, July 10 to 19

**MODEL SHOWS, INC.**

**WANTS FOR UNITS ONE OR TWO**

CONCESSIONS: Want Bingo, Derby, Arcade, Digger. Want Stock Concessions to join at Keokuk, Iowa; then all proven Fairs until Oct. 15. Custard, Ice Cream, Novelties, Grab. Want Man to handle Transformers. RIDES: Tilt, Rock-o-Plane, Little Dipper, Boats, Ride Help for Caterpillar, Spitfire; Man to handle Towers. SHOWS: Fun House, Flashy Girl Show, Snake, Wild Life, etc. All address:

**JOHN L. ROBINSON, Monmouth, Ill., this week; Keokuk, Iowa, next; then Fairs.**

with the show for the holiday. Mrs. Mark Elman rejoined the Cavalcade after a couple of week's absence and Juanita Hunter came on with her mitt camp. Recent Cavalcade visitors included Rev. William A. Carroll, Helen Runge and Hattie Wagner's brother, I. Webue. Joe Scholibo, org's manager, when he registered at a Madison, Wis., hotel, found that the chief clerk, Harry Cates, was a brother Elk from Houston.

Line-up of Sealo and Bobby Aughtman's Side Show on Coleman Bros.' Shows, includes George V. Ice, front talker; Blackie Wiedle, ticket box No. 1; Van Dine, ticket box No. 2; Bobby, dog face girl; Sealo, seal boy; Paula Schrider, blade box; Pauline Browning, electric chair; Leona Stevens, Buddha; Captain Nelson, sword swallower; George Roy Lee, two-headed baby; Bill Johnson, knife thrower; Fonda Brown, fire eater; Ray Rayette, annex; Georgia Nelson, nurse, and Ray Stevens, inside lecturer and magician.

L. K. Ebersole joined Penn Premier Shows with his pony ride during the org's stand in Johnsonburg, Pa. . . . Recent additions to Modernistic Shows included Mrs. Blackie Rising, Mrs. I. Ferera and Jimmy Shaffer's free attraction.

Mr. and Mrs. Fred Christmas, candy floss ops, with Canadian Crescent Shows for the past eight years, closed with that org at Prince Rupert, B. C. They booked into the Cherry Carnival at Chilliwack, B. C. They will follow that date with a stand at Pacific National Exhibition, Vancouver. . . . Elmer F. Cote, of Cote Amusement Company, booked his rides to play Plymouth, Mich., the week ending July 8, with Hamburg to follow. His regular unit moved into Drayton Plains, Mich., after playing the holiday week-end at Oakland Park, Pontiac, Mich.

Mrs. Pat Crognale, of the Ray Williams' Shows, remained on the show thru a recent illness. . . . Mrs. Florence (Ray) Williams, of that show, was called home to Terra Haute, Ind., because of serious illness of her mother. . . . Truck owned by Joseph Crognale, concessionaire on the Williams org, turned over recently near Sandusky, O., while en route to Michigan, and the vehicle and four concession stands were wrecked. Two days later someone stole Crognale's side walls off the lot and a few days after that thieves broke into the shooting gallery and made off with 2,500 rounds of ammunition.

**GRIGGS  
GREATER SHOWS**

Want for Street Celebration, Hiawatha, Kansas, July 10 to 15, then to all Fairs starting Bedford, Iowa, Sunday, July 23 to 29; Corning, Iowa, July 30 to August 3; Malvern, Iowa, August 8 to 12; Clarinda, Iowa, August 14 to 16; Mt. Ayr, Iowa, August 17 to 19; Greenfield, Iowa, August 20 to 25; Creek County District Fair, Sapulpa, Okla., September 4 to 9; Bristow, Oklahoma, Fair, September 11 to 16; with four Fairs in Texas and the Cotton Country till Xmas.

CONCESSIONS—All Hanky Panks, Scales, Age, Photos, Novelties, Jewelry or what do you have? One Mitt Camp, all Eating and Drinking Stands. Sorry, boys, no flat outfits at the Iowa Fairs. Will book two Flat Rides and Pony Ride. These Fairs are ride spots. Mr. Harry Zimdars, call me at Hiawatha, Kansas. Would like to book organized Ten-in-One, also any Grind Show. Ride Help on all rides: good salary; must drive and have license.

All wires to  
**CHARLIE GRIGGS**  
Hiawatha, Kansas

**EVANS' NEW CIGARETTE WHEEL**

**NEW FLASH!**

**NEW EARNING POWER!**

Great new, fast playing cigarette store! Plenty of punchy appeal! 40" wheel operates on excellent percentage, giving from 2 to 5 packages of cigarettes on every spin, with ball indicator adding live-action bally! Beautifully colored, mounted on nickel-plated stand at about 45 degree angle. Evans quality-built to give you many seasons of big earnings. This is the right one! Don't wait!

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GREATER SHOWS**

The Show With The Proud Reputation

**BURLINGTON, N. J., FIREMEN'S CELEBRATION THIS WEEK; FOLLOWED BY MILFORD, DEL., LEGION CELEBRATION**

**WANT AT ONCE—Bingo; Jones, answer; Bob Buffington, answer; French Fries, Frozen Custard, Dart Balloons, High Striker, Cigarette Pitch, Hoop-la, or any Hanky Panks. No Glass Pitches wanted.**

**WANT AT ONCE—Girl Show Manager with girls for one or two Girl Shows. Two Headed Baby Show or any good Grind Show for our Southern route. Want Pony Ride.**

All mail and wires to  
**WM. C. (BILL) MURRAY**

**DUMONT SHOWS**

**AMBRIDGE, PA., JULY 10 TO 15—ROCHESTER, PA., JULY 17 TO 22**

WANT CONCESSIONS: Guess-Your Age and Weight, Photos, Duck Pond, Pitch-Tilt-You-Win, String Game, Basket Ball, Cork Gallery, Ball Game, and Diggers. (Lola Donohue and John Malony, get in touch with me.) Ernest Arnold wants 8-Cat Agent.

Address **LOU RILEY, Mgr., per route above**

**GRIND STORE AGENTS**

**WANT** FOR BRAZIL—ROLLODOWN, SLUM SKILLO, PIN STORE, WHEEL MAN, CAPABLE PEOPLE. CONTACT BY WIRE ONLY AT ONCE.

**VINCE McCABE**

c/o WESTERN UNION **FULTON, ILL.**

**CONCESSIONS AND SHOWS WANTED**

FOR FOLLOWING STREET CELEBRATIONS: Hallam, Neb., July 15, 16; Beattie, Kansas, July 18; Sully Oak, Kan., July 20, 21, 22; Campbell, Neb., July 24, 25; Fairmont, Neb., July 26, 27; Ulysses, Neb., July 29, 30; Sutton, Neb., Aug. 2, 3; North Bend, Neb., Aug. 4, 5, 6. And we visit Fairs each and every day for the rest of the month.

Will book one first class Girl Show, we have equipment RIDE HELP: Wheel Foreman, Loop Foreman and Second Men who Drive. Johnny Ernest wants Agents, Wire. No drunks. We have the best route in this part of the country.

**GREATER RAINBOW SHOWS**  
PER ROUTE





### PENNY PITCH GAMES

Size 44x44"  
Price \$47.50  
Size 48x48"  
With 1 Jack  
P. 1. \$50.00  
P. 2. \$55.00

Size 48x48". With 5 Jack Pots, \$55.00.

**PARK SPECIAL WHEELS**  
36" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24-and-30-number wheels. Price ..... \$27.50

### BINGO GAMES

75-Player Bingo, Complete ..... \$4.00  
100-Player Bingo, Complete ..... 8.00

1/3 Deposit on All Orders.

### SLACK MFG. CO.

116-122 W. Illinois St. CHICAGO, ILL.

## WANT

Novelties, Basket Ball, Watch-La, Jewelry, Duck Pond, Ice Cream, Bumper, small Lunch Stand. Only one of a kind. Must have good equipment. No flats, no Mitt Camps, no liquor. Playing 3 Street Celebrations a week in South Dakota and Minnesota. Want Pony Ride for big Legion Celebration at Jasper.

### KLEIN AMUSEMENT CO.

The Show With the New Rides

Lismore, Minn., July 12-13; Jasper, Minn., 14-15.

## Manager for Athletic Show

Manager for Girl Show with Girls. Stock Concessions open. Ferris Wheel and Scooter Foremen at once.

### BURKHART SHOWS AND AMUSEMENTS

Bushnell, Ill., this week; Cuba next.

## WANTED

For Boom Town Days' Celebration and Reunion, downtown on streets, Burkburnett, Texas, July 18-21. All Hanky Panks open. Come on. Will place you.

### VOGT'S SOUTHERN AMUSEMENTS

Comanche, Okla., now; then Burkburnett.

## WANTED

Rides and Concessions of all kinds for the **OLD SETTLERS' PICNIC** at Nemaha, Nebr., Aug. 3 and 4

Write **J. O. Johnson**

## FAIR SECRETARIES

South Carolina, Georgia, Kentucky, North Carolina and Florida

If you need a good, clean 6-Ride Show for your Fair or Celebration, we have a few open dates. Wire, giving phone number. Don't write.

### JIM STOVER

c/o Western Union Sevierville, Tenn.

## Concessions Wanted HARVEST JUBILEE, JULY 11-15

Ft. Recovery, Ohio

Can use all kinds of legitimate Concessions that do not conflict for Annual Street Fair. No gypsies or flat stores.

### Contact B. B. Burke

Box 175, Ft. Recovery, Ohio

## Annual Free Street Fair

Waterloo, Indiana, July 18-22  
Want Stock Concessions, Photo, Ball Games, Cook House. Wire

### ROXIE HARRIS

ROYAL MIDWEST SHOWS  
Medaryville, Indiana

## WANTED LARGE CARNIVAL

Sept. 4, Labor Day Celebration  
Contact **CENTRAL LABOR COUNCIL**  
Box 268, Carthage, Mo.

## COMPLETE CARNIVAL

### WANTED

For August 21-24, Four County Fair  
Coon Rapids, Iowa  
Contact **DWIGHT WILLIAMS**  
Box 206 Coon Rapids, Iowa

## AT LIBERTY

Smith & Smith Adult Chairplane

### MASTERS RIDES

497 Fillmore Ave. Buffalo 2, N. Y.

# CARL D. FERRIS SHOWS

The Cleanest Midway in Show Business

Wants for **PORT ALLEGANY, PA., OLD HOME WEEK, July 17 to 22—5 Parades and Car Given Away—and the Following Fairs, Beginning at Owego, N. Y., Sunday, July 23-30 Inclusive. Then Towanda, Pa.; Waterloo, Lowville, Watertown, Little Valley and the BIG CHAUTAUQUA COUNTY FAIR at Dunkirk, Labor Day. 7 of the Best Fairs in New York and Pennsylvania—These Fairs Are Continuous Starting at Owego.**

Concessions—Any Concession that will operate New York State Fairs—Grab, Cookhouse, Short Range, Novelties, Jewelry, any Slum Store, Ball Games. All Concessions open except Bingo, Custard, Pop Corn, and Apples. Lewis Ruffalo wants Spot Agents. Morris Celina wants Slum Store Agents.

Shows—Side Show (Low Alter, a real chance for you). Any Grind Show, Drome, Geo. Flagler, can use your Circus. Want 2 Girls for Girl Show, beginning at Owego. Can use Talker for same or Manager with Girls. Will also book a complete Girl Show with equipment for our Fairs. Doc Warner wants Man and Wife to handle complete Snake Show, also a Canvas Man. Rides: Octopus, Spit Fire, Tilt-a-Whirl or any non-conflicting Ride. We have Merry-Go-Round, Twin Wheels, Rocket, Fly-o-Plane, Roll-o-Plane, Chairplane, Boat, and Train Rides.

All wires—letters—phone calls:

**CARL D. FERRIS SHOWS, Ellicottville, N. Y.**

## UNITED EXPOSITION SHOWS

### WANT

Can place a few Hanky Panks that do not conflict, such as Strings, Basket Ball, etc. Ride Help that drive, come on or wire. Can place a complete Side Show, have 85-ft. top, 100-ft. banner line with stock pictures. Want Wrestlers and Boxers for Athletic Show. Bingo Caller, must be A-1 and sober.

All Wire **C. A. VERNON, Mgr.**

PEKIN, ILL., THIS WEEK; THEN PER ROUTE.

P.S.: This Show is still making money.

## GREAT SUTTON SHOWS

WANT FOR LONG ROUTE OF MISSOURI FAIRS AND ANNUALS

Want Foremen on Wheel, Jenny Tilt, Scooter, Loop. Also can use good Second Men. You get paid here every day in cash. No wine heads, this being reason for present vacancies. Concessions: Frozen Custard, Glass Pitch, Duck Pond, Cork Gallery, Six Cat, Diggers, Arcade, and Mug Joint. Join now and take advantage of cheap privilege at our Fair dates starting July 23. Leo Allen wants Razzle and Roll Down Agent. Rides: Will book Dark Ride, Rolloplane, Spitfire, Pony Ride.

Contact **F. M. Sutton Jr., Great Sutton Shows**

JACKSONVILLE, ILLINOIS

## GREAT LAKES SHOWS

Want for 15 leading Michigan Celebrations, including Kalamazoo, Mich., American Legion V-J Day, Aug. 11-14, sponsored by seven American Legion Posts; Bristol, Ind., 22nd Annual Home Coming, Aug. 17-19; Decatur, Mich., Street Fair, Aug. 23-24.

Owing to an accident will buy, book or lease small Merry-Go-Round. Have six office-owned Rides. Can use Ride Help that drive semis and "an stand good treatment. Can use Concessions of all kinds except Bingo and Popcorn. Will book any small Show that can work streets. DOMINIC DIGIVONIA, can use your Girl Show. SHEIK HENNESSEY, LEILA NELSON and TONY CARL, get in touch. We have solid Celebrations until Nov. 12. All replies to

**MANAGER, GREAT LAKES SHOWS, GOBLES, MICH., THIS WEEK.**

P.S.: Sleepy can use P.C. Agents.

## LADY DROME RIDERS

One Hundred Dollars weekly plus berth on train or one half of stateroom rent. Contact:

**DEL CROUCH, Care Hennies Bros.' Shows**

Battle Creek, Mich., this week; or per route.

## GOLD BOND SHOWS

**WANT** FOR FOLLOWING SPOTS: STEVENS POINT POLICE GUN CLUB, JULY 11 THRU 14; STURGEON BAY CHERRY FESTIVAL, JULY 18 THRU 23; MENASHA LEGION CELEBRATION, JEFFERSON PARK, JULY 25 THRU 30; ALL WISCONSIN FAIRS TO FOLLOW. Want Cookhouse that caters to Show. Want Concessions. No gypsies. Want Shows that do not conflict. Low P.C. ALL REPLIES BY WIRE: **MICKEY STARK Mgr., Stevens Point, Wis., July 11 thru 16.**

## SMITH AMUSEMENT CO.

### WANTS

Agents for Pitch-Till-You-Win, Razzle Dazzle, Percentage Concessions. SHOWS: Man and Wife to take charge of complete Snake Show. Animal Shows and Fun House wanted. CONCESSIONS: Cookhouse, Photos, Cigarette Gallery, Fish Pond, Hoop-La, Strings, Hanky Panks. Man to take charge of 2 Baby Rides. Wichita Falls for two weeks starting Aug. 1, Soldiers' Pay Day.

### ROLAND SMITH

Bungalow Courts, Apt. 11, EIK City, Okla.  
(Phone 1014)

## WANTED

Agents for Hanky Panks and Penny Pitch. Also Man for Derby. Riley Hancock, get in touch with me. **E. L. WINROD**, care Imperial Shows, Ottawa, Ill., this week; Carrolton, Ill., next week. All Fairs.

## LESLIE'S TRAILER PARTS AND ACCESSORIES

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog. 1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626.

## BOHN & SONS UNITED SHOWS

### WANT

Legal Adjuster at once. Can place Hanky Panks of all kinds. Address:

Winona, Mo., until July 12; Van Buren, Mo., July 13 to 15.

## WANT BEST FREAKS

\$100.00 Per Week.  
Fairs start last week in July.

### KELLY'S SIDE SHOW

c/o MARKS SHOWS  
Huntington Sta., L. I., N. Y., this week; River Head, L. I., N. Y., next week.

## GIVE TO THE RUNYON CANCER FUND

## DE RUYTER FAIR

Put on by the Volunteer Firemen, De Ruyter, New York, on the old Four County Fair Grounds, July 27-28-29-30. Firemen's parade Saturday night; fireworks Sunday night. WANT Girl Show, Wild Life, Arcade, Drome, Glass Pitch, Gold Fish, Bowling Alley, Cork Gallery, Fish Pond, Short Range, Long Range, Pitch-Till-You-Win, Coke Bottles, Photos, Knife Rack, Hoop-La, Cigarette Pitch, other Attractions and Concessions. We have sold Food Concessions, Dart Games, Ball Games, and Percentage. "Gabe" wants one sober Count Store Agent. Also looking for the Great Angelica Fair and two others. Please reserve space now for Angelica.

**Perry Smith, Buffalo Shows**

This week, McGraw, New York

## WANT

Rocket Foreman, Fly-o-Plane Foreman, Ride Help, Train Help, come on. Few Concessions open.

## ENDY BROS.' SHOWS

This week, Garfield, N. J.

## Harry Craig's Heart of Texas Shows

Featuring THE GREAT WILNO Cannonball Act

Want Band, also Comic and Girls for Jig Show, talent for Girl Show. Also want Acts for Side Show, outside talent for Athletic Show. Will book Monkey Show and Girl Show. RIDE HELP: Spitfire Foreman, Second Men that drive, General Help of all kinds. CONCESSIONS: Agents for Coke Bottles, Bowling Alley, Penny Pitch. Will book Slum Joint, Glass Pitch, Popcorn, Apples, Candy Floss, and Cookhouse. Barney Allen wants Agents for Skillo, Swinger, and Grind Store. Address: Clinton, Okla., this week; Elk City follows.

## WANT GENERAL AGENT

Who knows Indiana and Illinois territory.

Address:

BOX D-394, c/o The Billboard  
2160 Patterson St. Cincinnati 22, Ohio

## WANT GIRL

To assist on Chair and Blade Box, Magician, Sword Swallower, Fire Eater or worth-while Act. Must help up and down. No drunks, reason for ad.

### HELEN GOLDEN

NORTHERN EXPOSITION SHOWS  
Wolf Point, Mont., July 13-15; Rudyard, 17-18; Shelby, 19-23.

## D. D. HALE WANTS AGENTS

For Buckets, Count Store, Skillo, and Swinger. Only Skillo on show. Show plays right downtown and joints work every week. No 10%. All replies to **D. D. HALE, Sevierville, Tenn., this week.**

## WANTED

Concessions not conflicting with ours, such as Novelty, Popcorn, Coke Bottles, Clothes Pin Pitch, Scales, High Striker, etc. Hebron, Indiana, this week; Somanauk, Illinois, July 18 through 22. Joliet Italian Festival on street to follow, and then per route.

## THIESS UNITED SHOWS

### WANTED

Agents for Ball Game and Balloon Store. Must be capable. Long season's work. Girls for Girl Show. If you are capable, come on.

### C. CLIFFORD

MONARCH IMPERIAL SHOWS  
Renton, Wash., July 11 to 14; Enumclaw, Wash., 18-23.

## WANTED AT ONCE

Agents for Balloon Game, Ball Game, and Cork Gallery. Also Man who can handle five Concessions. Want capable Popcorn and Apple Man to take complete charge. Permanent job, we work all winter. Write, wire, phone or come on. **MORT MESSIAS, 405 E. 14th St., Brooklyn, N. Y.** Phone: Coney Island 4-4564

## Graceland Greater Shows

VENICE, ILLINOIS, this week.

Can use a few Hanky Panks.

### HARRY ALKON

## NEEDED AT ONCE

Tilt-a-Whirl Foreman and Second Men for all Rides. Jack Courtney, contact Virgil Dillon.

### DON FRANKLIN SHOWS #2

Plano, Texas



### Greater Midway Shows

Will book or lease Ferris Wheel and Chair-o-Plane for long route of Fairs and Celebrations in North Carolina, South Carolina, Georgia, and Florida tobacco markets. Tobacco crops good, plenty money. If you want to make winter's B. R., this is it. Place Stock Concessions of all kinds. Have complete outfit for Snake Show, Animal Show, and Girl Show. Will furnish all except labor. Have for Sale—8 Electric Hoist Diggers, 2x8 top and frame, all good as new, \$600.00, or will trade for Long Range Gallery or Kid Ride. Bob Miller wants P.C. and Stock Store Agents. All address:

**GREATER MIDWAY SHOWS**  
Ocean Drive Beach, S. C., till July 26.

### GIRL SHOW WANTED

Can place immediately, organized Girl Show with three or more Girls. Have beautiful and complete outfit. Just in time for the strongest list of Fairs in the East.

CAN PLACE EXTRA DANCING GIRLS

### KING REID SHOWS

Millinocket, Maine, this week.

### The Original Hollywood Daredevil Aces

Third unit, Male and Female Stunters, Auto and Motorcycle. No boozers or chasers or 40 millers. Season's work if you can produce. Also Announcer and Advertising Sales People. Promoter, General Agent. Out all winter South. Contact:

**Mgr. Capt. Jack O'Diamonds**  
GUYMON, OKLA.

### HOME STATE SHOWS

#### WANT

For long string of Fairs and Celebrations. Girls for Minstrel Show. Contact:

**JAMES TAMPER or WM. JOHNSON**

Ride Men who drive. Grind Shows. Grand Rapids, Minn., till July 15.

### WANTED AGENTS

For Hit and Miss, Ball Game, High Striker, and English Pool. Also Six Cat and Bucket Store open.

**J. G. JACKSON**

c/o Turner Bros.' Shows  
Zion, Ill.

### WANT GOOD SIDE SHOW

OR MANAGER FOR SAME

For outstanding Railroad Show, with good fair route. Will furnish wagons and sleepers.

Address:  
BOX 173, c/o The Billboard  
390 Arcade Bldg. St. Louis 1, Mo.

### NAIL AGENTS WANTED

Also Short Range Agent. Wire

### MAGIC EMPIRE SHOWS

Adrian, Michigan, this week

### WANTED!

Ride Supt., must be sober, know his business and be reliable and dependable. \$50.00 to start and if satisfactory will increase wages plus bonus. Call or wire:

**GAITY SHOWS, INC.**  
At Elmira Heights, N. Y., July 10-15; Norwich, N. Y., July 17-22.

### DYER'S GREATER SHOWS

#### WANT

Tilt Foreman, Second Men on other Rides. Knight wants Side Show Actors, Shows, Rides. Concessions not conflicting. What have you? Contact us Rochelle, Ill., this week; Savanna next week.

## EDDIE'S EXPO SHOWS

New Bethlehem, Pa., July 17-22, Clarion Co. Firemen's Convention.

Kane, July 24-29, Firemen's Celebration.

Freeport, Aug. 1-5, American Legion Celebration. First Show in 9 Years.

Parades — Fireworks

Sesquicentennial, 150 Years, Beaver Co., Aug. 14-19

Washington Free Fair, Aug. 21-26. Booking Now.

Labor Day—Stoneboro Fair, West Alexander, Claysville

#### WANT

Grind Store, Photo, French Fries, Floss, Shows, Snake.

Answer **EDDIE DIETZ**

Canonsburg, Pa., this week, or 165 N. Monroe St., Butler, Pa.



### TIME TO GET THAT WINTER B.R.

#### IT'S LATER THAN YOU THINK

Get with a show that plays winners. Throw away that CRYING TOWEL and rack it up with us.

#### Real opportunity for GOOD SIDE SHOW

Can place Snake Show, Fat Show, Wild Life, Mechanical, Illusion, Wax, Life, or any well framed attraction.

WAYNE HOMECOMING, Aug. 1-5

IMLAY CITY FAIR, Aug. 8-12

HURON COUNTY FAIR, Bad Axe., Aug. 14-19

CARO FAIR, Caro, Mich., Aug. 21-26

NORTHWESTERN MICH. FAIR, Traverse City, Aug. 29-Sept. 2

NORTHERN DISTRICT FAIR, Cadillac, Sept. 4-9

ALLEGAN COUNTY FAIR, Allegan, Mich., Sept. 11-16

These Michigan Fairs furnish you with people with \$\$\$, if you have the equipment and the ability you can't miss. Low percentage, no show passes, no grift. Royal Oak, Mich., until July 15; then Pontiac Elks' Festival in the heart of downtown Pontiac.

## COTE AMUSEMENT COMPANY

#### WANTS

HANKY PANKS—all types—that work for merchandise only—no racket. SMALL PLATFORM SHOWS that can work on streets. RIDE HELP who can drive semis. Must be experienced.

NO CHASERS—NO GYPSIES

July 6-11, Drayton Plains, Mich.; July 13-15, Mt. Morris, Mich. (Lions' Club Festival); July 19-22, Montrose, Mich.—on the streets.

**ELMER F. COTE, Mgr.**

#### FOR SALE

### OCTOPUS AND #5 ELI

These Rides have been thoroughly reconditioned and are A-1. They are to be replaced by new Rides about August 1st and will be available for delivery then. Tractors and Trailers to haul them if wanted. Real bargains—Cash only.

#### HELP WANTED

One all around Ride Man who knows Majors and Kid Rides. Don't try to fool me.

CARTER LAKE KIDDELAND AND PLEASURE PIER

### CARPENTER AMUSEMENTS

1511 FARNAM

OMAHA, NEBRASKA

## BLUE WATER FESTIVAL—PORT HURON, MICH.

DOWNTOWN—JULY 14-15-16—3 BIG DAYS AND NIGHTS

This is the Event you have been waiting for

WANTED—HANKY PANKS AND KIDDIE RIDES

OXFORD, MICH., STREET CELEBRATION, July 19-22; ST. MARK'S CHURCH SUMMER FESTIVAL, 8 Mile & Mound Roads, Detroit, July 24-Aug. 1

## AVERY'S MODERN SHOWS

## LEGAL ADJUSTER

#### AT LIBERTY

With five Concessions. Want Wheel, Skills and Count Store Agents. Bill Miller, get in touch.

**GLEN OSBORN**

CARE MIGHTY PAGE SHOWS, FREDERICK, MARYLAND, WEEK OF JULY 10TH.

## KUNTZ BROS.' SHOW

Leonia, New Jersey, wants for big Italian Celebration, July 14-15-16, on streets of Jersey City, all kinds of Eating and Drinking Concessions, Stock Wheel, any Ten Cent Grind Store. July 17-22, Pine Hill, New Jersey. All replies by telegram.

**620B Grand Ave., Leonia, New Jersey, or Monroe, New York**

### WANT TO PLACE

## BINGO

With Show That Can Support 30x40 Bingo

Seating 160

Privilege or Percentage.

### BOB COLEMAN

c/o Western Union,

Burlington, New Jersey

### WANT TO BOOK OR RENT

Custard Machine mounted on truck. Must be clean looking job for 2 large Fairs: West Virginia State Fair and Charleston Industrial Exhibition at Lewisburg, W. Va.

#### WANT

NOVELTY AGENTS and GUESS YOUR AGE and GUESS YOUR WEIGHT Agents starting at Harrington, Delaware, Fair; 14 more Fairs to follow.

WRITE OR PHONE **AARON HYMES**

455 Schenectady Ave., Brooklyn, New York  
PResident 4-5961

### TIVOLI EXPOSITION SHOWS

#### WANT

First class Cookhouse to join at Tuscola, Ill., Homecoming starting July 17th. Can place two Bucket Store Agents and 1 Six Cat Agent; must work for stock. Ride help wanted on all rides; must drive semis.

Evansville, Ind., this week;

Tuscola, Ill., next

**H. V. PETERSEN, Mgr.**

### WANTED

For Fairs and Celebrations starting now.

Shows with own transportation. Hanky Panks, Jewelry, Novelties. Sell Ex. on Custard. Want to buy Pop Corn Trailer with gas equipment. We carry 9 Rides.

Warsaw, Ill., July 10-15; Augusta Fair, 17-21; Carthage Harvest Holidays, 24-29; Mendota Sweet Corn Festival, July 31-Aug. 4; all Illinois. No rackets. Wire at once.

### Nessler's Greater Shows

Warsaw, Ill., this week.

### MOUND CITY SHOWS

#### WANT

Good Ride Foreman for Ferris Wheel and Rock-o-Plane. Working Men for all Rides. Drunks, don't apply. Address:

Stonington, Ill., this week; Waverly, Ill., next week.

### FOR SALE

Set of 6 Venetian Boat Swings in good condition.

**RICHARD H. JONES**

WILMINGTON, DEL.

### RIDE HELP WANTED

Foremen on Merry-Go-Round, Eli Wheel, Ride-O who can drive. Pay every night. Also other help. Address:

**SAM'S RIDES**

Gibsonville, N. C.

### WANT WANT WANT

Ride Help at once for Jenny, Wheel, Spitfire, and two Kid Rides. Good proposition for Man and Wife who will help take care of two boys and keep house. Want Help for Snow Cones and Glass Pitch. Booking Concessions of all kinds. Am closing park, opening July 21 at Houma. All replies to

**MR. HENDRIX**

Box 824, Houma, La. Phone 5155.



# CONTINENTAL SHOWS

## WANT FOR LABOR DAY FAIR CAN PLACE ENTIRE SHOW

Want legitimate Concessions for our Fairs starting July 25, Sandy Creek, N. Y.; Caledonia, N. Y.; Westport, N. Y.; Cobleskill, N. Y.; Deerfield, N. H.; Center Sandwich, N. H.

Contact

**ROLAND CHAMPAGNE**

This week, Port Henry, N. Y.; next, Tupper Lake, N. Y.

# Percell's PIONEER SHOWS

*high class midway attractions*

BINGHAMTON, N. Y., SUNDAY, JULY 16, ITALIAN FEAST CELEBRATION; ONE DAY; FIREWORKS; BIGGEST IN EAST. THEN GREAT BEND, PA., ANNUAL CELEBRATION, JULY 17 TO 22; FIREWORKS EVERY NIGHT.

WANT Cookhouse or Sit-Down Grab, Palmistry, Short Range, Photos, Novelties, Jewelry, Hanky Panks of all kinds, Penny Arcade.

WANT Shows of all kinds, low percentage.

HELP—P. C. Agents, Bingo Clerks and useful show people.

FOR SALE—Airplane Ride, 2—20x30 tops.

Shrimpy, come on. We have choice route county fairs. Answer

**MICKEY PERCELL, Roseoe, N. Y., July 10-15**

# Morris Hannum Shows

*One of the Great Eastern Shows*

CAHILL FIELD FAIR, 29th and Clearfield Sts., Philadelphia, Pa., Ten Days Starting July 19; Then GREAT FLOURTOWN FAIR, Flourtown, Pa., Ten Days Starting August 2

SHOWS—Mechanical, Arcade and especially a Motordrome. All replies MORRIS HANNUM, 1107 E. Upsal St., Philadelphia Telephone Phila Livingston 8-7793

## HELLER'S ACME SHOWS

WANT

Holloplane, Octopus, Ferris Wheel, Tilt-a-Whirl, Dars Ride or Caterpillar. Want Shows—Side Show, Motordrome, Girl Revue, Posing Show, Working World, Fun House or any Grind Show, thirty per cent. I pay insurance. Want Concessions—French Fries, Candy Floss, Frozen Custard, Long Range Lead Gallery and two Stock Wheels for 4 big Celebrations: Hammonion, N. J., Holy Name Society, July 19-22; biggest in State of N. J., the Firemen's Convention, Franklin, N. J., July 17-22; then Mt. Carmel Celebration, Roseta, Pa., 8 days, July 24 to 31, including Sunday and Monday; then Paterson, N. J., August 2 to 12; then 12 Fairs; Franklinton, N. C.; Leakville, N. C.; Martinsville, Va.; Heidsville, N. C.; Madison, N. C.; High Point, N. C.; Beaufort, N. C.; others pending. Want Shows and Rides not conflicting. No grift on this Show. Wanted at Once—Free Act. Want Help. Semi drivers preferred. Open midway starting July 3 to end of season, Nov. 11. All address:

**HARRY HELLER, P. O. BOX 6, CAMPGAW, NEW JERSEY**  
or Phone WYcoff 4-0333-M or as per route.

## TWIN STATE AMUSEMENTS

WANT

WANT

WANT

Playing best money spots North and South Carolina. Tobacco and cotton crops best in years. Want to book, buy or lease any Major or Kid Rides with transportation balance of season. Ride Help on all Rides. If you drink, don't answer this ad. Book Hanky Panks, reasonable privilege. Want P.C. Agents, Pea Pool, Over and Under, Blackie Noll, answer. Want Man to take charge Grab; James Kirby, can use you. Book any small Side Show. Own outfit. Sorry, no flats, no camps, no Girl Shows. This is a rush call, write or wire at once.

GENERAL DELIVERY, CONCORD, N. C.

**W. H. BILL SARGENT—Owners—L. W. GAGNON**

## L. B. LAMB SHOWS

WANT FOR 59TH ANNUAL FISH FRY, BEARDSTOWN, ILL. ON THE STREETS, JULY 17-22, YOU ALL KNOW THIS ONE, FOLLOWED BY 16 FAIRS. CONCESSIONS OF ALL KINDS, COME ON. CAN PLACE SOME RIDE MEN, MUST DRIVE SEMIS.

Wire L. B. LAMB, Mgr.

GALESBURG, ILL., THIS WEEK. (NO PHONE CALLS, PLEASE.)

## DAN-LOUIS SHOWS

WANT for balance of season to play some good Still Spots and Fairs in Kentucky and Indiana. Will sell X on Photos, Hoop-La, and Jewelry. Will book Cork Shooting Gallery and Coke Bottle, Dart, Milk Bottle Ball Game and some other Stock Concessions working for 10 or 15 cents. Can place Show, reasonable per cent; come on. RIDE HELP: Men who will stay sober and work, can use you. Must drive good trucks.

Aurora, Ind., this week; Vevay, Ind., week July 17th.

**LOUIS T. RILEY, Gen. Mgr.**

P.S.: Ride Help that I know, contact me. Dan C. Stratman, Asst. Mgr.

# GOLD MEDAL shows

## MT. VERNON, ILLINOIS, THIS WEEK

WANT CONCESSIONS—Floss, Candy Apples, Popcorn, Peanuts or any legitimate Concession.

WANT GRIND STORES that will take orders.

WANT SHOWS—Glass House, Snake Show or any Grind Show not conflicting.

RIDE HELP WANTED that drive semis and are sober and reliable.

WANT AGENTS for nail concession.

Contact Ralph Piercy

All replies to

**JOHNNY J. DENTON, Gold Medal Shows**

Mt. Vernon, Ill., this week.

## TOP OF MICHIGAN HOMECOMING AND FROLIC

GAYLORD, MICH., FIRST SHOW ON STREETS IN 20 YEARS

Bands, Parades, Free Acts, Rodeo, and Soapy Crowns the Queen.

Want Short Range, Long Range, Custard, Hi-Striker, Sling Game, 5-in-1, Mechanical Show, Glass Pitch, Cat Rack, Basket Ball, Penny Arcade, Jewelry, Bumper or any Hanky Pank working for stock. No Flats or Mitt Camps. Get with a winner. All 3-day Celebrations and on the streets. Charlevoix follows, then Beulah Blue Water Festival.

**C. Crittenden, Mgr., Merryland Show**

Chaboygan, Mich.; Rogers City, 17-19; Gaylord, 21-23.

## DON FRANKLIN SHOWS, UNIT #2

FREE GATE, NO RACKET. Want for Plano, Tex., Firemen's Picnic this week, followed by Cross Plains Picnic, July 19 to 22; Boerne Fair, August 2 to 5; Junction Fair, August 8 to 12, and seven top-notch Fairs announced in previous ad.

Need legitimate Concessions: Popcorn, Floss, Custard, Hoop-La, Hi-Striker, Bumper, String, Long Range, Heart Pitch, Bowling Alley, Cane Rack, Hit and Miss, Whiskey Bottle, Milk Bottle Ball Games, Age and Scales, Clothes Pins, Pea Pool open to party with two or more Concessions; Need A-1 Bingo Caller and Countermen. Must be neat and sober. Ride Owners, please notice—can use Merry-Go-Round, Spitfire, Octopus, Rolloplane, Dipper, Chairplane, Loooper or any Ride not conflicting with Wheel Tilt, Autos, and Train. Shows: Will place any worth-while Show with own equipment. All replies to

GUS TUCKER, MANAGER PLANO, TEX., THIS WEEK.

Contact ERNEST LUTHER or TONY BARSOTT

P.S.: Concessions open for good, reliable Agents.

## WALLACE & MURRAY SHOWS

Want for Southern route of Fairs starting at Gallatin, Tenn., Aug. 14-15, and ending Armistice Day in Georgia—on account of disappointment, Side Show Manager who can furnish Performers. We have complete outfit. Will book any non-conflicting Shows. Jim Hodges wants Minstrel Show Performers. Will book Octopus, Rolloplane or Train Ride. Good proposition. Want legitimate Concessions of all kinds. Good opening for Diggers, also Age and Scale. Have for sale 12x12 Popcorn and Candy Apple Joint. Will book same on show. Can use experienced Truck Mechanic. Must be sober. Danny Donnini wants capable Wheel Agents.

All answer: AL WALLACE, Chesapeake, Ohio, this week; Wytheville, Va., next week.

## GAYLAND AMUSEMENTS

WANT

WANT

WANT

Concessions—Photo, Custard, Novelties, Pitch Balloon, Jewelry, Custard, any legitimate Concession. Especially want Side, Freak or Animal Show. Rides—Need Kid Rides. Ride Help—Want sober, reliable Foremen for Wheel and Jenny. Top pay for those who qualify.

DEER CREEK, ILL., THIS WEEK; DANA, ILL., NEXT WEEK.

## MAGIC CITY SHOWS

PLAYING THE CREAM OF THE SOUTH

Will book Sit Down, Grab or small Cook House, \$25.00; Bingo on straight percentage. Can place String Game, Basket Ball, Fish Pond, Scales and Age, Ball Games, Pitch Tilt You Win, Slum Spindle, Novelties, Custard, Heart Pitch, Watch-La, etc., \$17.50; Diggers, \$38.00. Can use Rat or Pan Concession on percentage. SHOWS: I have nice top and banner line for 5-in-1 if you can put something in it besides your wife and suit case. Can use organized Minstrel Show, Motordrome or Hillbilly with own equipment for committee money only. (Speedy Sayers, Doc Thomas, Madame Burleson, contact.) Jack King wants to purchase Banners and Monkeys of all kinds for his Monkey Village. All replies:

This week, O. O. "BUD" POINT, VFW Celebration, Sevierville, Tenn.

P.S.: Polack Tomblin Polaski, come on at once. Don't call me collect.

## For Sale—Complete Carnival

Will sell all or any part. New type Fly-o-Plane with latest safety attachments, 12-Car Ride-O, 40-Ft. Allan Herschell Merry-Go-Round, Eli Ferris Wheel, 24-Seat Smith & Smith Chairplane, 2 Kiddie Airplane Rides, and 1 little Auto Kiddie Ride. One 75 Kw. Transformer and plenty of Ground Cable. Four Shows with banner lines and banners complete. 15 Concessions. One Cookhouse complete. Ten Semi-Trailers with Tractors. This Show is booked until October 1.

**CENTRAL AMERICAN SHOWS**

Concordia, Kans., till July 13; then Box 1277, Wichita, Kans.

## C. A. STEPHENS SHOWS

Can place Side Show Operator. We have new top, 20-ft. banner line. Also Snake Show, Unborn, Plantation with own equipment. Want set of Kiddie Rides. CONCESSIONS: Custard, Jewelry, Novelties, and High Striker. Want Agents on Pin Store and Six-Cat. Free Act for balance of season. Address:

Christianburg, Va., this week; Sparta, N. C., following.

## HERE IT IS

Want Wild West, Rodeo, Circus, Thrill Show, Hillbilly Performers, Clowns, Phonemen, Promoters, Concession Agents to enlarge our now big Texas Rangers Rodeo for our 15 big Eastern Canada Dates. Booked by P. T. Gorman of Ottawa to open Huntington, Quebec, July 20th. Most dates in buildings. Air mail or wires, no phone calls to:

**MANAGER, TEXAS RANGERS RODEO**  
HUNTINGTON, QUEBEC, CANADA



# WANT ★★ FOR FAIRS ★★ WANT

July 23-29 — LOGANSPOUT, INDIANA

Custard, Ice Cream and Jewelry only.

July 30-August 6 — SHELBYVILLE, KENTUCKY

Legitimate Games — Photos — Jewelry —  
Eats and Drinks — Refreshments

August 8-12 — CROTON, OHIO (Hartford Fair)

Legitimate Games (no Shooting Gallery)

AUGUST 14-19 — LA PORTE, INDIANA

Photos — Jewelry — Ice Cream — Custard

August 20-26 — FRANKFORT, INDIANA

Photos and Jewelry only.

## GOODING AMUSEMENT CO.

1300 NORTON AVE.

COLUMBUS 8, OHIO

## THE BIG ONE!! AKRON, OHIO

8 — BIG DAYS AND NIGHTS — 8 — JULY 30-AUGUST 6

## SUMMIT CENTENNIAL FAIR-EXPOSITION

Can place all kinds legitimate Concessions, Novelties, Photos, Eats,  
Drinks, etc.

CONTACT CAVALCADE OF AMUSEMENTS

Milwaukee, Wis., July 10-19; Kokomo, Ind., July 21-28.

Can place two Candy Floss Operators Immediately

## MIGHTY HOOSIER STATE Shows

UNIT #2

Want for Celebrations and 4-H Club Fairs

Concessions: All Hanky Panks except Fish Pond, Popcorn and Snow Cone. Want Pitch-Till-U-Win, Jewelry, String Game, Guess Your Weight, Hoopla, etc. Can use good Bingo two weeks in July. Get with a winner. Nashville, Indiana, July 11-15; Carthage, Indiana, July 17-22; Elwood, Indiana, July 24-29; City Park Celebration held in place of Tomato Festival. Clay City, Indiana, 4-H Club Fair, Aug. 2-5 inclusive. Want Pea Pool, Color Game and Beat the Dealer for Nashville, Carthage and Elwood. No Gypsies or Girl Shows. Address all replies:

PAUL T. ROBERTSON, Mgr., as per route

## WANT RIDES

Tilt, Octopus, Ferris Wheel or anything not conflicting.

For five Catholic Church Celebrations and four bona fide Homecomings. In Pontiac all this week. Wire or write

McKEOWN AMUSEMENT COMPANY

Auburn Hotel, Pontiac, Mich.

## WANT AGENTS

SIX CATS, BUCKETS, FISH POND AND SLUM SETS.

Boots Cutler Wants Wheel Agent.

ROY T. DUFFY, care 20th Century Shows

FESSENDEN, N. D.

## EDDIE GAMBLE

WANTS FOR THE IMPERIAL SHOWS

TWO BLOWER AGENTS. Wire or Call

Beaumont Hotel, Green Bay, Wisconsin, July 10 to 15.

## MOTOR STATE SHOWS

WANT Concessions of all kinds. Centennial & Homecoming, Court House Square, Paulding, Ohio, July 12-13-14-15; all Celebrations and Fairs follow, including Romeo, Mich., Peach Festival, Labor Day, Jr. Jeff and Johnny Nelding, set in touch. Want first-class Wheel Foreman.

JOE FREDERICK, Owner-Mgr.

# PRELL'S BROADWAY SHOWS

Want for Port Jervis, N. Y., July 17-22, and Dover, N. J., July 24-29 and 15 Fairs

Want all kinds of Grind Stores. Want Man to take charge of Monkey Speedway who has Working or Trick Monkeys. Harry LaRoy, please contact. Want Ride Help for all Rides, Semi Drivers preferred. Want Eat and Drink Stands, all kinds of Hanky Panks, Photo Galleries, Age and Scales, American Mitt Camps, Stock Wheels, Derby Racor, Popcorn and Floss. Want Shows: Fat Show, Mechanical City, Unborn, Midget or any novel Show. Want Rides: Boat Ride, Small Ferris Wheel, Scooter, Octopus, Fly-o-Plane, Spitfire, Rock-o-Plane or any Ride that does not conflict. Prof. Vidala wants Musicians and Performers at once for Fairs. Fats Scott, Sheesley Bartell. Also two good Sax Players. Joe Ross wants Popcorn Boy; Whitey, let me hear from you.

Will sell X on Novelties for the following Fairs:

Haffield Racing Speedway Fair, Haffield, Pa., July 31-Aug. 5.	Elizabeth City Seven County Fair, Elizabeth City, N. C., Sept. 18-23.
Bedford Fair, Bedford, Pa., Aug. 6-12.	Rocky Mount Agricultural Fair, Rocky Mount, N. C., Sept. 25-30.
Butler Fair & Agricultural Assoc., Butler, Pa., Aug. 14-19.	Pitt County Fair, Greenville, N. C., Oct. 2-7.
Cumberland Fair Assoc., Cumberland, Md., Aug. 21-26.	Greenwood County Fair, Greenwood, S. C., Oct. 9-14.
Indiana County Fair, Indiana, Pa., Aug. 28-Sept. 2.	Greenville County Fair, Greenville, S. C., Oct. 16-21.
Cambria County Fair, Ebensburg, Pa., Sept. 4-9.	Athens Agriculture Fair, Athens, Ga., Oct. 23-28.
Alleghany County Fair, Covington, Va., Sept. 11-16.	Laurens County Fair, Laurens, S. C., Oct. 30-Nov. 4.
	South Georgia Fair, Valdosta, Ga., Nov. 6-11.

And 3 more Fairs to follow. This Show closes Thanksgiving Week and reopens January 20, 1951, with 9 Florida Fairs. Those booking now will be given preference for Fairs. All address:

SAM E. PRELL

Peekskill, N. Y., July 10-15; Port Jervis, N. Y., July 17-22.

# HILL'S Greater SHOWS

Want for Following Fairs and Celebrations

Huron, S. D., 11-15, Celebration; Rapid City, S. D., 17-23, Range Days, Biggest Event in the Black Hills; Alliance, Neb., 25-29; all July. With Montana Fairs to follow: Fort Benton, Forsyth, Baker, Glendive, Chinook, and Springfield, Colo.

LEGITIMATE CONCESSIONS: Country Store, Ball Games, Ice Cream, Novelties, Fish Pond, String Game, Cigarette Gallery, Penny Pitch, Hoop-La. Joe Rosen wants Set Agents. SHOWS: Side Show, with or without top and front. Monkey or Snake Show, will furnish top, pit and banners. Motordrome. Have one Girl Show open. (Bob Martin, come on.) Jack Nasworthy wants Inside and Outside for Athletic Show.

WANT FREE ACT FOR RAPID CITY, WEEK JULY 17.

RIDES: Will book Pony Ride, Octopus, Little Dipper, Boat Ride, and Rock-o-Plane. HELP: A-1 Tilt Foreman on A-1 Tilt-a-Whirl, on motorized show. Must be sober, reliable and drive semi truck. Salary no object if you can produce. Don't misrepresent.

All wire H. P. or C. O. HILL

HURON, S. DAK., THIS WEEK; THEN PER ROUTE.

## JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

NOW PLAYING VEEDERSBURG, INDIANA, STREET CELEBRATION; TIPTON, INDIANA, 25TH ANNUAL STREET CELEBRATION FOLLOWING; DANVILLE, INDIANA, STREET CELEBRATION, AND PUTNAM COUNTY FAIR, GREENCASTLE, INDIANA

Want independent BINGO for Tipton, Indiana and Greencastle. Can place Ice Cream Dip and Sandwiches, Cotton Candy, Popcorn, Carmel Corn, Taffy, Novelties, Photos, Short Range, Coke Bottles, Pitch-Till-U-Win, Hoopla, Buckets, Six Cats, Derby, Cork Gallery, Penny Pitch and Bumper. SHOWS WANTED: Motordrome, Mickey Mouse, Monkey, Snake. Have Top if you have something for inside. HELP WANTED: Octopus and Rolloplane Foremen. Must be licensed driver. Don't misrepresent if you want to last. Want to buy Miniature Train. State all in first letter to Kenny Trent.

All replies to John Portemont, Mgr., Veedersburg, Indiana

## WANTED

FOR LONG LIST OF FAIRS STARTING FIRST WEEK IN AUGUST AT CHIPPEWA FALLS, WIS. FOLLOWING CONCESSIONS: Jewelry, Photos, Glass Pitch, Short Range, Coca-Cola Bottles, Penny Pitch, Rotarys, Derby, Hi Striker, Basketball, African Dip or any other Hanky Panks not conflicting.

## IMPERIAL SHOWS

Green Bay, Wis., this week; or 203 N. Wabash Ave., Chicago, Ill.

## WANT—MIDWAY EXPOSITION SHOWS—WANT

For all Celebrations and Fairs, solid till October.

Sober, reliable Ride Help and Truck Drivers, Agents. Concessions—Cork, Gum, Buckets, Short Range, Novelties, Photos, String, Blower, French Fries. What have you? Shows—Animal, Snake, Athletic Manager. Book any Show not conflicting. Topeka, Kan., now; Crete, Neb., Celebration; Downs, Kan., Annual Hoxia Fair and Rodeo; Sidney, Iowa, Rodeo follow. Wire, no phone calls.

J. R. LEERIGHT, Manager



**GLENN WADE JR.**  
WANTS  
**HANKY PANKS**

All Legitimate Concessions  
"We Book the Best Small Ones"  
Fraser, Mich.—Lions' Club, July 12-16;  
Farmington, Mich.—American Legion,  
July 19-23.  
Fairs and Celebrations booked for  
balance of season in Michigan and  
Indiana.

Address:  
19728 Rowe, Detroit 5, Mich.

**CARNIVAL WANTED**

ANY WEEK AUGUST OR EARLY SEPTEMBER  
Sponsored by Fire Department.  
400,000 Drawing Population.

Contact  
**JOHN P. PARKER**  
London Bridge, Va., or  
**IVAN MAPP**  
Chief of Police,  
Princess Anne County, Va.

**NEW SHOW**

OPENING AUGUST 1, MACON, GA.

WANTS  
**25 HANKY PANKS**

Legitimate Concessions interested in playing  
the cream of the Tobacco, Cotton and Peanut  
Markets through Thanksgiving, contact:

**PAUL BOYETTE**

After July 15, Lanier Hotel, Macon, Ga.  
Privilege reasonable—Lights on Sunday.  
Need Ride Help for Jenny, Wheel, Mixup  
and three Kid Rides.

**TALKERS WANTED**

Who are married and who know me. Salary  
\$150.00 per week, 50 weeks a year. To work  
as lecturers with motion picture. Write

**C. W. (CHICK) FRANKLIN**  
4610 S. Presa St., San Antonio, Tex.  
Can also use several General Agents. Lon  
Ramsdell, contact at once.

**FOR IMMEDIATE SALE**

One Mechanized Shooting Gallery, size 8'x10'.  
Only 3,000 rounds fired on this range. This  
Gallery is in excellent condition and is com-  
plete with 4 Automatic Weapons and 15,000  
rounds of ammunition. Call or write:

**FRED STIDHAM**

Jackson, Ky. Phone 73. City ordinance makes  
sale necessary.

**WILSON FAMOUS SHOWS**  
CAN PLACE

A few Legitimate Concessions.  
Second Men who drive. Clarence  
Stratton, wire us at once.  
Chillicothe, Ill., this week.

**MIDWAY OF MIRTH SHOWS**  
WANT

CONCESSIONS: Fish Pond, Frozen Custard,  
Bumper, Hoop-La, High Striker, Hanky Panks  
of all kinds. SHOWS: Any Show with own  
outfits. Address:

Rankin, Ill., this week.

**DR. O. C. DIXON**

WANTS

A-1 Talker, Magician, Tattoo Artist, useful  
people for Side Show, also other Acts write.

c/o THOMAS JOYLAND SHOWS  
This week, Gary, W. Va.; next week, Ironton, O.

**WE HAVE OPENING**

For Seals, Popcorn, Novelty, Grocery Corn  
Game, Ice Cream, Eats, Photo Painter, and  
Pitchman.

**HENDERSON SAUERKRAUT DAYS**

July 29-30

**ELMER E. BRAHS, Chrm., Henderson, Minn.**

**FOR SALE**

**TWO ABREAST MERRY-GO-ROUND**

Can be seen in operation. \$3,500.00 cash. Write:  
BOX 367  
c/o The Billboard Pub. Co.  
188 W. Randolph St., Chicago, Ill.

*Ray Williams Shows, Inc.*

**HANKY PANKS WANTED FOR THESE MICHIGAN STREET CELEBRATIONS**

BELDING, July 18-21—Auspices American Legion.  
SOUTH HAVEN, July 24-29—Auspices V.F.W.  
AUGUSTA, August 1-5—Auspices Augusta Veterans' Club.

First One In On All Threell Plenty More Red Ones To Follow!!

**LOOK THEM OVER—**

THREE RIVERS—Aug. 7-12. V-J Day Cele-  
bration. (Est. attendance last year, 27,000)  
ATHENS—Homecoming on the Streets,  
Aug. 16-19  
ARMADA—Macomb Co. Fair, Aug. 24-27  
WAYLAND—Annual Homecoming,  
Aug. 29-Sept. 2  
NEWAYGO—Labor Day Celeb., Sept. 3-4  
HUDSONVILLE—Community Fair, Sept. 6-9

PHOTO GALLERY and GRAB—Have Good Proposition  
RIDE HELP Wanted—Must Drive Semis

Address: RAY WILLIAMS, MGR., P.O. Box 1664, Detroit 31, Mich.

**WALLACE BROS. SHOWS**  
"America's Most Spectacular Midway"

CAN PLACE FOR NORTHERN CIRCUIT STARTING JULY 16, BELOIT, WIS. FOLLOWED BY  
MONROE, WAUSAU, MANITOWOC, JEFFERSON, ELKHORN, BEAVER DAM, ALL WISCONSIN,  
AND ESCANABA, MICH.

Want Stock Concessions and Eats of all kinds. Place Side Show and Monkey  
Speedway, Illusion, Snake Show. Need Help on Tilt-a-Whirl, Spitfire,  
Kiddie Rides, Little Dipper, Light Towers.

All wires **F. E. FARROW, Mgr.**  
Aurora, Ill., this week; Beloit, Wis., next.

**J & B SHOWS**

Can place at once for balance of season

Octopus, Rolloplane, Tilt or any other major ride. We only want one  
major ride, so answer at once. Want Concessions that work for stock.  
Can place long-range Gallery. Shows—Monkey, Wild Life, Midget or  
small 10-in-1. This show carries a free act and a free gate and always  
plays in town. Want Ball Game Agent and men to put up office  
concession. Must drive. All replies to

**J & B SHOWS**

Annapolis, Md., this week; Capitol Heights, Md., next week.

**F. M. SUTTON SR. Presents**  
**GULF COAST SHOWS**

WANT

BALL RACKS AND STOCK CONCESSIONS. WILL FURNISH TENTS AND FRONTS FOR  
10-IN-1 AND GIRL SHOW. WANT ONE RIDE, PREFER OCTOPUS OR TILT. Our Missouri  
Fairs start July 24. We hold contracts for the best spots in Northeast Arkansas cotton  
country. Join now. Address:

F. M. SUTTON SR., MGR., Warrensburg, Mo., July 10-15; Sedalia, Mo., July 17-21.  
P.S.: Swede, come home.

WANT

**STATE FAIR SHOWS**

Can Place at Once for Fairs and Celebrations

Three Count Store Agents, also clean Cook House in keeping with our standards. Have one  
of the flashiest Race Derbys on the road, 16 unit, built in 30-ft. steel trailer. Will sell and  
book on show balance of season. Terms to reliable party. Place all Hanky Panks.

All wire **SCOTT LAMB** as per route

St. Francis, Kansas, 11 thru 15; Wakeeney, Kans., 17-18-19; Ellis, Kans., 20-21-22.

**FAIRS — PAGE BROS.' SHOWS — FAIRS**

Want for Union County Fair at Uniontown, Ky., on streets, next week; and 11 more Fairs to  
follow. Fairs, not fly-by-night promotions. Pop Corn, Custard, Jewelry, Ice Cream, Eat Stands,  
6 Cat, Buckets, Swinger, Ball Games, Hanky Panks of all kinds. Shows with own outfits.  
Hides not conflicting. Paul Pittman and Joe Edwards want Agents.

Murray, Ky., now, Uniontown, Ky., next week.

P.S.: T. J. Apple wants Drome Riders; Vonnle Martin, wire.

**Fair Secretaries, Note—Kentucky and Tennessee**

Who are within 250 miles of Harlan, Ky., have some open dates for your county fairs in  
July and August. Have 6 Rides, 5 Shows, 40 Concessions.

**C. A. STEPHENS SHOWS**

Permanent Address:

BOX 1017, CRYSTAL RIVER, FLA., or as per route in The Billboard.

**EASTERN EQUIPMENT CO.**

WANT WANT WANT

For Norway Firemen's Old Home Week, best  
spot in Maine, July 17 to 22.

Girl Show with own transportation, also  
Snake, Monkey, Wild Life, Unborn or any  
other Side Show. Can place Stock Conces-  
sions that don't conflict. Want Concession  
Agents immediately.

**M. S. EARL**

Lisbon Falls, Maine, July 10 to 15.

**FOR SALE**

**COMPLETE**

**CARNIVAL EQUIPMENT**

Consisting of Ferris Wheel, Kiddie  
Ride, Trucks, Light Generating  
Plant, Tents, Popcorn Machine,  
Candy Floss Machine, Cable, etc.  
As a unit or any part. Contact:

**JOSEPH PAGANO**

59 Addison St., Waterbury, Conn.  
Tel. 4-0771

**ATTENTION**

**CARNIVAL AND BEANO PEOPLE**

We Have a Large Selection of  
Premium and Flash Items  
for You.

Wholesale Cash and Carry

**Nu-Way Sales Company**

284 Bridge St., N. W.,  
Grand Rapids, Michigan.  
Phone: GL 40140

**WANTED**

Griddle Man and Cookhouse Help. Good  
proposition for Man and Wife for Wisconsin  
Fairs and Southern Fairs to take over a  
complete Snake Show.

**BILL CHALKIAS**

SNAPP'S GREATER SHOW  
Rockford, Ill., this week

**WANT**

P.C. Dealers, Ball Game Workers; also Ride  
Men for Wheel and Merry-Go-Round. Beach  
location till Labor Day, then 12 Fairs.

All contact

**SHERMAN HUSTED**

Western Union Myrtle Beach, S. C.

**MARGARET HALL**

Wishes to express her thanks  
for the many cards and flowers  
during her recent illness.

**Cameron-Ellis Post #242**

WINCHESTER, OHIO

Wishes to hold a Carnival some time between  
now and Sept. 15. Organizations interested,  
please contact Post, giving information  
concerning Rides, etc., and open dates.

**HUTCHENS MODERN MUSEUM WANTS**

To open July 15 for a long string of Fairs. All  
kinds of Attractions. Also Half and Half for  
Feature. Girls for Blade Box and other Acts.  
Ticket Sellers and Lecturer. My Show is still for  
sale, with or without truck. Price, no object.  
Health is very bad and I cannot operate. All  
address: John T. Hutchens, Cassville, Missouri.

**SRADER SHOWS**

WANT

Set of Diggers, Gwyn Russell, answer. Also any  
type of Grind Shows. Fairs start Anthony, Kansas,  
July 17.

M. A. SRADER SHOWS, PRATT, KAN.

**C. B. MOORE**

WANTS AGENTS

For Seals, P.C., and other Concessions. Ro-  
chelle, Ill., week of July 11; Havana, Ill., week  
of July 18. c/o Dyer's Greater Shows.



# MIGHTY PAGE SHOWS

**10 FAIRS** LAST CALL FOR RED LION, PA., FAIR, JULY 17 THROUGH JULY 22

Get well at this one. We positively have bona fide contracts for the following Fairs. Look them over. Red Lion, Pa., Fair; Luray, Va., Fair; Lions' 22d Annual Celebration, Roanoke Rapids, N. C.; Center of North Carolina Fair, Asheboro, N. C.; Shelby, N. C., Colored Fair; High Point, N. C., Agricultural Fair; Martinsville, Va., Agricultural Fair (White); Atlantic District Fair, Ahsokie, N. C.; Tri-County Fair, New Bern, N. C.; Jones County Agricultural Fair, Trenton, N. C.

**CONCESSIONS**—Eating and Drinking Stands, Water Games, Novelties, Custard, Arcade, Short Range, Ball Games, Bumper, Photos, String Game, Swinger, Buckets, Blower, Bowling Alley, American Mitt Camps; no gypsies! A few choice Wheels and P.C. open. Hanky Panks, come on. You will get well here. **RIDES**—Will book for Red Lion and balance of season Fly-o-Plane, Spit Fire, Caterpillar, Pretzel, Comet, Looper, and Pony Ride. Want Foreman and Second Man on Tilt who drive and have license. **SHOWS**—Motor-drome, Wild Life, Fun or Glass House, and Mechanical. Billy Arnte wants Musicians and fast-stepping Chorus Girls for Colored Minstrel. Tickets if we know you. Wire, don't write. All replies to

**BILL PAGE, Mgr., or TOMMY CARSON, Bus. Mgr.**  
FREDERICK, MD.; RED LION, PA., JULY 17-22.

P.S.: Will buy for cash \$5 Ell and late model Spit Fire, in good condition. Want Man to take head of beautifully flashed Count Store. All answers to Tommy Carson.

## ALLEN COUNTY FAIR, FT. WAYNE, IND.

Saturday, July 22d to Saturday, July 29th Inclusive

Long Circuit of Fairs Ending Middle of November.

**CAN PLACE**—All legitimate merchandise concessions to start now. Will place all eating and drinking stands at fairs.

**WANT**—Foremen for the following rides: Caterpillar, Roll-o-Plane and Chair-o-Plane. Will also place experienced ride men on all rides. Paul Raduke, please answer this adv. immediately.

**CAN PLACE**—Little Dipper, Working World, Fly-o-Plane and any ride or shows that don't conflict with what we have. Will furnish wagons for same if required.

All Address This Week

# CETLIN & WILSON SHOWS

Charleston, W. Va., until July 19th, then Fort Wayne, Ind.

# GEM CITY Shows

THE DIAMOND of the SHOW WORLD THE BEST IN THE MIDDLE WEST

**NOW BOOKING FOR THE BIG ONE**

CHAMPAIGN-URBANA FAIR, OPENING JULY 21, 1950, URBANA, ILL. THEN DANVILLE, ILL., WITH 12 OTHERS TO FOLLOW

Due to difficulty will book Custard for season. Will book Cookhouse, French Fries, Jewelry, Hanky Panks, Legitimate Concessions of all kinds.

Want Agents for office-owned Legitimate Concessions. Antioch, Ill., this week; then per route.

Address THOMAS D. HICKEY, Gen. Mgr., or W. E. SHYDER, Business Mgr.

Mr. Snyder will be in Champaign, Ill., commencing this week.

# BEE'S Old Reliable Shows CLEAN AMUSEMENTS INC.

*you won't get stung!*

**WANT WANT WANT**

For the Biggest and Best Fairs in Kentucky!

- Lawrenceburg, Ky., July 17-22
- Harrodsburg, Ky., July 24-29
- Russell Springs, Ky., July 31-Aug. 5
- Germantown, Ky., Aug. 7-12
- Brodhead, Ky., Aug. 14-19

FOLLOWED BY OTHER BONA FIDE FAIRS IN KENTUCKY, TENNESSEE AND GEORGIA

**CONCESSIONS:** Custard, Ice Cream, Candy Apples, Popcorn, Cotton Candy, Snowball, Jewelry, Long Range, Hanky Panks of all kinds, Watch-La, Hoop-La, Penny Pitch, Cone Rack, Basket Ball and any Concessions that work for stock. Joe Goodwin wants Agents. **RIDES:** Spitfire, Caterpillar, Fly-o-Plane, Pony. Due to disappointment can place KID RIDES of any nature. None on show now. **SHOWS:** Snake, Side, Illusion, Unborn, Motordrome, Mechanical or any show not conflicting.

Route: Richmond, Ky., this week; then per route. RAYMOND C. HULL, Mgr.; JOE GOODWIN, Bus. Mgr.

## PEERLESS CELEBRATION AMUSEMENTS

Clean — Progressive — Dependable  
CIVIL AIR PATROL CELEBRATION  
Frederick, Md., July 17-23, Including Sunday.

**WANT WANT WANT**

Independent Shows, Rides not conflicting. Concessions of all kinds, contact. No racket wanted. Can always use good, sober Ride Help and Concession Agents. Drivers preferred. Have open time for Fairs and Celebrations in Virginia, West Virginia, North and South Carolina, Georgia and Florida. Get a winner. Address or wire:

WM. J. MESPELT, Owner-Mgr. TOMMY SCOTT, Bus. Mgr.  
HYNDMAN, PA.; FREDERICK, MD., NEXT

## ALAMO EXPOSITION SHOWS

WANTED... 4 BIG DAYS—4... WANTED  
FOR EL DORADO SPRINGS, MO., 69TH ANNUAL STREET CELEBRATION, JULY 18-21

This is one that has never been had. Girls for Hawaiian Show and Posing Show, Man to grind on Monkey Show who will work. Can place a few more Acts for Shorty Tappen's Side Show. Concessions—Long Range Shooting Gallery, also Short Range Gallery, Frozen Custard, Photos, all Hanky Panks. Geo. Lane can place Nail Store Agent. No drunks. Can also place Grind Store Agents. Can book Cookhouse for balance of season. We have 12 more Fairs and Celebrations following, including the biggest date in Oklahoma outside of the State Fair. The Indian Fair at Anadarko, Oklahoma, August 14 to 19. All contact: JACK RUBACK, MGR., ALAMO EXPOSITION SHOWS, Fort Scott, Kansas, July 10-15.

# BEAM'S Attractions

THE PUNXY FREE FAIR  
PUNXSUTAWNEY, PA., JULY 24-29

This will be one of the largest attended fairs in Pennsylvania. Layout of midway makes every location a good one. Free Acts, Fireworks, Special Events every day. Fairgrounds only two blocks from center of town. CONCESSION SPACE AVAILABLE. Room for demonstrators in buildings.

ARMSTRONG COUNTY FAIR  
FORD CITY, PA., AUGUST 1-5

Under new management this fair is staging the biggest fair in its history. A big program every day.

For space for shows and concessions at the above fairs write or wire BEAM'S ATTRACTIONS, PATTON, PA., this week; SOMERSET COUNTY FIREMEN'S CONVENTION, BOSWELL, PA., next week.  
**SHOW CAN ALWAYS USE CAPABLE PEOPLE**

# BAKER United Shows

BEGINNING NOW FOR TEN STRAIGHT WEEKS OF BONA FIDE FAIRS AND CELEBRATIONS. ALL IN INDIANA.

WANT LEGITIMATE CONCESSIONS OF ALL KINDS EXCEPT BINGO, PHOTO, LONG RANGE RIDE HELP—Can place First and Second Men on Tilt, Wheel, Rolloplane. Must drive. Warren, Indiana, this week; Fowler, Indiana, next week.

THE BEST ADVERTISED SHOW IN THE MIDDLE WEST

## PALMETTO EXPO SHOWS

PLAYING IN THE HEART OF TOBACCO, EVERYBODY WORKING CURING TOBACCO. PAID EVERY NIGHT. THE BIG SOUTH CAROLINA TOBACCO MARKETS OPEN AUG. 1 FOR THE BIG MONEY.

Can place Concessions of all kinds. Photos, Duck Pond, Swinger, Spot Joint, Glass Pitch, Hoop-La, Bowling Alley, Dart, Custard, Guess Your Age or any Grind Concession. You can't miss in these spots regardless of what you put up. Can use good Hanky Pank Agents. Shows—Can place any Grind Show with own outfit. Rides—We have 5 Rides. Would like to book Merry-Go-Round, Octopus or Rolloplane. Remember, all tobacco towns, uptown locations, until Fairs start the last week in September. McBee, S. C., this week; Society Hill, S. C., July 17-22; Lynchburg, S. C., July 24-29; Johnsonville, S. C., July 31-Aug. 5; Turbeville, S. C., Aug. 7-12. Complete route through November will be given to interested parties. Want Chairplane Foreman.

All replies to MILTON N. McNEACE

McBee, S. C., this week; then per route.

P.S.: Odell Swicegood, don't you think it is time for you to contact me about a few things? Miller's Aerial Act, can use you, contact.

## ORANGE STATE SHOWS

WANT FOR AUDUBON PARK, N. J., VFW CELEBRATION. THREE FAIRS ON EASTERN SHORE OF MARYLAND TO FOLLOW—GOING SOUTH, FLORIDA ALL WINTER

Rides—Want to book small Merry-Go-Round, Chairplane, Rolloplane, one or two Kiddie Rides. Shows—Like to hear from good Side Show (Lew Alter, come on), Girl Show, Fun Show, Walk-Thru Show. Concessions—Scales, Hoop-La, Shooting Gallery, Ball Games, any kind legitimate Games. Want to hear from good Ferris Wheel Foreman who can stay sober. Dan Riley wants to hear from good Talker, Canvasman, and Semi Driver for Animal Show. Write or Wire

LEO BISTANY, Asbury Park, N. J.

## VETERANS UNITED SHOWS

WANT FOR THE FOLLOWING TOP ROUTE OF FAIRS:

Indianola, Iowa, Aug. 7-9; Alta, Iowa, Aug. 10-12; Emmetsburg, Iowa, Aug. 14-16; Jackson, Minn., Aug. 17-20; Pipestone, Minn., Aug. 21-24; West Point, Neb., Aug. 27-31; Neligh, Neb., Sept. 1-3; St. Paul, Neb., Sept. 5-9; Waterloo, Neb., Sept. 13-16; Beatrice, Neb., Sept. 18-21; Pawnee City, Neb., Oct. 3-4; also Shenandoah, Iowa, Celebration, on the streets, Sept. 25-30.

Will place one or two more Major Rides with our eight office owned, prefer Spitfire and Tilt. Shows not conflicting with Girl, Athletic, Mechanical or Glass. Foreman for new Allan Herschell Merry-Go-Round, also Second Men for Octopus and Ferris Wheel. Also need Chairplane Foreman. Noel Murdock, contact me. Vester (Blackie) Steward, I wrote you; contact me. CLARA CITY, MINN., THIS WEEK.



## Good Turnout at Final Session For Empire; No. 6 To Shutter

BROOKLYN, July 8.—A better-than-average crowd, including many old-timers, showed up to skate the final session. Then at the conclusion of business on Sunday, June 25, Empire Roller-drome here closed without fuss or fanfare, probably for all time. The end came as no surprise to local skate fans. For some time it had been known that owners of the building in which the rink was housed would demand a sharp increase in rent at the termination of a 10-year lease. They did and operators John T. Swanson Jr. and Mike Durante refused to meet what they considered an unreasonable figure.

Even before the final curtain, Bill and Dot Opatry, managers and professionals during most of Empire's life, had sold their home near the rink and announced that they were retiring from roller skating and were planning to live in Florida.

Empire was nationally famous as the home of the annual Skate Queen contest, an event conducted jointly by its management and The New York Journal American. It was also the scene of the 1945 RSROA New York State roller championships, of many lesser contests and highly successful club revues.

The closing brought to six the number of established roller-dromes in New York City which had shut down in recent years. Others were Columbus Circle, operated by Messrs Fiduccia and Brody in Manhattan; Van Courtlandt, operated by Mike Durante in the Bronx; Sunnyside, operated by Ainley Marsh (now deceased) in Queens; Brooklyn, operated by the Camardella family, and St. Nicholas Arena, Manhattan, operated by America on Wheels and still run by that organization for other sporting events.

## Generes, Kelly Prep 175G Spot In New Orleans

NEW ORLEANS, July 8.—Work is expected to begin soon on this city's first permanent roller rink, a \$175,000 structure planned by A. H. Generes and William Kelly and to be known as the Roller Skating Rink of Gently by reason of its location in the city's Gently area.

Plans call for construction of reinforced concrete and steel with hollow tile. The one-story structure will have capacity of 500 and will be used exclusively as a year-round skating rink. Equipment will include an air-conditioning system and a hot-air heating unit. The site measuring 120 by 320 feet will offer a parking lot. The building, which is expected to be completed in 90 days, will measure 70 by 200 feet. Interior is to be finished with celotex walls and ceiling. Plans call for a maple floor and panic doors.

Generes said instructors will conduct skating classes for children and adults, and that special sessions will be held to accommodate parents and children at separate times.

## Big Plans Prepared For Det. Arena Bow

DETROIT, July 8.—The September 2 grand opening of Arena Gardens here, under the management of Fred A. Martin and Earl King, is expected to be one of the most colorful local skating events in years.

With details still in the embryo stage, plans call for a virtual caravan of skaters from rinks in other cities thruout the Midwest to attend the send-off. Single bus loads of skaters have been pledged from groups in Toledo, Chicago, Cleveland, Milwaukee, Indianapolis; Saginaw, Mich.; Buffalo and Toronto. King's Flint Park Roller-cade at Flint, Mich., is expected to provide two bus loads.

## Edgewater Biz In 50% Boost; 3 Classes Set

DETROIT, July 8.—School activities continue to highlight the program at Edgewater Park Rink despite the vacation closing of the National Academy for Roller Skating Teachers which is located there. Three children's classes are being carried, with enrollment of over 100, according to Vivian Heard, who directs both projects.

The Academy, which recently held formal graduation for last year's students, many of them studying under G. I. school rights, resumes sessions September 5.

Major change in policy has been a switchover to a club-type operation, with the rink now known as the Edgewater Private Skating Club.

Economy move for the summer is use of tape recordings of organ music, made by Bill Holleman, formerly at Rouge Park Roller-drome and currently at the Topper Club, Dearborn, Mich. These are used during mid-week sessions. The rink now operates Wednesdays thru Sundays. On week-ends Jack Dommer is at the rink console.

Unusual report of a 50 per cent increase in business for the first six months of 1950, compared to 1949, is attributed by Miss Heard to "personal attention to operation." She is on the floor a large part of the time. She has, incidentally, just returned from a trip to New England in recovered health following an operation some months ago.

## Pro Roller Hockey Revived in Gotham

NEW YORK, July 8.—Revival of the American Roller Hockey League, a professional group that played last winter at such local spots as St. Nicholas Arena, Jamaica Arena, Hempstead Gardens and Westchester County Center, was announced recently by league official Don Degnan. Co-promoters are wrestling man Al Mayer and Fred Horan, an associate in the earlier venture.

According to Degnan, a skeleton four-team league has been signed for Sunday night games to run all summer. They were to start July 2 at Wildwood (N. J.) Convention Hall. He also said matches have been booked for the autumn at several arenas in New York, Philadelphia and Jersey towns. Then there will be six teams. Under new arrangements, Degnan claims, players will be paid a regular fee, unlike last winter when payment was contingent on profit.

## Ventnor After Summer Biz

VENTNOR, N. J., July 8.—With a marked influx of vacationers, Ventnor Athletic Center has flooded the resort area with fliers calling attention to the roller rink. In addition, coupon advertisements are being inserted in newspapers entitling the bearer to free use of shoe skates. Ordinarily, rental of shoe skates is 35 cents. Scaled at a 50 cents admission, morning and evening sessions are scheduled daily except Sundays.

## Teaching of Blind To Skate Spreads; Plea for Equipm't

NEW YORK, July 8.—A spread nationally of the movement to teach roller skating to the blind is reported by Sam Finkelstein, editor of *International Roller Skating Guide*, who has spearheaded the campaign in New York. At present such handicapped people are being taught to skate at Swank Roller Rink, Chicago, operated by Elmer Byrnes and Eddie Murphy; William T. Brown's Imperial Rink, Portland, Ore.; Skateland, Battle Creek, Mich., and Fred H. Freeman's Bal-a-Roue Rollerway, Medford, Mass., said Finkelstein.

As the drive begins its fourth year here, Finkelstein reported he has taught more than 500 classes for the blind in plain, figure, dance and freestyle skating, and has raised funds and used some of his own to equip over 100 sightless children with shoe skates. He urges that rink operators join him in his drive by adopting such programs in their rinks or by donating new or used skates for expansion of his efforts in New York. Operators writing him at Suite 1439, 152 West 42d Street, New York 18, will be supplied with the best methods of teaching the blind to skate.

## Mystery Toon Night Hypes Biz at Flint

FLINT, Mich., July 8.—Mystery Toon Night is proving a business stimulant at Flint Park Roller-cade here under the management of Mr. and Mrs. Earl King.

Two tunes are played and a lucky skater is given a chance to name them at each Friday night session. In jackpot style, the prize is increased each week if the contestant is unable to name them, until a skater names both correctly.

## FOR SALE PORTABLE TENT SKATING RINK

Complete, used one season, like new, on location, doing excellent business in town of 12,000. Located in East Side City Park, Washington, Indiana. Price \$6,000.

OWNER RAPHAEL COTTON HOFFMAN  
General Delivery, Washington, Indiana

## CURVECREST RINK "COTE"

THE PLASTIC RINK SURFACE

Write

PERRY B. GILES, Pres.

Curvecrest, Inc. Muskegon, Mich.  
Originator and Sole Distributor

## FOR SALE

Portable Skating Rink, complete. All in excellent condition. Now in operation in Logan, Ohio. May continue to operate in present location or we will deliver and set up on any location within 500 miles with no extra charge. A real buy at \$3500.00 cash. Don't miss this chance, see

CAVALIER ROLLER RINK  
321 E. 5th St. Chillicothe, O.

## RINK WANTED

TO LEASE PORTABLE Skating Rink, 200 miles from Atlanta, Ga. Agriculture town. I have the spot and the know how. Would lease with option to buy. Not good enough for partnership. Make me a proposition, I will answer.

BOX D-393, c/o The Billboard  
Cincinnati 22, Ohio

## COMPLETE PORTABLE RINKS

SECTIONAL RINK FLOORS  
Oldest Manufacturers of Rink Equipment  
BILT RITE FLOORS & RINKS  
430 S. Vine, Tyler, Texas Phone 4-9585

Business Opportunity in Alaska  
**FOR SALE**  
**Rainbow Roller Rink**  
Anchorage, Alaska

Includes Roller Rink, Stock and Equipment; Roller Inn and Equipment; 4 Room Apt., Small Parking Lot. Each brings separate income. PLUS well furnished Living Quarters with two bedrooms.

**\$34,000.00 down**  
Man and Wife can take care of business alone. Health, reason for sale.

**RAINBOW ROLLER RINK**  
P.O. BOX 2464 ANCHORAGE, ALASKA

**GILASH ROLLER OUTFITS**  
on Chicago Skates

**\$10.00** Immediate delivery

**GEORGE GILLIS SHOE CORPORATION**  
Fitchburg, Mass.

**WE BUY AND SELL**  
New and Used Rink Roller Skates  
Advise make, size, condition and quantity. Also best price.

**JOHNNY JONES JR.**  
Agents for Chicago Roller Skates  
51 Chatham St. PITTSBURGH, PA.

**FOR SALE**

Portable Skating Rink, 40x90, complete, perfect condition. New location—one week, doing good business. Must sell at once. Contact:

**WILLIAM T. MILLER**  
c/o ROLLER SKATING RINK, Livingston, Tenn.

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when you buy Roller Skating Shoes look for the HYDE or BETTY LYTLE label . . . Your ASSURANCE OF QUALITY.

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## -RINK MEN WHO HAVE ONCE HAD A-



No. 779

Manufacturers of All Kinds of Roller Skates

# "CHICAGO"

TRADE MARK REG. U.S. PAT. OFF.

WILL HAVE NO OTHER.  
THERE IS A REASON.

CHICAGO ROLLER SKATE CO.  
4427 W. Lake St. CHICAGO, ILL.



All Extra Heavy Mountings

10 days' money-back guarantee if rings not as represented. Merchandise for resale only.

Only Genuine Rolled Gold Plate Sold



#B397 1/30 14K Genuine R.C.P. White Center. 6 Ruby Color Side Stones. \$15.00 Per Doz.



#B2245/5 Genuine 1/30 14K R.C.P. Simulated Hematite Intaglio With 6 White Stones. Per Doz. \$22.50



#B5177 Sterling Silver, 11 White Stones. \$12.00 Per Doz.

NEW Catalog Listing Complete Line. Sample Assortment—\$7.50—\$15.00—\$25.00. \$1 Per Doz. Deposit on All C. O. D. Orders.

DES MOINES RING CO. 1155 26th Street Des Moines, Iowa

1000 PIECES OF SLUM ONLY \$6.75 NOVELTIES ASSORTED TOYS GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

NOVELTIES AT DEEP CUT PRICES DART BALLOONS, CAT HEAD BALLOON, SWAGGER CANES, LASH WHIP, BATONS, HAWAIIAN LEIS, BLOW OUTS, SQUIRT RINGS, HANDLE WHISKEY GLASS.

OPTICAN BROTHERS SINCE 1909 300 W. NINTH ST., KANSAS CITY 6, MO.

SLUM This deal good for Diggers, Duck Ponds, Fish Ponds, Novelty Stores, Grab Bags, Pitch-Till-You-Win, Packages, Ball Game, etc. Giveaways—All Usable Items—Toys, Gifts, Novelties, etc., for children, adults. Some items retail up to 25¢ ea. 3000 PCS., \$25.00 Lot Also special lot, 1000 pcs., \$4.75; 3000, \$18. LUCKY NOVELTY PRIZE BOXES ASSORTED NOVELTIES OF ALL KINDS

SACRIFICING FOR CASH 15,000 SPEED-O-MATIC CAMERAS Develops immediately without dark-room; originally sold for \$12.95 in large N.Y. department store; Camera and 12 film packs (films retail for \$1.00) plus developing tank; in lots of 100 or more, \$1.50 each. Samples, \$2.00 ea. Satisfaction guaranteed or money refunded. 25% Deposit, Balance C.O.D. MDSE. DISTRIBUTING CO. 19 E. 16th St., Dept. B NEW YORK 3, N. Y.

Western Saddle Horses Materials have jumped in price. We can still ship some numbers at the old prices. Plenty of stock on hand. 24-Hour service. Send \$5.00 for 1/4 dozen ass'd samples postpaid. Satisfaction or money back. Some new numbers due soon. C. GAMEISER Box 1324, Church St. Station New York 8, N. Y.

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A Market Place for Buyers and Sellers

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All Classified Advertisements must be accompanied by remittance in full.

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THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

ACTS, BAND LEADERS, COMICS, HOOFERS, MCs, Vocalists, Look! A complete song-dance-musical specialty. "My Girl"; positive hit! Rush \$1 now! Also 1950 catalogue. Writers Mart, Box 575, Hollywood, Calif. Jy22

"ARE YOU LONELY?" — HIGH-YOCTANE gag routine for male singles, club emcees; bold, belly-full; \$1. Springer, 58B Wilklow, Hempstead, N. Y. Jy15

ATTENTION! — SMART SONGS, PARODIES, Monologs, Ventriloquial Dialogs? Free list. Tizzard, 119 W. 76th St., New York. Jy22

"EMCEE" MAGAZINE — CONTAINING BAND Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gap-packed back issues. Emcee, 1508-B, South Homan, Chicago 33. Jy22

FREE-STAMPED, SELF-ADDRESSED ENVELOPE brings first issue gag sheet, "The M.C.'s Bible"; parody of "Piano Roll Blues," \$1. Gags, 2979 Bewick, Detroit 14, Mich. Jy22

LAUGH LINES—FOUR READY; MAIL DOLLAR to Jimmie Muir's 6185 Buena Vista, Oakland 18. Calif. Bits, gags, patter; #1, #2, #3 available; \$1 each. Jy15

SONG OF SONGS! "SONG YOU WROTE IN MY Heart"; samplers, "Fore-Four" revelations free! "Sterling Songs," 989 Michigan, San Jose, Calif. Jy22

THIS IS! "MY GOO-GOO EYE," BY LOUIS Maur; copies, Grimes Music Publishers, Philadelphia, Penna. Jy22

AGENTS & DISTRIBUTORS

AAA—MAKE EXPENSIVE PERFUMES WITH low cost "Essential Concentrate Base"; easy to make, fast big profits; send postal. H. May, Box 4473-A, Coral Gables 34, Fla. Jy29

AAA RED-HOT NOVELTY FOR MEN; EVERYONE buys; sell taprooms, bars, night clubs; it's different; send \$1 for three prepaid samples. Shafer Co., Box 723, Kansas City 10, Mo. Jy29

ABALONE PEARL SEA SHELL JEWELRY, Italian inlaid mosaic jewelry, Chinese and Mexican Jewelry, real Butterfly Wing Jewelry, real Feather Bird Pictures; Tropical Souvenirs and Novelties, Joseph Fleischman, 906 Tampa St., Tampa, Fla. Jy22

AGENTS, DEALERS—EARN BIG PROFITS. New Novelty Fun Cards; 2 sample pkgs, 25¢. Ace Press, Clearwater, Fla. Jy15

AGENTS—\$2.95 NAMEPLATE NOW \$1; Collect 50¢ on coupon offer, balance 50¢ direct; send 50¢ for sample and coupons. Rossow, Box 732, Lincoln, Neb. Jy22

ALBUM OF WORLD WAR II—OVER 100 Action photographs that really sell; retails \$2 copy; sample copy, \$1 postpaid. W. Sousa, Box 37, Carrollton, Mich. Jy15

AMAZING OFFER—\$49 IS YOURS FOR SELLING only 50 boxes Christmas Cards; and this can be done in a single day; free samples; other leading boxes on approval; many surprise items; no experience needed; free sample personalized Christmas Cards, Stationery, Napkins; write today. It costs nothing to try. Cheerful Card Co., 1428 White Plains, N. Y. Jy29

BALLOONS (LATEX)—GROSS, 4" ROUND, 72¢; 15" long, 84¢; 12" round, \$1.40; 24" long, \$1.60; prepaid. Ted Heli, Gaylord, Minn. Jy22

BARGAINS! SAVE UP TO 50%—HOSEIERY, Lingerie, Toys, School Supplies, Blades, Novelties, Carded Goods, Drygoods, Cosmetics, Stationery, Jewelry, Notions, Perfume, Soaps, etc.; send 10¢ for illustrated 1,000 Bargain Catalog; valuable surprise gift free with first order. Reliable Jobbers, 311-H N. Desplaines, Chicago 6. Jy29

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers and distributors; write for "Buy Direct and Save." Service Publishing, 1420-F Investment Bldg., Pittsburgh 22, Pa. Jy29

BUY NYLONS DIRECT FROM MILL — WRITE for Jobbers' prices. Joy Hosiery Mills, Delaware 8, N. J. Jy29

COMPLETE LINE OF PLASTICS—SCALLOPED Table Cloths, Aprons, Drapes, Curtains and other novelties; low prices; free literature. Samuel Rosenzweig Acces. Co., 8 Herzl St., Brooklyn 12, N. Y. Jy22

DEMONSTRATORS, WAGON JOBBERS—ORIGINAL powder formula plus plate; silver and gold detarnished bright as new; attractively packaged; guaranteed; efficient; liberal profit; introductory package 25 cents. Urdang, 676C North Highland Ave., Atlanta, Ga. Jy29

COMIC CARTOON CARDS, 100 FOR \$1—LIST free to dealers. Cheshires Fun House, 729 Poydras St., New Orleans 12, La. Jy15

CONCESSION OPERATORS, SPECIALTY JOBBERS, mail order. Clean up with "Baby-Gay" in Plastic Show Box; big flash; sample \$1 postpaid. Baby-Gay, Beaver Dam 5, Wis. at26

DEMONSTRATOR JAKE REPORTS \$300 ONE day with Quickmend Solder; sensational house to house and store demonstrator, mends pans with match without skill or tools; women simply wild about it; cost 2¢, sells 60¢; sample and literature, 25¢; travel anywhere with our factory in a suitcase for making solder sticks anywhere; price \$35. Western Chemical, Salem, Ore. Jy29

DEPENDABLE FULL FASHIONED NYLONS—Our fast-selling 22 grade, latest shades, packed 1/4 dozen individual envelopes; \$3 per dozen in 6 dozen lots or more; mill rejects, \$1 dozen in 10 dozen lots or more. Darlene Hosiery, Box 1484, Chattanooga, Tenn. au5

DON'T MISS OUR JUKE BOX HITS, "LET'S Go," polka, Good Time Number; "Meet Me Tonight in the Park," Hit Waltz 1008; Rooster Song, "Won't You Be My Sweetheart," 1005; two sample records, \$1 postpaid. Englewood Records, 518 Englewood Ave., Chicago. Jy22

ENCHANTING PERFUMES, INDIVIDUALLY boxed, attractive \$1 sellers; cost you \$3 dozen prepaid! \$1 brings three regular packages (assorted), price list other fast sellers. Willingmyre, Merchantville 5, N. J. Jy29

EXCELLENT SIDELINE FOR PRINTING AND advertising salesmen; Decalcomania Name Plates in small quantities; great demand; also make money with our line of Automatic Initials and Sign Letters; free samples. "Raico," KL-Roxbury, Boston 19, Mass. Jy22

FLASHY SIGNS—7x11; FOR STORES, Taverns, etc.; rayon embossed, in colors on black, \$4 per 100; blue, \$6; retail, 35¢; 16 assorted, \$1 postpaid. Fay's Signs, Valdosta, Ga. Jy15

FOOL YOUR FRIENDS! FAKE WEDDING License, \$1; Fake Divorce Papers, \$1. United Sales Co., P. O. Box 836, Reading, Pa. au7

FULL FASHION NYLON HOSEIERY—51 GAUGE, 15 denier, 59¢ a pair in dozen pair lots; our choice, very sheer nylons are individually sealed in cellophane envelope and packed 3 pairs to beautiful gift box; sample box sent postpaid for \$2.01; on c.o.d. orders add postage. Quality Group, 521 Ninth St., Columbus, Ga. Jy22

GIRL PICTURES—BEAUTIFUL POSES; 5 SAMPLES, 2¢; 25 assorted, \$1. Fred Hine, 1314 Douglas St., Omaha, Neb. Jy15

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HAPPY MONEY-MAKING DAYS FOR YOU! Sell friends Metallic Christmas Cards, Wrappings, Children's Books, Gifts, Novelties; big profits; bonus; special offers; request feature samples on approval, free samples Name Imprinted Christmas Cards, Stationery, Napkins, free catalog and free selling guide. New England Art Publishers, North Abington 253, Mass. Jy22

LADIES' FULL FASHIONED NYLON HOSE—Latest shades, Style 500, \$6 per dozen; Style 300, \$3.50 per dozen; mill rejects, packed 12 pair to box, \$1 per dozen in lots of 10 dozen or more. McDonald Mfg. Co., Ooltewah, Tenn. Jy15

MAKE PERFUME FROM OUR CONCENTRATES; information free; men, women, write Carey Laboratories, 1914 Chouteau BB, St. Louis 3, Mo. Jy22

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6. Jy29

MEXICAN NOVELTIES AND CURIOS—SPECIAL July prices; Mechanical Turtles, \$6.50 gross; Tarantulas (Spiders), \$7 gross; Miniature Tea Sets (12 pieces to set), \$25 gross; Miniature Saddles, \$4 dozen or \$40 gross; Novelty Sombreros (Palm Braid Hats with trims hanging), \$4.50 dozen or \$48 gross; Miniature Sombreros (Charro) Hats, \$12 gross; Skeletons or Devils, fast sellers, \$7 gross; hand-made Blowing Horns, \$12 dozen; Fur Monkeys, large with drum, \$17 gross; small, \$10 gross; Children's Chairs, beautiful, \$12 dozen; Snake in the Box, you pull the top and out comes the snake, striking, \$15 gross; rush order. National Products Co., Laredo, Tex. Jy22

MEXICAN RESURRECTION PLANTS (THE Rose of Jericho); all selected plants, \$20 thousand; 5 thousand lots, \$18 thousand; 10,000 lots, \$15 thousand; wire order. National Products Co., Laredo, Tex. Jy22

MEXICAN DESERT RESURRECTION PLANTS, \$20 thousand, \$3 hundred; 10 samples, 60¢; Desert Cactus Plants, blooming size, \$5 hundred, assorted. General Mercantile Co., Laredo, Tex. Jy22

MEXICAN NOVELTIES — CLAY TURTLES, Atmadillos, Alligators, moving the head and tail, \$7 gross assorted; Black Spiders (Tarantulas), wire long legs, \$8 gross; Mexican Fun Snakes in wood boxes, \$15 gross; leather hand-made small curio Saddles, \$36 gross. General Mercantile Co., Laredo, Tex. Jy22

MONEY-MONEY — DOUBLE YOURS; BIG flash deal; sell 100 fine quality Razor Blades and Dandy Pen at \$1 per deal; low prices; sample deal, \$1 (prepaid). McKittrick Distributor, Mt. Vernon, Ill. Jy22

NEED EXTRA POLARIS?—EVEN BEGINNERS make profits to 100% selling new "Christmas Pearls" Metallics, Hankie Assortments; big line Novelties, Kiddies' Books, Wrappings; Bonus; free sample portfolios, Name Imprinted Christmas Cards, Stationery, 50¢ for \$1 up; features on approval. Write Pilgrim Greetings, 111 Summer, Dept. R-7, Boston, Mass. Jy22

ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890; 1,500 varieties for stores, taverns, etc.; \$4 per 100; also changeable signs and religious mottoes; 20 (7x11) best sellers, \$1 postpaid; free catalogue. Koehler, 335 Goetz, Lemay 23, Mo. Jy29

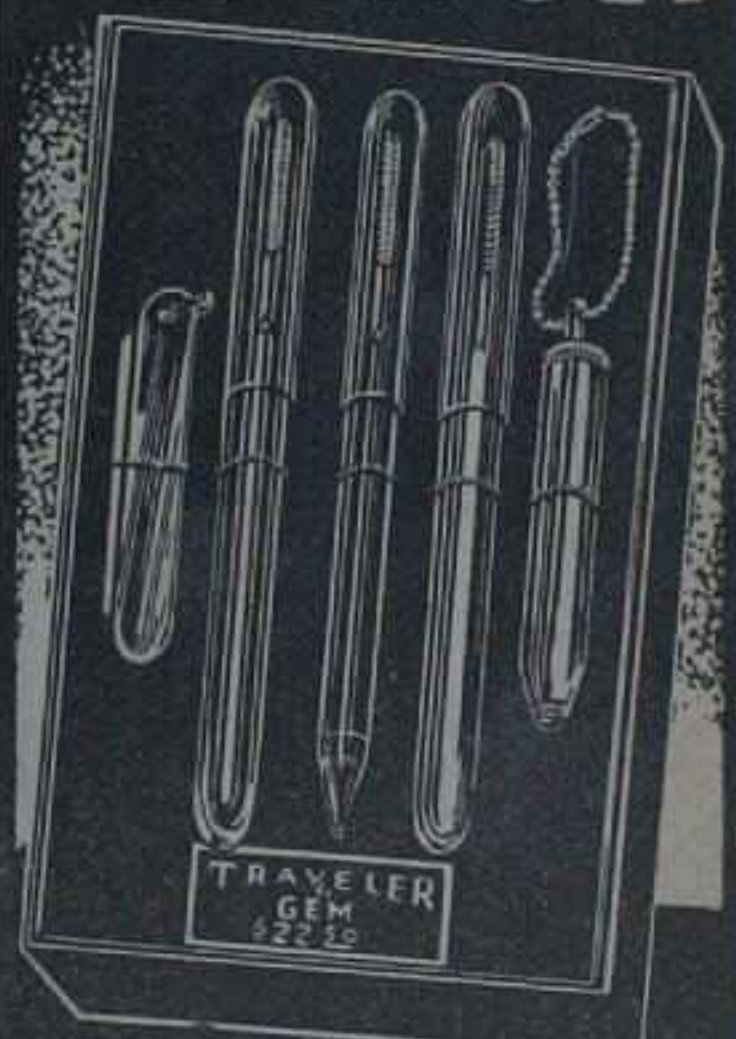
PITCHMEN, ATTENTION—HERE'S A HOT opportunity for pitchmen selling legitimate items three afternoons and nights a week, 52 weeks a year, at the largest market in the South; approximately 35,000 prospective customers a week; market opens July 31, 1950. Contact immediately Peoples Sales Market, 215 Builders' Bldg., Charlotte, N. C. Jy22

POCKET COMBS—100 CARDS 12'S, \$15; CLIP Combs, 100 Cards 12'S, \$20; assorted colors; special discounts; sample card, 25¢. Carleton House Distributors, Texas City, Tex. Jy22

RED SALESMEN—MAKE EASY EARNINGS with America's leading, fastest selling Poultry Magazine; maximum commission plus bonus; unlimited opportunities. Poultry Tribune, Box 100, Mount Morris, Ill. oc7

ANOTHER GEM EXCLUSIVE!

6 IN 1 PEN SET



6 BIG ITEMS 1 BIG SET!

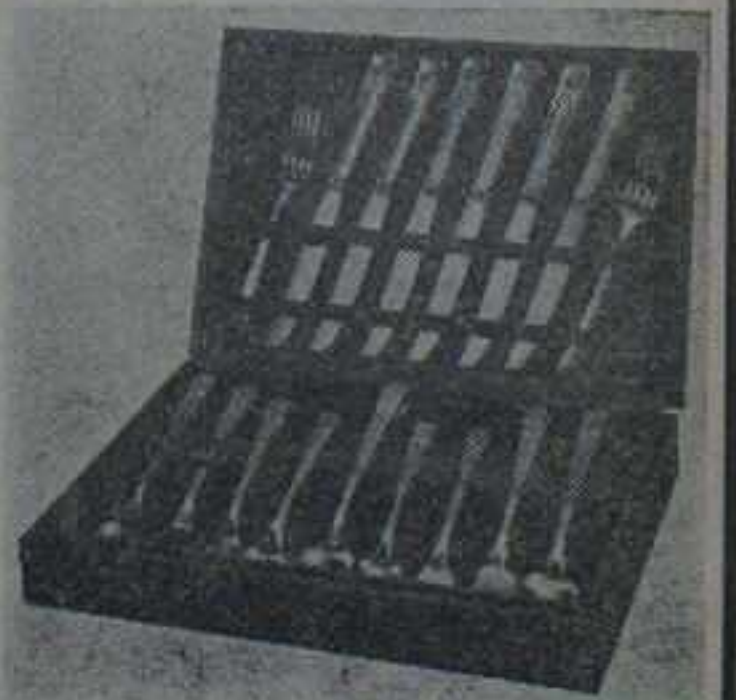
- \* Ball Pen \* Hood Point Pen \* Mechanical Pencil \* Knife \* Flashlight \* Key Chain

Flashiest pen set ever offered! SIX knockout pieces in Royal Blue velour finish display box. Set is ALL METAL and every piece is polished to a high lustre GOLD finish. Flashlight comes complete with battery and bulb. Looks like a million—sells like wild! \$15.00 Per Doz.

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WRITE for Our BIG FREE CATALOG! GEM SALES CO. 533 Woodward Detroit 26

SILVER PLATED 32-Pc. SERVICE FOR SIX



HEAVY COATINGS OF SILVER ON NICKEL BASE INSURE LONG WEAR

\$3.85 10 SETS or more SAMPLE \$3.95 Display Chest, \$1.00 extra.

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COLOR CATALOG SENT FREE! NOVELTIES JEWELRY CLOCKS GIFTWARE PREMIUM ITEMS

LOWEST PRICES! BEST SERVICE ALL-THE-TIME

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JULY SPECIAL

We need volume buyers. Special men's watch only

\$2.61

(4 or more)

Complete with metal stretch band. 30-day time limit on this offer.

- Removable push pins
- Written 1 year guarantee
- Radium dial
- Sweep second hand
- Brand new (not rebuilt)
- Chrome case
- Unbreakable crystal
- Genuine Swiss

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HOT SALES BOARD ITEM!

Never before have you seen a Precision Timepiece with all these features at this LOW PRICE! Order Now for Immediate Delivery.

MARVEL WHOLESALE WATCH CO. 501 PINE ST. ST. LOUIS 2, MO.

SPECIAL PRICES FOR JULY

- Genuine Mother of Pearl Pistol Lighter, large, doz. \$34.00
- Genuine Mother of Pearl Pistol Lighter, fully automatic, doz. 18.00
- Camera Lighters, doz. \$8.00 & 15.00
- Lamp Lighter, doz. 13.50
- Sunglasses, doz. 4.00
- Peep Show Flash Pencil, doz. 5.50
- Nude Pencil, doz. 4.00
- 4 Pc. Pen Set With Knife, doz. 5.50
- 3 Pc. Pen Set: Pen, Pencil, Ball Point Pen, better quality... doz. \$4.50, Gr. 45.00

Send \$10 for ten samples, retail value \$30.

Bird Cage Electric Clock \$5.50 Ea.

Wolf Pack (the original), doz. \$12.00

25% Deposit, Balance C. O. D., Plus Postage. We Prepay With Full Remittance.

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Sell Ultra-Blue Stock Signs

To stores; over 1000 slogans, comedy, general, religious, ultra-blue signs for homes and general display. MAKE MONEY on our fast selling signs! COST 6c—SELL 35c

15 Samples Ultra-Blue Store Signs, 7x11 \$1.00 15 Samples Ultra-Blue Religious Signs, 7x11 1.00 15 Samples Ultra-Blue Comedy Signs, 7x11 1.00 Above Samples Mailed Postpaid. 100 Ultra-Blue Stock Signs, 7x11, \$6.00. No COD's. L. LOWY, 812 Broadway, N. Y. 3, N. Y., Dept. 554

AGENTS & DISTRIBUTORS

(Continued from page 55)

REPRESENTATIVES WANTED—ONLY THOSE interested in building their own business, we offer the famous Mori Perfume for you to do your own wholesale and retail distribution in protected territories; we supply 1/2-dram bottles, regular 50c value, at 75c each; 1/4-ounce bottles, \$4 value at 60c each; beautiful windowed display kits with 13 bottles (12 small, one large, as above) for just \$1.50; ours is a real, superb, exquisitely scented perfume—not toilet water; all bottles attractively labeled; many of our representatives are doing more than 300% profit on quick turnovers; order your sample kits at once, adding 50c each for first class mailing. Les Parfums De Mori, 187 West 102nd St., N. Y. C.

SALESMEN, DISTRIBUTORS—FAST SELLING Jewelry Items; direct factory connection. Pickering Co., B-19 Bank St., Attleboro, Mass. Jy29

SELL HYLAS FOOT SOAP—NATIONALLY known to relieve tired, aching feet. R. Helberg, 327 Elm, Cincinnati 2, O.

SELL NEW CLEANING PRODUCTS AND Three Piece Pen Sets; big profits; buy wholesale; literature free. Kolamite Mfr., Box 572, Dayton, O.

"SNIFFY SKUNK!" TRAFFIC STOPPER. YOU can't miss on our chenille dolls, squirrels, novelties. Midwest Supply Co., Box 2193, Casper, Wyo. Jy15

SPECIALTY JOBBERS, WAGON JOBBERS—We are manufacturing balloon novelties, paper hats, horns, prize package displays, jokers items. Eagle Specialty Co., Akron 14, O. Jy15

THIS ITEM WILL NET YOU TREMENDOUS profits! Perfect for give-away or straight sales; simulated Chinese Ming Trees, retail in many stores for \$7.50 to \$15; \$1 each to anyone taking the entire lot of 375; \$100 deposit with order, balance c.o.d.; sample sent on request. J. Hofert Co., P. O. Box 3348, Seattle 14, Wash.

WOW! WHAT A PARTY GAG! IT'S A laugh riot; \$100 worth of laughs guaranteed; try this gag on your best friend and if he doesn't want one after he almost dies laughing you can return for full refund; sideline salesman an earn plenty selling this laugh provoking novelty to taprooms, bars, night-clubs, etc.; all your friends will want one to take home; rush \$1 for sample and full details; it's the darnedest novelty ever thought up. Allied Sales, 311 N. Desplaines, Chicago 6.

\$50 CASH! SELL AMERICA'S LEADING 21 Card Christmas Assortments; samples on approval; new, sensational money-making gift items; free samples 50 and 25 for \$1 Personal Christmas Cards. Write Lorain Art Studios, Dept. 45, Vermillion O.

\$50 EASILY MADE IN SPARE TIME—SELL sensational new name-imprinted Christmas Cards, 50 sell for only \$1; not obtainable elsewhere; big profit; write for free samples; kit on approval. Regal Greetings, Hazel Park 29, Mich.

1000 AUCTIONS AND COMMUNITY SALES IN Middle West, listed with complete information 81 W. W. Simpson, 2795 Jules, St. Joseph, Mo. Jy15

ANIMALS, BIRDS, PETS

ADULT JUNGLE RATS, \$32.50 EACH; BABY Raccoons, \$15 each; Armadillos, \$8 each; Prairie Dogs, \$7.50 pair; Hamsters, \$3 pair; Bear Cubs, \$85 each; other Animals, Birds, Reptiles. Pearl Game Yards, Hawthorne, N. Y.

ANIMALS OF SPECIAL INTEREST TO SHOWMEN; giant Chasma Rabbits, \$150; giant Coyote Jungle Rats, \$35; Upside Down Wombat Suits, \$50; guaranteed perfect. Meems Bros & Ward, Sparkill, N. Y. Jy15

CLEAN STOCK, PROMPT SHIPMENT—3 FOOT Boas, \$5; 5 Foot Battlers, \$7.50; Dragons, \$7.50; Gilas, \$10; Racers, Bulls, others. Reptiles Gardens, El Paso, Tex. Jy22

HEALTHY STOCK—NO JUNK, PROMPT SHIPMENTS; Prairie Dogs, Coyote Pups, Alligators, six feet seven feet, eight feet; all feeders; new Piebald Hamsters. Otto Martin Locke, New Braunfels, Tex. Jy15

LION ACT—4 LIONS, SEMI-TRAILER CAGE; best offer takes. L. T. Kendrick, Rt. 1, Thorshy, Ala.

LLAMAS (MALES ONLY)—ALL AGES, ONE to five years. Color: White, brown, black or white and brown. Catskill Game Farm, Inc. Catskill N. Y. Jy29

MONKEYS—CINNAMON OR BLACK WHITE Faced Ringtails, Marmosettes, \$27.50; S. A. Boa Constrictors, 4-10 ft., \$3 ft.; Baby Ocelots, \$60; anything from S. A.; 1/2 cash, balance c.o.d.; dealers, write for quantity discount. The Peaky Pet Shop, 1113 Franklin St., Tampa, Fla. Jy22

PLENTY SNAKES, ARMADILLOS, RED FOX Cubs, Boas, Gila Monsters, Iguanas, Mexican Beaded Lizards, Alligators, Terrapins, Raccoons, Parrots, Agoutis, Rabbits, Rats, Mice, Guinea Pigs, Monkeys, Peafowl, Squirrels, Fantail Pigeons, Hamsters, Owls, Deodorized Skunks Jungle Rats, Dragons. We have satisfied customers all over the world. Otto Martin Locke, New Braunfels, Tex. Phone 141. Jy15

REPTILE LIST FREE; HOBBY CATALOG, 10c; Chameleons, \$12 hundred; Chains, \$2.50; Land Terrapin, 75c. Quirra Specialties, Topeka 44, Kan. Jy15

TRAINED BIRD ACT—COMPLETE WITH Four Doves and Props, forty dollars. Casey Augsburg, 103 S. 21st St., Irvington #11, N. Y.

BUSINESS OPPORTUNITIES

ADVERTISE IN 100 WEEKLY NEWSPAPERS' magazine section, 24 words, \$3.75; rich Southwest. Pennabaker Advertising, 141-B, San Marcos, Tex. Jy22

AMAZING NEW MAGAZINE—NO OTHER magazine in the world like new "Here's How"; every page devoted to schemes, plans, ideas for making money—at home or outside, full or spare time; tells how to start own business, how to sell personal service, how to make homecraft pay big profits, how to quickly win financial independence; every story and article practical, stimulating, inspirational; get copy of first issue of "Here's How" just off press for only 25c; one idea in this amazing new magazine may be worth \$1,000 to you; be first in your locality to read "Here's How." Rush name and 25c to Raymond Brandell, Publisher, 1512 Jarvis Ave., Dept. CL-21, Chicago 28, Ill. Jy29

A MILLION ELECTRIC SISTERS ARE COMING to give you food and heat at its best, in and out doors; portable; a 10 year old can handle; state rights for sale. Dr. Roberts, S. Patterson, Valdosta, Ga. Jy22

ATTENTION, BUYERS—ACCURATE INFORMATION on who manufactures any product you need; guaranteed satisfaction, \$1. Promote Business Service, 2540 Monterey, Detroit, Mich.

EARN EXTRA MONEY ADDRESSING ENVELOPES and mailing circulars for national advertisers; instructions plus list of 50 dealers who pay cash for this service only 50c. National Sales, B-15, Everts, Ky.

FOR SALE—APPROXIMATELY 6,500 SQ. FT. Maple Flooring; 2' by 12' interlocking sections; 70¢ per sq. ft.; 500 pcs. Clamp Skates, two Public Address Systems; misc. Skate Parts. Rosanders Groc., Amboy, Ill.

HOW TO OPERATE GENERAL MERCHANDISE store without capital; sell everything; proven plan 50c. Box 328, Paragould, Ark. Jy22

JUKE BOX BUSINESS IN MOBILE FOR SALE, 40 boxes on good locations; big stock of parts and equipment, including truck. Will sacrifice. Box C-153, care Billboard, Cincinnati, O. Jy22

MAIL DEALERS, ATTENTION—MAKE REAL money mailing our advertising postcard on fast selling item; sample free; wholesale. Del Monte, 19-19 Dilmars Blvd., Long City City 5, N. Y.

MUSICIANS—ALL INSTRUMENTS; FREE employment service for modern territory bands, with permanent headquarters in Minnesota and South Dakota. Write Iola, 218 So. Main, Fairmont, Minn.

QUICK SIGN PAINTING—USE LETTER PATTERNS; avoid sloppy work and wasted time; write for sample. John Rahn, A-1332 Central Ave., Chicago 51. Jy15

QUICKLY BUILD YOUR PAYING MAIL ORDER Business; our deals are good. A. S. Spencer & Co., Mokena 9, Ill.

SELL SNOWBALLS—46 BUYS ICE SHAVER that shaves into the cup and enough flavor and cups for thousand snowballs; \$2 buys regular shaver and flavor for 50¢; illustrated circulars free. Snowball Co., 9534th Lemturner, Jacksonville 8, Fla. Jy29

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second Hand Coin Machine Bargains will be found on page 66 in this issue.

COSTUMES, UNIFORMS WARDROBES

BLUE CURTAIN (14X14), \$12; GOLD CURTAIN (14X14), \$20; Rally Capes, \$5; Ten Blue Velvet Curtains, each (4 1/2 x 7), \$50; Clown Wigs, Rhinestone G-Strings, Striptease Gowns, Wallace, 2416 N. Halsted, Chicago.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225 complete set; 50 all electric from \$155. Krievy Korn 120 S Halsted Chicago, Ill. Jy22

BUS-INTL. 65x85x180; FULLY EQUIP. FOR liv. quar.; exc. motor, good tires; \$600 cash. W. Drouin, Rt. 66 & Cass Ave., Hinsdale, Ill.

FOR SALE—POPCORN MACHINE AND Stand; 8x8 top, side wall, sliding, hardwood floor; best offer. John Green, 1312 S. Harding Ave., Chicago 23, Ill.

FOR SALE—POP CORN VENDING MACHINES, non-coin; sacrifice price. Henry Onken, 1121 Howett, Peoria, Ill. Jy29

\$990 TAKES TWO 35MM SUPERIOR SOUND Projectors with equipment and features. A. Kollmar, 264 Dewey Ave., Buffalo 14, N. Y. Jy22

FOR SALE—SECOND-HAND SHOW PROPERTY

A SPECIAL SALE—16MM. SOUND FEATURES; many priced at \$50; no junk prints! Free list. M. Adair Co., 6926 Roosevelt, Oak Park, Ill. Jy22

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 16 and 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens. S.O.S. Cinema Supply Corp., Dept. L, 602 W. 53d St., New York 19. Jy29

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater; excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. Jy22

COMPLETE TENT PICTURE SHOW—35x50 Tent, Seats, Projector; 9 complete Features; Truck, Trailer and Car. Henley's Tent Show, 203 W. 11th St., Caswell, Mo.

CONCESSION TRAILER—18' LONG, INSULATED, Drop Sides, Screened, Formica Counter Tops, Grill, Stove, Bun Warmer, Pop Corn Machine, Stainless Sink, 60 Gal. Electric Pump System, Ice Cream Cab., Soft Drink Dispensers. Ace Fixture Co., 214 Scott St., Davenport, Ia.

CONCESSION TRAILER—THREE-WAY Awning; size 7 by 9; price, \$425. 1616 Union St., Kalamazoo, Mich.

CREATORS, STAR, LONG-EAKINS POPPERS, Peanut Roasters, Geared Kettles, Copper Caramel Candy Kettles, Gasoline, Bottled Gas Equipment. Northside Co., Indianapolis, Iowa. Jy22

FOR SALE—FLAMEPROOF TENT, 50X110; Seats for 1,200 people, Light Plant, Panel Sound Truck, Three good Trucks, Two Factory Built House Trailers, Scooter with Sidecar, Two Concession Trucks; sell any part. A. N. Stafford, 959 Texas St., Mobile, Ala. Phone 3-1438. Jy22

FOR SALE—SEA OCTOPUS, 5' SPREAD, \$35; Truck Body Walk Up Show, 5'x16', Ticket Box and Banner Line, \$150. Pete Leslie, Box 3145, St. Paul, Minn.

KIDDIE AUTO AND TOONERVILLE TROLLEY Ride Plans full-size pattern, both, \$9; free catalog. Brill, 230-B North University, Peoria, Ill.

KIDDIE FERRIS WHEEL AND JEEP RIDE, Harrington, 222 Homestead Rd., La Grange, Ill. Phone La Grange 835.

(Continued on page 58)

!! OUTSTANDING !!

FOR SALES AND EYE APPEAL IT'S NEW — IT'S TERRIFIC !!

14-K. GOLD PLATE BEAUTIFUL FINISH \$4.50 DOZ.



No. 877 - Heavy Mounting - Hand Set. Sparkling Full Cut Imported 1-Ct. Stone. It's a Gem and a Beauty.



White Center, Ruby Sides, or 3 All White Brilliant Cut Stones. Deposit with all C.O.D. orders. Please state your business. Above two samples postpaid \$1.00.

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Talk Anywhere—To Anyone

Instantly With Inter-Talkie



JUST PUSH BUTTONS AND TALK TO OR FROM 1 to 7 different places up to 1/2 mile away! Not a phone—Real L.O.U.D. SPEAKING ROOM VOLUME. NO ELECTRIC "PLUG-INS" NEEDED! Site or hangs—Simple and quick to hook up! CUSTOMER CAN DO IT. 3-YEAR GUARANTEE — SELLS FOR AS LOW AS \$2.97 PER UNIT. SELL 75% OF EVERY STORE, GARAGE, WAREHOUSE, OFFICE WITH 3-MINUTE DEMONSTRATION SELLING KIT FURNISHED! IT'S A FACT. This is a red hot, never before offered, available only from us, in demand everywhere item. MANY INTER TALKIE SALESMEN AVERAGE \$200.00 A WEEK AND WORK LESS THAN 40 HOURS! YOU CAN DO AS WELL! SEND FOR FULL DETAILS TODAY on complete new 1950 line of hi-power models to fill EVERY need! THE MIDWAY CO., Dept. B-7, Kearney, Neb.

Imported Swiss Stop CHRONOGRAPH

with 2 Push Buttons Tells Time, Stop Watch Measures SPEED, Measures DISTANCE, "Wonder" Watch. Used to time autos, airplanes, horse races, athletic events. • Telemeter • Chrome Plated Case • Precision Made • Tachometer • Unbreakable Crystal • Attractive Dial • Large Sweep Hand • Hands and Numbers Glow in Dark. \$2.98 Gross Lots Watch Only Lots of 100 \$3.05 Lots of 12 \$3.25 Lots of 6 \$3.35 Gold Plated, 75c extra. Plastic Band, \$1.10 Doz. C. O. D. orders from non-rated concerns, 10% with order. On orders under 6 watches, add \$1.30 ea. SARGO WATCH, 55-1674 B'way, N. Y. 19, N. Y.



with 4 Sim. Rubies, 2 Sim. Diamonds, 75c extra

LOWER PRICES!

- PISTOL LIGHTER, dazzling chrome, black handle \$7.20
- TABLE LIGHTER SET, automatic, silver plated 7.20
- CAMERA LIGHTER, automatic shutter release 7.80
- COMB. CIG. CASE & LIGHTER, automatic, extra thin 18.00
- 10/20 AVIATOR'S SUNGLASSES & CASE 7.30
- RHINESTONE JEWELRY SET, luxury boxed 15.00
- 3 PC. PEN SETS, gold tops, boxed 3.75
- 1/3 With Order, Balance C. O. D., F. O. B. New York. Send for Catalog.

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IMMEDIATE DELIVERY!

Electric Flash Boards Electric Bingo Blowers

Wire or write for Catalog

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ANOTHER SURE-FIRE SALES WINNER  
**DE LUXE JEWELRY SET**

24K Gold Plated 5-Piece Jewelry Set. Gold embossed \$29.50 price tag and 24K gold plate label. Plush silk-lined box.

Must be seen to be appreciated. This set cannot be duplicated for anywhere near this price. Satisfaction guaranteed. Immediate delivery.

**\$51.00** Doz.  
Samples, \$5.00 ea.

**ATTENTION**  
New Prices Effective Immediately!

Item No.	Ea.	In Doz.	Lots	Sample
215-G Original Horse Clock				\$ 8.00
515-G Ranger & Horse Clock		10.35		11.50
4052-B Bowling Ball Liquor Set		7.50		8.50
126 Majorette Marge Clock, Gold Finish		6.55		7.50
125 Same as Above, Bronze		5.95		7.00
110 Bronze Ranger Clock		5.95		7.00
111 Gold Ranger Clock		6.55		7.50
205 Bronze Coach Clock		5.95		7.00

We regret the necessity of this upward trend; however, it is unavoidable due to increase of raw materials.

25% Deposit, Bal. C.O.D. If not for resale, add Federal Tax.

**CUTTLER & COMPANY, INC.**

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**Fine Quality IMPORTED BINOCULARS**

COMPLETE WITH NECK STRAP, SHOULDER STRAP AND LINED HEAVY LEATHER CARRYING CASE.

**8x30 Prism Binocular**

The lenses are scientifically ground and polished. Guaranteed full power and the 30mm. objective lens assures a full clear view. Pupillary adjustment and individually focusing guarantee satisfactory results. Black leather body with polished enamel trimming. Height closed 4 1/4 inches, extended 4 1/2 inches.

No. X200J461 was \$24.50

**NOW \$22.50**

**7x50 Prism Binocular**

Made in occupied Japan and released for sale through the command of the Allied Powers. The unanimous choice of the Armed Forces. Bright, clear and precise field of vision. Individual eye focusing, adjustable for pupillary distances. Black japanned trim on light weight aluminum body. Open 7 inches, closed 6 3/4 inches.

No. X200J439 was \$32.50 NOW **\$29.50**

Same as above with coated lens.

No. X200J453 was \$35.50 NOW **\$32.00**

**Popular Styled LIGHTERS**

**PISTOL LIGHTER**

An excellent reproduction of a pistol on small base. Press trigger and it automatically lights. Highly polished chrome plated with black trim on handle. Overall dimensions 2 1/2 x 2 1/4 inches with 1 3/4 inch diameter base. Individually boxed.

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A replica of a small table lamp. Pulling chain operates mechanism Chrome finished base with colored enamel shade. Overall dimensions 4 inches high, 2 1/2 inches in diameter. Individually boxed.

No. X83J839 Per Dozen **\$16.50**

**Best Quality CAMERA LIGHTER With Compass**

Designed to look exactly like a miniature camera with compass on front. Has metal body with black crackle finish and polished metal trim. Tripod and release can be removed for use as a pocket lighter. Each in box.

No. X83J822 Dozen **\$14.40**



**ELECTRIC HORSE CLOCK**

Beautifully modeled 10 1/2 inch high horse. 6 inch high clock mounting with Western motif. Horse and clock in highlighted bronze finish on mahogany finish wood base. Manual starting electric movement. Overall dimensions: 17 inches wide, 11 1/2 inches high, 5 inches deep.

NO. X62W788. EACH..... **\$4.95**

**CARNIVAL NOVELTIES**

**CELLULOID FEATHER DOLLS WITH EARRINGS, HAT AND CANE**

No.	Size	Per Gr.
X34N7	4 Inch	\$ 8.00
X34N3	7 Inch	18.00
X34N5	7 1/2 Inch	21.00
X34N6	8 Inch	24.00
X34N4	9 Inch	27.00

**DANGLING COMPOSITION NOVELTIES**

No.	Description	Per Gr.
X38N71	2 1/2 Inch Donald Duck	\$ 3.75
X38N72	2 1/4 Inch Frog	3.75
X38N73	2 Inch Spider	3.75
X38N75	2 1/2 Inch Spider	6.75
X38N74	1 1/2 Inch Devil	6.75
X38N77	4 1/2 Inch Skeleton	6.75
X38N82	8 Inch High Hat Monkey	14.40

**PAPER PARASOLS**

No.	Size	Per Gr.
X26N26	18 Inch	\$ 9.00
X26N7	23 Inch	21.00

**LARGE SIZE INSIDE HUMMER FLYING BIRD**

No.	Per Gr.
X38N68	\$ 8.00

**NOVELTY HATS**

No.	Description	Per Gr.
X45N13	12 Inch Coolie Hat	\$21.00
X45N14	16 Inch Coolie Hat	27.00
X46N88	Spanish Hat	33.00
X46N87	Cholo Hat	25.50
X46N104	Fig Top Ten Gallon Hat	48.00

**CANES, WHIPS AND BATONS**

No.	Description	Per Gr.
X13N2	Extra Heavy Bamboo Cane	\$22.50
X17N8	Baton With Bell	13.50
X17N7	Swagger Cane	8.00
X17N10	Lash Whip	12.00
X15N1	Pennant Cane, HEAVY, Per Thousand	18.00

**SLUM**

No.	Description	Per Gr.
X11N12	6 Inch Finger Trap	\$ .95
X13N52	Metal Cricket	.95
X13N17	Swiss Warbler	.75
X8N9	Celluloid Rose Pin	.75
X8N7	Celluloid R.W., Blue Pin	.95
X8N1	Miniature Parasol	1.65
X33N804	Plastic Novelty	.72
X8N3	Magic Novelty Fan	3.25
X51N9	Bow Flag	.65

**CARNIVAL SUPPLIES**

No.	Description	Per Gr.
X21R16	Cork Gun, Each	\$5.35
X21R26	Corks, Per Thousand	2.50
X5R7	Baseballs (Special), Dozen	1.50

WHILE STOCK LASTS!!

**BEAUTIFUL 5-PIECE JEWELRY SET**

"Looks Like a Million Dollars"

Retail Price Tag **\$24.95**

**YOUR COST**

**Only \$5.50** The Set

In lots of 3 or more



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Strikingly beautiful costume jewelry set in luxurious plush, satin-lined gift box. Necklace, bracelet, pin and earrings in 24-K gold plate, set with graceful clusters of simulated pearls and multicolored stones.

25% deposit on C. O. D. orders.



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**NEW CARNIVAL AND NOVELTY CATALOG READY STATE BUSINESS WHEN REQUESTING COPY**

Plush Toys, sparkling Plaster, first, second and third self Bingo Prizes, Slum, new Jap imports and a thousand other items. All at the lowest prices.

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MA 11—Plastic Cigarette Holders, Cr.	1.85	MA103—Aluminum Bottles, Ea.	1.10
MA 12—Jap. Charm Knives, Cr.	2.00	MA104—Dart Balloons, Cr.	.65
MA 13—Finger Traps, Cr.	1.00	MA105—Feathered Darts, Cr.	4.50
MA 14—Fur Monks, 5 in. Cr.	4.50	MA106—Daisy Cork Guns, Ea.	5.25
MA 15—Imp. Hawaiian leis, Cr.	1.75	MA107—Corks, Per 1000	2.50
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(Continued from page 56)

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(Continued on page 60)

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- 8 Flashing Rhinestones and 4 Simulated Rubies
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#195  
**CRYSTAL HURRICANE LAMP**



**\$1.30 ea.**  
**\$15.00 Per Doz.**

Stunning is the word for this most distinctive of all lamps. Beautiful on the mantle, piano, or suitable as prizes. Has 1/2 frosted glass shade with clear crystal crimped top. Height 15 1/4". Also available with Ruby Shade and Ruby Prisms. Specify color desired.

Packed 2 to Carton (no less sold)

All orders are F. O. B. Chicago. Please include 40c for each pair of Lamps to cover parcel post. TERMS: 25% deposit required on all orders—balance C. O. D.

Our new 44-page 1950 Catalog just off the press. Send for your copy today—It is Free.

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**HELP WANTED—ADVERTISEMENTS**

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column. No charge accounts

Forms Close Thursday for the Following Week's Issue

A-1 NEED OR BRASS—FINE COMMERCIAL tenor band; only doubles considered; vocals a must; also drummer, write, possible change Box C-137, Billboard, Cincinnati, O.

A-1 TRUMPET FOR TOP SOCIETY TYPE band; preference to doubles; vocals, violins, etc.; Latin and shows. Box C-136, Billboard, Cincinnati, O.

ALTO CLAR. WITH AUTHENTIC LOMBARDO and all-round conception wanted for established, styled, regularly working band in NYC vicinity. Write Bobby Meyers, 119 W. 48th, NYC. Phone Circle 5-8242. Jy22

COMEDY M. C. ALSO GENERAL ASSISTANT traveling theater show, good amateurs considered. Box 129, Toledo, O.

PIANIST NEEDS PARTNER—YOUNG, SINGLE, for vocals, pantomime, music; include photo, will train. Musician, Brown's Hotel, Curtis, Mich.

PIANIST PLAYING CAVALLARO STYLE; outstanding Latin montunes; must read, society band; state minimum; also Lead Trumpet, Accordion, Tenor doubling Violin. Box FC-159, Billboard, Cincinnati, O. Jy22

SALES FORCE AND JOBBERS NEEDED IN all States. Dr. Roberts, 8. Patterson St., Valdosta Ga. Jy15

PROFESSIONAL BASS SINGER—MIDWEST'S leading male quartet, holding enviable staff position at 50 kw. Clear Channel, has position for bass with radio ensemble experience; must read at sight; attractive hours and income. Send disc and history of experience to The Songfellows, WHO, Des Moines, Iowa.

WANTED—MUSICIAN FOR REPLACEMENTS in tenor-style band; locating out of Des Moines, Ia. Jack Cole 423 Chicago Ave., Savannah, Ill.

WANTED—2 LADIES TO HELP MOVE TRUCK load of performing horses from Winchester, Ky. to Hollywood, Calif.; excellent chances for right persons; any show talent would be highly appreciated. News Pony Show, Winchester, Ky.

WANTED—GOOD STRONG COMIC THAT knows acts and bits; those doubling instruments and specialties preferred; for show opening September 1; no drunks or characters; top salary guaranteed; state all in first letter. Write or wire Johnnie Silvers, Alliance, Neb. Jy22

\$100 PER WEEK—TWO GIRLS WANTED TO assist professional hypnotist; send photo. Don Davis, 1228 33rd St., Zion, Ill. Jy22

**14K Gold Plated CHRONOGRAPH**



**\$3.95**

- Jewel Movement
- Assorted Radium Dials
- 1 Yr. Service Guarantee
- Instruction Sheet
- Copy of \$75 watch
- Brand New, Not Rebuilt

(With Strap and gift box, 30c add'l.)  
With Matching Gold Plated Link Expansion Band, \$1.00 Add'l.

Above prices for orders of 6 or more watches, \$1 ea. extra on orders under 6. 25% with order, balance C. O. D.

**DUNHALL Imports Co.**  
101 Cedar St. New York 6, N. Y.

**BE FIRST TO SELL NEW PENCIL-RULER**



Not a toy or "Gadget." It writes—it measures. IT'S A BIG VALUE ITEM. Send \$1 for sample prepaid. \$7.20 for 1 doz. \$78.00 per gross.

**HERE IS ANOTHER NEW HOT ITEM**

"MILD" Viewer—20 Lovely NEW ART STUDIES in a MILD Cigarette (Pack) Viewer.

**IT'S A HONEY**

Send \$1 for sample prepaid. \$7.20 for 1 dozen. 25% deposit, balance plus charges C.O.D. or send full amount and we prepay in USA.

**AL HAWKINS AND CO.**  
Box 1285, Sioux City 7, Iowa

**ROUND AND ROUND THEY GO**

**MECHANICAL TOYS**

**ROLLOVER CAT**—A mechanical toy, 5" long, brightly painted, attractive ribbon around neck. When wound up it travels across the floor and rolls over. Price: Doz. \$4.50, Gross \$34.00.

**COMBING HAIR MONKEY** Combs his hair with one hand, holds mirror in other hand. Brightly colored celluloid, key wound motor. Scouts' fast with spinning tail. Price: Doz. \$4.50, Gross \$45.00.

**MECHANICAL COWBOY** Colorful celluloid cowboy, typical Western garb, jangles around and twirls lariat. Key wound motor. Price: Doz. \$2.15, Gross \$24.00.

**CRAWLING TURTLE** A wind-up turtle that moves all four legs and head as he roams about. Made of metal, realistic brown color. Has swinging leather tail. Price: Doz. \$3.00, Gross \$32.00.

**MECHANICAL BEETLE** Brightly colored beetle with 4 rubber legs, 2 inn. spring feelers. Runs, stops, then takes off in flight. F. O. B. Indpls., include postage with order. 25% deposit with C. O. D.'s.

**JUMPING FUR DOG** White fur, jumping, barking dog powered by long air tube and bellows. A big red bow is tied around his neck. 5" long. Price: Doz. \$2.25, Gross \$24.00.

**BASEBALL CATCHER** Just like "Yogi"—has head turned up to catch foul ball. Both arms are extended upward as he moves about. Made of celluloid, 5" tall, brightly painted, swings around in different directions. Price: Doz. \$2.50, Gross \$39.50.

**MECHANICAL FROG** Leaping frog that runs speedily. Bright green with brown trim, hops, long leaping legs, key wound motor. All metal. Price: Doz. \$2.50, Gr. \$27.50.

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Wholesale Distributors Since 1880  
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DIRECT FROM MANUFACTURER

100 dozen each of the following:

- 25" Cloth Cuddly Doll, pressed masked face, movable eyes, cotton stuffed in bright flower design \$12.00 dz!
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- 11x9" Rayon Plush Scotty Dog, asstd. colors. Slashed to \$8.00 dz!
- 12x10" Real Fur Scotty Dog, with ribbon, movable eyes, asstd. colors \$10.50 dz!
- 30" Real Fur Grizzly Bear, rayon plush trim, asst. flashy colors \$30.00 dz!
- 29" Rayon Plush Bear, asst. colors, \$24.00 doz. in 6 doz lots \$22.50 dz!

Send \$8.25 and Receive SAMPLES of ALL SIX NUMBERS POSTPAID

Quality merchandise, Satisfaction guaranteed 25% dep. req., bal. C.O.D. if not sales

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SALESMEN: Choice territories open. Send for FREE catalogue of exclusive line of Stuffed Fur and Plush Toys for Carnival and Concession trade. Close-outs always on hand. State nature of your business in FIRST letter to avoid delay. Write today!

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Send 75c for one or \$2 for three FAST PUSH CARD DEALS prepaid in U. S. A. Each deal consists of merchandise and card, takes in \$3.

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Box 1285, Sioux City, Iowa

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QUALITY PHOTOS IN QUANTITY

- 8 x 10—5¢, Postcard—2¢
- Blowups, 20x30—\$2, 30x40—\$3
- NEW NATURAL COLOR PHOTOS
- Postcard—1¢, 8 x 10—12¢ in quantity. All other sizes.
- Write for FREE sample & List 88

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Your Best Bet for Premium Values!

**Silverware**

24 pc. service for 6, with leatherette case... **\$4.95** Complete

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GIVE TO THE DAMON RUNYON CANCER FUND



# AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

## BANDS AND ORCHESTRAS

**SMALL SOCIETY ORCH—JOBING** 150-MILE radius Cincinnati; union; dances, banquets, parties. Ken White, P. O. Box 22, Sta. E, Cincinnati, O. 1215

**TRUMPET—COMMERCIAL BAND, PREFER** (size combo) read, fake, cut shows; 15 years' experience. Musician, 4402 Cabell Dr., Dallas, Tex. 1215

## CIRCUS AND CARNIVAL

**AT LIBERTY—FOR RADIO, THEATRES, MED.** Rep., Free Act., etc.; five people, including Western Irish, 2 singers, Western comedian, magician, rag picture artist; know all the acts and bits; pitch candy and med.; sell banners; etc.; know the show business first. "At Liberty" ad in 10 years; sober and reliable; best of wardrobe, sound system. Write or wire Tex Cody, Gen. Del., Logansport, Ind.

**WANT FOREMAN JOB WITH CIRCUS—GOOD** foresight, silent man. Ray Lynch, R.D. 2, Coatsville, Pa. 1215

## MISCELLANEOUS

**GENERAL BUSINESS AND CHARACTER WOMAN;** thoroughly experienced; singing, dancing specialties; good wardrobe, tent repertoire or summer stock. Catherine Williams, 42 Martin Ave., Columbus, O. 1215

**DAVE CAIDIN, "CREATOR OF LAUGHING** Polka," "World's Greatest Laughter," will improve comedian's act as partner; get busy! Box 556, Billboard, N.Y.C.

**HYPNOTIST DESIRES JOB NIGHT CLUBS—** Personal instruction or what have you? Don Davis, 1228 23rd, Zion, Ill.

**PALMIST DESIRES WORK—GORGEOUS EX-**otic appearance; enchanting manner; also do hair and nails; will work with girl show. Rose Davis, Avella, Pa. Phone 8635.

**TOP FLIGHT ENTERTAINER AND WIFE AT** liberty September 1st would like to lease small tavern or club. Taylor Mowry, Hotel Lanson, Topeka Kan. 1215

**VOCALIST—DESIRES POSITION SINGING** with group or combo in Philadelphia, any summer resort or Hollywood, Calif. Write Gertrude Beecher, 2317 N. Corlis St., Philadelphia, Pa.

## MUSICIANS

**ALTO, TENOR SAX, FLUTE, CLARINET; COL-**lege graduate; 22, sober, union; permanent job wanted. Seymour Bass, 143 Baltusrol Way, Springfield, N. J. 1222

**AT LIBERTY—RADIO OR STAGE SHOW,** Comedy Team playing accordion and bass. Helen and Toby Price, Box 57, Miami, Okla. 1215

**AVAILABLE IMMEDIATELY—TENOR SAX** and clarinet; transpose, arrange, good appearance, big tone, play any chair, have car. Musician, 1069 Columbia, Atlanta, Ga. 1222

**BASS—RECORDING TUBA DOUBLING STRING** bass; fine equipment; wide experience commercial bands; formerly Art Kassel, Don Bied, Johnny Gilbert, others; have panel truck. Bob Beatty, 2040 West "O" St., Lincoln, Neb. 1215

**BASSMAN AVAILABLE IMMEDIATELY—** Good beat, tone, intonation; arrange; single, will travel; make offer. Box C-151, Billboard, Cincinnati, O. 1215

**DRUMMER—AGE 22, SEMI-NAME EXPERI-**ence, also commercial and Latin American combos; available on 48-hour notice; desire location; will consider all offers. Call or wire Gil Kaine, National Rooms, New Ulm, Minn.

**DRUMMER—30; EXPERIENCED SHOWS,** Latin, society, jazz; will travel. Del Murphy, 602 Warner Bldg., Nashville Tenn.

**DRUMMER—82, 12 YEARS' EXPERIENCE,** shows, read, 2-4-beat, Latin, society; solo arrangement for floor show, set act; minimum, \$75. Drummer, General Delivery, Crowley, La. Phone-8175.

**EXCELLENT, EXPERIENCED PIANIST, DOU-**bling vocals, accordion, organ; desires good job solo or orchestra. Nat Bader, 1299 Ocean Ave., Brooklyn, N. Y.

**LEAD ALTO, CLARINET, FLUTE—EXPERI-**enced; available after June 30. Gene Schuette, 2110 North 18th St., Sheboygan, Wis. 1215

## RIG PROFITS

Own your own business stamping key checks, name plates, social security plates. Sample with name and address, 25c.

**Bart Mfg. Co.,** 202 Degraw St. Brooklyn 2, N. Y.

## FREE TO DEALERS!

**WHOLESALE CATALOG NO. 10,** Describes hundreds of fast selling TRICKS, JOKE and PUZZLES. Write today. Mention your line of business. D. ROBBINS & CO., 121-B W. 42nd St., New York 36, N. Y.

**GUITARIST—DOUBLE TROMBONE; AVAIL-**able immediately; experienced, single, sober; good rhythms and single string; can arrange also; anything considered; will travel; send details. Dick Renberg, 233 Fulton Ave., Waukegan, Ill. Ontario 9775-W. 1222

**PIANIST—UNION, SINGLE, SOBER, DEPEND-**able; shows; all essentials. Box C-148, Billboard, Cincinnati, Ohio. 1229

**ORGANIST WITH HAMMOND ORGAN—MALE,** good appearance, wide repertoire; ten years' experience in club, hotel and cocktail lounge, free to travel; go anywhere; all replies answered. Address Organist, Gardner's Bar, 605 Helinda St., Bay City, Mich. 1222

**PIANIST—UNION, SINGLE, ALL-ROUND PRO-**fessional experience; veteran, trained musician, popular, classic, orchestra, alone. Raymond Dempsey, 44 Maple, Franklinville, N. Y.

**PIANO MAN—AVAILABLE AFTER JULY 21;** commercial band combo or single; reliable, union, will travel. Harry Reed, 121 Minerva St., Jackson, Miss. Phone 20475.

**RINK ORGANIST—EXCELLENT METRO-**nomed rhythm; all R.S.R.O.A. skate dances; large library; three city rinks past 10 years; available immediately or later; state proposition. Uetzen, Teresita, Mo.

**TROMBONE—AVAILABLE NOW; READ,** fake, any style; also do novelty vocals; union, reliable, will travel, car. Jimmie Blount, 211 Telemaque, Monroe, La. au5

**TRUMPET—ANY CHAIR; DOUBLE ON VO-**cals; experienced; willing to travel. Notify Robert Baxter, 49 Fordham St., Williston Park, New York. 1215

**STRING BASS—DOUBLE ELECTRIC SPANISH** guitar; also arrange and copy; 26, neat, sober and car; read, fake, available July 13th; tenor band, combo and jazz experience. Jimmy Chalfant, 208 1/2 Carroll St., Akron, O.

**TENOR SAX AND CLARINET—BACHELOR** of Music Degree; age 23, 7 years' experience; prefer commercial hotel band; sober and tend to business. Phone 6-7244, Roland T. Robertson, 1152 E. Elm St. Springfield, Mo.

**TRUMPET—AVAILABLE IMMEDIATELY; ALL** essentials, plenty experience. Contact Musician, 227 Bonnie View, Knoxville, Tenn. Phone 22708.

**VIOLINIST WITH ALL-ROUND EXPERIENCE,** including symphony and solo work, desires connection with hotel band or combo; age 26, married, don't drink; cut or no notice. Musician, Box C-155, Billboard, Cincinnati, O.

## PARKS AND FAIRS

**BALLOON ASCENSIONS, PARACHUTE JUMP-**ing; modern equipment for parks, celebrations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. 1215

**"BOOK" CHARLES LA CROIX, FLASHY PLAT-**form trapeze act for all types of outdoor events. For all particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne+4, Indiana.

**GREAT CALVERT—AMERICA'S LEADING** high wire performer; all bookings independent; price \$250 weekly. Great Calvert, 164 Averill Ave., Rochester, N. Y. au5

**HIGH SWAYING POLE ACT, FEATURING** trapeze routine and gymnastic feats. Time open. Box C-84, c/o The Billboard, Cincinnati 22, O. 12200

**HIGH POLE ACT WITH TRAPS—AMERICA'S** youngest aerialist; nicely wardrobe, with lightning effects; open time. Contact your agent or Lee Slade, 2646 Park Ave., Detroit, Mich. 1222

**PAMAHASIKA'S ATTRACTIONS—ACT BEAU-**tiful; presents America's Fleet Giant White Cockatoo and Macaws; war scenes; great acting birds; also Dog, Pony and Monkey Acts. Geo. E. Roberts, Agent-Manager, Circus Headquarters, 2504-E N. 5th, Philadelphia 40, Pa. Phone: Sagamore 5536. 1223

**ROSCOE ARMSTRONG, BUCKING FORD,** open for engagements weeks of July 17, August 21 September 23 and later engagements. Montezuma, Ind. 1215

**SENSATIONAL HIGH FIRE DIVE—25 YEARS** of impressive results; available parks, fairs, celebrations. Capt. Earl MacDonald, 456 Lamphier Place, Warren, O. 1215

**SKY PRINCE—AMERICA'S YOUNGEST DARE** Devil, 110 ft. sway pole with traps; nicely wardrobe; lighting effects; parks, celebrations, fairs. Lee Slade, 2646 Park Ave., Detroit, Mich. 1215

**THE GREAT KELLY—"HIDE OF DEATH";** closing feature; world's only crash act using glass walls; AGVA; riding regular bicycle down steep chute thru fire, thru glass, leaping gap over 2 cars, using fireworks. Mike Kelly, Goshen Ind.-g 1215

## VAUDEVILLE ARTISTS

**AVAILABLE—GO ANYWHERE; PIANIST,** doubling vibes and accordion; 24, single, good appearance, sober; comedy and M.C. experience; vocalist and arranger; prefer something that swings; anything for a price. Gene Metz 2549 7th Ave., Sacramento, Calif. Local 12, A.F.M. 1223

**RAY AND ADELE EWING—VERSATILE** comedy team; up in all acts; bits, doublets; man, straight or comedy; woman, blues singer, party; sober, dependable; can join after July 15; salary, your limit. Wire Western Union, write Gen. Delivery, Wellborn, Pa.

**SALARY UNIMPORTANT!—COMEDY M.C.** wants work in summer resort. Write Floyd Summers, 27 Baruch Pl., New York City 2.

**Children love them!**

No. 17 MOTTLED ASSORTMENT

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**Ask for EAGLE Mottled Balloons**

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**PRICES**

Two Tone Gabardine Pom Pom Crew Hats	\$63.00 Gr.	Kiddie Felt Crew Hats	\$24.00 Gr.
Plain white top with colored brims	57.00 Gr.	We have baby sizes if you want them.	
Two Tone combination tops	60.00 Gr.	Felt Crew Hats, nice bright colors	28.00 Gr.
Crew Hats, flocked special with any seashore, park, carnival or fair	72.00 Gr.	Laced Cowboy Hats, beautifully laced with cord in all bright colors	58.00 dozen
Yacht Caps with any name, minimum order 2 gross lots	33.00 Gr.	Baseball Caps in heavy twill and gabardine, with or without eyelets	56.00 Gr.

25% Deposit—Money Order or Cash, Balance C.O.D.

**HARRIS NOVELTY CO.**

1102 Arch Street Phone MA 7-9848 Philadelphia 7, Pa.

**THIS LITTLE MUG PACKS A REAL WALLOP!**

An Item That Sells Itself

Outstanding Miniature Beer Mugs With Assorted Ceramic Decal Designs

Write on letterhead for complete catalogue and price list!

22 carat gold trim

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**MIDWEST WATCH CO.**

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Wholesale Only — 35% Deposit  
With Order—Balance C. O. D.  
Open Account to Rated Houses.

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Designed and Priced Especially for  
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Our cute pet kittens are made entirely of "Ball of Fluff" genuine rabbit fur. Life-like eyes. Assortment of colors—pink, brown, gold and white. Individually boxed in acetate display containers.

Send \$2 for sample  
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Dept. A, 79 Park Place New York 7, N. Y.

**More Interest!**  
**Easier Sales!**  
**Lower Prices!**  
**Bigger Profits!**  
**A-1 Lines!**

AGENTS WANTED  
Please State Your Business.

**EARRINGS \$ 6.75 doz.**  
**NECKLACE . 13.50 doz.**  
**KEY-PIN . . . 6.75 doz.**

Antique gold-plated, Renaissance style, large imported heart-shaped stones in simulated Amethyst, Ruby, Topaz, Aquamarine or Emerald. Assorted Colors. Matching sets in Boxes.

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Send M.O. or Check. We Pay Postage.  
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**PITCHMEN**  
This item will pay the rent of your booth and 150% profit. Big summer and fall season now in full swing.

**TERRIFIC DISCOUNTS**

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Save at Least Part of Each Week's Earnings  
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## LETTER LIST

Letters and packages addressed to persons in care of *The Billboard* will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of *The Billboard* where it is held. Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

**MAIL ON HAND AT CINCINNATI OFFICE**  
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Cincinnati 22, O.

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H.<br>Fennell, Mrs. A. V.<br>Ferguson, Mac<br>Finley, Jeff<br>Flinn, Ed<br>Fox, Thos. J.<br>Francis, D. J.<br>Francisco, Don<br>Frank, Edw.<br>Frank, E. J.<br>Frank, Tama<br>Franklin, James W.<br>Fraser, Clarence<br>Freeman, Lawrence<br>Freemont, Richard<br>Frost, Ray Edson<br>Fry, Bob<br>Free, Cecil<br>Fisher, C. & Mary<br>Fulton, Phillip<br>Furr, Clarence<br>Winnfield<br>Gallup, Thos. T.<br>Garner, Bryan<br>"Brownie"<br>Gassler, Ralph F.<br>Garton, Gwen<br>Gautney, Ethel<br>Gayer, Archie & F.<br>Geck, Joe "Daddy"<br>Geo. Robt. H.<br>Gibb, Joe<br>Gendler, Mrs.<br>Harold<br>George, Frank<br>George, Louis<br>Gershty, Wm. P.<br>Gillmore, James J.<br>Glenn, Wallace<br>Goad, J. D.<br>Gohnsky, Lee<br>Good, Dan<br>Good, Orin S.<br>Goodwin, Cecil O.<br>Gordon, Chas. L.<br>Gores, Henry<br>Gorman, Mrs. Jennie W. | Hornitt, Victor<br>Houston, Lee<br>Hudson, Geo.<br>Huffman, Evelyn<br>Huffie, Kay<br>Hughes, Beryl<br>Humphreys, C.<br>James<br>Hunt, James<br>Hunting, Douglas B.<br>Hutcherson, Chas.<br>Hyton, E.<br>Haly (Aerial Act)<br>Ibert, Kenneth<br>Irish, Walter Lester<br>Jackson, C. N.<br>Jackson, Lucy<br>Jacobs, Shores<br>W. B.<br>Jacobs, Jos. M.<br>Jerry, Bobby<br>Johnson, R. A.<br>Johnson, Barney R.<br>Johnson, Frank J.<br>Johnson, Frankie L.<br>Johnson, Johnnie L.<br>Johnson, Wm. Mark<br>Jones, Mrs. Lenore<br>L.<br>Jones, Willie<br>Jordan, Mrs. Arthur<br>Jordan, George H.<br>Jordan, Raymond<br>Jordan, Mrs. Ray<br>Joseph, C. A.<br>Kaplan, Sam<br>Karen, John D.<br>Karns, Henry<br>Karr, Honey Mae<br>Kearns, Dick<br>(Henry)<br>Keeler, John<br>Keenan, Betty Joe<br>Kellbach, Harold<br>Keith, Kitty Ruth<br>Keller, W. C.<br>Kelly, F. E.<br>(Red)<br>Kelly, John E.<br>Kelly, Phil<br>Kemper, Bennie<br>Kennedy, Thomas<br>Kibbida, Tony<br>King, Clarence H.<br>King, Mickey<br>Kirk, Homer<br>Kirk, Sidney W.<br>Kirshert, Joe F.<br>Kivette, Woodrow<br>Kleban, Harry<br>Klinger, Darrell<br>Knapp, Bobbie<br>Knight, Charlotte<br>Kork, Bobby<br>Korth, William<br>Kramer, Paul<br>Kummelme, Donald<br>Kunde, Arthur<br>LaBarie, R.<br>La Marr, Barbara<br>LaPaze, Viki<br>LaVola, Pat &<br>Wilma<br>Lafayette, Mrs. Ira<br>Lamon, Harry<br>Langman, Lawrence<br>Langrall, Gene<br>Langston, James L.<br>Lanko, Eunice<br>Lanning, Mrs.<br>Doona<br>Larabee, El<br>Lattimer, C.<br>Laughlin, John J.<br>Laxton, Frank &<br>Cantine<br>Lee, Coleman<br>Lewis, I. C.<br>Lewis, Leslie Don<br>Lindsay, W. J.<br>Lineback, O. A.<br>Lint, Janice<br>Listro, Rose<br>Little, Jack<br>Litta, G. F.<br>Long, Geo. B.<br>Lowman, Kathleen<br>Ogle, Joe N.<br>May Oliver, Mrs. Judith<br>Lower, Mrs. Grace<br>Lowrie, W.<br>Parrish, Charles | Luna, Mr. & Mrs. Joe<br>Luna, R. C.<br>Lunde, Russell<br>(Red)<br>Lundquist, Jean<br>Lybber, Joel B.<br>Lynn, Shorts<br>Mac Eachern, Mrs. Gwendolyn<br>Mac Eachern, John<br>Mac Lennan,<br>August D.<br>MacFarland, Merritt T.<br>McAninch, Mrs. Olive<br>McClurkin, R. J.<br>McCoy, Mrs. Janie<br>McCurdy, Leroy<br>McGill, Ray<br>McGowan, Luther H.<br>McDaniel, Gracie M.<br>McHugh, Jeane<br>McKenna, Joe<br>McKnight, C. H.<br>McNeal, Jr., Mr. & Mrs. James R.<br>McSpadden, Myrtle<br>McSpadden, Richard M.<br>Mace, William<br>Macooly, Paul N.<br>Magers, Harry<br>Majors, Walter<br>Maler, Emma<br>Malman, M.<br>Mamer, J.<br>Mancuso, Sam<br>Mann, Jesse<br>Maricle, Rufus A.<br>(Arty)<br>Marks, Grover<br>Marler, Mr. & Mrs. S. F.<br>Marshall, Bill<br>Martinez, Hensley R.<br>Martin, Jack<br>Martin, Lydia<br>Mason, John<br>Master, Keller<br>(Rep. Stock<br>Players)<br>Mathis, Edward<br>Mead, Eugene<br>Mehl, Tom<br>Metzall, Jas. H.<br>Mighty Monarch Shows<br>Miller, Harvey A.<br>Miller, Irvin C.<br>Milton, Edgar K.<br>Mitchell, Albert<br>Mitchell, Bob G.<br>Mitchell, George<br>Mitchell, Little Willie (Post)<br>Mitchell, Mrs. Maxine<br>Mitchell, Pete<br>Moore, J. T.<br>Moore, Mrs. Louise<br>Moore, Tommy<br>Moore, W. J.<br>Morales, Pedro<br>Morgan, Jan<br>Morrison, D. T.<br>Mortellaro, James<br>Moss, Helen<br>Mitchell<br>Nunes, Pearl<br>Neill, Leonard, K.<br>Nicholas, Steve<br>Nicola, Fred<br>Noel, Mr. & Mrs. Bob<br>Norwood, Al<br>O'Brien, Don<br>O'Connell, Paul<br>O'Day, Mrs. Jean<br>O'Donnell, Lee Mae<br>O'Hara, Freddie<br>O'Hara, Jack<br>O'Neill, Mrs. Ruth<br>O'Rourke,<br>Terrence P.<br>Ogle, Joe N.<br>May Oliver, Mrs. Judith<br>Palge, Betty<br>Parrish, Charles |
|--|--|---|---|--|---|

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**AUTOMATIC WINDOW CALENDAR** New! With Automatic Window Calendar, Time, Distance and Stop-Watch Features: Large Red Sweep Hand, Chromium Case, Unbreakable Crystal, Plus "Nite-Glow" Numbers.

Complete with Band Jeweled Movement **\$4.95** Gross

**2 PUSH BUTTONS**

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SAMPLES \$1.00 EXTRA  
CALUMET BLDG. NATIONAL DISTRIBUTING CO. MIAMI, FLA.

**SENSATIONALLY PRICED PRECISION MADE ELECTRIC SHAVERS**

Individually wrapped with \$22.50 price tag, including simulated pigskin pouch.

SINGLEHEAD \$1.50 DOUBLEHEAD \$2.25

Lots of 60 ..... \$1.65 ..... \$2.35  
Lots of 12 ..... 1.75 ..... 2.50  
Lots of 6 ..... 1.85 ..... 2.85

25% Deposit, Balance C. O. D.

**COMPLETE CATALOG NOW BEING MAILED OUT**  
YOU MUST STATE LINE OF BUSINESS OR CATALOG WILL NOT BE MAILED OUT  
**MIDWEST MERCHANDISE CO.** 1010 BROADWAY KANSAS CITY, MO.



# MERCHANDISE TOPICS

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

## New York:

Norman Toy Company is nearly ready to go with its new 29-cent retailer, How-dy Bub, a plastic monkey that pins to the necktie. By means of a concealed string, How-dy thumbs passersby as a laugh gag. . . Perfumed business cards for beauty parlors, fashion shops, etc., are on the market. The scent is reported to last months. . . As a remedy for golf bag toting, there's a 10-in-1 golf club on the market. To make the single club suitable for any type shot, adjust the lock nut on the stainless steel club head for desired loft. It's a \$19.95 seller by International Golf Products. . . Majestic Leather Company has a shoe stretcher for \$2. The solid wood last with screw type rod eases tight or wrinkled shoes. . . Cavalcade Products is presenting Coastik, a six-coaster set, as a dollar seller. The suction sponge built into the coaster is reported to stick to the glass to absorb the drippings. . . Vu-Riter is a ball pen of transparent lucite with visible ink supply. The 50-cent item is reported to store a large supply of ink. . . President Novelty is turning out a kiddies' adjustable, non-tarnishing skull ring as a 25-cent seller. . . Snap-E-Photo is exhibiting its 25-cent retailer, Souvenir Views, a transparent plastic fob on a key chain. Manufacturer will duplicate in the fob any picture desired by concessionaire to promote volume business.

Designed to please infants, Windee is a colorful seven-inch toy clown. Press Windee's head and a plastic window-encased pinwheel spins as Windee emits sounds of laughter—a Plastic Playthings product. . . As a 50-cent retailer, Norma Originals is marketing P.S., a solidified perfume that can't spill or evaporate. Packaged for a lady's purse, each perfume comes in a miniature hand-decorated compact, carded for counter display. . . Novelty fire chief hats, made of sturdy molded red fibre, are offered by Irving L. Hartman as 59-cent sellers. . . At 10 cents each, Alladin Plastics is featuring Western Drinkups, five-ounce tumblers that portray cute Western characters. Four drinking glasses comprise the set. . . Nash's Open Sesame billfold has a patented invisible spring that causes the wallet to fly open when the snap is released. It comes in plastone for \$1 and in genuine leather for \$2. . . National Leather Manufacturing is looking for buyers of its Lone Ranger kiddies' handbag with shoulder strap. The bag has a colorful picture of the hero and Tonto on the handbag's flap. . . Enameled, gold-plated Holy Year pins are offered to the trade by Julia Sales. . . Flash-driver, a combination flashlight and screwdriver with interchangeable blades is offered by Unique Industries as a \$1.25 seller. . . One of Commonwealth Plastics' latest items is Ship in Bottle, a 10-cent item. Individually carded with key chain, the red and white ship sails in a clear plastic bottle. . . Ray-O-Vac claims its Sportsman line of flashlights is designed especially for men seeking the wide open spaces. Sportsmen may buy the two-cell flashlight for \$1.69, three-cell flashlight for \$2.25, and the giant five-cell Sportsman for \$2.98. The \$2.98 number throws a 4,000-foot beam.

## Los Angeles:

According to Johnny Harris, of Harris Novelty Company, the firm's new item, Booby, Queen of the Burlesque, was designed by a famous

Italian sculptor, Island Del Signore. The model was selected in Hollywood. . . Sam DeKoven, of Sidney-Williams, has completed a list of 30 items in soft rubber plastic and claims this is the largest inventory of this sort of merchandise in existence. . . Gene Hoffman, of Wholesale Specialty, is featuring a new lighter called Ready. It is durably made and automatic. The lighter is priced to meet retail competition. . . G. Gordon, of Southwest Novelty Company, is featuring the Walking Bear. With many outdoor concessionaires going heavy on prize merchandise, Gordon declares that this item will be right up their alley. . . Harry Hesslein and Bob McDearmon, of Pico Novelty, have come up with a new item, Pee-Wee, the Spider. It is priced to sell at a low retail price for soft plastic rubber. . . Pistol lighters and ball pen sets, old stand-bys, have come to the fore again, according to Murray Hoffberg, of Murray Sales Company. During the past few weeks, Hoffberg has been shipping large quantities of them to customers. . . Herman and Lou Rubin, of SATIS-factory Sales, report a huge number of sales of Happy, the Finger Puppet during the recent Shrine convention. The Rubins believe the appeal was increased by the fezz that Happy wore. Other type hats for the puppet are also available. . . Jim Sherman, Chicago novelty man, is now making his home in Southern California. He is offering the off-center golf ball. It cannot be putted or driven straight, Sherman says. . . J. R. Brownlow, of Olvera Trading Post, is getting many orders for Silly Sam, the Sassy Man. The item, Brownlow says, is a real laugh provoker.

## Here and There:

A combination pencil-memo pad for pocket or purse is manufactured by A. H. Walter Company, New York. The pencil holds 36 inches of paper. With a flick of the pencil cap, the paper appears. In place of the paper, the user may carry stamps. . . Mrs. Helen Martin, of Neolite Sign Company, Detroit, reports the firm is placing a new type phosphorescent stickout sign on the market, designed for any type commercial site. . . A new idea in hair care is a combination vibrator-massager-vacuum, HairVac, produced by HairVac, Topeka, Kan. The hand-size machine has a rubber brush with little fingers which vibrate at the rate of 72,000 pulsations a minute, stimulating the scalp and loosening dirt from clogged hair roots. . . Weighing less than an ounce, a new aluminum safety razor has been test-marketed by Gillette Safety Razor Company, Boston.

## Never Again Can We Offer Such a Profit Maker!

5,000,000 U. S. ARMY  
INSIGNIA PATCHES

At ridiculously low prices!



\$1.50 gr.

### CAMPAIGN RIBBONS

Same deal for official U. S. slide-on ribbons of every modern American campaign.

Think, Wide-Awake Operators!

Thousands of American Legion Posts, VFW, Amvets, Catholic War Veterans, Jewish War Veterans, etc., want them!

AND wonderful decorations to promote business for bars, concession stands, etc. AND sell to the kids, mothers, etc., of 10,000,000 American veterans.

AND great promotional tie-in deal to sell allied merchandise.

AND as a collector's item that will be scarce and valuable soon.

AND as a give-away, prize, grab-bag item, etc., etc.

25% Deposit, Bal. C.O.D.

MDSE. DIST. CO. 19 E. 16th St., Dept. B New York 3, N. Y.

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Red, White and Blue

26-Inch

### BATONS

With Gold Tassels and Silver Knobs. \$9.50 Per Gross

4 Gross \$33.00 for

Sample Dozen—\$1.00

Cash With Order No C. O. D.'s

Chas. Demeo Mfg. Co.  
108-116 E. WALNUT ST.  
MILWAUKEE 12, WIS.

## A PERFECT LADIES' GIFT

### TINY CIGARETTE LIGHTER

A Giant in Performance only

\$17.00 doz. sample, \$2.

Made in U.S.A. Shining gold metal lighter for charm bracelet or purse. Precision-built.

25% Deposit, Balance C.O.D.

Automatic Pistol Lighters, doz. . . \$ 9.00  
Large Automatic Pistol Lighters. . . 12.00

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36 W. 90th St. New York 24, N. Y.

## CASH IN ON HOME SCALP TREATMENT

Used by leading beauty salons and barber shops for socially prominent men and women . . . who demand the best for their scalp. Now available to men and women of America for home use. . . Awarded Gold Medals, Grand Prizes and Diplomas for unusual quality and effectiveness. ISABEAU SCALP BALM and ISABEAU PINE SHAMPOO for dandruff, itching scalp, and falling hair. Generous Profits. Send \$1 for combination demonstrators. Write for sales details. ISABEAU LABORATORIES CORP., 2227 Broadway, New York 24, N. Y.

## CLEAN UP WITH PLASTIC RAYON TOWELS

Powerful Quick Demonstration. Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 6 18"x30" Towels. Sells \$1; \$54 gross. Send \$1 for sample package 6 Towels. Big profits every pitch. All orders 50% deposit. balance C.O.D.

SUNBEAM PRODUCTS  
634 4th St., South St. Petersburg, Fla.

\$4.95 EA.  
In lots of 6 or more.  
Sample \$5.50

New Gleaming Gold or Two-Tone Highlighted Lustrous Bronze Finish.

"ELECTRIC"

### #3 HORSE CLOCK

With quality finish and craftsmanship. The best value by comparison anywhere.

A Mounted Original Western Designed Metal Horse, 10 1/2" high, with case 6" high by 4" wide. True Western motif. Overall size—11 1/2" high by 17" long. Individually boxed.

25% deposit with order, balance C. O. D. F. O. B. Chicago.

**WHOLESALE ONLY**  
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Write for Free Folder.

## Sensational TIE VALUES

Men's, Women's Hose Direct From Mr. GENUINE HAND PAINTED JUMBO SIZE TIES (Formerly \$5 Each Retail)

\$10.50 DOZ. \$9.50 DOZ. In 3 Doz. lots or more

### LATEST STYLE PANEL TIES

(Full Cut) Top Quality

Hy-Value . . . . . \$7.50 Doz.  
Deluxe Fifth Ave. Panels 9.00 Doz.  
Others from \$4.50 to \$17.50

Spring & Summer Special King Size Pure Silk Ties, Double Wool Lining, Doz. \$10.50

MEN'S HOSE WITH NYLON HEELS AND TOES—GUARANTEED FOR 6 MONTHS. Doz. . . . . 3.80

MEN'S ALL NYLON HOSE, Doz. . . . . 4.75

51 GAUGE 15 DENIER LADIES' NYLON HOSE, Doz. . . . . 10.00

45 GAUGE 30 DENIER, Doz. . . . . 9.00

ORDER NOW—Immediate Delivery.

TERMS: Net 30 days to rated firms; unrated firms 25% deposit, balance C. O. D. ALL ORDERS SHIPPED PREPAID. Order now for fast sales—BIG profits.

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## "BOOBY"

Queen of Burlesque SHAKING her way to NEW SALES RECORDS

Made of Plastic Rubber. Looks LIFE-LIKE. Feels LIFE-LIKE. She Wiggles—She Shimmyes She Bumps—She Grinds

\$7.20 sample doz.  
\$72.00 gross  
\$1.00 sample

**ORDER TODAY**  
25% dep., bal. C.O.D.

**HARRIS NOVELTY CO.**  
5864 Hollywood Blvd. Hollywood 28, Calif.

## CARNIVAL FELT NOVELTY HATS

by ALBEE NOVELTIES, Inc.

Division of the famous Benay-Albee Novelty Co.

We guarantee our hats to be of the finest quality ever offered to carnival jobbers at promotional prices! Write for prices, samples, etc.

#300-B #300-B (Binding on Edge) . . . \$33.00 Gr.

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WE SELL THRU JOBBERS ONLY! All dealer inquiries are referred to jobbers in respective districts.

**ALBEE NOVELTIES, Inc.**  
Division of The Benay-Albee Novelty Company  
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**OAK-HYTEX**  
**CINDERELLA**  
**BALLOONS**

Here's your chance to cash in on a hit! Printed with authentic characters from Walt Disney's popular feature, Cinderella, these balloons are fast profit getters. See your jobber for these classy items:

No. 9CCS, gr... \$7.80  
 No. 9CSP, gr... 8.50  
 No. 9CF, gr... 5.25  
 No. 920CGT, gr... 9.50  
 Plus shipping charges.

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**ACE CARNIVAL SUPPLY CO.**  
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**OAK BALLOONS**  
 For Immediate Shipment.  
 Write for FREE Catalog.  
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**PAPERMEN**  
 First class papermen can get one of the best deals out on a farm publication which covers all Southern States. Write  
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**HOT WEATHER SPECIAL**  
**8" Electric Fan**  
 Nationally Known Manufacturer  
 Guaranteed! Lots of 6 \$3.45  
 Sample \$3.75  
**FREE! Rubber Dollars!**  
 With Our New Fully Illustrated Premium Circular. Write for your copy (and dollars) today!  
**FIRST Distributors**  
 1748 W. North Avenue CHICAGO 22

# Pipes for Pitchmen

By Bill Baker

**MARY STOFFEL** . . . is demonstrating kitchen gadgets on the Boardwalk, Daytona Beach, Fla., to reported good returns.

If you must chisel, cut out a career for yourself.

Tripod Opinings: "This item is so good that I'm going to give it my personal endorsement."

**MADAME FRANCES FARR** . . . has her astrology layout at the Boardwalk, Daytona Beach, Fla., where business is reported good.

Don't tell your tips your troubles. They have a flock of their own.

Your job only becomes work when you would rather be doing something else.

**THE HIGHLANDER** . . . is working the Boardwalk, Daytona Beach, Fla., to sound money counts with his sketch layout.

The pitchman is one person who thinks well before he speaks.

The Pitchman can't use flattery. What he wants is the moola.

**TUNE IN ON** . . . the following effusion from Texas Tommy, veteran pitch lady of note, from Belton, Tex. "My husband, John, and I are with W. A. Schafer's Just for Fun Shows, where John has the Ferris Wheel and I have the fish pond. My dad, Buffalo Cody, who celebrated his 100th birthday last September 20, is making his home at the Shockley Convalescent Home, Austin, Tex., and would like to read letters from friends in Pitchdom."

Most pitchmen's hard luck comes from sitting around waiting for a soft snap.

You can tell when some pitchmen have reached the end of the road. They are continually bragging about what they have done.

"**WE MADE OUR** . . . trip to New York and returned with the baby gorilla, Goliath," letters Mrs. Anna Mae Noell from Ashboro, N. C. Life mag ran a series of pictures on the occasion of the Noells' acceptance of the gorilla in its June 26 issue. One of them depicted Velda Mae Noell holding the eight-month-old Goliath aloft. "We returned here," says Mrs. Noell, "with three new apes, which brings our ape roster up to nine and we now have six chimps, one gibbon, one orangutan and one gorilla. We visited Diamond Jim Speagle's Circus recently and had a visit from an advance man from the American Congo outfit."

Pitchmen's Sayings: "Relax your mind now and let the sunshine come into your souls."

Many successful pitchmen got that way by using the knowledge and experience imparted by others.

**LET'S HAVE** . . . some pipes from the following: Anne Milew, T. D. (Senator) Rockwell, Robert Hampton, Jimmie Ryan, Charlie Lyons, Belle Sattler, Rena Cohan, Louis Greenbaum, Bea Louis, I. D. Weitz, Samksie Shapiro, Dave Herman, Bob Blink, Louis Weitz, Dutch Berring, Sam Golden, John Wagner, Tom Kennedy, Eddie Leonard, Frank Barrett, Art Nelson, Kid Carrigan, Bob Roach, Duke Murphy, Tex Williams, Doc Fry, Jack Kahn, George H. Brooks, Frank Baker, Sol Addis, Harry Greenfield, Professor Sam, Bill Boyce, Jack Dillim, Sammy Friedman, Doc Hunt, Ed Ross, Al Seigel, Jack White, Henry Summers, Murray Kramer, Bob Brandt, Pat Dana, Bill Vreeland, Harry Latana, Milton Botwin, Doc Foster, Harry Balken, Bill Schultz, Jerry Franchenie, Doc Peter Lersch, Bert Goodman, Jimmy Ryan and Charles Fester.

You can't reap clover by pitching a useless item.

The pitchman never worries about anyone giving him an opportunity to display his wares. He creates his own opportunities.

## BRIDGEPORT HEXED

(Continued from page 40)

Horan org preemed its new cannon act, a car launched from the barrel onto a ramp. Whitey Reece, Rex Mays, Leo Anderson and Tommy Wayne are other members of the thrill show, with Pancho and Fritzie providing comedy with trick cars.

Horan handles announcing duties, with admission to the thrill show included in the price of the expo ticket. Those desiring grandstand seats pay 50 cents.

Five stages are set up at the event, on which shows are given at 15-minute intervals. Attractions include Mark Huling's seal, Sandy; Dr. Small, hypnotist; Betty Newman and Her Hollywood Pals; the Continentals, skating act; George Moore, juggler; Ishakama, balancing act; Russell Bradshaw, escape act, and a bug show produced by the Bridgeport Brass Company.

### Varied Entertainment

A fashion show is presented nightly, produced by Joe and Lou Lenny, operators of Lenny's Wagon Wheel, Bridgeport night club, and directed by Mrs. Frances Anthony, a former Miss Connecticut. Friday (7) a bathing beauty contest was held to choose the queen of the fair.

Largest among exhibits are the \$750,000 Atomic Energy Commission display from the Brookhaven National Laboratory, L. I., N. Y., and the Hopi Indian exhibit from the Somers (Conn.) Indian Trading Post.

The Lowest Price This Item Has Ever Been Offered!!

**\$90.00** **\$8.00**

per gross, 50 doz. per case. per doz. ind. boxed. 1 doz. per carton.

Available With Red or Black Plastic Handle. Delivery 15 Days. F. O. B. Baltimore. TERMS: 25% DEPOSIT, BALANCE C.O.D.

**STANLEY'S DISTRIBUTORS** 4108 ROLLINS AVE., BALTIMORE 7, MD.

**BIG SIX WHEELS • ELECTRIC PENNY PITCH**

MONEY WHEELS • PENNY PITCH BOARDS • MERCHANDISE WHEELS • OVER-UNDER • LAY DOWN CLOTHS • BEAT THE DEALER • DICE CAGES • CHUCK-A-LUCK • PENNY PITCH CLOTHS.

Write for Catalog

**CARDINAL MFG. CORP.**  
 430 Keap St. Brooklyn 11, N. Y. EVergreen 7-5027

## EASTERN BIZ BIG

(Continued from page 42)

continued good, with a crowd of 1,200,000.

According to George Wolpert, executive secretary of the Rockaways Chamber of Commerce, the resort is out to break attendance records. June set the pace with close to 7,800,000 visitors.

### Geist Units Click

Ideally situated to catch crowds from the landing dock of the Wilson Line, as well as other transportation facilities, is Rockaway's Playland and its kiddie annex, Joytown, owned and operated by A. Joseph Geist. Park offered the Star Dusters as free attraction and pulled crowds. Also cashing in on a good location was Pete Drambour's Seaside Park, fronting on the Boardwalk and main highway. Kiddie parks of William Nunley at Rockaway and near-by Broad Channel also did business.

Jones Beach hit a near-record Sunday with a crowd of 147,000, which has only been surpassed once since this resort, which caters to the carriage trade, opened. Attendance dropped to 31,000 Monday and skidded to 79,000 on the Fourth—undoubtedly due to overcast skies. Rain in mid-afternoon caused a rush for shelter. Atlantic Beach, on Long Island's south shore, drew 42,000 Monday.

### Palisades Biz Boff

All parks in the New York area were jammed, but haven't found time to tally gates. Monday night, with midways and parking lot jammed, co-owner Irving Rosenthal, of Palisades (N. J.) Park, conceded that the park had chalked up three of the best days of the season. The Fourth also drew a big turnout. Special attractions were the bands of Norro Morales and Johnny Messmer, plus the Aerial Snyders. Added attraction Monday night was a fireworks display which held the crowd until well after midnight.

Henry Guenther's Olympic Park, Irvington, N. J., also hit the jackpot, with attendance on the Fourth reported close to 58,000, best for the spot since before the war. The swim pool was patronized by 5,200 bathers. In addition to the usual open-air circus, there was a concert by Joe Basile's band and fireworks supervised by Fred Murray, of International Fireworks Company.

Atlantic City had a crowd of 125,000 on the Boardwalk Saturday. Fourth of July turnout was listed at 164,000. Max Tubis opened his new pier spot Friday (30) and got off to a satisfactory start.

**WM. A. ROGERS**  
**SILVERWARE**  
 by Onida, Ltd., Silversmiths

26 PIECE SERVICE FOR 6 ..... \$6.30  
 34 PIECE SERVICE FOR 8 ..... 8.00

Rogers Anti-Tarnish Chests:  
 Leatherette, Two-Tone ..... 1.50  
 Mahogany ..... 1.75  
 Many other sets available.

**GE MOTOR QUIETAIRE FAN**  
 12 IN. HEAVY DUTY, ONLY \$9.00

**KITCHEN CLEAVER SETS**  
 Stainless Steel, Attractively Boxed.  
 7 Piece Set, \$1.75; 5 Piece Set, \$1.25.

Immediate Delivery—Continuous Supply.  
 \$20 Min. Order. 25% Dep., Bal. C. O. D.

**H. B. DAVIS COMPANY**  
 530 Hudson St. New York 14, N. Y.  
 Lots of Free Parking!!

**OUR EARRINGS ARE SENSATIONAL!**  
 Antique, tailored, pearl and rhinestones. Pierced and screw type. Four dozen, 25 different styles, \$10.00. Necklaces to match upon request.  
 25% Deposit, Balance C. O. D.  
**DESIGN JEWELERS**  
 535 8th Ave. New York 18



TORONTO WEAK FOR R-B

(Continued from page 36) business here after the matinee but only fair patronage at night.

Light Toronto Turnout At London the circus played to two three-fourths houses Thursday (6). But in Toronto Tuesday and Wednesday (4-5) business faded. Taking the blame was a poor location, an abandoned golf course and away from transportation. The weak turnouts were surprising in view of big business at Montreal and the long absence of the show from the area. Matinees hovered at the one-third level and, altho the second night's show was better than the first, the management figured it did little better than break even on the stand.

Bang-up press in Toronto dailies was handled by Allen Lester, but the newspaper advertising schedule furnished only weak backing for his work. Advance efforts to find a satisfactory lot had failed, and the show settled for the suburban location, 14 miles out.

Montreal Biz Tops

At Montreal, where the police department sponsored the show's four-day stand, the story was one of business that started strong and built to solid, capacity houses.

Opening matinee there (June 29) was a half house, but the matinee was a turnaway. The second day registered a three-quarter matinee and a full night house. Dominion Day (1) brought Montreal folks to the show in droves. Matinee was full and night show was a turnaway. Final day (2) gave Ringling two full houses.

Chi Billing Strong

Meanwhile billing progressed in Chicago for the July 15-23 lake-front engagement. Display of paper is strong, altho Ringling staffers said the usual amount is being used.

New this year in Chicago will be Ringling cards on the outside of 500 streetcars and busses. Heretofore the space has not been available to private enterprise and the city council was skedded to pass an ordinance permitting sale of the space after August 1. However, R-B wangled an okay for an earlier date and will be first to use the space.

Advance ticket sale began in Chicago last week, with phone and mail orders coming to the show's local office, where Harry Bert set up shop. Frank Braden and A. J. Clarke were making the papers in Chi during the week. Bill Antes, radio man, was set to start in Chicago Sunday (9).

R-B DUCAT DEAL

(Continued from page 26) plants will see the show. Des Moines employees also will see Ringling. Full performances will be bought at Memphis, where the firm has a large plant. The number of shows to be taken over there has not been determined.

Los Angeles Out

Circus deal for Firestone's Los Angeles employees apparently will not go thru as Ringling-Barnum is not expected to go west of Denver this year.

All of Akron's big rubber companies have had tie-ins with radio and television, but this is the first time any of them has made a deal of such magnitude with the circus.

Similarly, the Ringling show has sold complete performances to other companies, but none of the sales have equalled the Firestone deal.

In Akron, the Ringling spec will be augmented with Firestone features. The firm's anniversary also will be marked by dedication of a memorial to the late Harvey S. Firestone Sr.

CHI FAIR IN TEST

(Continued from page 26) playing to full houses, but even morning shows have been turnaways.

National Tea Company exhibit, in an effort to hypo interest, is playing up a big giveaway program each

CARNIVAL ROUTES

(Continued from page 34) Cote Am.: Mt. Morris, Mich., 13-15. Crafts Expo.: Dixon, Calif., 19-19. Crystal: Tazewell, Tenn.

Cumberland Valley: Shelbyville, Tenn. Dan-Louis: Aurora, Ind.; Vevey 17-22. Dobson's United: (Fair) Colfax, Wis., 12-15; (Fair) Prairie Farm 17-19; (Fair) Hopkins, Minn., 20-23. Down River Am. Co.: Rockwood, Mich. Douglas Greater: Ellensburg, Wash. Drago Am.: Galveston, Ind. Drew, James H.: Mooresville, Ind. Dudley, D. S.: Artasia, N. M. Dumont: Ambridge, Pa.; Rochester 17-22. Dyer's Greater: Rochelle, Ill.; Savannah 17-22. Eddie's Expo.: Cannonsburg, Pa.; New Bethlehem 17-22. Eastern Am. Co.: Lisbon Falls, Me.; Norway 17-22. Endy Bros.: Garfield, N. J.

Endy Bros.: Garfield, N. J. Evans United: Osawatimie, Kan.; Pomona 19-22. Fair Am. Co.: Gastonia, N. C.; Blacksburg, S. C., 16-22. Ferris, Carl D.: Ellicottville, N. Y.; Port Alleghany, Pa., 17-22. Fleming, Mad Cody: Atlanta, Ga. Francis, John: Waupun, Wis.; West Bend 17-22. Franklin, Don, No. 1: Paducah, Tex.; Lamesa 17-22. Franklin, Don, No. 2: Plano, Tex.; Cross Plains 17-22. Gayland Am.: Deer Creek, Ill.; Dana 17-22. G. & B. Rides: Racine, O. Gem City: Antioch, Ill. Gold Bond: Stevens Point, Wis., 11-16; Sturgeon Bay 18-23. Gold Medal: Mount Vernon, Ill. Gooding Am. Co., No. 1: New Boston, O. Gooding Am. Co., No. 2: Fort Recovery, O. Gooding Am. Co., No. 3: Aliquippa, Pa. Gooding Am. Co., No. 4: Cleveland, O. Gooding Am. Co., No. 5: Wheeling, W. Va. Gooding Am. Co., No. 6: Niles, O. Gooding American Expo.: Ashtabula, O. Gooding Greater: Bloomington, Ind. Gooding Park Attrs.: Cleveland, O. Graceland Greater: Venice, Ill. Grand American: Toledo, Ia., 12-15. Granite State: Presque Isle, Me. Grant's Am.: Kersey, Pa. Great Lakes: Gobles, Mich. Great Sutton: Jacksonville, Ill. Greater Rainbow: Hallam, Neb., 15-16; Beattie, Kan., 17-18; Burr Oak 20-22; Campbell, Neb., 24-25. Griggs Greater: Hiawatha, Kan. Gulf Coast: Warrensburg, Mo.; Sedalla 17-22. Hannum, Morris: (Fair) Conshohocken, Pa.; (29th & Clearfield Sts.) Philadelphia 19-20. Happy Attrs.: Niles, O.; Columbus 17-22. Happyland: Royal Oak, Mich.; Pontiac 17-22. Heart of Texas: Clinton, Okla.; Elk City 17-22. Heller's Acme: Hammoniton, N. J.; Franklin 17-22. Hennies Bros.: Battle Creek, Mich. Heth, L. J.: La Center, Ky. Hiawatha: Pinckney, Mich.; Fremont 18-22. Hill's Greater: Huron, S. D.; Rapid City 17-22. Home State: Grand Rapids, Minn. Hottle, Buff, No. 1: Ziegler, Ill. Hottle, Buff, No. 2: Grand Isle, La. Howard Bros.: Fredericktown, Pa.; (Fair) Williston 17-22. Illiana Expo.: South Bend, Ind. Imperial: Ottawa, Ill. Imperial Expo.: Green Bay, Wis.; Appleton 17-22. Imperial Expo.: Portland, Ore. Inland: Alba, Mo.; Montrose 20-22. Interstate: Montpelier, Ind. Jan Am.: North Pond du Lac, Wis., 14-16. J. & B.: Annapolis, Md.; Capitol Heights 17-22. Johnny's United: Veedersburg, Ind.; Tipton 17-22. Jones, Johnny J.: Expo.: Peoria, Ill. Karras, Gustl. Atchison, Kan. Kaus, W. C.: Harrisonburg, Va. Keystone: Milton, Pa. Kile, Floyd O.: Mansfield, La. Kinland Am. Co.: Cleveland, Ga. Klein Am.: Lismore, Minn., 12-13; Jasper 14-15. Krause Am.: Philadelphia, Pa., thru July 29. Kuntz Bros.: Leonia, N. J., 14-16; Pine Hill 17-22. Lagasse Am. Co., No. 1: Greenfield, Mass. Lagasse Am. Co., No. 2: Wilmington, Mass. Lagasse Am. Co., No. 3: Derry, N. H. Lagasse Am. Co., No. 4: Palslow, N. H. Lamb, L. B.: Galesburg, Ill. Lane, Sammy: Eugene, Mo.; Richland 17-22. Lawrence Greater: Altoona, Pa.; Harrisburg 17-22. Lee United: Cadillac, Mich. Lone Star: Beavens Dam, O. Magic City: Bettersville, Tenn. Magic Empire: Adrian, Mich. Maine Am.: Ellsworth, Me. Manning, Ross: Poughkeepsie, N. Y. Marion Greater: Batesburg, S. C. Marks, John H.: Huntington Station, L. I., N. Y.; River Head, L. I., 17-22. McKee, John: Pleasant Hill, Mo. Meeker, Ralph: Walla Walla, Wash. Merriam's Midway: Plainview, Minn., 16-17; Winona, 13-18; Red Wing 18-22. Merry Midway: Kewanee, Ind.; North Salem 17-22. Merryland: Cheboygan, Mich.; Rogers City 17-19; Gaylord 21-23. Midway Expo.: Kansas City, Kan. Midway of Mirth: Rankin, Ill. Mighty Hoosier State, No. 1: (Fair) Marion, Ind.; (Fair) Bremen 17-22.

Mighty Hoosier State, No. 2: Nashville, Ind.; Carthage 17-22. Mighty Page: Frederick, Md.; Red Lion, Pa., 17-22. Model: Monmouth, Ill.; Keokuk, Ia., 17-22. Model Shows of Canada: Stellarton, N. B., Can. Modernistic: Church Hill, Md. Monarch Imperial: Renton, Wash.; Enumclaw 18-22. Moore's Modern: Pana, Ill.; (Fair) Martinsville 19-23. Motor State: Paulding, O.; Lagro, Ind., 17-22. Mosher's: Rose City, Mich. Mound City, No. 1: Stonington, Ill.; Waverly 17-22. Myers: Decherd, Tenn. Nelson, George W.: Backus, Minn., 11-13; Menasha 14-16. Nestler's: Warsaw, Ill.; Augusta 17-22. New England Am. Co.: Athol, Mass., Windsor, Vt., 17-22. New York Gaiety: Elmira Heights, N. Y.; Norwich 17-22. Nolan, Larry: Denver, Colo. Northern Expo.: Wolf Point, Mont., 13-15; Rodyard 17-18; Shelby 19-23. Northwestern Am.: Whitehouse, O. Orange State: Asbury Park, N. J. Page Bros.: Murray, Ky.; Uniontown 17-22. Parada: Stockton, Mo. Paul's Am. Co.: Prairie Grove, Ark. Peck Am. Co.: Colfax, Ill. Peerless Celebration Am.: Hyndman, Pa.; Frederick, Md., 17-22. Penn Premier: Corning, N. Y. Pike Am.: Steelville, Mo.; Macks Creek 17-22. Pine State: Charleston, S. C. Pioneer: Roscoe, N. Y. Playland: Clare, Mich. Playtime, No. 1: Littleton, N. H. Playtime, No. 2: Chatham, Mass. Powelson Expo.: West Salem, O.; Marengo 19-22. Powelson Greater: Reynoldsburg, O.; Johnstown 19-22. Prell's Broadway: Peekskill, N. Y.; Port Jervis 17-22. Purvis: Lively, Va. Queen City: (4th & Cutter Sts.) Cincinnati, O. Raines Am. Co.: Wheaton, Mo.; Hixby, Okla., 17-22. Ransy United: Foston, Minn., 10-12. Redwood Empire: Cottage Grove, Ore.; Springfield 17-22. Reid, King: Millinocket, Me. Rogers Bros.: Bemidji, Minn., 10-14. Rose City: Tullia, Tex. Royal American: (Fair) Calgary, Alta., Can.; (Fair) Edmonton 17-22. Royal Blue: Eskdale, W. Va. Royal Crown: Springfield, O. Royal Expo.: Easley, S. C. Royal Midwest: Medaryville, Ind. San Valley: Delphos, Kan., 13-15. Shan Bros.: Bristol, Tenn. Siebrand Bros.: Anacanda, Mont. Silver Slipper: Mayaville, Ky. Smith, George Clyde: Johnstown, Pa.; Crescon 17-22. Smith's Funland: Grantsville, W. Va.; Columbiana, O., 17-22. Snapp Greater: Rockford, Ill. Sparks, J. A.: Corbin, Ky. Srader, M. A.: Pratt, Kan.; (Fair) Anthony 17-22. Star Am. Co.: Reyno, Ark. State Fair: St. Francis, Kan.; Wakeeney 17-19; Ellis 20-22. Stephens, C. A.: Christianburg, Va.; Sparta, N. C., 17-22. Stipe's (West End) St. Paul, Minn.; (North End) St. Paul 17-23. Strates, James E.: Watertown, N. Y. Sunset Am. Co.: Clinton, Ia.; Brainerd, Minn., 18-23. Tassell, Barney: Whitestone, Va. Talham Bros.: Lexington, Ill.; Gardner 19-23. Taylor Bros. Am.: Indian Head, Md. Texas: Raymondville, Tex. Thies United: Hebron, Ind.; Somanauk, Ill., 18-23. Thomas Joyland: Gary, W. Va.; Ironton, O., 17-22. Tidwell, T. J.: Riverton, Wyo. Tinsley, Johnny T.: Atlanta, Ga. Tivoli Expo.: Evansville, Ind.; Tuscola, Ill., 17-22. Trailway: Gordonville, Va. Tri State: Everton, Mo. Turner Bros.: Zion, Ill. 20th Century: Fessenden, N. D. Twin City: Cabool, Mo. Twin City: Cabool, Mo.; Rosebud 21-23. United Am.: North Attleboro, Mass. United Expo.: Pekin, Ill. United States: Bluefield, W. Va. Veterans United: Clara City, Minn., 10-12; Madella 13-15; New Richland 17-19. Virginia Greater: Burlington, N. J.; Milford, Del., 17-22. Virona Bros.: Verona, N. J. Vogt's Southern Am.: Comanche, Okla.; Burk Burnett, Tex., 17-22. Wade, W. G., No. 1: Hancock, Mich.; Sauls Ste. Marie 17-23. Wade, W. G., No. 2: Ligonier, Ind.; (Fair) Cayuga 18-21. Wallace Bros.: Aurora, Ill.; Beloit, Wis., 17-22. Wallace Bros.: (Fair) Portage la Prairie, Man., 16-17; (Fair) Carman 13-15; (Fair) Yorkton, Sask., 17-19. Wallace, I. K.: Barton, Md. Wallace & Murray: Chesapeake, O.; Wytheville, Va., 17-22. W. E. Attrs.: Batesville, Miss.; Marks 17-22. West Coast: Prineville, Ore.; Roseburg 17-22; Eugene 24-30. Western: Burien City, Wash. Williams, Ray: Belding, Mich., 18-21. Wilson Famous: North Chillisnothe, Ill. Wilson Greater: Coalville, Utah, 18-12; Kamas 13-15. Wolf Greater: South St. Paul, Minn.; Windom 17-19; Sleepy Eye 21-23. Wolfe Am.: Elkhart, Va. World of Mirth: Portland, Me.; Lewiston 17-22. World of Pleasure: Muskegon, Mich. World of Today: Wahpeton, N. D. Yager United: Kahoka, Mo. Young, Monte: Nephi, Utah. Ziegler: Anacortes, Wash.

afternoon, giving some 200 kids their wish at the exhibit's wishing wells. Attendance has been running as high as 700 moppets daily.

In an attempt to hold Friday and Saturday night crowds, fair has re-skedded Thearle-Duffield fireworks to 11 p.m. on those two nights. Pyro exhibits the other five nights remain at 10:30 p.m.

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## SALESBOARD SIDELIGHTS

Jerry Scanlan, Chicago, reports sales activity on the entire line of seven Little Chief pellet and ticket numbers is hitting better levels each week. Leading the order chart is the three-ball play Silver Bell and one-ball 1,000 Winners. Other five numbers in the series are also kicking up a steadier "sales fuss," Jerry says, and specifies them as the three-ball pellet games, Black Beauty, Triple Play, single ball Fortune and ticket numbers, Golden West and Sky High.

Nate Rake, Rake Coin Machine Exchange, Philadelphia, and his wife hied off for a week's stay in Chicago last week, using the long week-end holiday as an opportunity to get away from his desk. Nate is keeping busy meeting the increased order flow for salesboards, tickets, and pellet games.

Harlich Corporation, Chicago, is keyed up sales-wise over its new Movie Stars and Cash board. Sam Feldman, sales manager, says the number, a 2,000 hole punch in either nickel or dime play, incorporates a new and different play stimulator. It has 44 jackpot windows, each containing a packet of lithographed movie star stamps, with each packet offering 6, 9 and 12 stamps. There are a total of 462 stamps in each board. A cash payout award is also under each packet of stamps. The cellophane covered jackpot windows are positioned in the area above the punch section. Joe adds that Harlich's newly enlarged series of girl boards is keeping the order department busy. A dozen new numbers recently released boosts the series to 15 boards, three of which were introduced during the Chicago board show in May.

Bernard Kite, manager of the Chicago branch office and delivery station for Universal Manufacturing Company, Kansas City, Mo., and Bee Jay Products, Chicago, reports top tidings regarding order volume. Fast delivery service offered operators is the reason, Bernie opines.

News from Gardner & Company, Chicago, continues to revolve around better business trends. Joe Robinson pin-points the reason with his comments on Gardner's improved production facilities, minimum turnover in production and other workers, fast delivery service and, topping the list, numerous series of

boards designed to hold up play rates in all categories. Joe stresses the material, construction and play quality built into each number are prime operator benefits, and are further heightened by firm's lower level price policy.

Jay Zelle, Triangle Manufacturing Company, Minneapolis, tells of big doin's sales-wise on firm's Red, White, Blue combinations numerals. Firm's 15-board line is also moving at a better sales clip, he adds.

### MIDWEST, SOUTH CLICK

(Continued from page 42)

on the Fourth brought out more than 35,000 and spending was excellent. Fireworks show was repeated.

The Cincinnati zoo also had a bumper crowd of 25,000, with many staying for the evening opera performance.

#### Riverview Beats Average

George Schmidt, manager of Chicago's Riverview Park, said an increase in attendance and a drop in spending "stand out like sore thumbs." A crowd of 42,500 at his spot was 4 per cent better than average for the holiday, but the money was off 8 per cent. Over the four-day period, Riverview had 103,000 patrons, and the strengthened turnouts continued into the week.

A. W. Ketchum, manager of Forest Park Highlands, St. Louis, reported both attendance and spending were up to the 1949 level despite poor weather this time. Rains threatened most of the week-end.

Detroit parks found the going a little rough. Turnouts were heavy Monday night (3) but a mid-evening shower killed possibilities. In general, holiday business at Edgewater, Jefferson Beach, Walled Lake and Tashmoo was no better than a fair Sunday's. Spending on concessions was up somewhat, but the over-all picture was held down by weather.

#### Rain in Evening

A 10 per cent decrease in business marked the week-end at Riverview Park, Des Moines, according to Manager Robert A. Riechhardt, but taken alone, the Fourth was okay. Attendance on the single day was up 15 per cent and receipts increased 10 per cent over 1949. Rain which started at 7 p.m. on the Fourth curtailed business then, despite a fireworks show and appearance of Station WHO's Buckaroos.

But it was in Sioux City, Ia., that the rain really hurt. Merris Warfield, manager of Riverview Park, reported it rained all afternoon on the holiday. Attendance was poor and the park's business was off 50 per cent. Midget auto races in the evening were off 20 per cent. Fireworks show was limited to aerial displays because set pieces were too damp for use, Warfield reported.

At Wichita, Kan., R. G. Langenwaller, manager of Joyland, said his spot enjoyed its biggest Fourth to date. An old-fashioned celebration with greased pigs, sacks races and greased pole attracted many from out of the city. Weather was good until 9 p.m., when rain curtailed business.

Joe Colihan's Excelsior Park, Excelsior, Minn., enjoyed whopping good business July 3 and 4, which he said was on a par with the spot's activity two years ago. Last year's Fourth business was killed by a heat wave, he recalled, but weather was good this time. Fireworks displays were given Monday and Tuesday (4).

The greatest crowd in the history of Monticello, Ind., and its twin lakes, Shafer and Freeman, thronged that resort center during the four days. Tom Spackman, manager of Ideal Beach on Lake Shafer, said he could not begin to estimate the crowd at his spot. Many concessions sold out, and Spackman said that more than 1,000 people an hour filed past the Paul Abbott underwater tank and saw the advocate of reduced taxes in his Ideal Beach home. The Bill Car-

negie band in the ballroom drew 4,000 dancers over the week-end to break all records. Fireworks climaxed the week-end.

#### Southern Ops Pleased

Across the South, park ops reported they were pleased with the slices of biz they got. About 6,000 trouped into Fairgrounds Kiddieland at Birmingham, Manager R. H. McIntosh stated. Happy Hal Burns and His Radio Quartet were an extra drawing card. Average spending was good, according to the manager, and weather was hot and clear.

New Orleans's Ponchartrain Beach, managed by Harry J. Batt, did as well as last year and final figures were expected to show some increase, Batt said. Weather was clear. Fireworks were featured.

The outlook at Fountain Ferry Park, Louisville, was dimmed by cloudy and threatening weather Tuesday afternoon but skies cleared for the evening of the Fourth and J. R. Singhiser, manager, filed money and attendance figures which equaled those of last year. The Four Merrills' free act and fireworks were boosters.

#### Dallas Pulls 175,000

Dallas staged a Texas-style week-end that pulled 175,000 in four days, according to estimates of Fred E. Tennant Jr., midway superintendent. He said a total of 75,000 saw the thrill show and fireworks in the Cotton Bowl, June 30-July 4. Bowl attendance built from 2,500 the first day to 25,000 for the wind-up. The State Fair midway will consider itself ahead if it breaks even financially on the Bowl show, which was designed to prime midway grosses, Tennant stated, but with final figures yet to come from the sponsoring Kiwanis clubs it appeared the fair might make a profit.

Statue of Liberty replica was dedicated at the Bowl Tuesday (4), when 2,000 Boy Scouts were admitted free. Bowl show included Three Milos, Flying Otaris and Albanis aerial troupes, Silvers Johnson's clown car and pyrotechnics.

Dallas midway crowd was estimated at 50,000 Saturday (1) and 75,000 on Tuesday (4). The take was excellent and concessionaires reported spending was up as much as 30 per cent over corresponding days of non-holiday weeks, Tennant reported.

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(Continued from page 52)

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# Biz As Usual Despite War Scare

## Korean Outbreak Has Not Yet Affected Industry; See Price Rises as New Problem

Adopt Watch and Wait Attitude; No Stockpiling Now

By Norman Weiser

CHICAGO, July 8.—With the Korean war now in its second week, there has been no noticeable effect on the coin machine industry. A survey of key centers thruout the country revealed, in most cases, that business is "normal" altho average buying is slightly brisker than is usually the case during the summer months. While there is a general feeling of concern thruout the field caused by the outbreak of hostilities in the Far East, the war is still remote, with more immediate problems to be faced. One of these, especially affecting music ops, is the recent \$50 price increase announced by Wurlitzer. Some operators reported they were buying Wurlitzers at this time to get under the price rise wire, but others said they were more concerned that other manufacturers might soon follow suit.

However, in recent weeks, in the vending field in particular, the reverse has been true. Several firms have actually cut prices, and others have announced that as soon as production can be increased, they, too, will shave their list prices.

Obviously, production becomes a key to the entire coin machine field. If plants now turning out games, venders and phonographs are called upon to switch to defense work, then there will be a scramble for both old and new equipment thruout the country. At present several large manufacturers here and in the East are working on government contracts, but production of their coin-operated equipment has been maintained. At this writing, there is no indication that the production picture will undergo any serious change unless a national emergency develops suddenly.

In Chicago and the surrounding area, the typical Midwestern isolationist feeling of past years is not as evident. There is considerable concern being shown over the interna- (See PRICE, NOT WAR on page 76)

## Appoint Semack To Travel Wis. For Nat'l Coin

CHICAGO, July 8.—Joe Schwartz, head of National Coin Machine Exchange, has announced the appointment of John Semack as sales representative in the Wisconsin territory. He will work out of National's Chicago headquarters.

Semack has been in the trade for more than three years. Last week (The Billboard, July 8), National was appointed distributor of Gottlieb products in Wisconsin. Firm also handles Gottlieb in Iowa, Northern Illinois and Northern Indiana.

## Blaze Destroys Pin Plant

ROCKVILLE, Md., July 8.—Volunteer firemen from six towns fought a blaze here which destroyed the Red Ball Manufacturing Company, a pinball plant owned by Paul Boizelle. Damage was estimated at \$75,000 and a fireman from Rockville was burned severely after being overcome by smoke.

## German Industry Moves Ahead Despite Many Postwar Shortages

BRAUNSCHWEIG, Germany, July 8.—Hampered by the lack of coinage and shortages of some materials, Germany's coin machine industry is nevertheless making rapid strides toward its prewar status. So reports Gert W. Schulze, editor of *Automaten-Markt*, one of two coin machine magazines currently being published in Western Germany.

"The postwar vending machine business," Schulze said, "is just starting again, and the prewar standards of merchandise and amusement machines have not been reached by far." Bells and consoles, Schulze reported, cannot be operated, but free plays and token-return equipment are popular.

Biggest boost to the industry came this past spring, Schulze declared, at the Frankfurt Fair, which seems destined to replace the prewar Leipzig Fair in its importance to the coin machine industry. German manufacturers took an entire building at the fair to display all types of equipment, altho merchandise and service vending machines predominated.

Gradually, Schulze said, the government is taking small denomination paper money out of circulation and replacing it with coins. As the number of coins in circulation grows, all phases of the industry will benefit.

### Popular Units

Most popular games in Germany today, Schulze said, are the vertical pinball type with hockey and football themes. Among the largest game producers are Nowesta, of Hamburg, and Lowen-Automatendienst, Braunschweig. Another Braunschweig manufacturer, Jacob Ritter, is in production with a coin-operated pool table.

Merchandise vending machine manufacturers, according to Schulze, are adhering closely to prewar construction and principles, altho there have been minor mechanical im-

provements and exterior modernization.

Dominating the vending machine field in Germany at present are ABA-Automatic, Seitz and Telefonbau, and Normalzeit. Of the three, Seitz is building what would be, by American standards, the most striking equipment: Reversible shop windows which can be turned around at night to expose a battery of vending machines offering from three to 30 different products at varying prices. Seitz also produced a vender which can be wheeled into the door frame at night and locked into place, thus enabling the store to do business around the clock. Both the shop window and door frame machines were built by Seitz before the war.

Three West Berlin manufacturers are currently in production with merchandise venders, Schulze stated. Vogelsberger Feinmechanik — in vending since 1934—has produced cigarette venders with built-in match columns and Fischer has designed a small cigarette vender in the shape of a cigarette intended for small-volume, small-space stops.

### Coffee Machine

The third Berlin company, Damaschke, is building a coin-operated coffee vender—this one, unlike coffee machines in the States which dispense the finished product, sells freshly ground coffee in small portions. It consists of a small grinding mechanism with a coin-activated crank.

Because of the high tobacco tax and the competition of street peddlers who sell black-market smokes, cigarette machines currently have a limited market in Germany. For this reason, automatic merchandising firms, along with the tobacco interests in Germany, have been working for a reduction in the tobacco tax (See German Industry on page 85)

# Chicago Fair Arcades Buzzing

## July Fourth Trade Starts Ball Rolling

### Older Equipment Featured

CHICAGO, July 8.—Spurred by a rush of visitors over the July 4 weekend, coin machines in the Penny Arcade at the Chicago Fair of 1950 were doing a steady business this week. Competing with the arcade for top interest in coin-operated amusement equipment was the House of Nico'o-deans, operated by Joseph Valente, who also owns the Mil-Arm Inn, a city landmark for old-time music ma- (See CHI FAIR on page 85)

## Grant Shay Weds; 200 at Ceremony

CHICAGO, July 8.—Approximately 200 guests attended the wedding of Grant Shay, Bell-o-Matic Corporation vice-president, and Noreen Coakley at St. Philip Neri Church here Saturday (1).

Among the trade representatives at the ceremony were Mr. and Mrs. Roy McGinnis, J. H. Keeney & Company; Herb Jones, Bally Manufacturing Company; Mr. and Mrs. Oscar Schultz and Sylvia Gordon, Automatic Coin Machine & Supplies Company; Mr. and Mrs. Herb Mills and George Dewel, Mills Industries, and Mr. and Mrs. Vince Shay, Lil Joch, Mr. and Mrs. Harry Morris, John Kelley, Mr. and Mrs. Joe Statz, Mr. and Mrs. Mike Ziv, Mr. and Mrs. Midge Ryan, Mr. and Mrs. Frank Lorden, all of Bell-o-Matic.

## Jersey City Solons Seek To Ban Games

### Ops Get Court Stay

JERSEY CITY, N. J., July 8.—An ordinance to outlaw coin-operated, shuffle-type games in taverns was introduced Thursday (6) after attempts by the police to remove them from locations were stayed by court injunction. If passed on final reading July 18, the measure would permit confiscation and subject offenders to a \$200 maximum fine, 90 days in jail, or both.

Games began to appear here a few (See JERSEY CITY on page 85)

## CMI Publicity Post Resigned By Pickering

### To Form Own Firm

CHICAGO, July 8.—John E. Pickering has resigned as public relations director of Coin Machine Institute (CMI) and formed his own public relations firm with headquarters at 134 North LaSalle Street here. Under the new set-up, Pickering will have CMI as one of his accounts and continue to serve the association in advisory as well as an active capacity periodically.

In announcing his resignation, Pickering said: "I shall always be interested in the drive to put the coin-operated amusement industry on a permanent, dignified and profitable basis. However, demands for services by other industrial groups made it imperative that I make some arrangement to meet these demands. The co-operation of CMI board members has made this possible."



# Ops Warm to Ice Cream Venders

## Minute Maid Launches Frozen Orange Juice Vender Program

NEW YORK, July 8.—The entry of orange juice prepared from the frozen concentrate into the ranks of cup vending on a substantial basis is being blueprinted here by the Minute Maid Corporation which this week began final location tests of a machine recently developed to handle its product.

Perfecting by Minute Maid engineers in collaboration with Mills Industries, the first hand-made unit of the current model has been installed in a mid-town subway station by Canteen. Another is being delivered to Union News, with others in the test run to be located in Florida and Washington.

Earlier models had been tested by Snow Crop marketers, as well as Minute Maid, but they had technical bugs which are said to have been eliminated in the present machine.

The current unit will be manufactured by Mills exclusively for sale to operators designated by Minute Maid, according to William E. Burke, manager of the juice

packer's automatic vending department.

Snow Crop has abandoned for the time being its own vending program, it was learned, and is concentrating on promoting a manually-operated dispenser for counter use.

Burke said Minute Maid's prime concern in launching its vending program is to use the coin machines as a mass sampling device to further public acceptance of frozen orange juice. Persons getting their first (See Minute Maid on page 71)

## 4-Point Pattern for Better Operating Conditions Pave Way for Heavy Placement

Suppliers Initiate Op Aid Programs, Obtain Locations

By Fred Amann

CHICAGO, July 8.—On the operator level, ice cream venders have been accorded greater acceptance, and placements have increased the past six months, with indications that this trend will continue at an even stronger pace during the next few years, a spot survey by *The Billboard* revealed. This trend is further strengthened by a four-point pattern of bettered operating conditions in the field.

They are:

1. Established operators of candy, cigarette, soft drink and other equipment are further diversifying their routes by adding ice cream venders, with new operators adding to the placement program.

2. A number of ice cream suppliers, having adopted a policy of by-passing actual operation of vending equipment, are now aiding independent operators by obtaining new locations for them and offering guaranteed delivery contracts at pre-set price levels.

3. Suppliers' decision to aid operators has been further bolstered by the discovery last winter, by those more active as vender suppliers, that bar sales thru venders was a major factor in keeping their cold weather gallonage high. This will make for even greater co-operation with the operator in coming months.

4. Vender manufacturers have placed a number of field-tested machines in regular production, concentrated on sales to the independent operator, and set up operational aid programs such as making supplier contacts for the operator, etc. (see article on ice cream vending equipment in *The Billboard*, July 8.)

Predict Gains

Adding to the over-all potential for the ice cream operator is the prediction (See Ops Go For on page 72)

## Milwaukee Corp. Converts Popper Unit to Vender

MILWAUKEE, July 8.—Popperette Corporation here announced this week the addition of a coin mechanism to its manual popping type popcorn dispenser, and a step-up in production. Albert Armoto, president, said the change converted the unit from its former counter type location-operated unit to a floor model vender. Formerly priced at \$250 for the non-coin model, the new model now lists for \$299.50, which includes a de luxe stand.

Test installations with the new coin unit, according to Armoto, resulted in almost doubling sales volume over former non-coin operation. Installation of the vender nearer customer traffic, instead of back-of-the-counter positions, was advanced as the reason.

Introduced Last October

The Popperette was originally introduced during the fifth annual Popcorn Industries' convention in Chicago last October (*The Billboard*, November 5, 1949). As in the non-coin version, it continues to dispense a dime portion of popped corn within 1½ to 2 minutes. A glass-fronted popping chamber, into which a measured amount of raw corn is dropped from a globe topping the cabinet, permits the customer to view the pop. (See Milwaukee Corp. on page 74)

## Form Lunch Box, Inc., To Market 5-Choice Food Unit

CHICAGO, July 8.—The formation of Lunch Box, Inc., was announced this week by C. Moreau, principal organizer of the multiple-product food vender firm. A feature of the company's in-plant food vending plan is the five-item selectivity offered thru its vender, in effect making a complete lunch possible from a single machine. Because of resulting multiple purchases by one customer, Moreau states test operations have indicated that a small plant, office building or retail or service establishment with as little as a 50-customer potential daily can support profitable operation.

Lunch Box, Inc., headquartered at 7 West Madison Street here, uses an eight-column machine to sell five or six food items, selected so that two or three purchases will make a complete small meal. The vender is a Cedar Hills Dari-Mart milk unit, manufactured under contract by Cincinnati Metalcrafts, Inc., Cincinnati. External appearance, cabinet, remains unchanged, but Moreau controls patents on the new vending mechanism developed for the additional food products.

With total capacity of approxi-

mately 140 items, the vender stocks two columns of carton milk, two columns of cold sandwiches, one column each of canned juice, fresh fruit and cake. It is planned to add or alternate a column of prepared fresh salad. All items sell for a dime and are maintained at a 36 to 40-degree temperature.

According to Moreau, Lunch Box will not sell the vender outright but intends to lease it to operators for franchised territories. A year's lease will be \$650 per machine (just under \$2 a day) for the first year, dropping to \$325 per vender for second and succeeding years. Firm states it is working out a plan whereby the operator can pay down half the year's lease for the first year, paying the remainder under monthly terms.

Location Tests

Eight test locations, now being operated by Lunch Box, include such stops as an insurance office, a trade school, beauty parlor, service stations, public garages and a small industrial plant. In the beauty parlor location, which has four beauticians and an average of 35 patrons a day, the entire 140 snacks are often sold out daily, Moreau claims.

## Wrigley Gum Venders Get Outdoor Spots at Chi Fair

CHICAGO, July 8.—Installation of the first six of a battery of 10 Wrigley four-column gum venders at the Chicago Fair of 1950 was announced this week by Mechanical Merchants, Inc. Herman Stamer, vice-president, said an unusual feature of the installation was the outdoor placement of the units.

Initial outdoor operation on a round-the-clock basis has proven successful, Stamer pointed out, with rain, radical temperature changes and dust, not hampering vending cycles or affecting merchandise stocked in the columns. Three venders are located on the grounds, near public phone booths and walks, with the remaining units installed immediately inside the entrance gates at 31st, 23d streets and the north gate.

During the first few days, each vender averaged 300 sales daily, requiring two fillings. Stamer expects this volume to hold or be slightly bettered during succeeding weeks.

Following the shake-down period, during which fair officials are expected to shift or add exhibits, etc.,

Mechanical Merchants plans to add other vending equipment thruout the grounds.

## New Franchises Set By Dad's Root Beer

CHICAGO, July 8.—Dad's Root Beer Company has announced the recent franchising of additional outlets for its product. Barney Berns, vice-president, announced the names of 11 new bottlers as follows:

Brookings Bottling Works, Brookings, S. D.; Pepsi-Cola Bottling Company, Twin Falls, Idaho; White Rock Bottling Company, Tacoma, Wash.; Pepsi-Cola Bottling Company, Roseburg, Ore.; Kies Bottling Company, Owego, N. Y.; Pepsi-Cola Bottling Company, Ottawa, Kan.; Rademaker & Son, Marshall, Ill.; Dad's Root Beer Bottling Company, Morgantown, W. Va.; Crown Bottling Works, Erie, Pa.; Smith Beverage Company, Columbia, Miss.; and the Dr. Pepper Bottling Company, Ames, Ia.

## Stoner To Show At SCWA Meet

AURORA, Ill., July 8.—Stoner Manufacturing Company announced this week it has scheduled a display at the Southern Candy Wholesalers' Association (SCWA) annual meeting in Birmingham August 6 thru 9.

Equipment to be shown in Birmingham's Municipal Auditorium, site of the meet, will include Stoner's Senior Univendor eight-column machine, with the new penny vender tab gum unit attached, a cross sectional model of firm's coin changer and a cross sectional model of the standard coin unit. In charge of the display will be Stoner representative Fred Meyer, with his assistant, Gladys Campus. In addition, Meyer will maintain conference rooms at the Hotel Redmont in Birmingham for the duration of the showing.

Meyer is the Stoner representative for the States of Virginia, North and South Carolina, Georgia, Florida and Alabama. He headquarters in Atlanta.

## Kenro Promosh

PHILADELPHIA, July 8.—Sam Rogove and Jim Kendig, heads of Eastern Engineering & Sales Company, have launched a public relations campaign in behalf of their Kenro chocolate-covered ice cream vending machines. Kenro machines are being made available to all charitable organizations and institutions with 10 per cent of the machine's income donated to the charity.

In addition, the machines are being made available to charity groups for placement in any type of location. In each case, the group placing the machine will get 10 per cent of the income for the particular charity project. Apart from the public relations aspects of the promotion, it also means opening up many new location centers for the Kenro vending machine, it was pointed out.



**RAKE SELLS FINE EQUIPMENT AT FAIR PRICES**

**NEW COUNTER MACHINES**

Kicker & Catcher .....	\$34.50	Groetchen Imp, 1¢ or 5¢ .....	\$21.00
Electric Shocker .....	22.50	Groetchen Wings, 1¢ or 5¢ .....	36.50
Victory Basketball .....	32.50	Groetchen Pok-O-Reel, 1¢ or 5¢ .....	36.50
Mills Vest Pocket Balls .....	45.00	Comet Cub, 1¢ & 5¢, 3 Rl. Cig. ....	21.50
Groetchen Yankee, 1¢ or 5¢ .....	36.50	Comet Marvel, 1¢ or 5¢ Cig. Rls. ...	29.50
Groetchen Klik, 1¢ or 5¢ .....	36.50	Comet Buddy .....	24.50

Specify 1¢ or 5¢ When Ordering

**NEW VENDING MACHINES**

S.K. Charm King, case of 4 .....	\$42.00
S.K. 1¢ or 5¢ Bulk, case of 4 .....	42.00
N.W. MODEL 49, 1¢ & 5¢ .....	13.75
N.W. Deluxe Comb., 1¢ & 5¢ .....	27.00
Adams Model N. 1¢ Gum .....	22.50
N.W. Stamp Roll Type .....	69.00
Marion Scale .....	79.50
Writing Scales .....	Write
Shipman Stamp, 3 Col. ....	39.50
Acorns, 1¢ or 5¢ .....	13.95
Acorn All Charm .....	17.95
Master Novelty, 1¢ .....	13.95
Master 2¢, 1¢ & 5¢ Comb. ....	17.50
Match Box Vendors .....	4.95
Model GV, 6 Col. Adams Gum ...	19.50

**RECOND. VENDING MACHINES**

NW Model 33, 1¢ Nut .....	\$ 7.30
NW Model 33, 1¢ Ball Gum .....	7.50
NW Model 40, 1¢ Nut .....	6.50
NW Deluxe, 1¢ & 5¢ Comb. ....	15.00
SK 1¢ Bulk .....	7.50
SK 5¢ Bulk .....	8.00
SK Hot Nut, 5¢ .....	15.00
Master 1¢ & 5¢ Comb. ....	10.00
Adams 1¢ Gum, 6 Col. ....	14.50
Exh. Card Vendors, 1¢ .....	15.00
U-Chu Ball Gum, 1¢ .....	5.95

**ACCESSORIES & SUPPLIES**

Vendor Stands, heavy .....	\$3.95
Cross Bars, Two Vendors .....	1.00
Cross Bars, Three Vendors .....	1.35
Coin Counting Scales, 1¢ & 5¢ .....	18.50
Route Cards, per 100 postpaid .....	1.25
Pocket Coin Counters, 1¢ & 5¢ .....	1.25
Rlt. Va. Peanuts, per 30 lb. ctn. ....	9.00
Slt. Span. Peanuts, per 30 lb. ctn. ....	7.50
Ball Gum, per 25 lb. carton .....	4.25
Licorice Lozenges, per 20 lb. carton .....	4.40
Rainbow Peanuts, per 30 lb. carton .....	4.40
Boston Baked Beans, per 30 lb. ctn. ....	4.40
Charms—Complete Line. Send for Charm List #104.	

**SPECIAL!**

10 Good Used  
**ELECTRO-SERVE  
HOT POPCORN MACHINES**  
with 7 bases and 5¢ chutes  
**\$17.50 Ea. With Base**  
COMPLETE LOT, \$150.00, Incl. Bases.

WRITE DEPT. V FOR CIRCULARS & PRICE LIST OF COMPLETE LINE. VENDORS CAN BE PURCHASED ON RAKE "24 PAY" PLAN. WE TAKE TRADE-INS—Liberal Allowance! 1/3 Deposit With All Orders, Balance C. O. D.

**RAKE COIN MACHINE EXCHANGE**

609 Spring Garden Street LOMBARD 3-2676 Philadelphia 23, Pa.  
Pittsburgh Office: 2120 Fifth Ave. COURT 1-3842 Pittsburgh, Pa.

**Haircon Named Penguin Distributor For Michigan**

DETROIT, July 8.—Haircon, Inc., newly chartered Michigan firm, has been appointed State distributor for the Penguin Hair Drier by Consolidated Productions, headed by the O'Connor brothers. The company will handle the Penguin unit in its home territory, inasmuch as the machine is made here in Detroit at the Consolidated plant. It has been introduced in a number of Eastern cities, but has not been extensively shown in this area.

Heading the new company are T. M. Lybeck, Walter C. Philbrook and C. J. Link. The three partners are all newcomers in the vending machine field. Headquarters are being established at 15002 Montevista Avenue.

**Census Bureau Sees Big Hike in Candy Bar Sales for May**

WASHINGTON, July 8.—A healthy increase in May sales of bar candy by manufacturers is indicated in a preliminary report by Census Bureau this week. The agency said first returns indicate an increase over May, 1949, of 11 per cent in pounds, and 12 per cent in dollars.

Bulk goods sales were up 18 per cent and 26 per cent in weight and dollars, respectively, while the general line was up 26 per cent in pounds and 21 per cent in dollar value. Package goods sales were up over the preceding May by 7 per cent in both categories.

**Chunky Ups Production**

NEW YORK, July 8.—The Chunky Chocolate Corporation is stepping up production of its sugar-toasted peanuts packed specially for vendors, according to Jeff Jaffe, president. The 10-cent seller, in a double-walled cellophane wrap, is packed 50 units to the carton.

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READY FOR YOU  
**NOW**

They're Really Beauties, Too  
KNIFE (Scout). Per 1000 .. \$10.00  
BASEBALLS, 1/2", with team names, white with black seams Per 1000 .. 5.50  
BASEBALLS, 1/2", white with black seams. Per 1000 .. 8.00  
All Postpaid.  
Write now to get on our mailing list.



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**TOPPER is tops!**  
Victor's Topper reaches new heights in efficiency in vending charms and ball gum. Packed and sold 4 machines to the case. \$43.00 per case in lots of 1 to 5 cases.

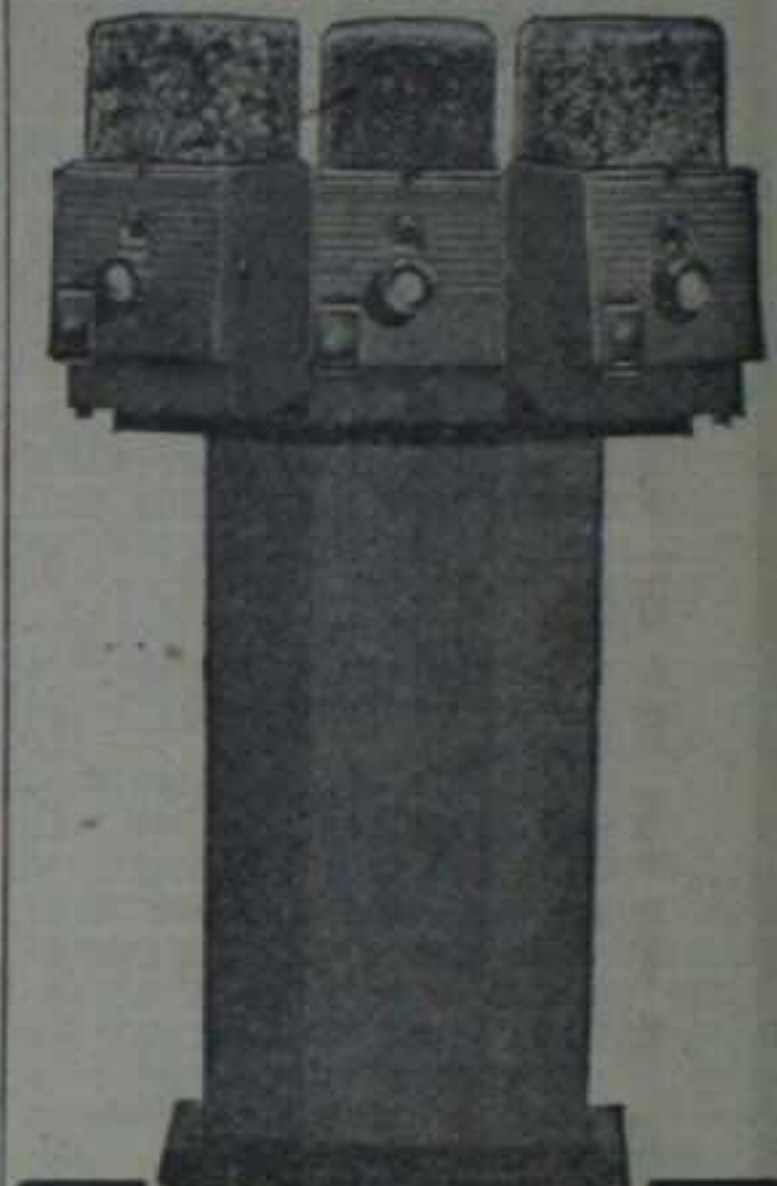
**\$10.00** per machine in lots of 25 cases

On larger quantities, we allow 30 weeks to pay. Liberal trade-in allowance on any type equipment.

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**NOW! Bigger Profit FROM EVERY LOCATION With the New Northwestern**

**CABINET STAND FOR MODEL 49**



WRITE FOR DETAILS OR SEE YOUR DISTRIBUTOR  
**THE NORTHWESTERN CORPORATION**  
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**GET NEWER CHARMS**

Lower prices from America's newest Charm manufacturer. Over 30 new and different series of Charms. Our prices are lower! Send 35c for complete samples.

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**METAL TYPER MACHINES PARTS AND SUPPLIES**



**FINEST ALUMINUM DISCS**  
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**ATTENTION —25¢ & 30¢ CONVERSIONS**  
Silver, Quarter or combination Nickel-Dime. Guaranteed Parts.

**CIGARETTE MACHINES**

UNEEDA, 8 Cols. ....	\$100.00
UNEEDA, 6 Cols. ....	90.00
Uneeda-Model 500, 9 Col., 350 Pack Cap. ....	100.00
8 Col., Model E, 240 Pack Cap. ....	62.50
P-X, 10 Col., 425 Pack Cap. ....	125.00
National 9-50, 350 Pack Cap. ....	95.00
National, 9 Col., Electric .....	189.50
Challenger, 7 Col. ....	100.00
DuGrenier MODEL W, 9 Col., 308 PACK CAP. ....	62.50
Rowe Imperial, 6 Col., 180 Pack Cap. ....	60.00
Special! 4 Col., 100 Pack Cap. ....	32.50

**CANDY MACHINES**

ROWE, 120 Bar Cap. ....	\$75.00
CANDYMAN, like new, 72 Bar Cap., Enclosed Base .....	62.50
VENDIT, 150 Bar Cap. ....	57.50
U-Select-It .....	35.00
UNEEDA 105 Bar Cap. ....	75.00
UNEEDA, 40 Bar Cap. ....	23.50

**SALE NATIONAL CANDY VENDER \$100.00**  
9 Col., 162 Bar Cap.

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ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.  
Parts and Mirrors available for all makes and models.

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It makes my Scottish blood boil to see some operators pay high prices for machines when they can secure a TOPPER for as low as \$10.00 in lots of 100 and on time payment too from . . .

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**VICTOR'S AMAZING NEW TOPPER**  
Special July Offers

1 Case (4) Toppers PLUS 25¢ 210 Ball Gum or 25¢ Candy PLUS 1000 Charms. All for only **\$50.00** (with plastic globes) \$52.00

1 Double Unit Topper with Plastic Globes PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only **\$36.00**

1 Triple Unit Topper with stand, plastic globes, PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only **\$51.25**

Samp. Topper, \$11.25

Get today's top money maker—Topper DeLuxe 5¢ all Charm Vender. Sample **\$13.95**

Get today's top money maker—Topper DeLuxe 5¢ all Charm Vender. Sample \$13.95

**RAIN-BLO GUM**  
140, 170 or 210 count, in 25¢ cartons, 27¢ lb. in lots of 150 or more with freight prepaid. 25¢ lb. less 2%

**COLORED BALL GUM**—All Sizes 25¢ or 40¢ carton, 25¢ lb. 160¢ lots, 23¢ lb. with freight prepaid. **FULL CASH WITH ORDER**

**PISTACHIOS**  
25 lb. carton Large, 49¢ lb. Extra Large, 53¢ lb. Full Cash With Order.

Plastic Auto-graphed Baseballs, \$5.00 per M Metal plated, \$8.00 per M.

Write for our **FREE Complete Charm List.**

1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D. Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

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Exclusive Victor Distributor in N. Y., 461 SACKMAN ST., BROOKLYN 12, N. Y. Phone: Dickens 2-7992

**Minute Maid Debuts Frozen Juice Program**

(Continued from page 69)  
taste of the product thru the machines are expected to swell the ranks of home users.

He claimed the company will, therefore, sell the concentrate to approved operators at a minimum cost which may, occasionally be below the amount its own distributors pay. Burke explained that a 35 per cent ingredient cost is felt to be the maximum an operator vending a 10-cent drink can lay out and still show a profit, and all efforts will be made to keep the cost within that boundary. The company is now delivering its concentrate to the test machines in 32-ounce cans, but will shift later to gallon containers.

The machine, with a capacity of 450 cups, stores the concentrate at 18-20 degrees. It automatically mixes the concentrate with water (or a part of concentrate to three parts of water), aerates the mixture and dispenses it in a six-ounce cup at a temperature of 43-45 degrees.

Since the concentrate is highly perishable if not handled properly, the company is setting rigid standards for operators seeking franchises. Provision must be made for storing the juice at temperatures of 10 below to 0 degrees. In most areas refrigerated trucks for transporting the concentrate to locations will be specified, while heavily-insulated vehicles may be deemed satisfactory in other territories. Paradoxically, the operator may also need a warm-up box in his truck. Burke explained that the concentrate must reach a temperature of 15 degrees before it can be poured into the machine container.

He said 30 to 60 days will elapse before machines in quantity are ordered from Mills. The shell of the vender is now being redesigned to increase its appeal and will include a three-dimensional, illuminated picture panel.

**Sask. Towns Get Meters**  
REGINA, Sask., July 8. — Three hundred parking meters have been installed along 38 city blocks here for a one-year trial. Machines are those of the Hughes-Owens Company, Ottawa.

**ADVANCE DUPLEX-E**  
SITROUX TISSUE AND OTHER SANITARY NAPKIN AND TISSUE MACHINES AVAILABLE

Also Complete Advance Line Including  
**HERSHEY BAR VENDOR**  
IMMEDIATE DELIVERY  
Order Sample Today!  
Write for Quantity Prices!

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**CHARMS...**  
Proven Sales Boosters!  
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Find out about the original "Pop" Corn Sez PRE-POPPED CORN. Scientifically popped and packaged to create profits for you. Shipped anywhere. It costs nothing to ask — means profits for you.

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**NEW GUNS**  
Load your machines with our guns and watch 'em empty faster than ever! Trial order will convince you. (Same size as illust.)

PLASTIC (6 Bright Colors) .. \$4.25 per M  
NICKEL PLATED .. 6.50 per M  
SILVER or GOLD PLATED .. 7.50 per M

**Large Assld. SPORT CHARMS**  
(Baseball, Basketball, Boxing Gloves, Roller-Skate-on-a-Shoe, and Football)  
PLASTIC (6 Bright Colors) .. \$3.75 per M  
COPPER PLATED .. 4.00 per M  
GOLD or SILVER PLATED .. 7.00 per M

**NEW ALPHABETO CHARMS**  
1/8" Thick (A to Z and 10 Numerals)  
PLASTIC (Assorted Colors) .. \$3.25 per M  
COPPER PLATED .. 4.00 per M

Opportunity for Distributors  
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Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose, and we know we will gain a satisfied customer.

**Prices**  
LESS THAN 25 \$13.75  
LESS THAN 100 \$13.55  
100 OR MORE \$13.35

**GUARANTEED NORTHWESTERN SPECIALS—Used**  
DELUXE, 1¢ or 5¢, Baked Metallic Finish, Red or Green—Sample .. \$14.95  
10 or More .. 12.95  
#39 PORCELAIN, 1¢ .. 7.45

#33 BALL GUM PORCELAIN, 1¢ .. \$7.45  
SILVER KING, 1¢ or 5¢ .. 6.95  
MASTER PORCELAIN, 5¢ .. 7.45

**MERCHANDISE AND SUPPLIES**  
PISTACHIO, Jumbo Queen .. 49¢  
FANCY TULIP, Large .. 46¢  
INDIAN NUTS .. 40¢  
CASHEW, Whole .. 48¢  
CASHEW, Butts .. 44¢

VIRGINIA PEANUTS, Whole .. 34¢  
FILBERTS .. 50¢  
MIXED NUTS .. 50¢  
BOSTON BAKED BEANS .. 26¢  
LICORICE LOZENGES .. 25¢

M & M .. 33¢  
BALL GUM, All Sizes (150 Lbs. Min.) .. 23¢  
ADAMS, All Flavors .. 42¢  
W.F. GLEYS, All Flavors 46¢  
TOPPS, All Flavors .. 42¢

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.  
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Time Payment Plan Available — Trade-Ins Accepted

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Day in and day out this exceptionally all-purpose bulk vender produces larger profits for YOU.

- Vends all sizes of Ball Gum.
- Vends all sizes of Pistachios, Cashews, Almonds, Candy, Nuts, and Charms.

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Let Us Know What You Have To Trade  
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**FLATTO STAMP VENDORS**

Model #B2—3 column (illustrated) \$19.95  
175 folder capacity per column. ABT coin chute with slug ejector. Columns lock when empty. Height 14", Width 5", Depth 7". Baked enamel finish in 3 colors.

Model #B3—3 column \$25.95

THESE new designs give you everything you've ever looked for in stamp vendors. They're attractive, inviting, durable, mechanically perfect, use folder-type stamps, low-priced, and what's more, they're made and backed by Flatto, a name that's famous for stamp vendors and stamp vendor supplies. Immediate delivery. Order NOW!

1/2 dep. with order, balance C.O.D. F.O.B. New York

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**ROYAL  
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DISTRIBUTORS A Few Choice Territories Still Available. Write

**AUTOMATIC PRODUCTS CO.**  
250 W. 57th Street, New York 19  
PLAZA 7-3122

# Ops Go for Ice Cream Venders; 4-Point Operating Pattern Set

(Continued from page 69)

tion by leaders in the frozen confection field that annual volume will total 1,000,000,000 gallons by 1955. Supporting this statement are the steady gains made by the industry over the past decade. In 1939 the 12-month total was 30,000,000 gallons and jumped to almost 50,000,000 gallons in 1945. And with increased gallonage and increased placement of venders, the operator can look for an even greater proportionate share of total sales in the future, it is indicated.

A summarization of on-location servicing, maintenance, sales volume, etc., information compiled during the survey reflects the experience of the majority of present ice cream vender operators. The average serviceman is expected to handle a route of 20-25 machines, with special location problems (such as industrial plants, where multiple installations are the rule) upping or lowering (latter where locations are widely separated) this figure.

### Break-Even Point

A break-even point for single-flavor machines is figured at 50 sales per day, with double that amount for selective units. This is based on averages for a five-day week, and on cost break-downs per unit sale (each dime bar) of: (1) Between 5 and 6 cents for product; (2) 3 cents for labor, servicing, maintenance costs and machine amortization; (3) 1/2 cent for commission and (4) approximately 1/2 cent net profit.

Usual yardstick for defrosting equipment is between every 2,000 or 3,000 sales, followed on a year-round basis. Actual frequency of defrosting, however, varies according to season; it will be at closer intervals during summer months, for instance, when volume will require defrosting at four, three or even two-week periods. This extends up to three-month intervals during winter. Actual defrosting can be accomplished in a half-hour by the routeman, who stays on hand during the process and shortens it by scraping off the "snow."

### Servicing

Extra service calls drop to the vanishing point in summer, due to the fact that increased volume requires more frequent servicing. In many instances daily loading and inspection keeps equipment in top condition. Paradoxically, lower volume winter months bring greater numbers of service calls, due to lengthened periods between loadings.

A number of operators solve the summer servicing problem, which revolves around multiple loadings on a daily basis, by having an extra routeman make a second trip to each stop. If their equipment has a storage compartment he carries no stock but removes such extra bars and places them in vending position. He does not make collections.

The biggest seller, operators report, is the vanilla bar, which accounts for about 85 per cent of all sales.

### Suppliers Report

On the supplier front, citing one firm's co-operative activities, indicates the improved operator-supplier relations currently developing. Because of the plus-sales gain achieved thru vender distribution of their product, more and more ice cream makers are expected to follow a similar program.

Supplee - Wills - Jones Milk Company, Philadelphia, reports that the sale of its ice cream bars thru about 50 venders in the city has substantially increased its gallonage at a nominal cost to the firm. David Wiley, sales manager, explains that the slight cost was due to the practice of having its salesmen line up potential vender locations for independent operators. As an incentive, the company pays its salesmen a bonus for each vender location obtained.

Wiley points out that while his firm is marketing its bars thru venders as a plus outlet, it is not in the vending

machine business. It has devised a standard order contract for local operators, who take delivery of the bars at the company's plant.

The Supplee vender program was decided upon after venders increased sales volume in January this year, a month usually seeing a drastic drop in gallonage. Firm's merchandising manager, C. Sullivan, states that the machines moved 780 bars per unit during January, and altogether about 3,900 bars thruout the four-week period.

### Newcomer to Biz

Another supplier currently inaugurating a vender sales program is Southern Dairies, Inc., Washington. Like Supplee, it intends to keep a hands-off policy on actual operation, selling bars instead to independent operators. Like programs are now in effect, or about to be placed in effect, by a number of dairy and ice cream manufacturers over the country, showing a definite break with former wait-and-see attitudes or "operate our own venders" thinking.

Turning back to the operator, recent weeks have seen a number of old-line firms add ice cream equipment to their routes, in some cases making the initial diversification of their operation and in others further diversifying an already three or four product operation. Some of the operations adding ice cream venders include the Washington branch of the G. B. Macke Corporation; William Fishman's Automatic Merchandising Company, Chicago, with its Chicago Midway Airport installation; Vendall Service Corporation, Chicago, and Nick Novacic's West Allis venders operation, West Allis, Wis.

### Expansion Plan

Other operators, like Reynolds St. Onge and Albert A. Weidman, who jointly head Merchandise Vending Service in Detroit, plan to expand present ice cream vender installations. They expect to increase their present 24 ice cream machine operation to about 150 units by the end of 1950.

According to Merchandise Vending, daily per machine averages range from a low of 30 bars during the colder months to highs of 100 and over beginning in late June, thru July and most of August. Firm services its units two or three times a week during the September thru May period, ups this to daily or twice daily loadings during the three midsummer months.

### Unit Sets Record

While not advancing it as a usual occurrence, Merchandise Vending officials cite one instance of a machine moving a phenomenal number of bars recently in one plant installation. Pointing to the instance as proof of customer potential and the possibility of increasing current daily averages, they said one vender in a 2,000-employee Detroit plant (Timken-Detroit-Axle) sold 4,300 bars over a three-week period. It was refilled three times daily. They admit this is an all-time record, however.

Firm officials state one method of upping cold weather volume is to rotate bar flavors each six weeks. Abandoning the vanilla-chocolate standard, venders are stocked with butterscotch-coated vanilla and banana-flavored ice cream bars.

Among the new types of locations sought by Mechanical Vending have been 24-hour service stations and supermarkets at major transfer points, where the vender can be set up just on the sidewalk.

### Top Operation

Perhaps one of the largest and oldest ice cream vender operations, Traffic Refreshment Company, New York, reports it has vended over 1,000,000 cups annually. Firm, headed by William J. and Joseph C. Miller, started operations in 1940 when it purchased the 100 two-flavor venders built for the Borden Company by the Savage (See Ops Go For on Page 74)

## WRITE FOR CATALOG

On Bulk Venders, Merchandise, Games, etc.

### BUBBLE BALL GUM

40 or 170 size. Crown Jack Brand with colored centers, 25 lb. ctn. \$ 5.45  
70 lbs. or more ..... 31.90

### CHARMS

Plastic Charms, small, 1,000 ..... \$3.25  
Metal Colored Charms, small, 1,000, 4.25  
Plastic Charms, large, 1,000 ..... 2.95  
Copper & Nickel, large, 1,000 ..... 5.50  
Silver Wedding Rings, 1,000 ..... 5.95  
Toy Watches, 2 gross ..... 2.50  
Stone Set Rings, 1 gross ..... 1.95  
"Hep Cat" Buttons, 1,000 ..... 5.95  
Plastic Colored Rings, 1,000 ..... 2.50

### STANDS

All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weights 17 lbs.

\$2.99 each

We are factory distributors for all leading makes of VENDING MACHINES.



## VICTOR 5¢ ALL CHARM VENDOR

The newest sensation for vending charms. Never in the history of bulk vending has any one machine made as much money for as many operators as our famous Victor All Charm Vendor. It has unlimited possibilities and has opened tens of thousands of new locations.

1 to 23, \$12.95 each; 24 to 47, \$13.75 each; 48 to 99, \$13.50 ea.; 100 or more, \$12.95 ea.

All other Victor models on hand available for immediate delivery.

## Victory Basketball Game

Plenty of action—return ball feature—1¢ or 5¢ play  
Real Money Maker!  
22" High  
18" Wide  
5" Deep  
Simple mechanism—guaranteed trouble-free

\$32.50  
EA.

1/3 DEPOSIT ON ALL ORDERS

**PARKWAY MACHINE CORPORATION**  
715 Ensor St. Baltimore 2, Md.

Here is the New, Flexible

## ALKUNO CRACKER VENDOR

four columns with capacity of 100 packs of Austin Crackers or any similar size package not exceeding 3 1/2" x 2" x 1/2". Has large merchandise display and self-illuminating plexiglas sign.

### MODEL 700

Metal Cabinet and Base.  
Ht. on Base, 60".  
Wt. on Base, 64 Lbs.

WRITE FOR  
NEW REDUCED  
PRICES!

Immediate Delivery in Green Metal Lustre Finish. Write for Catalog of Complete Line, including Cigarette Vendors.

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\* We Supply the Machines . . . You Handle Hot Dog and Bun Distribution Locally

MORE PROSPECTS THAN EVER with STAR STEAMRO Write For Complete Details While Choice Territories Are Still Open.

**MIDWEST HOTEL & RESTAURANT  
SUPPLY COMPANY**  
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A high, high quality product priced no higher than ordinary gum. Nine different, delicious flavors . . . nine different colors that go all the way thru to blow real colored bubbles. Ask for Bozo today. Learn why operators call it the greatest gum ever made for vending machines. Enjoy the fastest turnover and largest ball gum profits you've ever known. Available in all sizes.

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Incorporated  
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"GREATEST ADVANCEMENT EVER MADE IN BULK VENDERS"



CUTS SERVICING TIME AND COSTS IN HALF

INTERCHANGEABLE SANI-CARRY GLOBE

Until you have actually operated 49s you have no idea of the time saved on location or in the service department . . . the amount of reduction in overhead . . . the extra time made available for handling additional machines . . . the accurate control of merchandise . . . the pleasure of knowing that your route is modern, efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 49 . . . test it . . . try it on your own route under your own conditions without risking a penny! Write for complete details today.

**KNOW WHAT'S GOING ON IN BULK VENDING**

Read The Northwestern . . . full of news, photos, helpful hints for vending machine operators. It's FREE.

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829 E. Armstrong St. Morris, Illinois

**— LARGEST — PROFIT MAKER "SILVER-KING"**



5c PISTACHIO NUT VENDOR or "Charm King" Ball Gum Vendor Designed for sales compelling eye appeal as low as \$10.00 in quantities

Nut and Ball Gum Candy, Charms, Vendors. 1 1/2-56 U.S. and Foreign Coins. "Hot Nut" Vendors. At all the best dealers—or write

Ask about the new "Hunter."  
**SILVER-KING CORP.**  
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WRITE FOR FREE ILLUS. CATALOG OF ALL TYPES OF MACHINES

**TOPPER**

(Illustrated) Lots of 100 . . \$10.00 Sample, \$11.25.

Victor's Universal

**JUMBO**

1 1/2" Ball Gum Vendor. Best Location-Getter in Years! Immediate Delivery.

1/2 Dep. With Order, Bal. C. O. D.  
**VEEDCO SALES CO.**

2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

**Coin Wash Op Plugs Service For Ladies, Adds Hair Dryers**

CHICAGO, July 8.—When Robert Soaper, head of Self-Service Laundry, Inc., here, went into the coin-operated service machine field several years ago he decided to concentrate on catering to women. Following the successful operation of automatic washers in apartment house installations, four years ago Soaper went a step further toward consolidating his coverage of "service for the ladies" via coin equipment—he added hair dryers. Result, Self-Service Laundry now does a plus-profit business thru its coin dryers located in girls' rooming houses, colleges, nurses' homes, YWCA's, summer resorts and similar centers where women make up all or most of those present.

**Augment Units**

While Soaper believes a route of hair dryers might not prove too practical as a solo operation, due to location limitations in any one area, he reports their operation has proved a profitable manner of boosting revenue on his over-all operation since they serve to consolidate routes. This makes it possible for servicemen to do double duty with a minimum of extra time and expense.

In a number of locations the coin dryers are installed in groups of two or three, depending upon the number of potential patrons. They are usually placed in second-floor lounges, reading rooms and wash-rooms. Soaper uses a spring timer set at 20 minutes operation for a dime and 60 minutes for a quarter. The usual ratio of coins taken from individual dryers each month are two-thirds dimes, remainder quarters.

After four years of dryer operation Soaper reports the average gross per month per dryer is \$7. This means the units take in from \$5 to \$9 each month, depending upon location and season (the higher gross occurs in

summer when some dryers earn up to \$15 during a four-week period). Commission is straight 10 per cent, with checks mailed to locations every six months.

Service calls are practically non-existent. Soaper states that since installing the dryers in 1946 the few service calls were due only to bent coins. Location turnover, too, has been almost nil. The two or three losses recorded followed the desire of the location to purchase the equipment itself.

In most dryer locations, Self-Service Laundry had washers installed first. Firm approached management with the dryer idea by stressing two points: (1) Its installation meant more commission for the location, and (2) it would eliminate a fire hazard present when girls used their own portable hair dryers.

A special type of public liability insurance is carried by Soaper for its dryer operation. He points out that the premium can be kept to the lowest possible amount by the operator, however, by bringing this fact to the attention of the insuring firm: Unlike beauty parlors, the coin hair dryer performs a single function, that of drying hair already washed, bleached, tinted or dyed. Therefore the higher cost of liability insurance covering such operations need not be borne by the operator.

Self-Service uses a full-size professional dryer, made by Eugene, Ltd., New York. List is between \$80-\$90 per unit, depending upon quantity ordered, finish and shipping costs. Soaper added coin-controlled timers himself. He settled for dryers with a crinkled black finish instead of chrome, as latter finger-marked too readily and became smudged between monthly service calls. Reading lights are now being added to each dryer to encourage longer, more frequent use of the equipment.

**Macke Co. Adopts Premium Promotion for Cig Venders**

By Carol Hutter

WASHINGTON, July 8.—The G. B. Macke Company has embarked on a full-scale premium promotion that will involve all of its 2,500 cigarette machines in this area, according to President Aaron Goldman.

With coupons already attached to cigarettes in many of the Macke machines, the promotion will have its official launching July 12, when half-page ads will run in the four Washington newspapers. Smaller follow-up ads and radio and television drives will be used, Goldman declared. If successful, the plan may be offered to other operators thruout the country.

A 15 per cent increase in volume at most locations followed a three-week test of the plan in Alexandria, Va. Eighty machines participated in the test, and Macke has been receiving from 75 to 100 requests a day for the gift catalog. Goldman pointed out these results are particularly significant inasmuch as no promotion other than word-of-mouth advertising was used.

Goldman believes this is one of the largest and most comprehensive cigarette premium programs in the country. Macke embarked on idea because of the cut-rate prices on cigarettes in drugstores, groceries and other retail establishments made firm officials feel they should offer "something plus" as means of increasing sales.

Handling the premium operations is a wholly owned subsidiary known as the Thank You Premium Company.

Coupons are labeled "Thank U" and feature the picture of the "Thank U" girl who also will be used in other advertising. Her photo is also on the 5 by 6 1/2-inch sticker, promoting the coupons and the gifts, which is affixed to all machines. Ads will advise people to "Look for the "Thank-U" girl."

Eighty gifts are shown in the 16-page colored illustrated catalog which will be mailed free on request, according to Goldman. Gifts can be obtained either on an all-coupon or coupon-and-cash basis. Gifts include luggage, sporting equipment, jewelry, toys and household items.

Macke will also promote the gifts available by stocking a showcase and sending it around to such high-traffic locations as cafeterias, theaters, etc. First such stand will be made at the George Mason Hotel in Alexandria, chosen because of the interest in the premiums already aroused there. Gifts will probably be on display at these locations for about a week.

Tax is included in estimating the cost of gifts, Goldman stated. Should the federal excise tax be lowered or eliminated on any items, an adjustment will be made and corrections sent out to all who had previously received catalogs. Catalogs will also be available for consultation at all the locations.

The firm made an attempt to select premium items with a wide appeal, but articles that might be a temptation for young teen-agers below smoking age were weeded out.

**HONEST TO GOODNESS HERE'S YOUR BEST BUY—**

"WONDERFUL CHARMS—SERIES #40"—because there are forty (40) different beautiful Charms in this Series—the LATEST, the NEWEST and the BEST CHARMS ever made.

Plastic . . . . . \$3.75 per 1,000  
Metal-Plated . . . . . 5.75 per 1,000

F. O. B. Jamaica, N. Y.

They vend perfectly. They speed up action at your machines. You should buy them. Immediate delivery.

**EPHY**

Samuel Ephy & Co., Inc.  
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**WANTED INDUSTRIAL LOCATIONS for VENDERS!**

How are you succeeding in obtaining new industrial locations for merchandise vending machines?

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Use them in location solicitations. Each article written by leaders in industry.

Order By Number—  
10c Each

**INDUSTRIAL GROUP SERIES**

1. HOW TO WIN PLANT MANAGEMENT'S OKAY  
On the role of venders in management-employee relations.
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How venders contribute to the efficiency of employees.
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A survey showing the need for venders in industry.
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**VICTOR'S VICTORY BASKETBALL GAME**



The game with a thrill! Plenty of action, return ball feature, 5c or 10c play. Simple, compact, trouble-free!

On larger quantities, 20 weeks to pay. Liberal trade-in allowance on any type equipment.

\$32.50 ea.

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THE MARKET IS "HOT"  
SO CASH IN TODAY ON  
JUMBO-SIZE BALL GUM



Vended Perfectly with  
**VICTOR'S JUMBO UNIVERSAL**

Thousands of locations waiting for JUMBO UNIVERSAL and Jumbo-Size Ball Gum. Also the JUMBO UNIVERSAL SPECIAL with the tremendous capacity of 2,375 balls.

SEE THEM TODAY AT YOUR DISTRIBUTOR

**VICTOR VENDING CORP.**

5701-13 W. Grand Avenue  
Chicago 39, Illinois

NEW CHARM ITEMS  
FOR BULK VENDORS

**PENNANTS**

Sixteen Major League Teams. It's a new idea with a new finish. It's a winner!

Copper or Nickel  
Finish . . . . \$6.50 M  
Silver Finish . . . 7.00 M  
Gold or Asst.  
Inlay Finish . . . 7.50 M  
Silver Inlay Finish Only . . . 8.25 M



**COINS**

See Teddy Roosevelt, Wild Bill Cody, The American Indian, Wells Fargo Express and others on a two-sided World Coin. These coins cannot be used as slugs.

Copper or Nickel Finish . . . . \$5.60 M  
Silver Finish . . . . . 6.50 M  
Gold or Asst. Inlay Finish . . . 7.00 M

SEND FOR FREE SAMPLES OF THESE TWO NEW ITEMS.

Full cash must accompany all orders under \$10.00—Otherwise 1/3 Deposit, Balance C.O.D.

**PLASTIC PROCESSES CORP.**

America's Foremost Manufacturers and Platers of Charms  
300 East 46th Street New York 17, N. Y.

**VENDING MACHINE SALESMAN**

Top Commissions to Top Notch promotional men able to travel and finance themselves until under way—brand new machines that make the operator money. Coin operated and non-coin operated. Tell us who you've sold for and what you sold. Will mail you full information. Exclusive territory granted. No free sample artists considered. Write BOX CH-132, Billboard, Chicago 1, Ill.

**Candy Mfrs. Acknowledge Value Of Venders Via Package Design**

CHICAGO, July 8.—Importance of the vender to the manufacturer of nickel confections was emphasized again last month when Vend, sister publication of *The Billboard*, concluded a survey of leading candy-makers on packaging trends.

Keynote of the candy industry's thinking on the packaging problem was the necessity of allowing for vender sale of each item, tailoring both bar size and wrapper for automatic merchandising. This was stressed by the Walter Baker Chocolate and Cocoa Division of General Foods Corporation in its statement: "Our primary consideration in designing new products or redesigning old ones is the vending machine trade."

**Re-Designed Molds**

During recent years Baker has re-designed all its 5-cent candy bar molds to fit venders, thus admittedly opening up a broader sales-stimulating market for its merchandise. As a whole, the main changes in nickel items by most candy manufacturers, attributed to the influence of the candy vender, have been better wrapping with trade names on sides and top for visual identification in machines (better wrapping meaning improved sealing of jackets) and easier-to-handle high count packs.

William Schuler, president of Schuler Chocolates, Inc., Winona, Minn., reflected the thought of a majority of firms responding to the survey with his observation that "vending machine distribution has had a strong influence on the appearance and durability of the nickel candy bar package; the result is a cleaner identification and better protection for the bar."

**Vender Specials**

Instances of revamping items or introducing a specific item for the vending trade were also reported by the New England Confectionery Company, which brought out a new twin

**Resston Corp. Starts Coin Vibrator Output**

NEW YORK, July 8.—Resston Corporation here announced this week that its coin-operated massage unit, Resston Stimulator, has been placed in production. The unit, listing for \$350, was originally introduced at the International Inventor's Exposition here in June, 1949.

According to Paul Bertholin, Resston president, the Stimulator can be delivered within six to eight weeks. Each unit, packed separately, is fully assembled and ready for operation.

The Stimulator operates three minutes for a dime and superficially resembles a scale. In place of the scale dial, however, there is a round vibrating element, approximately eight inches in diameter. The vibrator can be adjusted to several different heights, enabling the patron to massage portions of his body from hip to shoulder. Desired vibrating power is controlled by a foot pedal.

**MILWAUKEE CORP.**

(Continued from page 69)

ping process. The corn compartment holds sufficient raw corn to deliver three gallons of popcorn. A ceramic element is used to pop the corn, while oil for the individual batches enters the popping chamber and is carried off to a lower container for re-use. This allows the oil to cool between poppings. Three mercury tube switches control the popping cycle, amount of oil and corn used during each cycle.

Arnoto stated arrangements are being completed with a Chicago distributor for national sales rights on an exclusive basis.

mint pattle "primarily for easy handling for vending machine operators," and the Howard D. Johnson Company, which redesigned a similar item, changing from a glassine bag to machine wrapping on a cardboard boat "so they could be sold thru venders."

Mason Au & Magenheimer Confectionery Manufacturing Company went on record as being "willing to make all modifications necessary" in its nickel lines to meet with packaging and size requirements for venders. Cadbury-Fry of America, Inc., stated it had increased bar length as well as weight for better appearance in vender display panels.

**120-Count Pack**

R. D. Nicolin, Candy Masters, Inc., Minneapolis, said his firm, after putting all its nickel products thru intensive tests in special vending packs, designed a 120-count pack to withstand long-distance shipping. It is divided into 12 compartments by layer boards and dividers to protect the bars in transit, with corrugated containers of 210-pound test to insure safe delivery.

Further affirmative thinking, coupled with definite action, indicating candy manufacturers' evaluation of vending equipment was shown in about 90 per cent of the survey replies and by the 500 per cent increase in vend packs over the last three years. Currently 52 firms have 100 and 120-count vend packs against 11 companies in 1947. (Latest of the vend pack converts is Mars, Inc., which abandoned its long-standing one-pack size—24-count—with a 120-count in May.)

**Ala. Ops Must Pay 2c State Tax; Canteen Service May Appeal**

MONTGOMERY, Ala., July 8.—The 2-cent State sales tax must be paid by Alabama vender operators, Circuit Judge Walter B. Jones ruled last week. His decision sustained a general demurrer filed by the State in answer to a recent suit brought by the Canteen Service Company of Alabama against the State revenue commissioner.

Canteen Service argued that since its equipment did not operate on a single purchase price of 15 cents or over, the tax should not be collected as the levy is not paid on single purchases below that amount. Canteen Service also contended that it operated on a 5 per cent net profit basis, and if it were compelled to pay the 2 per cent tax, net profits would be cut about 40 per cent.

Court officials stated an appeal would probably be filed.

**OPS GO FOR**

(Continued from page 72)

Arms Corporation, Utica, N. Y. It has since replaced this equipment with modern units, however.

Traffic Refreshment routemen service 25 machines a day, five days a week, make call backs at top locations to reload units for late afternoon business.

Firm has employed a two-price operation, selling 4-ounce cups for a dime and 3-ounce cups for 7 cents in a few locations where no commission is paid.

In choosing industrial locations for its single-flavor venders, Traffic Refreshment selects spots having at least 400 workers, or transient locations pulling a similar traffic flow each day. Officials figure with that number of people as potential customers, based on a "one out of five" sales ratio, a vender would make 80 sales a day.



EMPTIES  
MACHINES  
FASTER!

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Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast-selling vending candies.

**LEAF GUM CO.**

Div. of Leaf Brands, Inc.  
Chicago, U. S. A.

SIMPLEST - STURDIEST  
LOW PRICED "KING OF VENDORS"



**SILVER KING CHARM KING**

2 GREAT VENDORS

Sample, \$12.95  
2 to 3, \$12.50  
1 to 5 Cases, \$42.00 Case.  
6 Cases or More, \$40.00 Case.  
Packed 4 to Case.

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Main Office:  
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**BRAND NEW LUCKY BOY VENDORS**



\$9.75 EACH  
12 or 24 MODEL

Lots of 3, \$3.75  
Lots of 25, \$7.75  
Nuf and Charm Vendors hold 3 lbs. Nuts, Ball Gum Vendors, 800 Balls Gum. Fully guaranteed, 1/3 Deposit, Balance C.O.D.

**FREE**

5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

**BLOYD MFG. CO.**  
VALLEY STATION, KY.



FOR  
**1,000 BUCKS!**

We will ship you 100 Brand New "Topper" 12 venders set for either merchandise or ball gum vending. F. O. B. Chicago. Smaller quantities of venders start at \$10.75 per machine.

Send for free descriptive leaflet

**R. H. ADAIR COMPANY**  
4926 W. Roosevelt Rd.  
Oak Park, Illinois  
Phone: EUclid 6-9219



# New ASLI Rule To Speed Play

## TSAA Sets Confab Agenda; Hopes To End Frame-Point Struggle, Win New Rules

Reynolds: "Duty of All Branches of Industry To Attend"

PEORIA, Ill., July 8.—The agenda for the second annual conference of the Table Shuffleboard Association of America (TSAA), set for July 14-16 in the Hotel Jefferson here, was announced yesterday (7) by Joe M. Reynolds, executive secretary and organization director. While the association is composed almost entirely of players, Reynolds once again stressed that if the three-day meeting is to develop competitive interest in the game as a national sport, a representative number of manufacturers, distributors and operators will have to take part in the round table discussions scheduled for each session.

Conference meetings begin at 10 a.m., with Friday (14) devoted to round table discussions on such debatable subjects as point versus frame play; different rules followed by major manufacturers in promoting leagues and tournaments, the setting up of player seedings for tourneys as followed by organized tennis and the advisability of patterning the TSAA according to regulations similar to the American Bowling Congress (ABC). Reynolds pointed out that if the conference is to reach workable conclusions on these points it would be necessary for both opponents and proponents of these measures be on hand. He indicated that the point-frame discussions probably would highlight the opening day's program.

### Handicaps

Saturday (15) will be set aside for a full investigation into the merits of handicapping players. If this proposal reaches the resolution stage it would mean that players, who have won State or sectional recognition in major tournament play in the past, or who do so in the future, would have to spot less-seasoned performers some clearly defined point advantage. This proposal was designed to bring closer competition in any type of organized play. Reynolds also explained that those attending the TSAA conference will try to work up a complete set of rules combining the best features of rules now in vogue in different areas. The group then plans to ask all promoting competitive play to adopt the uniform rules for future meets beginning this fall. One of the features this part of the session will be demonstrations of the various sets of rules by nationally known players.

Sunday morning (16) nominations for TSAA offices followed by elections will be held. The annual banquet is set for 7 p.m., Sunday.

### Schnader, Wheeling

While Reynolds will take an active part in all sessions, he pointed out

that most of the discussions will be led by W. A. Schrader, who has been a sponsor of both shuffleboard meets and bowling competition in St. Louis for several years, and Lee S. Wheeling, TSAA executive vice-president. Like Reynolds, they are charter members of the association.

Reynolds stressed that TSAA will not ask manufacturers for direct contributions, propose a membership fee or attempt to levy dues. "This is not within our jurisdiction," he said, "since manufacturers are not members of our organization. However, the facts are that unless the industry can see the efficacy of TSAA as the preserver, promoter and future life's blood of organized shuffleboard play, this organization like others will fall by the wayside."

### Last Call

In its final appeal for manufacturers to take an active part in the second conference, TSAA said: "The players of America want their own organization and will go ahead as scheduled. For the good of the sport (See TSAA Sets on page 84)

## Puck Patter

### Chicago:

Altho the summer normally cuts down shuffleboard activity, planning for fall and winter leagues and tournaments in this vicinity is going ahead full steam. Among the firms now reviewing plans for the coming season are Rock-Ola, Purveyor and Monarch, all of which have been active in the league and tournament promotions for the past few years.

United Manufacturing Company is now shipping its new conversion unit for shuffle games on a daily basis, Billy DeSelm, general sales manager, reported last week. Firm also is producing and shipping two shuffle games, the baseball-themed Shuffle Slugger and the two-player version of Shuffle Alley Express.

### Detroit:

Fred W. Chlopan, executive secretary of the Detroit Shuffleboard Association, who has bought a new Mercury, is heading for Peoria to represent this area at the national meet next week. . . . Ben Okum, of Okay Vending, has joined the ranks of transportation-affluent operators, with the purchase of a new Cadillac. Max Lipin, of Allied Music, is likewise planning a similar purchase.

Jack Baynes, who has turned his music box operation over to his wife, Alameda Baynes, with his son (See PUCK PATTERN on page 84)

## Players Must Score or Lose Hammer Posts

### In Effect Next Season

UNION CITY, N. J., July 8.—The first major rules change in recent shuffleboard history to affect a large segment of organized play was adopted here officially this week by American Shuffleboard Leagues, Inc. (ASLI).

Designed to make the game more interesting both to spectator and player, the new regulation is part of a general overhaul of the ASLI rule book that will guide tournament play sponsored by the organization beginning next fall. It is aimed at stimulating more frequent scoring and will serve in reducing playing time markedly in tourney matches.

Coming after weeks of discussion with ASLI State directors and tournament managers, the new rule makes it mandatory for a player who has the hammer, or final weight of a frame, to score in that frame or lose the hammer in the next frame. Should a player with the hammer miss his opponent's leading weight, thereby enabling the opponent to score, he then retains the hammer.

According to the rules under which ASLI tournaments were conducted last season, the player who obtained the hammer could hold it frame after frame until he received a scoring break. This usually resulted in dull and lengthy contests, in the opinion of ASLI toppers.

"We are hopeful that the new rule will inject new interest in the game, just as happened in basketball when the center jump was eliminated," said Kenneth W. Poulsen, ASLI executive director, who helped draft the regulation. "Players have been queried on the new rule and have (See New ASLI Rule on page 84)

## Detroit Org Pushes Shuffle As Public Service Industry

DETROIT, July 8.—The shuffleboard business is being emphasized as a public service industry in current planning by the Detroit Shuffleboard Association (DSA), with the completion of a strong trade organization as an essential keystone to this objective.

As voiced by Fred W. Chlopan, executive secretary, "this industry will remain in business only as long as those who are in it recognize their social responsibility to the people of the community in which they operate and express that responsibility in terms of constructive self-regulation.

"Unity as exemplified by a strong association could and will remedy any public resentment from the complacent attitude on the part of a minority of the operators which is

## Chlopan Re-Elected Lions Club President

DETROIT, July 8.—Fred W. Chlopan, executive secretary of the Detroit Shuffleboard Association, who has been active in a dozen fields simultaneously, has been re-elected president by the Motor City Lions Club. This marks the first time in this area that a Lions club has elected anyone to a second term as president. Chlopan, who was officially installed at a party at Warren Country Club, also is executive director of the Detroit office of the Michigan Table Top Licensees Congress, Michigan representative for Leroux Cordials and Great Western Wines and Champagnes, the president of Embrook Civic Association and a member of the Rosedale Park Improvement Association.

not in keeping with the best interests of the industry."

Implementing the DSA program is a move toward definite public relations activity, with details to be worked out. Consistent membership attendance at meetings is being stressed in a step toward securing unified support of association activity by the trade as a whole.

## PURVEYOR HAS THE WINNER!

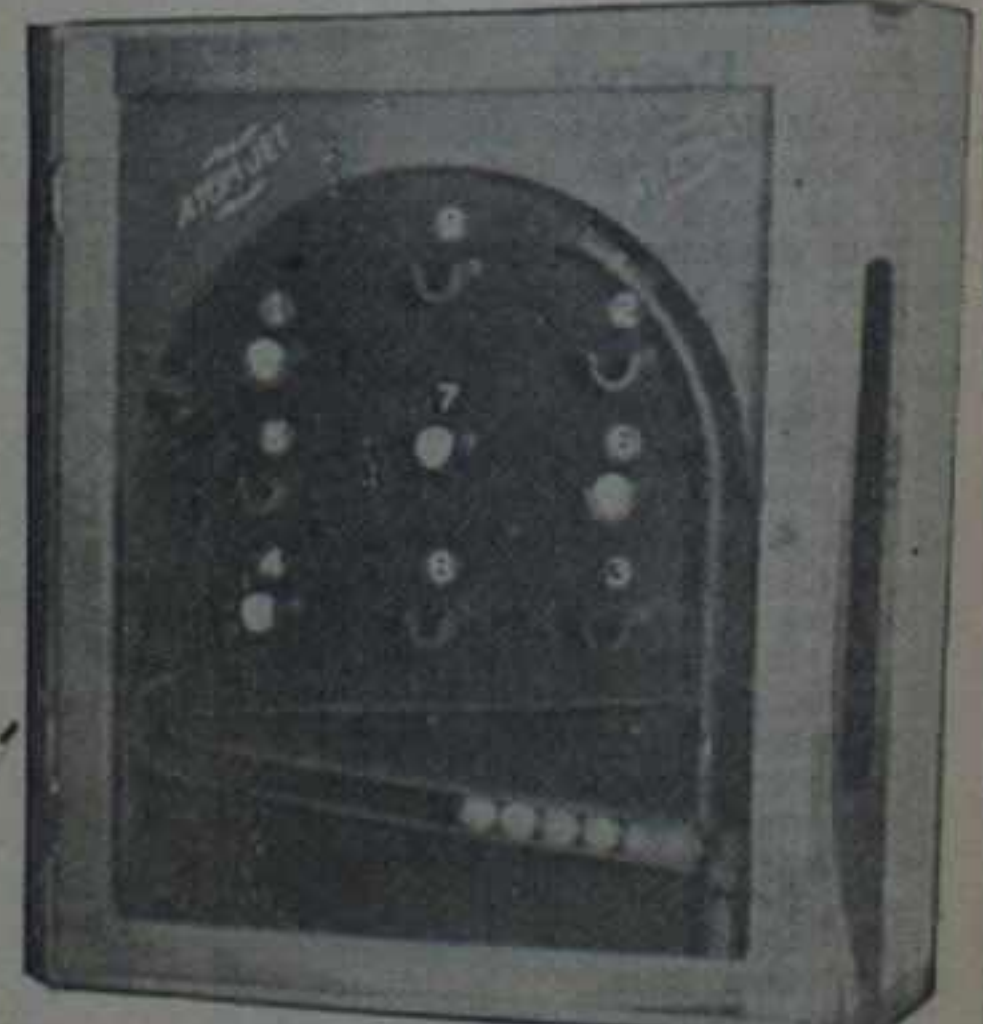
### "ATOM JET"

It's Really Sensational!

New — Fast Action — Bigger Profits.

The FIRST Remote Controlled Pin Ball Wall Type Game.

2 Remote Control Cash Boxes With Each Game.



Size: 22"x11"x36". Weight Approx. 65 Lbs.

TROUBLE FREE — LOCATION TESTED — THIS GAME WILL SWEEP THE COUNTRY — SHOULD BE YOUR BIGGEST MONEY MAKER! GET THE BEST LOCATIONS — ORDER YOURS TODAY!

**PURVEYOR SHUFFLEBOARD CO.**  
4322-24 No. Western Ave. Chicago, Ill.  
Phones: UNiper 8-1514, 8-1815, 8-1816

## HOT SPECIALS!

RECONDITIONED SHUFFLEBOARDS with Maple or Masonite Tops. **\$75.00**

- New Maple or Masonite Tops . . . \$100
- Rebuilt Bowling Games . . . . . 75
- Rebuilt Dale Guns . . . . . 50
- New Shuffleboard Scoreboards . . . 95
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7126 S. Stony Island Ave., Chicago 49, Ill.  
MI 3-1032-3



# PRICE, NOT WAR, OP PROBLEM

## See Wurlitzer Move Followed By Other Mfrs.

### No Stockpiling Now

(Continued from page 68)

tional picture, spreading far beyond the comparatively localized Korean situation. Buying has been brisk, but not enough to put the finger on any "war scare" as the reason for the purchase. To date there is practically no stockpiling reported, but, instead, ops are buying new equipment to replace obsolete pieces—and are using the older pieces in trades.

Following are reports from some other sections of the country:

#### Milwaukee

Business as normal seems to be the keynote here as the Korean war moves into its third week.

United, Inc., distributing firm owned by Harry Jacobs Sr., reported "nothing happening as yet." Business is good, with ops ordering Wurlitzer equipment to beat the price rise deadline of July 15.

The S. L. London Distributing Company stated it had noted no change in buying habits since the outbreak of war. Sam Hastings, heading the Hastings Distributing Company, said there was considerable talk about the war, but as yet he had not noted any stockpiling.

Carl Happel, Badger Novelty Company, reports there has been no noticeable increase in buying since the outbreak of war, but that normal business was holding strong.

#### Dallas

Operators and distributors here have adopted a "wait and see" attitude since the advent of the Korean war. There has been practically no physical reaction, either thru excessive purchases or stockpiling of equipment.

General consensus is that it would be a bad gamble to purchase equipment which could not readily be disposed of should the war scare subside.

#### Detroit

Impact of the Korean situation upon the coin machine industry here appears to have been negligible so far. This does not reflect a lack of awareness by operators of current world events, but rather an uncertainty as to what course of action to take, together with a policy, which appears momentarily sound, of avoiding panic reactions.

"Naturally, we have the jitters," is the way Carl Angott, of the Angott Distributing Company, summarized the local situation. However, it appears, in a canvass of local distributors, that no unusual amount of buying has taken place of either used or new machines. The new phonograph business has been good here for some time, and distributors continue to sell about as fast as they can assure delivery on most lines.

With the large assortment of games and machines of most types today, operators and distributors alike are handicapped at the start if they attempt to "stockpile" used equipment, since few of them have storage space adequate for more than their normal seasonal needs.

Optimism as to a peaceful solution of the Eastern crisis appears widespread. (See Price, Not War on page 79)

### Seeburg on TV

CHICAGO, July 8.—A Seeburg Select-o-Matic 100 was one of the major stage props on the Hawkins Falls NBC TV program originating at Station WNBQ, Chicago, last week.

The phonograph was used in a drugstore scene depicting everyday life in a small town. Atlas Music Company, local Seeburg distributor, supplied the phonograph.

## Tape Recorder Used To Up Music and Vender Incomes

ST. LOUIS, July 8.—A new sales stimulator, which can, among other things, hypo music machine grosses and step up vending machine usage, is being introduced here by the Sales-a-Matic Company. Unit is a tape recorder, about the size of an overnight bag, which comes complete with two speakers. List price of the Sales-a-Matic, complete with the

speakers, is \$269 plus an installation fee which is about \$15 for the average location.

The Sales-a-Matic unit can be activated in a variety of ways. It can be set to start automatically at given intervals (from 5 to 30 minutes); can be activated by opening a location door, by the location owner or employees, by an electric eye, etc. It carries a series of announcements played on the tape recorder over the loud-speakers.

A typical announcement in a juke box location would be as follows: "Our juke box is featuring Guy Lombardo's latest recording this week." Interspersed would be announcements for various products sold in the location, served over the bar or on the food menu. These announcements would be repeated at set intervals.

#### Other Locations

The Sales-a-Matic unit can be used in practically every coin machine location. It is especially adaptable to vendors, as it can call attention to products being sold thru the machines and at the same time point out the location of the units in the spot.

The Sales-a-Matic recorder is presently being manufactured in Los Angeles and the tape recordings are being cut here by the Sales-a-Matic sales org. A special studio handles the tape messages, with professional announcers from radio and television featured.

Commercial announcements (calling attention to the machines or to products handled by the machines) can vary from 10 seconds to two minutes.

Additional speakers for a larger installation are available at extra charge.

## Mercury Introduces Radical New Disk Giveaway Program

(Continued from page 13)

500 to 1,000 disks at one purchase would work a hardship upon a juke op's inventory, Mercury's distributors are currently sending out a pledge card. Juke ops are being asked to contemplate their possible buying of Mercury disks during the 30-day giveaway period. The Chi diskery has worked out the pledge card system in order to maintain a proper inventory on the part of the distributor, who also will be able to keep a sufficient inventory to meet juke needs during the period and avoid an overstock of the type of platters which juke fans demand. This information, culled by the 35 Mercury distributors, will be channeled to Mercury's pressing plants, where steps will be taken to meet the

requests of juke men during the sale.

Morry Price, sales manager of Mercury, emphasized that juke box ops may make their regular weekly purchases during the 30-day period. This will enable them to follow more closely the regular buying habit of the juke trade. Each time a juke op orders from a Mercury distrib point during the sale event, he will be given a premium coupon, crediting him with the number of disks purchased. At the end of the 30-day period, he can exchange the coupons for the number of free disks to which he is entitled. A juke op may buy an unlimited number of disks, but the minimum number which may be purchased to make a juke man eligible for the premium offer is 500 disks. Price said that the juke op, in estimating the number of disks he will purchase during the 30-day period, is asked to estimate as closely as possible the number of disks he will buy, but he added that a juke op who is off in his estimation will not be forced to fulfill the pledge, unless he wishes to participate in the plan.

Price said that Mercury decided upon the juke op premium plan after huddles between representatives of the juke industry thruout the country and Mercury distrib chiefs. Because of the success of the three-for-one plan offered record retailers (*The Billboard*, June 24), it was decided to initiate a plan to assist juke box men during the summer period.

It is felt that the Mercury premium plan may have interesting repercussions in the trade, because closely following upon the announcement of the Mercury retailer plan, Victor and later London label followed suit with retailer plans patterned after the Mercury program (*The Billboard*, July 1). As is the case with the Mercury retailer program, the juke ops can buy either 78 or 45 r.p.m. merchandise during the plan.

## WMG Asks Disk Return Rights For Operators

WASHINGTON, July 8.—The Washington Music Guild (WMG) is in the middle of a sustained drive to get diskeries to grant return privileges to juke box operators. Most of the present effort is being directed at Decca Records, with WMG officials figuring that if one major gets in line the others will follow.

WMG is pointing up the tremendous number of disks bought weekly by the nation's operators and is claiming that if the ops were given a 5 per cent return privilege, even more records would be bought.

"Return privileges," said one WMG official, "would greatly benefit the record companies as well as the juke operator." According to WMG, King Records is now the only diskery offering operators the same return privileges given retailers.

## All Decca Pops on 45 R.P.M.

NEW YORK, July 8.—Decca Records today announced that the diskery and its subsidiary Coral and Brunswick labels are going to enter the 45 r.p.m. field, thus putting the Decca firms on a three-speed basis. Decca's move to 45 will bring such artists as Bing Crosby, the Andrews Sisters, Guy Lombardo, Fred Waring, etc., to supplement the already large host of doughnut platter talent. (See story on page 3 for complete details.)

The Decca move is timed to come hot upon the heels of the Victor and Columbia diskeries' and Rudolf Wurlitzer juke box firm's co-op drive to sell seven-inch platters on juke boxes in a package campaign which will incur no cost to the operator. (See *The Billboard*, July 8.)

## AMI Appoints Two Canadian Distributors

### Plan Showings Shortly

GRAND RAPIDS, Mich., July 8.—AMI, Inc., in line with the recent easing of import restrictions on music machines in the Canadian provinces, this week announced the appointment of two Canadian distributors for the AMI line of juke boxes and accessory line.

John W. Haddock, president, said Roxy Specialty Corporation, 703 Notre Dame Street, Montreal, will represent the AMI line exclusively in the province of Quebec, the Maritimes and Newfoundland.

The Toronto Trading Post, Ltd., 736 Yonge Street, Toronto, will have an exclusive on the line in the entire province of Ontario.

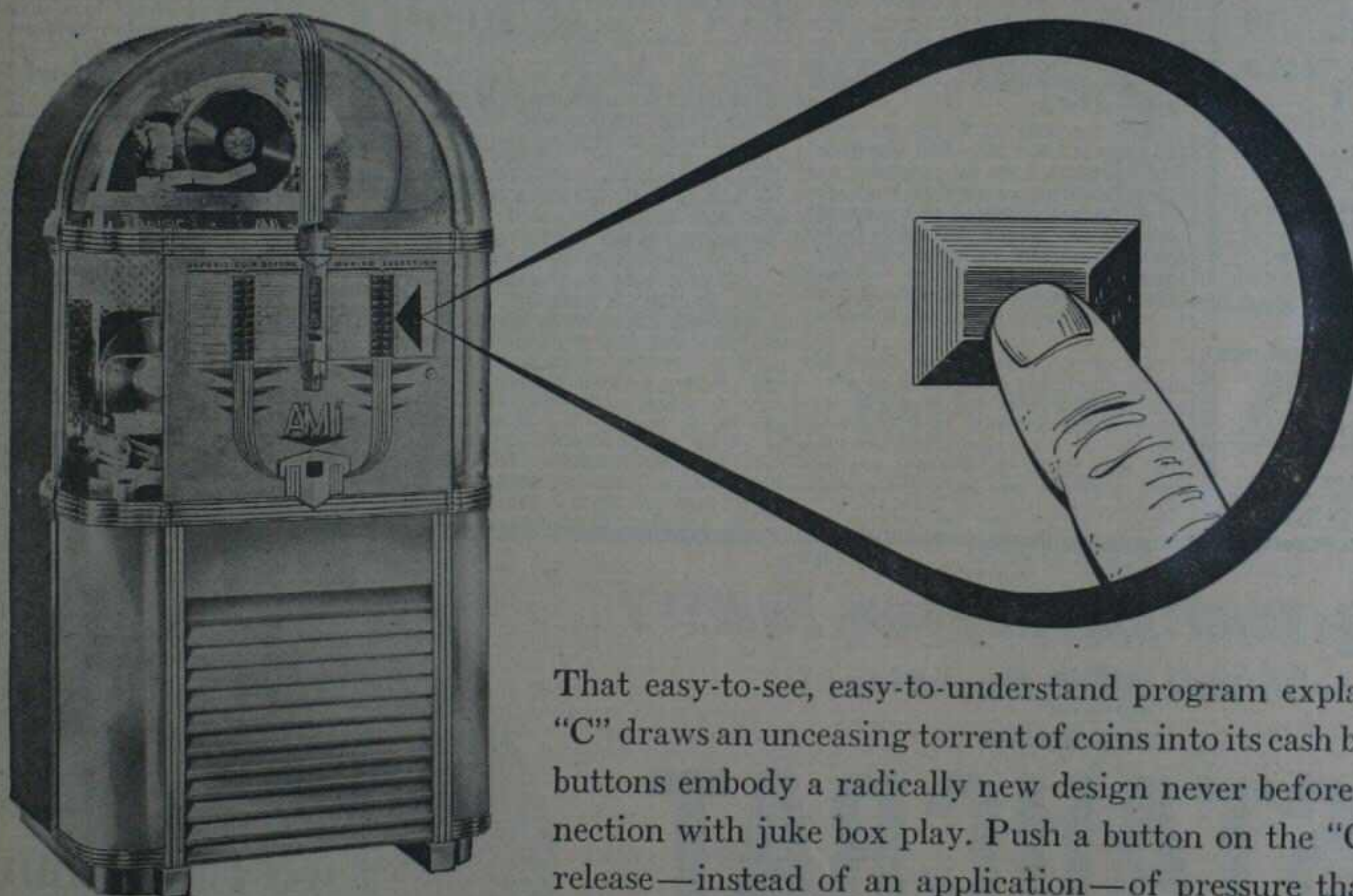
"While export and import present some difficulties under today's conditions," Haddock said, "we welcome the opportunity to fortify AMI's position as a factor in this market."

Both new distributors plan showings of the AMI Model C and accessory equipment some time this month in their territories.

Appointment of a third Canadian distributor for the western part of Canada will be made soon.



*Button,  
Button,  
Who's Got the Button?*



That easy-to-see, easy-to-understand program explains why the "C" draws an unceasing torrent of coins into its cash box. Program buttons embody a radically new design never before used in connection with juke box play. Push a button on the "C", and it's a release—instead of an application—of pressure that makes the contact. A switch in back of the button is all ready to send it into action. The patron's finger simply releases this power with a minimum of effort. On the "C" there's **ONLY ONE BUTTON TO TOUCH** and that's right alongside the title desired—the patron doesn't have to **THINK** or **WORK** or **STRUGGLE** to get the music he wants! Yes, the "C" is built for the operator, and for the location, and **FOR THE PUBLIC!**

Who's got the Button? AMI!

**AMI** Incorporated



## Tele-Juke With Free Video Is New Speedway Route Wrinkle

NEW YORK, July 8.—With mounting sales of home video sets here cutting into coin play of combo television-juke units, Speedway Products, Inc., pioneer combo operation, has steered a new tack, offering strong placement arguments to tavern owners with tele sets nearing obsolescence.

Accelerating the shift of Speedway Tele-Jukes to tavern spots, Al Bloom, president, now tells proprietors they can by-pass the television coin mechanism, giving their patrons free video entertainment. The phonograph segment of the unit, however, still operates only upon the insertion

of a coin. Speedway then takes the first \$15 of weekly income from the juke cash box and the tavern owner pockets the remainder.

The inducement to the proprietor is that he gets the free use of an up-to-date television unit. In addition, if his establishment is normally a good juke location, his split of phonograph income will probably be larger than in usual operator-location commission deals.

The two-year contract signed with the location specifies that the television unit will be modernized from time to time to keep pace with industry advances. Thus, while it presently houses a 16-inch tube, a 20-inch rectangular viewer will be installed in the Tele-Juke in about 60 days, according to Bloom. Similarly, when and if color television becomes an industry factor, suitable conversion mechanisms will also be incorporated in the machine.

Until recently all Speedway Tele-Jukes have been placed in luncheonettes, neighborhood candy stores and other locations where free television is not normally offered as a customer inducement. Bloom claims this policy has enabled him to make coin television a paying proposition, whereas other operators of combo units have found the tavern market unprofitable.

He admits that income from his old locations has dropped to an average of \$10 a week per spot. He attributes the decrease to the greater distribution of home sets in neighborhoods serviced. Patrons are less willing now to pay for viewing time, he observed.

## Merchandising Music

**A PENNY INVESTED . . .** Building location and patron interest in the music machine has been accomplished by the Western Ohio Amusement Company, St. Marys, O., thru a unique gimmick. Firm has been keeping each location stocked with penny postcards, which are self-addressed, and when the location, or one of its patrons, comes up with a record request, all they do is put the name of the tune on the blank side of the card and drop it in the mail. Giving the customers a say in disk selections featured on the machines keeps their interest up on a more permanent basis, the operator reports.

**CHEESECAKE . . .** A Brownsville, Pa., operator, R. Angelelli, has parlayed pictures with song hits to build up his grosses. Angelelli uses various pictures of recording stars to decorate the juke boxes he has on location, making sure these pix are visible to the patrons. With the cheesecake drawing the customers' attention to the machine, it then becomes important to have the right kind of music in the box to keep the nickels rolling in. Angelelli programs his jukes via The Billboard's pop charts with an assist from the local disk jockeys.

**SERVICE AND MORE SERVICE . . .** "You can look for ways to increase your juke box earnings, and you can keep on looking," say Roy and Donald Estes, Estes Music Service, Rockland, Me., "but the best way is thru service—prompt, courteous and efficient service. Go out of your way to please a location or a juke patron. It pays." The Estes family practices what it preaches. . . . The Estes boys are joined by J. E. Brett, Dunn Music Company, Dunn, N. C., in further advocating the policy of

listening to location employees when programing a machine. Brett says "the best thing I have found is to put records on that the girls in a cafe ask for."

**DANCE DISKS . . .** From Yonkers, N. Y., spawning place of many of the leading dance bands of years gone by, comes the comment from M. Schnabel that "dance bands are getting a big play in locations where young people patronize the juke box. They are playing a lot of Ray Anthony records, and I have put a lot of the old Glenn Miller records in my machines and they, too, are well played." Miller was one of the all-time favorites at near-by Glen Island Casino, and Ray Anthony has played the Westchester dance spots for years—thus their records are still favorites in that section of the country.

## L. A. Diskery Sets Expansion Plan

LOS ANGELES, July 8.—Expanding its operation and aiming particularly at the juke box trade, International Records has connected with Ivan Ballen, of Gotham Records, Philadelphia, for pressings and eastern distribution, Sammy Lane, International owner, said. Distributing points have been made in New York and Memphis where Jack Bergman, Apollo, and Music Sales, respectively, will offer the line.

Specializing in rhythm and blues records, Lane said that Pearl Traylor had recently cut eight sides for the International label. Mickey and the Flames are now in the process of making eight sides for early release.

### SPECIAL

10 KEENEY TEN PINS. \$70.00 EA.

AMI MODEL "A"

AMI MODEL "B"

Like New Condition.

Write for Quantity Prices.

Will ship F.O.B. Chicago or Los Angeles. Terms: 1/3 Deposit.

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### COBRA CARTRIDGES

Realigned and resurfaced, 50¢ each, plus postage. Original tone and performance guaranteed or money refunded. 10 days' service via air mail P.P.

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RE-STACKING

# RISTAUCRAT MUSIC BOX

**YOUR** small investment in a Ristaucrat Music Box is returned to you in a very short time and then the profits really roll in! Costs but a small fraction of standard Juke Boxes yet has many added advantages. Plays twelve 45 RPM records and RESTACKS AUTOMATICALLY! It can be set at 5 cents a play or two for a nickel. One or two wall speakers may be connected to the Music Box amplifier. You can operate several Ristaucratts for the cost of one ordinary Juke Box.

Ristaucrat is a high quality instrument of beautiful tone quality with easily controlled amplifier and plenty of power output. The unbreakable plexiglas dome is lighted in soft glowing colors and the cabinet is hand-finished. It's attractive and has plenty of "play" appeal.

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Exclusive Manufacturers

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**Especially Designed for**  
SMALL TAVERNS . . . HOTELS . . .  
CLUBS . . . MOTELS . . . RESORTS  
. . . RESTAURANTS . . . DRUG STORES  
. . . ROAD STANDS . . . BARBECUES . . .  
ICE CREAM PARLORS . . . AND  
DOZENS OF OTHER PLACES. . . .



RISTAUCRAT—"THE MUSIC BOX FOR THE SPOT YOU FORGOT"



# Price, Not War, Op Problem; Mrs. Follow Wurlitzer Move

(Continued from page 76)

spread at present among coin machine men, altho several, unwilling to take the risk of being proved poor prophets, will talk only "off the record" on the subject. As a result, little or no change in operating and distributing policies is yet noticeable.

## Los Angeles

The war in Korea has not affected coin machine sales in this area, but it has started a lot of operators thinking. A former operator in Okinawa is getting set to establish a jobbing firm in Tokyo.

William R. Happel Jr., of Badger Sales Company, said there had been no spurt in buying because of the war. Jack Leonard, head of the parts department of this firm, backed up Happel's statement. While operators faced serious shortages of parts during World War II, they evidently do not feel there will be a repetition of such shortages.

Ray Powers, head of the phonograph department of Badger, had a slightly different story to tell. He said that operators, who three weeks ago were considering selling their routes, had decided to hold on to them. There were others, Powers said, who had indicated that they will increase their equipment with a view to getting in some real coin that would come from defense pay checks.

El Wilkes, of Paul Laymon Company, said that he had felt no influence in his sales.

## SS Angle

One of the things that may keep operators from stocking equipment at the present is money. Jobbers feel that many operators do not want to risk loading equipment unless there are definite signs of war-prosperity. Operators and jobbers alike agree that at this point no one knows what will happen.

A bright future for coin machines was predicted by Fred Emerson who is set to leave July 13 for Japan. Emerson, who remained on Okinawa after the war, has been an operator in the Pacific for almost five years. He has plans of setting up a jobbing house in Tokyo and will survey the territory for vending machines. Emerson has been close to the scene and studying conditions. Before coming to the United States to line up equipment he made a trip to Hong Kong, Shanghai and other points. He is due in Japan about August 1.

While there was no buying spree, there was also no curtailing. Operators are going along and buying about the same as they did three weeks ago. But no one knows whether they will loosen their purse-strings or tighten them.

## Philadelphia

The scare headlines have been giving the local machine distributors and operators much cause for reflection. However, it has brought not even the semblance of any buying spree of either old or new equipment. It is recognized that when the country was geared almost entirely to war production, all phases of the coin machine industry reaped a harvest. Today, however, regardless of the outcome of the Korea crisis, all are agreed that now is the time for watchful waiting rather than unrestrained buying.

Under normal circumstances, it is admitted, the headlines would create a rush for equipment. However, that is not true here, at least. With the threat of bombings and the realization that in such an eventuality the entire seaboard would have to be evacuated, such thoughts are hardly conducive to the buying of any kind of equipment at this time.

## Current Status

In addition, distributors say that they all have plenty of equipment on

hand now to take care of any rush. It is also pointed out that present equipment is in much better shape than might ordinarily be expected, particularly since machines do not get the same kind of play as before. Another factor holding off any buying spree is price—fears that any rush to buy might result in price booms.

It also was pointed out that should the country return to a war-time status, the coin machine industry would have to adapt itself to the new times. Particular mention is made of the fact that during the last war, television was never a competitive factor. And it would loom even greater in times of crisis. As a result, some expressed the opinion that vending machines will be a most important factor in days to come—whether they be days of peace or war.

## Des Moines

The war scare has caused some operators to buy up equipment in the Des Moines area but distributors generally were discouraging the move because of inflation danger.

Several Des Moines distributors reported business slightly better than during the normal summer run but attributed it more to business conditions rather than the war scare. One distributor pointed out he is strongly trying to discourage any attempt to store up equipment on the grounds that it will only help to increase inflation in the country.

## Boston

The war scare panicked all business activities in the Boston area and the coin machine industry was no exception, with used equipment tightening up and sellers becoming hesitant. Some increased buying of new equipment was noted.

The same general trend was noticeable thru all segments of business and industry. Altho nobody was talking for publication, it was apparent a new cautiousness in used equipment deals has come to the fore.

Distributors are fearful that in the event of another war, freeze controls would be of far more drastic measure than in World War II.

## Washington

According to the Washington Music Guild, which includes some 85 per cent of all local juke and amusement game operators, the Korean situation has so far had no effect at all on buying plans of operators.

Bill Schwartz, Hirsh Coin Machine Company, stated: "I don't know of an operator in town who has changed his buying habits because of the war situation."

## Safe, Sane 4th

CHICAGO, July 8.—With Illinois conducting its largest scale drive against the sale and use by youngsters of fireworks, the juke box came in for some extra promotion over the July 4 week-end and also for some added coins in many locations.

Newspapers offered suggestions to youngsters on how they might spend their time safely, rather than risk their life and limbs with fireworks. As a result the local ice cream parlors, with their juke box entertainment, came in for several important publicity shots.

That the campaign paid off was seen in the low casualty list and in the added business chalked up by juke box rental firms.

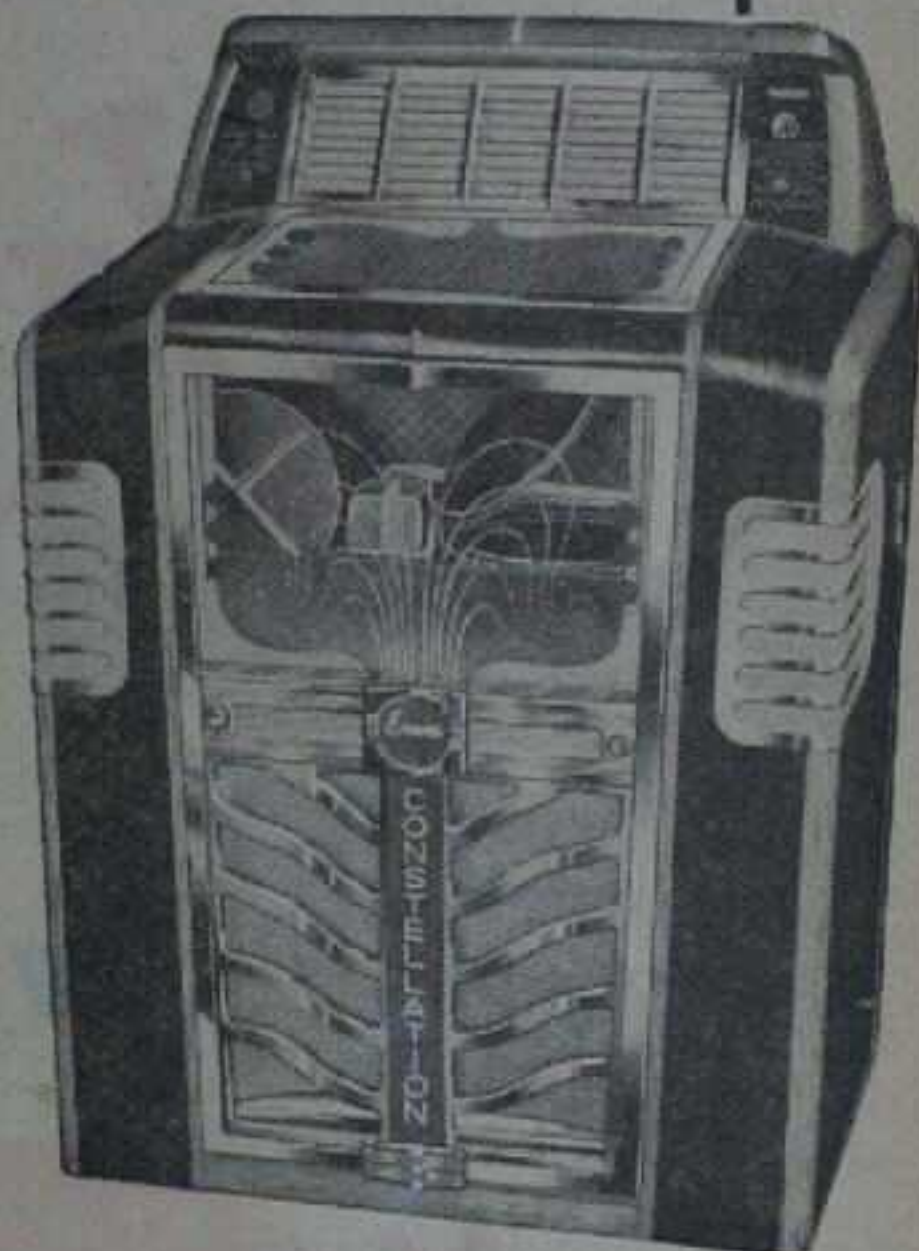
## CONTROL STARTS HERE

EVANS' 1950

20 RECORD, 40 SELECTION

## CONSTELLATION

Is your present phonograph equipment running you and your servicemen ragged? Are you all on a nerve-racking, costly 24-hour-a-day schedule? Then it's time to invest in the control that makes you—not your machines—boss of your business. With Evans' Constellation, you'll know the pleasure—and profit—of truly trouble-free operating. Visit your Evans Distributor or write Factory direct.



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WURLITZER		SEEBURG	
1080	\$269.00	146M	\$259.00
1015	249.00	147M	299.00
ROCKOLA			
1422	\$169.00		

These Phonographs Are Thoroughly Reconditioned — Like New!

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W1-L56 (NEW)	\$37.00	W5-22, 5¢	\$8.95
3W2-L56, 5¢, 3 WIRE	29.00	DS20-12, 5¢	8.95
W1-L56, 5¢ WIRELESS	24.50	S-20-12, 5¢	3.50
WB-12, 5/10/25	17.00	WURLITZER	
DSB-12, 5/10/25	17.00	125, 5¢/10¢/25	\$7.50
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SEEBURG	WURLITZER	ROCK-OLA
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THESE PHONOGRAPHS ARE COMPLETE AND IN WORKING ORDER. EACH IS AVAILABLE COMPLETELY OVERHAULED, PROFESSIONALLY REFINISHED, UNCONDITIONALLY GUARANTEED FOR AN ADDITIONAL \$35.00.

THREE-WIRE CABLE, 7 CENTS; 500 FT., 6½ CENTS PER FOOT. 147M DOME, \$17.50. NEEDLES, LOW QUANTITY PRICES, WRITE. FUSES, 50% OFF LIST. FUSE TATS, 33½% OFF LIST.

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*Effective July 17<sup>th</sup>*

**the list price of the**

# WURLITZER

*Twelve Fifty*

**will be advanced to**

**\$799.50**

When we originally priced the Model Twelve Fifty, we stated that it was the most phonograph for the money on the market today. That statement still holds true notwithstanding the increase in price which we are announcing.

Costs of steel, plastic, lumber and the many mechanical and electrical components which go to make up the Twelve Fifty are still rising and the wages of our employees at North Tonawanda have been increased in accordance with the current trend.

At its new price, the Wurlitzer Twelve Fifty offers you the greatest dollar for dollar value available on the market today.

The maximum earning power provided by 48 selections, protection against obsolescence

no matter what speed record becomes standard, and its many improvements and refinements, makes today's Wurlitzer Twelve Fifty the most profitable, the most versatile phonograph you can operate.

*See Your Wurlitzer Distributor Now*

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK



# COINMEN YOU KNOW

## Washington:

The Washington Music Guild (WVG) has switched its meeting rooms from the Hotel 2400 to cooler quarters at the Hotel Hamilton. Meetings will continue the first Thursday of the month during the summer. WVG announces that as a result of gaining several new members in recent weeks, it now represents 87 per cent of all music and amusement machines in the Washington area. Starting July 1, the \$100 initiation fee for new members was reinstated.

Collections for a four-day period during the last week of June established a Spacarb of Washington record, President Bayne Phipps reports. On a Sunday, one machine located at a swimming pool served 3,200 drinks. These figures augur well for business this summer, because while the temperature that week hovered around the 90-degree mark, neither it nor the humidity was unduly high for Washington. Phipps also announced that Spacarb is starting installation of hot coffee units. The firm has a new operator—Henry Shepherd in Martinsburg, W. Va.

Mrs. Ruth Elgin, owner of the Northern Virginia Music Company of Alexandria, Va., sailed for Europe June 29. She'll vacation there for the summer, with stopoffs at France, Germany, Italy, Denmark and Switzerland, according to Eddie Renner of the firm. Renner reported that the first staff member to take his vacation this year was Craig Sullivan, who took in the Blue Ridge Mountains, Norfolk and Virginia Beach.

Because he had to cut his recent Pocono Mountains vacation short by returning to Washington unexpectedly (See WASHINGTON on page 83)

## Detroit:

Ben Newmark, of Miller-Newmark Distributing Company, reports a continuous demand for the new AMI models, still well ahead of deliveries in this area. . . . Ruth Weiss is now in the Miller-Newmark office here, along with Velma Smith, bookkeeper. Mrs. Edna Sager is no longer with the firm.

Robert L. Perry, of Training Devices, is actively handling promotion and staging of the Ottawa Indian Pageant, July 21-23 at Harbor Springs, for Sales Counsellors. . . . Albert Buck is establishing the Colonial Vending Company, with headquarters at 12046 Linwood Avenue, which also is headquarters for the Triangle Vending Company and the American Distributors.

Maurice J. Feldman, of the Central Coin Machine Exchange, conscientiously stuck to his desk during (See DETROIT on page 82)

## Hartford, Conn.:

Ralph Colucci, Seaboard Distributors, Hartford, took his 8-year-old twin sons, Ralph and Robert, to see their first boxing match at the Hartford Auditorium. "The boys really liked the show," Ralph reports. . . . Abe Fish, of General Amusement Game Company, Hartford, heads for New Hampshire and a few weeks' vacation in August, according to present plans.

## Greenfield, Mass.:

Glen Brook Beverages, Inc., Hires bottler for this area, now has 15 Ideal and 13 American venders out on locations around the city and reports the grosses have been above expectations in the six industrial locations where the bulk of the units are situated. Firm handles servicing, and reports this has been at a minimum since the machines were installed.

## Los Angeles:

Jim McDaniel, distributor of Houston, was here last week and took time out to visit coinrow. He was looking for buys for his firm, McDaniels Distributors. . . . Charles A. Robinson & Company have been named the Nevada distributors for the Rock-Ola phonograph, according to Al Bettelman. . . . Ray Brandy, of North Hollywood, an operator in the Brea section, in the city on a buying trip. . . . Phil Poulen, of Apple Valley Ranchos, also noted on the row.

Dave Gould, who has a parts house in Chicago, back home in Southern California following a visit to the Windy City. . . . Jack Faust here from Santa Ana. . . . H. E. Speer made one of his regular equipment buying trips to Los Angeles from his home base, San Bernardino. . . . James Mullican is being welcomed into the operating circles in Los Angeles. He has been in the business only a few months now. . . . Tom Wall, of California Games, took time out to leave his office on Washington Boulevard and visit with the boys on Pico.

Bill Gordon, of the Brawley (See LOS ANGELES on page 83)

## New York:

Eddie Lane, of the American Q-Ball Congress, reports that popularity of his video show continues high among tavern viewers. The program was recently shifted to Saturday nights over WJZ-TV. . . . Max Levine, whose Brooklyn plant turns out the Q-Ball unit, as well as the new game, Cue Champ, is relaxing a bit while most of his production staff is on vacation. Levine credits Harry Berger, of West Side Distributing, with moving plenty of Cue Champs.

Ben Simon, founder and top exec of City Milk, in Buffalo on biz last week. The firm has been placing more quart venders in apartment houses recently. . . . Sam Rabinowitz, of Tap Mixers Service, has installed many of his tavern units in New Jersey locations in recent (See NEW YORK on page 83)

## Philadelphia:

Postage Stamp Machine Tutoring School was set up here at 916 N. Franklin Street by Tillie E. Berenson. . . . Paul C. Lewis is kept so busy as industrial manager of the Berlo Vending Company and as secretary of the Philadelphia Eagle professional football team that he is seriously thinking of resigning his post as consul for Guatemala in this area. . . . An ordinance authorizing the installation of about 16,000 coin-operated parking meters in 26 scattered business sections thruout the city was approved last week by the public safety committee of the city council.

Newspapers last week reported that fire broke out in the pinball manufacturing plant of Redball Manufacturing Company in Rockville, Md., while firefighters from eight communities were holding an equipment parade at Sandy Springs, 11 miles away. Sixteen fire trucks and eight ambulances answered the call but the plant was destroyed.

Lewis J. Crusco set up an operation in the South Philadelphia section, calling it the South Side Amusement Company with offices and showroom at 1334 Shunk Street. . . . Betty Roberison joined the sales staff of Eastern Engineering & Sales, Inc., for the placement of Kenro ice cream vending machines. . . . In near-by Atlantic City, Toomey Vending Company, featuring cigarette machines, joined in co-operative newspaper advertisements heralding the opening of the new Midtown Bar and the 20th anniversary of McGee's Bar-Restaurant at the resort.

## Indianapolis:

Louis Jones, local operator, returned from a fishing trip in Minnesota. . . . Simon Fowler, operator from Cambridge City, Ind., and George Talbott, operator from La Fayette, Ind., visited coin row buying parts and inspecting new equipment.

Sicking, Inc., has the Chicago Coin Pin Bowler on display. Mrs. Berman is elated over the many orders for the Pin Bowler on hand, waiting for shipments from the factory. Also being shown at Sicking, is United's Shuffle Alley De Luxe conversion, which converts the original Shuffle Alley into a Shuffle Alley Express.

John Patchett, of Evans Specialties, Frankfort, Ind., was a customer at Janes Music Company Record Shop, stocking up a supply of the latest hit records. . . . Nick Sarris, operator from Linton, Ind., and Dick Zies, operator from Oxford, Ind., bought equipment at Sicking, Inc. . . . Sicking has added a new merchandise department, displaying a general line of prizes for operators. One of the latest items is a flash camera set.

Clarence (Dutch) Hohman, Janes Music Company, and his family are vacationing at Rhinelander, Wis. They will be gone two weeks. . . . Robert Lee is with Janes Music Company as a part-time employee. However, Bob is still operating his juke box route. Sam Weinberger proudly displays his extensive line of premiums for Shuffle Alley games. Sam also announced that Chicago Pin Bowler and AMI phonographs are moving in good shape.

## Milwaukee:

Ruth Bender, in charge of Kwik-Kafe headquarters, announces the recent installation of a new combination hot coffee and cold drink dispenser. Another innovation here is the attractively painted sign on the window front. . . . The Fourth of July week-end played havoc generally with route schedules. Many of the firms had their men doubling up to take over routes of those on vacations.

Mitchell Novelty employees are much easier to recognize these days due to their recently acquired uniforms. Outfits consist of light green shirts and dark green trousers. Plans call for adding pea jackets for winter use, according to front office chief, Irv Beck. . . . Calling on the trade personally these days is Al Rogahn, of United, Inc., Wurlitzer distrib. Biz is coming in at a nice clip, according to Al, due to the de- (See MILWAUKEE on page 82)

## Baltimore:

Waldrop Distributing Company has purchased the entire local operation of Silent Sales System, which is pulling out of this city after several years of activity. Jimmy Eichelberger, local representative of Silent Sales, will continue with Waldrop.

The Amusement Machine Operators of Greater Baltimore (AMO) has accepted two new operators for membership—Lou's Amusement Company and the Crane Novelty Company. The AMO also elected Charles Barash, of Cointrol, and Maurice Davis, of Davis Brothers, to the board of governors.

Sol Silverstein, Hub Enterprises, is recovering at St. Joseph Hospital after major surgery. P. Michael Mongelli, of Jacham Enterprises, is in Johns Hopkins Hospital, where he will be divorced from his appendix and gall bladder.

Irv Blumenfeld, of General Vending, has announced that contracts soon will be awarded for an addi- (See BALTIMORE on page 82)

## Chicago:

S. I. Neiman, publicity director of the National Coin Machine Distributors' Association (NCMDA), is working on the program for the September meeting of the group. This will inaugurate the quarterly session series voted by NCMDA members recently. . . . The reception following the Jerry Mihalski-Geraldine Kaminski nuptials was attended by approximately 300 guests. Fried chicken was on the menu and five bartenders kept the crowd's glasses full of good cheer. It took place in Harmony Hall. The bridegroom is a salesman for Bell-o-Matic. Next to leave the bachelor ranks at Bell-o-Matic will be Bill Nixon. He will take Tillie Grabner as his bride July 15.

Frank Mencuri, Exhibit Supply sales manager, made a quick trip to Toronto Sunday and Monday (2, 3). When he got back at his desk after the Fourth of July he found several inquiries on the firm's arcade line. . . . Ed Hughes, Exhibit's chief engineer, reports the new headquarters for his department meets with approval of all concerned. . . . Ed Hanson, Abco Novelty sales manager, is back from an Eastern tour where he called on Mike Munves, New York, among others in the interest of the counter game Hit-a-Homer. Meanwhile, Bill Olscher says production in the plant here is being stepped up again.

Nate and Alvin Gottlieb are holding down the fort this week while the rest of the plant is enjoying a group vacation. The factory reopens Monday (17). . . . Vic Weiss, Allied Coin, and his partner, Bill Knapp, are working overtime to handle Whiz Bowl shipments. The conversion for shuffle games continues to draw inquiries from all parts of the country. . . . R. L. Budde, A.B.T. Corporation, reports coin meter business on the upswing. He adds that the Rifle Sport gun unit is proving a (See CHICAGO on page 82)

## Vital Statistics

### Marriages

Jerry Mihalski, Bell-o-Matic sales staffer, and Geraldine Kaminski at Hyacinth Church, Chicago. Reception was held after the ceremony at Harmony Hall, Saturday (1).

William Brennan and Marianne Emig, daughter of William S. Emig, partner in Variety Vendors, Detroit, in Detroit.

### Births

Twin daughters to Mr. and Mrs. Peter Silvestri. Father is assistant field supervisor of the Amusement Game Company, Hartford, Conn.

### Deaths

Samuel Meagher, 48, Port Austin, Mich., operator, of a heart attack. He was an operator a number of years ago in Thumb area of Michigan, sold out to go into the hotel business and returned to operating a mixed music and amusement games route about a year ago under the name of the Meagher Music Company. Survived by his widow and a stepson. Plans call for continued operation of the business by Mrs. Meagher.

Harry Left, who operated coin machines in New York the past 15 years, died Wednesday (5) after a long illness. He was 38. Until recently he was associated with the Brooklyn Amusement Company. He is survived by his widow, Rita.



## COINMEN YOU KNOW

### Chicago:

(Continued from page 81)

hit at the Chicago Fair. . . Mr. and Mrs. Jim Mangan and Mr. and Mrs. Paul Bowman represented the advertising fraternity at Grant Shay's wedding.

At Chicago Coin Machine Company, Sam Lewis, Ed Levin and Aaron Gensburg are handling long distance requests for Pin Bowler, the new five-ball game with the bowling theme. It features a simulated alley on the playfield. Chicago Coin is not closing this summer because of the press of business. Instead office and line staffers will stagger vacation periods. . . Empire Coin was a busy place Wednesday (5). According to Howie Freer, office manager, operators were dropping in in bunches with requests for new and used late model equipment. His boss, Gil Kitt, says ops are now beginning to buy as if they were afraid of getting caught short in case the Korean situation becomes more serious.

Murray Rosenthal, of Coinex, spent a long week-end at his Wisconsin cottage over the Fourth. . . The Bally plant is turning out Turf Kings which is proving to be one of the best one balls introduced in a long time. It combines the best features of Citation with some innovations which players and operators have put their stamps of approval on. . . H. C. Evans is stepping up its output on the Bat-a-Score. This year's model has an improved pitcher and batter feature and gives 10 balls for a nickel. Les Rieck, manager of the Evans' music division, says Constellation biz is more than holding its own this summer and the firm's distribs are bringing home the bacon.

At Universal Industries Mel Binks and Bill Ryan have been entertaining a steady stream of out-of-town coinmen who were at the plant to order Winner one-balls. Ryan adds that Feature Bell, Universal's new console, is going strong in the field. The Universal plant picnic will be held August 26. Altho business is going along at a fast clip this summer the plant will be closed July 22-30 for group vacations.

Nation Wide Novelties has stepped up production on its Baseball game, Col. L. Lewis reports. Charlie Gillard and Nick Wurtz say the game is catching on in all parts of the country. The new plant turning out mechanisms for the Baseball is owned by Nation Wide and features a long assembly line.

First Distributors thru Joe Kline and Wally Finke points out that it has enlarged its shop facilities to take care of the refurbished game trade. First is the Indiana distrib for Keeney and has had a lot of Hoosier ops in to see the Double Bowler and Duck Pins games. The merchandise department at First is

under the management of Malcolm Finke, Wally's brother. . . Gene Bates, Pace exec, says inquiries on firm products are running well ahead of this time last year. . . Joe Schwartz, National Coin Machine Exchange, states that plans have been laid for his firm to do a big job with Gottlieb equipment in Wisconsin. National Coin also handles Gottlieb products in Northern Illinois and Iowa.

Despite the long holiday week-end, there was plenty of activity at the United Manufacturing headquarters last week. Billy DeSelm, general sales manager, reports activity on the firm's Shuffle Slugger, two-player Shuffle Alley Express and the conversion unit for early model Shuffle Alley games, continues strong, and that shipments are going out steadily.

Herb Perkins, Purveyor, back from his Florida trip, reports work on the remodeling of the firm's headquarters is now under way. Purveyor has been busy on the Atom Jet, remote-control game, which, as a distributor, it introduced at the ACMMA show in May. Perkins reports play holding up in this area. . . Paul Brown, Western Automatic Music, Inc., is now in Kenora, Ont., Can., where he operates the Pipestone Point Camp during the summer. During his absence the firm is managed by Bill Nyland.

The coin machine industry was well represented at the wedding of Grant Shay, vice-president and advertising director of Bell-o-Matic, and Noreen Coakley Saturday (1) in Chicago. In addition to brother, Vince Shay, president of Bell-o-Matic, the trade was represented by Herb Jones, Bally; Roy McGinnis, Charlie Zender, Lil Jock, Terry Morris and many others.

Orville Adams, Adams Coin Machines, L'Anse, Mich., while in Chicago on a buying trip, stated that players in the Upper Peninsula are already looking forward to fall league play. . . Another report on fall competition was Tom Calkins, La Porte, Ind., operator who handled Monarch's league play in Northern Indiana last spring. . . Universal Industries has stepped up output on its Shuffle Tournament conversion. . . At Mero Industries, Pete Rozgus says inquiries on the firm's all-steel boards continue to arrive with each mail. Most of the requests are from areas with tropical climates where extreme humidity is a factor in board maintenance.

When the distributors of the American Shuffleboard Company were in Chicago for an annual meeting recently, Paul Cusano took the entire group to Comiskey Park to see the White Sox play Philadelphia. Later the group made a tour of locations equipped with American boards.

### Baltimore:

(Continued from page 81)

tion to General's headquarters. The project will add more than 5,000 square feet of floor space to present facilities. An outstanding feature of the new building will be a receiving dock where games coming in will move thru the warehouse and service department and reach the delivery platform without delay.

Lou Wilner, major-domo of Hub Enterprises, received his LL.B. degree at the recent commencement exercises of the University of Baltimore Law School. Lou ranked ninth in a class of 100.

Sam Weisman, of Double U Sales, is planning a nautical vacation. He's going to spend it aboard his cruiser in Chesapeake Bay—fishing for the big ones. Sam's partner, Harry Rosenberg wants no part of it—sez he's still seasick from the last trip.

### Detroit:

(Continued from page 81)

the long holiday week-end. . . Louis Nemesh, manager of the Music Systems, Inc., back from a week-end at Cleveland, where the head office of his firm is located, reports a well-received grand opening for the Seeburg line at Grand Rapids, where their company also acts as distributor.

James A. Passanante, chief of Gaycoin Distributors, is back in town after an Independence Day holiday outing. . . Carl Angott, of the Angott Distributors, reports business rushing along at peak with the new Wurlitzer 1250 selling like the proverbial hotcakes. . . The Vollmer Brothers, Alfred and Ray, of Pigeon, Mich., in town on a buying trip, were in such a hurry to get back to business that they left half their purchases behind at the Angott Distributing Company.

Bill Hewitt, of Conway in Northern Michigan, in town on a hurried trip, confided that he had just completed his new home on the lake, but has no time for fishing. . . John Bailey, salesman for Angott Distributing Company, is expediting delivery of phonographs for his operators thruout the State. . . Fred W. Chlopan and Jack Baynes were visitors last Wednesday at the Detroit office of The Billboard.

Otis Strait, Des Moines operator, has just returned from a four-week tour of the East, visiting New York, Washington and other large cities.

Barbara Wilcox, secretary for the Sandler Distributing Company is now Mrs. Vogt, a new bride. . . Harry Burtoncini, Des Moines operator, has sold his route and is now visiting relatives in Italy. . . Art Levine, formerly of Miami, has been appointed to the Atlas Music Company sales staff, according to Phil Moss, and will travel the Iowa territory.

### Milwaukee:

(Continued from page 81)

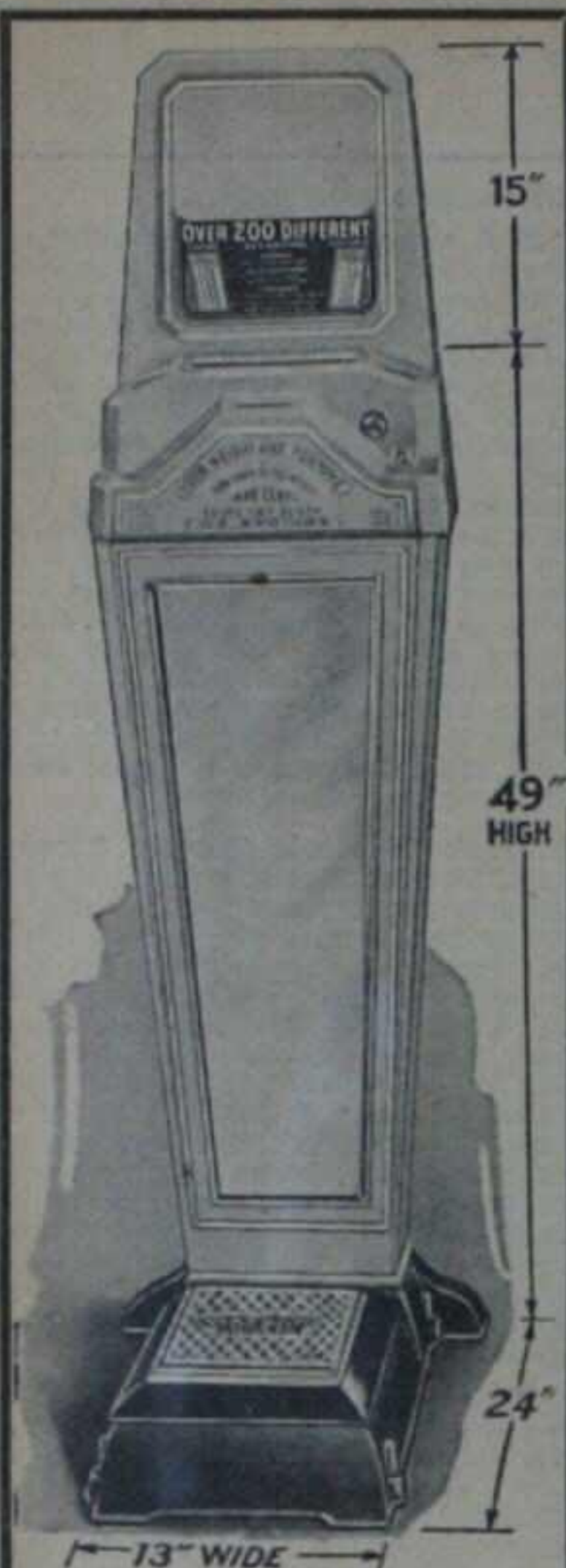
sire of operators to get in under the line before the coming Wurlitzer price boost.

Up in Canada trying to coax a few fish out of their hiding places is Nathan Victor, S. L. London Distributing Company office head. . . Sam Hastings, back from his Eastern motor trip with his family, claims he didn't look at a juke box all the time. Sam says he is definitely planning to attend the Wisconsin Phono Ops meeting in Green Bay, July 10.

All employees now are back at work following their vacations at Badger Novelty Company, according to Carl Happel. Carl's vacation schedule is rather indefinite, the mostly because of that cute little eight-month-old daughter who keeps daddy plenty busy around the house. . . Sam Cooper, of Paster's Distributing Corporation, spent the July 4 week-end in St. Paul.

The Milwaukee Common Council is completing plans for installation of over 300 more Magee-Hale parking meters in the downtown area. . . Wells Street paving completion last week, with resultant opening of traffic, will bring to life once more many good music and game spots which took a beating for over three months.

Pete Ochs, well-known polka band leader, has taken over the job of representing the Tell Music Company, distributors in Wisconsin for their own wax and also the Coral and Discovery labels. Pete will make the rounds of ops in his territory. . . Abe Weintraub, of A. W. Appliance Company, is looking forward to his wedding day some time this fall. . . Nick Cortese finds less time to devote to his coin machine route of late due to the necessity of spending most of his evenings behind the bar of his newly purchased tap room.



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Bermuda ... 19.50  
Hot Rod ... 139.50  
Trinidad ... 24.50  
Rip Snorter ... 139.00  
Carnival ... 49.50  
Melody ... 22.50  
Morocco ... 42.50  
Aquacade ... 69.50  
Quarterback 85.00  
Montferrey ... \$29.50  
Build Up ... 32.50  
Circus ... 29.50  
Star Series ... 235.00  
Heavy Hitter 39.50  
Leap Year ... 39.50  
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(Brand New, \$249.50) (A-1, Used, \$119.50).  
KEENEY MODEL #1 WALL TYPE SCORING UNITS (New, \$49.50) (Used, \$49.50).  
KEENEY MODEL #3 OVERHEAD SCORING UNITS (Used, \$89.50).  
ROCK-OLA LIGHTS (Used, \$8.50).  
ROCK-OLA CLIMATIC ADJUSTERS (Used, A-1 Condition), \$19.50.  
VALLEY SHUFFLEBOARD WAX, 1 Lb. Cans, 24 Cans to Case, \$8.50 PER CASE.  
Write for Quantity Prices.  
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**GIVE TO THE RUNYON CANCER FUND**

**Los Angeles:**

(Continued from page 81)

Amusement Company, Brawley, Calif., was in town Wednesday and visited Paul A. Laymon's and Leuenhagen's Record Bar. Gordon reported that the paper there had reported the temperature as 122 degrees but that it was actually 124. He was happy to make the trip to Los Angeles and get out of the heat. . . . Jud Lily, a Montebello operator, was in town for a few hours and made a quick survey of the games on the distribs' floors.

William Black in from Bakersfield. . . . Ben Corenblum, a local operator, took time off to visit the row. . . . Clyde Denlinger, of Balboa, telling his friends about the fine weather his seaside town is having during the hot spell. . . . Hal Sharkey, another Los Angeles operator, doing some purchasing. . . . Howard Tisdale here from Montrose. . . . Charlie Daniels, of Paul A. Laymon, recently celebrated a birthday with the Laymons hosting him at a party.

Jack Sheppard, formerly of Philadelphia, is traveling seven States for Exhibit Sales. He reports that the use of merchandise awards for shuffleboard operators is catching on in his territory. He makes his office at Lyn Brown's on West Pico. . . . Max Brown, of Philadelphia Coin Machine Exchange, arrived in town after a stopover in Las Vegas. Accompanying Brown were his two daughters, Perri and Sheila. They've been busy seeing Hollywood and are reported eyed by movie scouts. Brown said he had expected to stay a month. But things may happen and he may have to remain here permanently.

Mary and Kay Solle, of Leuenhagen's Record Bar, closed their doors Saturday (1) to take inventory. There were so many operators in town that they had to forget about the record counting and take care of customers. Monday was supposed to be a holiday for them but it was turned into a big business day. Mary Solle said that she had never seen a day like it. Operators were buying to get their machines set for July 4.

Fred Reilly, of Western Exhibit Company, reports that he is opening a new "arcadette" at Ocean Park. Homer Gillespie, of Long Beach, will have some of the penny pitches that he manufactures in the arcadette as well as his famous Wishing Well. . . . Phil Robinson, of Chicago Coin, is due back in town from his trip to Chicago. Mac Sanders has been keeping close to the office during Phil's absence.

Coin machine jobbers have made a drive to sell their bells and when the anti-bell ban becomes effective July 15, none will be on hand. In anticipation of the law local jobbers have reduced their inventories. At C. A. Robinson & Company, Al Bettelman said that none of the games was in stock. This firm has a branch in Reno, where the games are legal. Automatic Games established a branch in Las Vegas July 1. Sammy Donin of the firm said that he will take charge of the branch within the next few days. Danny Jackson, a partner in the firm with Donin, and George Warner will remain here. Automatic Games will continue to do business at its present location. However, the type of equipment sold will be changed. William R. Happel Jr., of Badger Sales, said that he had none of the games on inventory. Ed Wilkes, of Paul Laymon Company, declared that his firm had sold their last some weeks ago and had not reordered because of the impending legislation.

WASHINGTON, July 8.—Sugar distribution in 1950 is running slightly ahead of last year, Agriculture Department said this week. For the current year thru June 24, distribution totaled 3,528,560 tons as compared with 3,437,855 for the same 1949 period.

**Washington:**

(Continued from page 81)

edly, Harvey Goldman, co-owner with James Oxenburgh, of the Capital Amusements, Inc., treated himself to a four-day July Fourth holiday in the Catskills. Goldman has taken over distributorship in the Maryland-Washington-Virginia-West Virginia area for Nation Wide Novelties. He is currently handling the new firm's Baseball game and reports that there will be a football game this fall.

Hirsh de La Vieu, president of the Washington Music Guild, was honored June 26 by the Benjamin Franklin lodge of Masons for his 25 years of membership.

This is the busy season for rentals of music machines, according to Robert Cunningham, owner of the Service Music Company. Reason is that many clubs suspend activities for the summer, winding up their season's schedule with parties and dances. Best-selling record here for the month of June was King Cole's "Mona Lisa," Cunningham said. He predicted that the firm's next best seller would be the King record of "Good Morning Judge" by Wynonie Harris. Kathleen Robinson has replaced Mrs. Alberta Keenan as sales and order clerk at Service Music.

Anthony J. Cicala, of Atlas Amusement Company, reported that his two-month-old arcade is doing "very well for a starter." New games here include Madison Square Garden, Shuffle Slugger and Sweetheart. He estimates that he will replace games about once a month. With the war clouds threatening, Cicala is considering hanging on to his old machines instead of selling or trading them in when he gets new games.

Jack A. Spittler, who operates a music, amusement, and cigarette route in Falls Church, Va., just received 10 new cigarette vending machines that boast some modern improvements.

**New York:**

(Continued from page 81)

months and claims ops are finding the package deal a good extra-income set-up.

Joe Stacher, who until recently was associated with Runyon Sales, headed by Barney Sugarman and Abe Green, has bought a third interest in Reno's Bank Club. Stacher, now in Nevada, will help manage the club and the adjoining Golden Hotel Casino. . . . Jimmy Fitzpatrick, owner of a large juke route in Bridgeport, Conn., was shopping on coin row last week.

Herb Klein, sales manager of International Mutoscope, reports the firm's Flying Saucer is finding a ready market among independent ops and arcades. The unit was introduced to the trade at the recent all-industry show in Chicago. He also states that much new blood is entering the field, using Muto's Voice-o-Graph and Photomatic as sideline sources of income.

Martin Berger, Cigaromat prexy, says production of the firm's selective cigar venders is being increased to meet op demands. . . . Tony (Rex) Drenzo and Leo Knebel, partners in Rex-Lee Enterprises, still find Aireon conversions a profitable adjunct to their servicing business. But they wish they could lay their hands on more old Aireons. They are getting scarcer and scarcer, say the partners.

**New Charm Series**

NEW YORK, July 8.—Samuel Eppy & Company, charms manufacturer, is now delivering a new series of 40 miniatures said to feature finer detail work than could be achieved under earlier production processes. The assorted subjects come in plastic at \$3.75 a thousand and metal plated at \$5.75.



**\$139<sup>50</sup>**

**BRAND NEW ROL-A-TOPS**  
5c-10c-25c PLAY

1 Cherry Pay 2—1 Cherry Pay 3  
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Fastest Scoring Two Player Rebound Bowling Games! PRICED RIGHT!  
Come in and See Them in Action! WE'LL ACCEPT TRADES  
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#### Welcome Welcomes Success:

## Meter Science Solved by West Coast Firm Which Has Covered The Gamut in 30-Year History

By Sam Abbott

LOS ANGELES, July 8.—When the Welcome Meter Company was formed in 1934 to manufacture electrically controlled coin-operated switches, it was already 14 years old.

To say that something just starting is already a teen-ager is a strange paradox. But this is true with Welcome. Its real beginning came around 1920 when Maurice O. Pearson, who today heads the firm incorporated for \$1,000,000, found it necessary to make by hand in his garage shop a meter that he could use on his washing machine route.

The plant for manufacturing Welcome meters is 70 by 125 feet and has equipment and space for turning out as many as 1,000 a month with comparative ease. A crew of 12 is steadily employed and the company has moved from its original field of time controls to that of all-around control thru means of reversing the procedure of gear ratio from higher to lower. Pearson said that Welcome's patents are largely on the basis of the company's own type of gear. To put it technically, he declared that it was a cross between a saddle and a Boston gear.

#### First Job

When the company was formally organized in 1934 and Pearson joined as a designer, the first orders were for timers for lights used on public tennis courts. This was not a difficult job to turn out for a coin bought quite a bit of time and the tolerance was not so small. Since those days the firm has designed gears for all types of coins and can set times from six seconds to 80 minutes.

The meter can today be found on a number of machines and only recently a timer was designed for the Majestic Enterprises, Inc., Model 520 orange-ade beverage dispenser. The

machine has two coin chutes and vends within a range from five to eight ounces for a nickel or a dime. Pearson said that the main feature of his product is that it is a positive collector. Another feature of the item is that it can not be stopped once it has started, thus preventing housewives from tying up washing machines, driers or other coin-operated equipment.

#### Foreign Coverage

During the 16 years that Pearson has been designing timers, he has acquainted himself with coins from all over the world. He has made meters to take the Cuban coins, pesos, centavos and even the cruzciros of Brazil. Coin mechanisms are designed to work on diameter and as a rule a foreign coin does not give any trouble. However, one from Bolivia did cause him to dig for a solution. It was about half the size of the American dime, which in itself was not too bad. But when he found that it was only half as thick this was cause for some real slide rule figuring. With no weight or gravity and most of all, no diameter, the problem had to be approached from a new angle. It was solved, however.

The time that Pearson has been dealing with coins in meters has effected several changes. Some of them are due to the devaluation of coins. He recalls that years ago the nickel-controlled device was in predominance. Today his firm manufactures more dime and quarter meters than any other denomination. Recently his plant was devoted to making a large shipment of half-dollar-operated meters for shipment to Alaska. He does not know what they will vend—and emphasizes that he is primarily interested in completing the order to specifications.

The trend toward the dime and quarter timers has made Pearson's problems slightly easier to solve. When the nickel devices were extensively used, the main difficulty was the lack of uniformity of the coins. As chutes are designed on the basis of diameter, a coin that was too small slipped thru and one that was too thick readily jammed. With dime and quarter, this situation has been eliminated to a great extent.

#### Special Orders

Altho Welcome can make a timer for any machine within its wide time range, there are occasions when a special order must be filled. Making coin controls for exercising bicycles in girls' dormitories, typewriters, washing machines and a number of other items falls in the regular category of manufacture. A demand for stronger chute meters is considered as a specialty.

No matter what the demand may be, the chances are that Pearson has a similar coin sample in his collection. He has made it part of business to keep these on hand for he never knows when he will have to fit a meter to take the legal tender of Brazil, Australia, New Zealand or Germany. He has had to do it in the past and he will have to do it again in the future.

#### TSAA SETS CONFAB

(Continued from page 75)

we must work hand-in-hand with industry. In other words, we will sell your boards and supplies and promote your leagues. We will sell shuffleboard as a sport. We merely ask your co-operation. So send down a representative who is interested in leagues, tournaments and rules. Let's get together and plan for the future. This time let's put it over. Let's make table shuffleboard one of the major sports in the nation."

## New ASLI Rule To Speed Play

(Continued from page 75)

indicated enthusiastic approval," he asserted.

The hammer rule was tested this past season during ASLI's Missouri State tournament under the supervision of State Director Louis Ritter of St. Louis. Ritter reported that players who had voted to use the rule in their own State championship event urged its acceptance on a nationwide basis.

Elaborating on events leading to the rules change, Poulsen pointed out that many contestants had become confirmed "weight-for-weight" players as a result of the frame system of play, in which as little as one point could be sufficient to wrap up a game. And weight-for-weight players still retained their play style when the 21-point game came in vogue, often leading to inordinately lengthy matches.

Other modifications of the rules to be employed in ASLI play next season are now being put in final draft by the rules committee here, Poulsen declared. By mid-August it is expected to forward the complete new rules package to league secretaries and ASLI player-members. Based on the experience gained during ASLI's 15 State tournaments last season and the U. S. Championship event in Peoria, Ill., all rules are being re-examined with the view of "streamlining the game," he added.

## Milk Vending Studies At Cornell; Seen as Aid to Public Health

ITHACA, N. Y., July 8. — Vending machine distribution, as a means of increasing the consumption of milk, is being studied by the school of nutrition in co-operation with the colleges of agriculture and home economics at Cornell University, it was announced this week.

Greater consumption of milk, made possible thru increased availability, would improve the health and nutrition of the American people, and the vender is seen as a prime means of accomplishing this, according to the university. Because more milk would be consumed if it were available at more times and places at the proper refrigerated temperature. The automatic merchandise outlet was presented as the logical solution.

The purpose of the co-operative project, it was stated, is to investigate the "economic, psychological, sanitary and mechanical aspects of machine vending of milk." This is expected to be accomplished by assembling information from vender manufacturers and operators, by actual operation of various types of milk vending equipment under different conditions, and by laboratory studies.

Findings of these studies will be made available to interested persons as they are developed, it was stated.

## Puck Patter

(Continued from page 75)

handling route management, is starting the active organization of shuffleboard leagues here on behalf of the Detroit Shuffleboard Association. He has had preliminary experience in setting up several leagues in the Telegraph Road section of the city.

#### Hartford, Conn.:

Area shuffleboard distributors are optimistic over summertime business in the resort towns of Connecticut, with a number of distributors predicting well above average trade for the season.



## HERCULOKEYS\*

"...Tops" in LOCKS!

Coin machine operators favor Herculokeys because of these outstanding features:

- ★ **CONSTRUCTION** — In addition to rugged manufacture and positive locking action, only the Herculokey has the Gear-Tooth keyway . . . a design that is virtually pick-proof and unlike any keyway now in use. Only the Herculokey key will fit.
- ★ **EXTRA PROTECTION** — Your key code is registered in our files under your name . . . reserved for your use. No danger of duplication or conflict in your territory.

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YOU ARE BUILDING A GREATER AMERICA  
WHEN YOU HELP THE AMERICAN HEART  
ASSOCIATION



# Chi Ops Diversify Routes With Shuffle-Bowl Games

CHICAGO, July 8.—Diversification has been the by-word among local music operators on a constantly growing level, climaxed during recent months by a still sharper trend to add non-music equipment to existing routes. The bulk of such additions are bowling type shuffle games, which are now being operated by between 60-70 per cent of Windy City music firms against a bare 20 per cent a year ago, a check of local operators by *The Billboard* revealed this week.

With such equipment drawing average weekly grosses ranging from \$30 to \$60, depending upon location, season, promotion, etc., operators indicate that the trend is not an overnight one, and that it will continue to grow when this fall brings further increases in play.

Reports from distributors handling the shuffle bowlers show music operator demand for this equipment is still growing. One firm which added the games about two months ago, Automatic Phonograph Distributing

Company, claims operator demand prompted the addition of such equipment to its music line.

Automatic's Mike Spagnola declared the animation and rapid-fire action of the new games are prime player attractions and that new models for the fall and winter market should keep player, and thus operator and location, interest continuous thru many months.

Usually, operators start off with from one to three games, and add more as they prove out on location. "It's a good location consolidation measure, brings in extra gross to cushion fluctuation in juke play," according to Adolph Raymond, head of A & M Music Company. Another typical comment, by Charles Wilmoth, Tri-County Music Company, is that "music locations are tailor-made for the bowling shuffle games, and increase good will for the operator when the location owner finds that his commission has grown fatter."

A big factor in the growth of game operation by the juke operator is the location picture. Normally, there is no great problem in acquiring stops; acceptance is the rule in most tavern spots, and where the play volume does not prove out, the operator in effect has a choice of ready-made stops waiting to "try it on for size." However, location shifting has been the exception rather than the rule, as games are originally installed in proven high play spots, as indicated by juke play, and work out satisfactorily.

Three "prompters" have usually brought the games to the music operator's attention: 1. Location requests, installation of a game in one of their music stops by either; 2. Another music operator or 3. A straight shuffle game operator. After initial test installations, some music operators now include shuffle equipment on almost 50 per cent of their routes. This is especially true in the case of the medium size operation, employing from two to three servicemen.

# Abco Appoints Munves Distrib For N. Y. State

CHICAGO, July 8.—Ed Hanson, sales manager of Abco Novelty Company, this week announced the appointment of the Mike Munves Corporation as distributor in New York State for the Hit-a-Homer counter baseball game.

The Munves firm is headed by Mike Munves and has headquarters in New York City. Five ping pong balls are used in Hit-a-Homer and are put in play by a controlled lever. Unit measures 22 by 18 by 6½ inches and lists for \$27.50. It is operable with penny or nickel.

# GERMAN INDUSTRY

(Continued from page 68) which would in turn boost the production of German cigarettes and eventually stabilize the market in U. S. and English smokes.

Practically all the street trading and black market involves English and American cigarettes, Schulze said, with an estimated tax less to the German government of approximately 300,000,000 marks yearly.

Tobacco interests want to see vending machines assume their prewar importance in the distribution of cigarettes, but the present uncertainty in prices—with the possibility machines might have to be converted to meet a series of price changes—makes them cautious in buying equipment.

According to *Sueddeutsche Tabakzeitung*, German tobacco trade journal, vending machines were responsible for a 20 per cent increase in cigarette consumption prior to the war.

# CHI FAIR ARCADES

(Continued from page 68) chines on Chicago's Northwest Side. The major part of the amusement machines in the arcade are older units but were refurbished and operating at peak efficiency. The arcade includes voice and photo machines, vibrators, horoscope machines, hockey and baseball games and strength testers. The newly designed units were led by the Rifle Sport multiple gallery target gun game.

Valente's exhibit consists of vintage music boxes produced just before and after the turn of the century and the Violino-Virtuso, the coin-operated violin, which was tabbed as one of the 10 best inventions in the 1910-'20 decade.

# Jersey City Solons Seek To Ban Games

(Continued from page 68) weeks ago, breaking an unofficial ban against tavern coin equipment instituted many years ago by Mayor Frank Hague, supported by his follower Frank Eggers and, apparently, continued by the present mayor, John Kenny. Until the present bill was drafted there was no legal bar to amusement games.

Humbert Betti and Howard A. Felsing, of the Jersey City Tavern Service, operate the games, standard units manufactured by Bally, United and Chicago Coin. Betti said the games were placed only after specific request had been made by the Tavern Owners' Association of Jersey City. They had assurances that the skill games would be permitted here by city officials, he asserted.

On orders of City Commissioner Charles S. Witkowski, word went out to pick up the games. But last Friday (30) Betti and Felsing got their temporary stay order from Superior Court Judge Thomas J. Stanton. On Monday (10) the litigants will appear before the Freehold Court, with the city asked to show cause why the injunction should not be made permanent.

Betti and Felsing, who contend the 108 machines they have operating here are skill games, say they will contest the new city ordinance in the courts should their injunction be continued in force. They countered Commissioner Witkowski's contention that the units were gaming devices and pointed to a recent ruling by the New Jersey State Alcoholic Board approving the games.

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Keeney's 8 Ft. DUCK PINS

Keeney's 9½ Ft. DOUBLE BOWLER

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Jack & Jill . . . 45	Puddin' Head . . . 45	Black Gold . . . 89
Speedway . . . 45	Grand Award . . . 49	Buttons & Bows 89
Star Dust . . . 45		Boston . . . 109

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# HOUSE BROKEN TWINS

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10 Three-Way Keeney Bonus Bells, Rebuilt to Free Play & Payout, 5-10-25c	@ 250.00 each
2 Keeney Gold Nuggets, 5-25c	@ 125.00 each
7 Universal Arrow Bells, 5 and 25c, Like New	@ 340.00 each
6 1947 Evans Galloping Dominos	@ 75.00 each
30 Black Cherries, 5-10-25c	@ 55.00 each
15 Jewel Bells, 5-10-25c	@ 75.00 each
10 1950 Bonus Bells	Write for Price
50 5c Post-War Q. T.'s, Like New	@ 60.00 each

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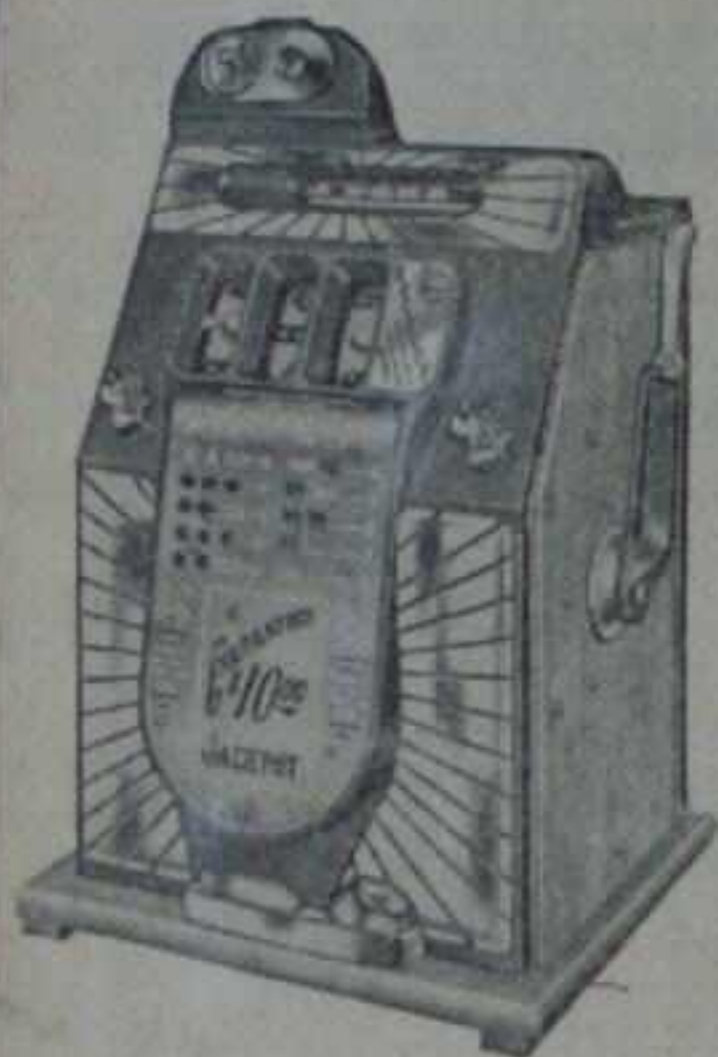
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## Donut Vender, Big-Top Hats and Signs Drawing Arcade Spenders

ATLANTIC CITY, July 8.—Donuts from an automatic coin-operated vending machine were introduced for the first time to Atlantic City vacationists with the location of a Tom Thumb donut machine in the Funcade, giant amusement machine arcade on the Boardwalk operated by Irving Fischelberg. The machine, requiring less than two feet of floor space, drew large crowds. And with

a dozen donuts selling at 15 cents, the machine dispensed 3,200 dozen the first day.

Batter for the machine is delivered daily in a refrigerated truck, using a Pillsbury mixture and fried in an all-vegetable shortening. The machine puts out 180 dozen Tom Thumb donuts in an hour.

While not a coin-operated device, another new feature at this coin machine amusement arcade is the monogram cap concession, operated by Samuel Rosenberg and featuring a large line of specialty caps and hats of the S. & M. Cap Manufacturing Company of Philadelphia. Biggest seller is the Big Top cap.

### Outdoor Sign

With the summer season in full swing, Fischelberg also arranged for a new outdoor sign to make the arcade a Boardwalk landmark. The neon sign, he said, would be 38 feet high and 15 feet in diameter, visible from every place on the Boardwalk. There will be 22 color changes every second and rings around the tower will create a waterfall effect, he said.

The dimensional Mother Goose and story-book pictures created on the walls by Paul Berner and which are animated when identifying phonograph records are played have been completed. In addition, Berner created a complete circus as a background setting for the giant mechanical Laugh Clown, which is the arcade's identifying trade-mark. An attractive sign at the exit reads: "Funcade's Happy Clown Wants To See You Back in Town—So Long, Folks."

## NAMA Plans Awards For Most Attractive Exhibits at '50 Meet

CHICAGO, July 8.—National Automatic Merchandising Association (NAMA) announced this week that for the first time in its annual convention history, awards will be made to manufacturers and suppliers who present the most attractive displays at the 1950 exhibit at the Palmer House here November 12-15.

A committee of five member operators has been appointed by convention Chairman Ernest H. Fox to judge displays. Fox said two additional members of the committee may be named shortly. The committee is made up by Herb A. Geiger, Geiger Automatic Sales, Milwaukee; John C. Guthrie, Miller Automatic Sales Company, Louisville; Wallace T. Collett, W. W. Tibbals Company, Cincinnati; Walter Knack, Walter Knack Company, Dixon, Ill., and M. L. Heffer, Johnson Tobacco Company, Chicago.

Awards will be presented to firms having the most attractive displays at the annual banquet which closes the convention November 15.

## Calendar for Coinmen

July 12, 19, 26—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.

July 12—Music Operators of Northern Illinois (MONI), monthly dinner meeting, Louie Preganza's Resort, Grass Lake, Ill.

July 13—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

July 13 — Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

July 14, 15, 16—Table Shuffleboard Association of America (TSAA), annual convention, Hotel Jefferson, Peoria, Ill.

July 18—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.

July 18—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

July 24—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.

July 25 — Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.

July 25 — Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

July 25—Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.

July 25—Washington Music Guild, Inc. (WVG), monthly meeting, Hotel 2400, Washington.

July 26—Music Merchants' Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.

July 27—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.

July 27—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.

July 27—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.

August 2—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Chamber of Commerce Building, Houston.

August 3 — Cleveland Phonograph Merchants' Association (CPMA), monthly meeting, Hollenden Hotel, Cleveland.

August 3 — Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron.

August 6-9—Southern Candy Wholesalers' Association (SCWA), annual meeting, Municipal Auditorium, Birmingham.

August 7—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.

August 14—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.

September 26—National Automatic Merchandising Association (NAMA), Region II (New York) annual meeting, acting chairman, Frank Bradley, Statler Hotel, Buffalo.

## Operator Sailing To Japan To Open Coin Machine Firm

LOS ANGELES, July 8. — Japan soon is to have its first coin-machine jobbing firm. Fred Emerson, formerly an operator on Okinawa, sails aboard the S. S. President Wilson from San Francisco July 13 to set up the business.

Emerson was the first operator to have venders and juke boxes on Okinawa and has operated there for the past four and a half years. He has selected Japan as the territory for the coin-machine jobbing business for he believes it offers an unlimited field. Up to now, Emerson said, the handling of coin machines has been done by exporting and importing firms as a segment of their business. If possible, Emerson hopes to set up warehouses and carry complete lines.

When asked if he planned to go into the vending machine business in Japan, Emerson declared that he expected to survey the possibility of automatic merchandisers there.

At the present time, Emerson will handle several equipment lines and offer both sales and service.

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All in top shape. Terms: 1/3 Deposit.

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## Turning Back the Clock

### 10 Years Ago This Week

CHICAGO, July 6, 1940.—The nation's cigarette operators were taking steps to meet the new federal defense tax increase on cigarettes.

Associations called meetings to mull ideas and at least one new cigarette operators' association was formed to better effect in inter-operator exchange of plans.

In Boston, operators who had been vending at 15 cents expected to increase prices, while Buffalo operations declared they had to go to 17 cents. In Washington, operators and locations mutually agreed to absorb the tax increase so that prices would not be changed. Fort Worth firms planned to add a penny to their price, making venter-sold cigarettes 18 cents per pack. An 11-cent price was expected to be adopted by Indianapolis operators for dime packs, while they hoped to enlist location aid in absorbing the increase on standard packs so the price would remain at 15 cents.

The Philadelphia story was a 17-cent price, thru venders, while over-counter sales were to be pegged at 16 cents. The 2,500 cigarette venders in St. Louis boosted prices 2 cents to 17 cents, also, and upped dime packs to 13 cents. Illinois operators advanced the suggestion that their 15-cent price be maintained, that dime packs be increased to 11 cents, and that the standard location commission be reduced from 10 per cent to 6½ per cent, or a penny a pack.

Cigarettes in New Jersey venders were to continue for a 15-cent tab. Location owners agreed to pay the ½-cent federal levy. So reported the New Jersey Cigarette Merchandisers' Association. The association stated it had prepared form letters for mailing to all locations, which pointed out that they (locations) "would make more profit in the end because of the volume increase."

J. H. Keeney & Company's Mexican distributor, William Nathanson, was reported to be delivering large numbers of firm's Anti-Aircraft Guns, Remote Selector Wall Box, Score Champ and Keeney consoles in that country. It was Nathanson who was credited with the introduction of newspaper advertising in Mexico for coin machines.

### 15 Years Ago This Week

CHICAGO, July 6, 1935.—George Ponser proposed that the New Jersey Amusement Board of Trade sponsor a pinball tournament in Newark, a "first" for both the city and the State. Idea behind the contest was to raise funds for the association's legal and advertising budgets. It was declared that a good portion of such receipts would go toward good will and public relations ads, it was stated.

A small admission was to be charged to the tournament, with a stated number of free plays to be given as part of such entrance fee. The player would then have the opportunity to compete for the chairmanship of the State with a to be named major prize as an award.

Dave Gottlieb, D. Gottlieb & Company, reversed the usual light-up effect on pin games with firm's new Fire Chief. Latter depicted a burning ship at sea, with the player extinguishing the "fire" by scoring with the least number of balls. It was possible to extinguish the fire with four balls, one in each of four Life Preserver holes; skill shot into a Dynamite hole put out the entire blaze.

Horace V. Barber, head of Wolverine Vending Company, Detroit, went on record as proclaiming that the small operator was in difficult straits due to price hikes on games. He cited disappearance of \$40 and under games, with present (1935) games selling for \$50 to \$100, with typical sellers pegged at \$97. Such price increases also acted to eliminate the smaller location, Barber declared. The only good thing about the situation, he added, was that it would eliminate the practice of locations buying their own games because of the heavier investment.

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Baseball Winner ..... \$ 37.50  
Beautifully Lighted ..... Only 149.50  
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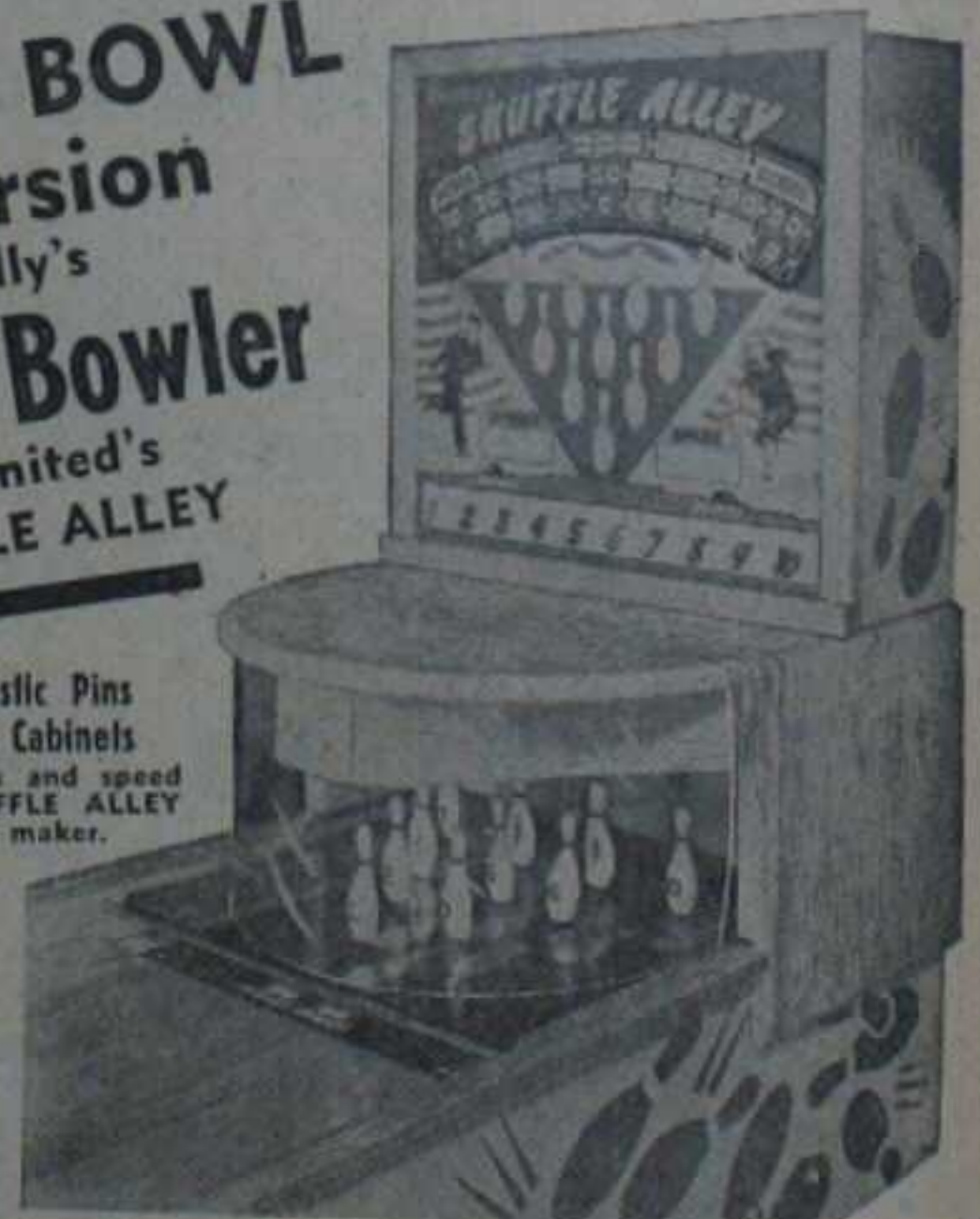
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**SHUFFLE ALLEY**

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### PRICES REDUCED—USED MUSIC EQUIPMENT

<b>Phonographs—Seeburg</b>	<b>Auxiliary Equipment—Seeburg</b>
Victory Model .....\$ 39.00	Seeburg W52Z (5c) Wireless Wallomatic .....\$ 7.50
Cadet ..... 45.00	Speaker Orson ..... 10.00
Colonel ..... 45.00	Seeburg W510Z (5-10-25c) Wireless Wallomatic ..... 12.50
Vogue & Classic ..... 45.00	Seeburg W81Z Baromatic (5-10-25c) ..... 12.50
R. C. HiTone & LoTone ..... 45.00	Seeburg W1-L56 (5c) Wireless Wallomatic ..... 29.00
Pre-War R. C. Special ..... 99.50	Seeburg 3W2-L56 (5c) 3-Wire Wallomatic ..... 29.00
H146 R. C. Special ..... 275.00	

**W. B. DISTRIBUTORS, INC.** 1012 MARKET STREET ST. LOUIS, MISSOURI



**BUY THE BEST**

**BUY...**



**BIG  
12 1/2" PICTURE  
ONLY \$199.50 LIST PRICE**

25% WTH ORDER  
BALANCE C.O.D.

**The Greatest Name in  
COIN OPERATED  
TELEVISION**

Operators who know will buy no other. Because they have learned from experience that Trad builds a set that will stand up under all operating conditions and produce the greatest dollar return everywhere. Every part in this wonderful television unit is manufactured by Trad—not assembled.

**ORDER TODAY!**  
Complete Details on Request

**CLIP AND MAIL TODAY!**

Trad Television Corp.  
Asbury Park, N. J.  
Gentlemen:  
Please rush ..... 12 1/2" TRADIO COIN  
OPERATED TELEVISION SETS @ \$199.50 Ea.  
Enclosed find check for 1/3 deposit.

NAME .....  
ADDRESS .....  
CITY ..... STATE .....

EXCLUSIVE DISTRIBUTOR  
FRANCHISES AVAILABLE  
WRITE—WIRE—PHONE

**TRAD  
TELEVISION CORP.**

Manufacturers of RCA Licensed  
Television

ASBURY PARK, N. J.  
ASbury Park 2-7447

**Info in Other Departments**

Among the stories of interest to the coin machine industry to be found in other departments of this issue of The Billboard are:

**NEW HITS TAKE DISK SALES OUT OF DOLDRUMS.** Up-surge in record business noted in past week (Music Department).

**HEARTS HAVE IT; "FOOLISH" AND "DEAR" YEAR'S NO. 1 AND 2 TUNES.** Peatman annual survey of tunes with largest radio audiences (General Department).

**EXCISE BILL'S FATE TIED TO WAR FEAR.** Outbreak of World War III would mean no cuts in excises and quick increases in other levies (General Department).

**DISK INDUSTRY PLEADS FOR EXCISE REPEAL.** Walter Rivers, Capitol Records exec, appears before Senate Finance Committee (Music Department).

**MUZAK TO SUPPLY MUSIC IN TRANSIT.** Company sets up a special travel music division to provide trains, airlines and ships with magnetic tapes (Music Department).

And other informative news stories as well as the NAMM Supplement, in which the Honor Roll of Hits and pop charts are carried this week, and a special Billboard feature—four columns devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV Section.

**WATCH  
GENCO**



**NOTICE**

COMMENCING JULY 1  
THE



FACTORY

**WILL BE CLOSED  
FOR THE**

**ANNUAL 2-WEEK  
VACATION**

Operations Will Be  
Resumed by All  
Departments on

**JULY 17**

HOLD YOUR LOCATIONS WITH THE TOP  
MONEY MAKING —

**CONVERSION  
"S-P-E-E-D BOWL"  
FOR UNITED SHUFFLE ALLEY**

**NO SOLDERING—SIMPLE INSTALLATION!  
SCREW DRIVER IS THE ONLY TOOL NECESSARY TO INSTALL!**



**NEW  
BACKBOARD GLASS  
NEW  
DISAPPEARING PINS—  
INDIVIDUALLY NUMBERED**



SPEED BOWL is designed to bring in the MAXIMUM PROFIT. Comes complete with newly designed and colorful back glass plus brand-new, clearly lighted cabinet and shaped bowling pins, with plexi-glas shield.

**WIRE, PHONE  
OR WRITE  
DISTRIBUTORS  
WRITE**

**M. & T. SALES COMPANY** 2845 W. FULLERTON AVE.  
CHICAGO, ILLINOIS



# EVANS' WINTER BOOK

with NEW ADDED FEATURE!



**VISIBLE ODDS 10 TO 1 UP TO 100 TO 1!**  
**ALL COIN PAYOUT!** Twin Payout Tubes! No Tokens!  
**THESE EXTRA WINTER BOOK ADVANTAGES SHOW WHY WINTER BOOK OPERATING IS PROFITABLE!**

- Faster Action! Steady Play! Location Security! Mechanical Reliability PLUS!
- Sensational Winter Book Odds! No Build-Up Necessary!
- Nonpareil 7-Coin Head, history-making improvement!
- Takes in up to 7 coins every game! Don't be satisfied with less!
- Precision Engineered! Custom Built Cabinet! 5c or 25c Play.

Order From Your Distributor or Write Direct  
**H. C. EVANS & CO.**  
 1528 W. ADAMS STREET CHICAGO 7, ILLINOIS

SEE EVANS' CONSTELLATION AD ON PAGE 79

## CENTRAL OHIO COIN'S QUALITY BUYS!!

UNIVERSAL'S 1 BALL SENSATION "WINNER"

**SPECIAL THIS WEEK ONLY**  
 Gottlieb's "BOWLETTE"—\$150.00  
 NEW IN ORIGINAL CRATES

### NEW SHUFFLE ALLEYS

- ★ KEENEY'S DUCK PINS
  - ★ KEENEY'S DOUBLE BOWLER
  - ★ KEENEY'S LUCKY STRIKE & KING PINS
  - ★ UNITED'S DOUBLE EXPRESS
  - ★ UNITED'S EXPRESS
  - ★ KEENEY'S BOWLING CHAMP (CONV.)
- We have many used Shuffle Alleys at reduced prices for prompt shipment

### SLOTS—SAFES

New and Used

5c Blue or Brown Fronts	\$ 69.50
10c Blue or Brown Fronts	74.50
25c Blue or Brown Fronts	79.50
5-10-25c Melon Bells	85.00
5c Black Cherrys	94.50
10c Black Cherrys	99.50
25c Black Cherrys	104.50
50c Black Cherrys	195.00
50c Jewel Bells	245.00
5c New Vest Pockets	69.50
5c Mills Q.T., A-1	65.00

New Mills and Jennings Slots & Consoles.  
 New Safes—Single, Double, Triple Revolverounds.

### ARCADE EQUIPMENT

Specials

Exhibit Dale Guns	\$119.50
Total Rolls, A-1	49.50
Bang-a-Deers, 10c (2)	75.00
Chicago Coin Pistol	149.50
Undersea Raider—Bally	99.50
Sky Fighter	79.50
Keeneey Submarine	49.50
Bat-a-Ball Sr., New, With Base	79.50
Pitchum & Batem, Floor Sample	250.00
Voice-o Graph, Like New	325.00
Premier Skee Roll, Like New	165.00
Genco Gliders, New	175.00
18" & 22" Shuffleboards	175.00
Exhibit Rotary Merchandiser, A-1	195.00
Chicago Coin Roll Down, New	195.00
Gottlieb Triple Grippers, New	32.50

### USED 1 BALLS

CITATIONS	\$229.50
CHAMPIONS	349.50

### CONSOLES

Mills Jumbo Parade, CP	\$ 49.50
Keeneey 3-Way, 5-10-25c, Like New	375.00
Keeneey 2-Way, 5-25c, A-1	295.00
Mills 3-Bells, Late Model	295.00
Evans Racers, Comb. CP-FP	395.00

### MUSIC

DISTRIBUTORS FOR AMI PHONOGRAPHS AND WALL BOXES FOR CENTRAL OHIO AND WEST VIRGINIA

Wurlitzer 1015, Like New	\$269.50
Seeburg High Tone 9800	119.50
Seeburg Lo Tone 9800	139.50
Wurlitzer 600, A-1	79.50
Seeburg Wireless Wall Boxes, Prewar Models, Ea.	7.50
46 Seeburg, Clean	295.00

UNITED'S FACTORY ORIGINAL

SHUFFLE ALLEY DELUXE

DISAPPEARING PIN CONVERSION, \$79.50

WRITE • WIRE • PHONE • ADAMS 7254

## CENTRAL OHIO COIN MACHINE EXCHANGE

525 S. HIGH STREET

COLUMBUS 15, OHIO



### RECONDITIONED PIN GAMES

READY FOR LOCATION

Arcade	\$67.50	Holiday	\$ 70.00
Baby Face	57.50	Just 21	125.00
Barnacle Bill	42.50	Maryland	112.50
Big Top	59.50	Robin Hood	32.50
Catalina	25.00	Showboat	55.00
Carolina	47.50	South Pacific	134.50
Cinderella	35.50	Telecard	42.50
Golden Gloves	90.50		

Keeneey Pin Boy with lighted pins	\$118.50
Keeneey Lineup	30.00
Keeneey A-B-C Bowler	145.00
Rock-Ola Shuffle Lane, 9 1/2'	120.00
United Shuffle Alley	92.50

**Now Delivering New Equipment**  
 Bally TURF KING Keeneey DOUBLE BOWLER  
 Keeneey DUCK PINS Keeneey BOWLING CHAMP  
 Arizona—Sweetheart—Madison Square Garden.

NEW MILLS VESTPOCKETS .....\$45.00

Keeneey's Electric Cigarette Vendor, Mills Wild Deuce, Mills "21" Bell, Mills Blue Bell, Mills Black Beauty, Mills Bonus Bell, New Regal Cabinets for all Mills Bell Machines, Downey-Johnson Coin Counter.

free buyers guide for operators

## ROY MCGINNIS CO.

2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

## WANTED TO BUY

ANY QUANTITY OF ORIGINAL FLIPPER GAMES  
 HIGHEST PRICES PAID

SEND IN COMPLETE LIST

Exclusive Gottlieb, Seeburg and Williams Distributors



Remember IN NEW ENGLAND IT'S TRIMOUNT

40 WALTHAM STREET BOSTON 18, MASS  
 Tel. Liberty 2-9485



## Williams SENSATIONAL SWEETHEART

HAS WHAT IT TAKES TO TAKE THE PLAY!

Entirely New Playfield and Many Other Great Features.

SEE IT—BUY IT

AT YOUR DISTRIBUTOR NOW!

Williams MANUFACTURING COMPANY

4242 W. FILLMORE ST. CHICAGO 24, ILL.

Creators of Dependable Play Appeal!



# MILLS' NEW 1950 BELLS



**MILLS' NEW VEST POCKET BELL**  
Operates on 3-5 Mystery Payout System.  
5c Play ..... \$65.00 | 25c Play ..... \$89.50  
WRITE FOR QUANTITY PRICES.

**MILLS' NEW QT**  
A "Pony-Size" Bell. Weighs only 25 lbs.  
5c Play ..... \$115.00; 25c Play, \$137.50  
WRITE FOR PRICES.

"21" BELL BLUE BELL BLACK BEAUTY BONUS BELL TOKEN BELL  
5c-10c-25c-50c PLAY WRITE FOR PRICES

## GUARANTEED RECONDITIONED MACHINES

### BOWLING TYPE GAMES

Gottlieb Bowlette	\$149.50
United Shuffle Alley	99.50
Keeney Ten Pins	124.50
Keeney ABC Bowler	149.50
Bally Shuffle Bowler	149.50
Keeney Pin Boy	149.50
Chi Coin Bowling Alleys	179.50
Genco Bowling League, 10 ft.	149.50

### CONSOLES

Bally Clover Bell, 5c-5c	\$499.50
Bally Clover Bell, 5c-25c	\$24.50
Bally Triple Bell, 5c-5c-25c	\$24.50
Bally Draw Bell, 25c	\$24.50
Bally Draw Bell M.B. 5c	\$144.50
Bally Reserve Bell, 5c	\$249.50
Bally Draw Bell, 5c R.B.	\$179.50
Bally DeLuxe Draw Bell, 5c	\$189.50
Buckley Track Odds	\$349.50
Jumbo Parade, Comb.	\$124.50
Mills Four Bells	\$99.50
Mills Jumbo Parade (Cash)	\$99.50
Mills Jumbo Parade (F.P.)	\$99.50
Keeney Super Bell, 5c	\$99.50
Keeney Bonus Super Bell, 5c	\$189.50
Late Evans Races (Comb. F.P. & Cash)	\$49.50
Late Evans Races Cash Model	\$224.50

### ARCADE EQUIPMENT

Hollycrane New	Write
Undersea Raider	\$49.50
Exhibit Dale Gun	\$99.50
Exhibit Vitalizer	\$99.50
Genco Total Roll	\$49.50
Autoscope Movie, Iron Model	\$99.50
Evans Bat-a-Score, Free Play	\$224.50
Skill Thrill Gun, 1c New	\$27.50
Bally Hi-Roll	\$99.50

### 1-BALL FREE PLAY GAMES

Champion	\$249.50	Special Entry	\$64.50
Citation	\$224.50	Victory	.....
Gold Cup	\$99.50	Special	\$49.50
Jeckey	.....	Lonsacre	\$22.50
Special	\$79.50	Thoroughbred	\$22.50

### 5-BALL FREE PLAY GAMES

Playboy	\$17.50	Bally, w/f	\$49.50
Stage Door Can-Teen, w/f	27.50	Ramona, w/f	49.50
Rio, w/f	27.50	Ballerina, w/f	49.50
Singapore, w/f	22.50	Cinderella, w/f	49.50
Havana, w/f	22.50	Kings Cole	69.50
Sky Blazer, w/f	22.50	Grand Award, w/f	74.50
Rocket, w/f	22.50	Bowling Champ	104.50
Humpy Dumpty, w/f	27.50	Buttons & Bows, w/f	99.50
Manhattan, w/f	27.50	Maryland, w/f	114.50
Bermuda, w/f	27.50	Tahiti, w/f	114.50
Wisconsin, w/f	27.50	C. C. Champion, w/f	124.50
Gold Mine, w/f	29.50	Just 21, w/f	169.50
		Bee Bop, w/f	149.50

New Box Stands. Single, Double and Triple Safes for All Bells  
Jewel Bells, Black Cherry Bells, Bonus Bells, Blue Fronts, Brown Fronts, Q. T. Bells, Vest Pocket Bells. WRITE FOR PRICES.

### GUARANTEED RECONDITIONED MILLS BELLS

Mills Club Console Bells, 5c, 10c, 25c Play ..... \$149.50 Ea.  
We Have in Stock at All Times

EVERY NEW COIN MACHINE MANUFACTURED  
Write for Circular and Price List. 1/3 Deposit With All Orders.

## SICKING, INC.

America's Oldest Distributor  
Established 1895  
1401 CENTRAL PARKWAY  
CINCINNATI 14, OHIO

Associated with SICKING DIST. CO., 2833 W. Pico Blvd., Los Angeles, Calif.  
SICKING, INC., 927 Ft. Wayne Ave., Indianapolis, Ind.

## BEST PREMIUM BUYS!

New Premiums  
Added Every Week

THIS WEEK'S SPECIAL SILVERWARE (Including Tuck-Away Case) Guaranteed, 26 pcs. New Pattern. \$4.95 Set  
Illustrations on Request

Write for Catalog—WE MAIL ANYWHERE—25% Deposit With Order

OPERATORS, LOOK! CITATIONS \$235.00

ORDER NOW BALLY TURF KING

NOW DELIVERING EXHIBIT JEANIE

STILL DELIVERING BALLY CLOVERBELL

Keeney Gold Nuggets	\$179.50
DeLuxe Draw Bell	189.50
Bally Double Up, 5c	250.00
Photo Finish, P.O.	225.00
Gottlieb Select-a-Card	159.50
Hollycrane—Like New	395.00
Bally Shuffle Bowlers, Thoroughly Reconditioned	150.00
Chgo. Coin Majors	79.50
Trade Winds	39.50
Chgo. Coin Thrill	39.50

LIKE NEW!

BALLY SPOT BELL ..... \$395.00

TWISTED RODS • ASSORTED COLORS. REPLACEMENTS FOR 1015 Bubbler Tubes. \$9.75 PER SET

Operators in Wisconsin, No. Illinois & Indiana  
USE THE COVEN FINANCE PLAN

# COVEN

distributing company  
3181 Elston Chicago 18, Ill.  
Independence 3-2210

All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff.

Authorized Distributors for Bally and WURLITZER Products Phonographs

## AUTOMATIC COIN America's Bell Machine Center

LATEST BELLS, RECONDITIONED BY THE FINEST EXPERTS IN THE BUSINESS!

MILLS 5c, 10c or 25c 1948 MELON BELLS	\$135.00
MILLS 10c or 25c 1948 BLACK GOLD HANDLOAD	145.00
MILLS 10c or 25c 1947 BLACK CHERRY BELLS	110.00
MILLS 10c or 25c 1948 JEWEL BELLS	145.00
MILLS 5c, 10c or 25c 1949 BLACK BEAUTY	145.00
MILLS 5c, 10c or 25c 1949 TOKEN BELL	175.00
MILLS 5c, 10c or 25c 1949 "31" BELL	195.00
MILLS 50c BLACK GOLD HANDLOAD	210.00

We Are EXCLUSIVE AUTHORIZED DISTRIBUTORS for Mills Bell Products

NOW DELIVERING MILLS

SENSATIONAL NEW 21-BELL AND BRAND-NEW BLUE BELL, BLACK BEAUTY, TOKEN BELL, BONUS BELL. Write for Details.



Limited Quantity—Brand New

MILLS VEST POCKET BELLS, \$65.00

Jobbers and Distributors, Write for Special Price!

ALL BELL MACHINE PRICES SUBJECT TO CHANGE WITHOUT NOTICE!

### RECONDITIONED SLOTS

Rebuilt 10c Jewel Bells, in New Cabinets	\$129.50
Mills 50c Black Cherry 2/5	195.00
Jennings 10c DeLuxe Lite-Up	110.00
Jennings Challenger 5/25	230.00

### EXCLUSIVE! KEENEY'S

Bowling Champ Conversion for Shuffleboards

Double Bowler, 9 1/2 ft. Rebound } 1 or 2  
Duck Pins, 8 ft. Rebound } Players

### RECONDITIONED GAMES

KEENEY TEN PINS	\$99.50
Bally DeLuxe Draw Bell	\$185.00
Bally Citation, F.P.	239.50
Keeney Twin Bonus Super Bell, 5c-25c	260.00
Latest Model Triple Switch Dale Guns, Like New	109.50

### KEENEY ELECTRIC CIGARETTE VENDOR.

ALSO DELIVERING: Chicago Coin—Universal—United—Williams—Exhibit—Gottlieb—Genco New Shuffle and Pin Games.

DELUXE LITE-A-PIN CONVERSIONS FOR CHICAGO COIN BOWLING ALLEY ..... \$14.50

Terms: 1/3 Dep., Bal. C. O. D. Write for Prices on Coin Counters, Coin Changers and Single, Double and Triple Safe Stands for Slots

## AUTOMATIC COIN MACHINES & SUPPLY CO.

TELEPHONE: Capitol 7-8244  
4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

### NEW OR USED, ATLAS OFFERS THE BEST!

#### SHUFFLE GAMES

United Single Shuffle Express  
United Slugger  
Rock-Ola Shuffle Jungle  
United Twin Shuffle Express  
Williams DeLuxe Bowler

**Don't Accept a Substitute!**

#### DISAPPEARING PIN CONVERSION

for United Shuffle Alley and Chicago Coin Bowling Alley

Made by the factories that know the game! (15 minute installation) **\$79.50**

#### PIN GAMES

Madison Square Gardens  
Pin Bowler  
Swoonheart  
Jeanie  
Yuma, Arizona  
Lucky Inning  
Select-a-Card—Write

#### NEW FALCON SHOE SHINER, \$125.00

#### GAMES—Ready for Location

Citation, F.P.	\$269
Exh. Dale Gun	75
Carolina	95
1-2-3	79
Bermuda	49
Puddinhead	79
Catalina	49
Playboy	37
Tally Ho	39
Maisie	47
Rainbow	47
Gold Ball	39
Triple Action	49
Suspense	49
Shooting Star	35
Broncho	59

#### BELLS—5c, 10c, 25c

Black Cherry	\$99.50
Blue Front	69.50
Brown Front	74.50
DeLuxe Draw Bell, like new	150.00

#### NEW 1-BALLS WINNER • TURF KING

#### USED PHONOS \$35 EACH

Hitones, Colonels, Cadets, Majors, Concert Grands, Regals, 24's, 500's, 600's, Thrones.

AS IS, COMPLETE \$10 Extra for Crating

Terms: 1/3 Deposit, Balance C. O. D.

## Atlas NOVELTY COMPANY

2200 N. WESTERN AVE. • PHONE ARmitage 6-5005 • CHICAGO 47

Division of ATLAS MUSIC CO.

Assoc. Offices: ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19  
ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

### Reconditioned and Ready for Profits!

United Shuffle Alleys	\$99.50	Genco Bowling Leagues	\$99.50
Glders	\$44.50	Exh. Digger	\$49.50
Chi Coin R. D.	34.50	Goalees	99.50
Advance Rolls	17.50	Kicker & Catcher, 5c	24.50
Hi Rolls	59.50	Panorams	175.00

SPECIAL—NEW EXCEL POP CORN MACHINE ..... \$49.50  
Write for Complete List All Types New and Reconditioned Equipment; 5-Balls, 1-Balls, Arcade, Consolas, etc.

Canadian and Foreign Operators—You'll Do Better at Monarch!

Terms: 1/3 Deposit, Balance C. O. D.

## MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE., (PHONE ARmitage 6-1434) CHICAGO 22, ILL.





## are you on a merry-go-round?

Are you riding the pink horse of high hopes? Hoping that some day your old equipment will bring big revenue again? It never pays to operate old, out-of-date equipment for that spot or location is far too valuable to waste on high hopes of better days. Time and time again less cautious operators have tried this method and have always failed. The cost on a coin machine operation involves several expenses, such as trucking, bookkeeping, servicing, collecting, etc., and that cost seldom changes. But the coin intake does, especially if the coin equipment is old and out of order constantly. Successful operations are based on keeping the equipment in good working order and replacing it with more up-to-date machines.

Our 1950 Bell line features two exceptionally interesting machines, Bonus and Wild Deuce, which offer a great deal of fun and amusement to the player. Reports from operations give these Bells an unusually good rating as money-earners. Their brightly colored fronts attract and hold the play.

The ride on the merry-go-round can be a happy one if all the equipment you operate is making money for you steadily. For a ticket to ride this happy whirl, call, write or phone us for any of our 1950 model Mills Bells.



## BELL-O-MATIC CORPORATION



**10 LATEST TYPE**

Mutoscope Photomatics, Post War Models, \$395.00. They are a steal at this price.

**SLIGHTLY USED ALLEYS**

In excellent condition, the largest selection in the state. You name it—we have it.

**SPECIAL**

Hit-A-Homer Counter Game, \$27.50 Singles, Special quantity prices.

**ARCADE EQUIPMENT**

Boomerang	\$ 50.00
Batting Practice	75.00
Chi Coin Basket Ball	175.00
Chi Coin Hockey	85.00
Chi Coin Pistol	135.00
Chicken Sam (conv.)	95.00
Evans Ten Strikes	65.00
Exhibit Dale Gun	95.00
Exhibit Silver Bullets	150.00
Goatee	100.00
Heavy Hitter	100.00
Jack Rabbit	100.00
Keeney Air Raider	100.00
Mother-in-Law Gun	95.00
Mutoscope Football	235.00
Panorams	185.00
Pitchem and Battem	145.00
Scientific X-Ray	85.00
Poker	85.00
Sky Fighters	100.00
Solar Horoscope with	85.00
Scrolls	85.00
Supreme Bowl-A-	75.00
Score	150.00
Telequiz	150.00
Tommy Gun	85.00
Undersea Raider	95.00
Vitalizer	95.00
Western Baseball	65.00
Williams All Stars	125.00
Early Photomatic	275.00
Latest Voice	450.00
Recorder	450.00
Siro's Brush Up	100.00
Acme Shoe Shine	150.00
Machine	150.00
Falcon Shoe Shine	150.00
Machine	150.00

**WANTED**

Rotary Pusher-Type and Mills Golf Ball Vendors.

Now delivering United's original disappearing pin conversions for United alleys. \$79.50 Singles. Three or more—\$74.50

**MUSIC**

Wurlitzer 614	\$39.50
Wurlitzer 71	75.00
Wurlitzer 600	85.00
Wurlitzer 750	150.00
Wurlitzer 850	150.00
10 '47 Super Deluxe	75.00
Aireans (converted)	75.00
Seeburg Hi-Tone	135.00
Seeburg Vogue	75.00
Seeburg Cadet	75.00
Seeburg Classic	75.00
Packard Wall Boxes	17.50
Rock-Ola Wall Boxes	17.50
Rock-Ola-Dialtones	2.50
Keeney Wall Boxes	2.50
as is	2.50
15 Personal Wall	3.50
Boxes	3.50
15 Solotone Wall	5.50
Boxes	5.50
10 Seeburg Selecto-	5.00
matic Wall Boxes	5.00
4 Wurlitzer 3031	18.00
Wall Boxes	18.00
Packard Wall Boxes	17.50
Used	17.50
30 Wire Cable, 100	20.00
ft. for	20.00
30 Wire Plastic Cable,	25.00
100 ft. for	25.00
Packard Wall	2.75
Brackets, Each	2.75

**ORIGINAL FLIPPER PIN GAMES**

Baby Face	\$75.00
Band Leader	85.00
Barnacle Bill	47.50
Bermuda	29.50
Blue Skies	45.00
Buccaneer	67.50
Caribbean	25.00
Carnival	47.50
Catalina	29.50
Cinderella	49.50
Cover Girl	37.50
Gizmo	49.50
Gold Mine	39.50
Gondola	85.00
Grand Award	65.00
Holiday	75.00
Leap Year	39.50
Major League	32.50
Manhattan	29.50
Merry Widow	40.00
Moon Glow	67.50

Write for complete list.

**SLOTS**

5c Silver Chief	\$65.00
50c Brown Front	150.00
10c Silver Chief	75.00
5c Black Cherry	95.00
10c Black Cherry	105.00
5c Blue Front	65.00
10c Blue Front	75.00
25c Blue Front	85.00
10c Pace	50.00
10c Golden Falls	115.00
5c Chrome Bell	75.00
10c Chrome Bell	85.00
10c Glitter Gold	75.00
5c Roll A Top	50.00
10c Treasury	45.00
10c Comet	45.00
5c Extraordinary	75.00
10c Extraordinary	85.00
25c Dixie Bell	75.00
Columbia	75.00
1c Q. T.	40.00
3 Chi Metal Double	95.00
Revolaround Safes,	each
10c Mills Q.T.	45.00
5c Vest Pockets	35.00

**CIGARETTE MACHINES (used)**

National 950's	\$85.00
National 9A's	85.00
National 930's	45.00
Unedapak 500, 9 col.	65.00
Unedapak 500, 15 col.	75.00
DuGrenier Challenger,	7 col.
7 col.	85.00
DuGrenier, 7 col.	45.00
Rowe Imperial, 6 col.	55.00
DuGrenier W's, 9 col.	55.00
Rowe Royal, 10 col.	65.00
Rowe President,	10 col.
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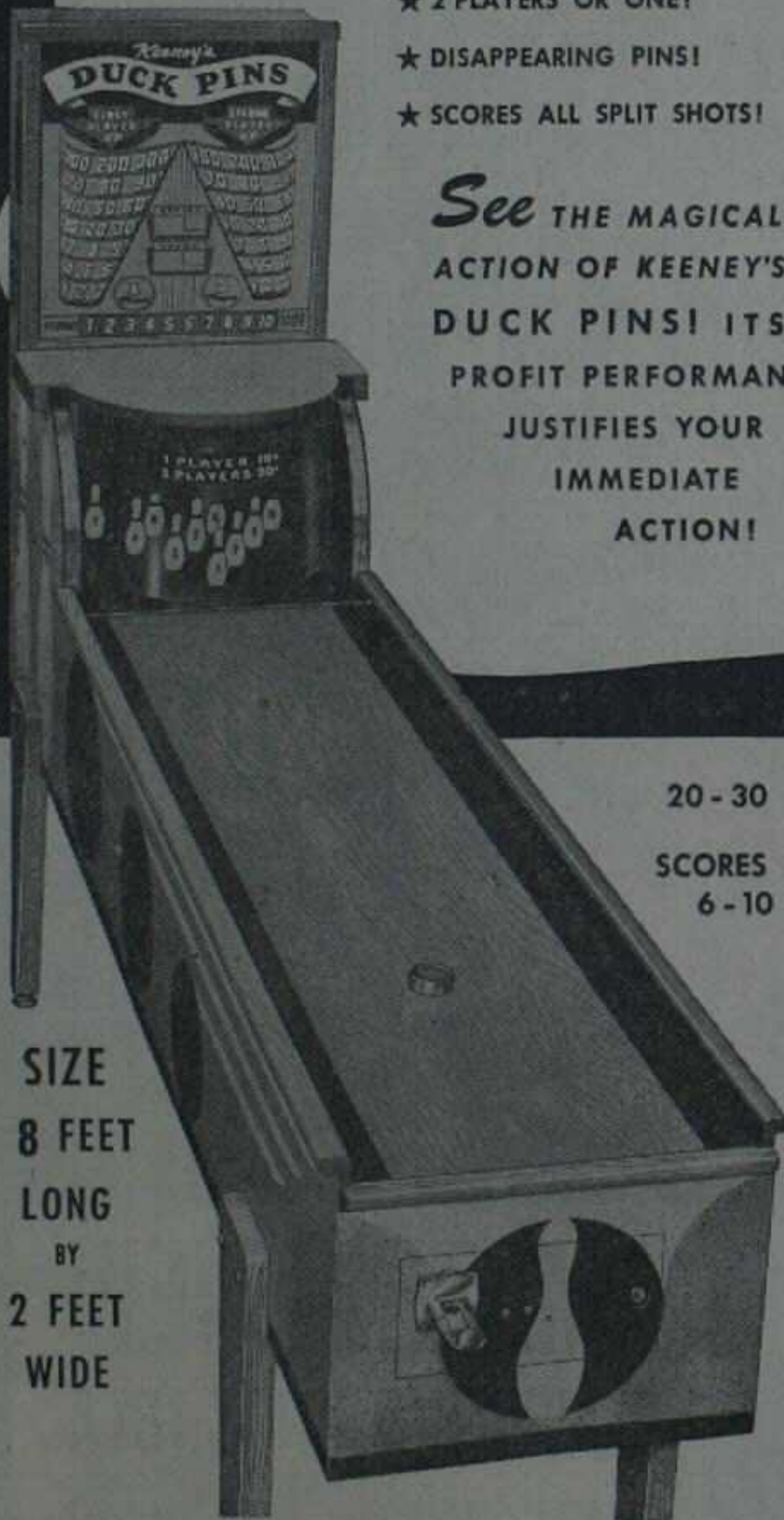
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IMMEDIATE  
ACTION!



20-30 SCORING  
SCORES 4-7 and  
6-10 SPLITS

SIZE  
8 FEET  
LONG  
BY  
2 FEET  
WIDE

*New!*  
**FASTEST!**

*Again*

# KEENEY'S DOUBLE BOWLER

★ **FASTER ACTION!** Rebound  
puck cuts game time to  
45 seconds or less.

★ **HI-SPEED TOTALIZER** registers  
score for 2 players or one.

★ **SCORES ALL SPLIT SHOTS!**

★ **IMPROVED DESIGN** and  
**GREATLY SIMPLIFIED**  
**MECHANISM!**

★ **QUIET PLAY!**  
**FASTEST**  
2-PLAYER  
BOWLER OF  
TODAY!



SCORES 4-7 and  
6-10 SPLITS

20-30 SCORING

SIZE  
9½ FEET  
LONG  
BY  
2 FEET  
WIDE

EASY-TO-READ SCORING FOR BOTH PLAYERS!

*See* YOUR  
KEENEY  
DISTRIBUTOR

J. H. *Keeney* & CO., INC.  
2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS



# Bally TURF KING

## GETS RECORD-SMASHING PLAY

# from All Types of Players!

★ I PLAY FOR BETTER ODDS

★ PURSE OR SHOW SCORES WIN IS MY MEAT

🍀 GIVE ME MORE SELECTIONS

🍀 I GO FOR DOUBLE SCORES

WE CONSERVATIVES PLAY ALL ADVANTAGES

🍀 I'M WILD ABOUT WILD HOLES

🚩 WAVE THAT FEATURE FLAG FOR ME



## AMAZING NEW PLAYER'S CHOICE IDEA

offers attractions to every type of player... the passer-by who plays a couple of nickels now and then... and the dyed-in-the-wool pinball fan who enjoys lengthy sessions of exciting play. And TURF KING permits each player to test his judgment before the final skill-test of shooting the ball. The result is complete player-satisfaction and the greatest continuous earning-power in pinball history. Get your share... get TURF KING now.

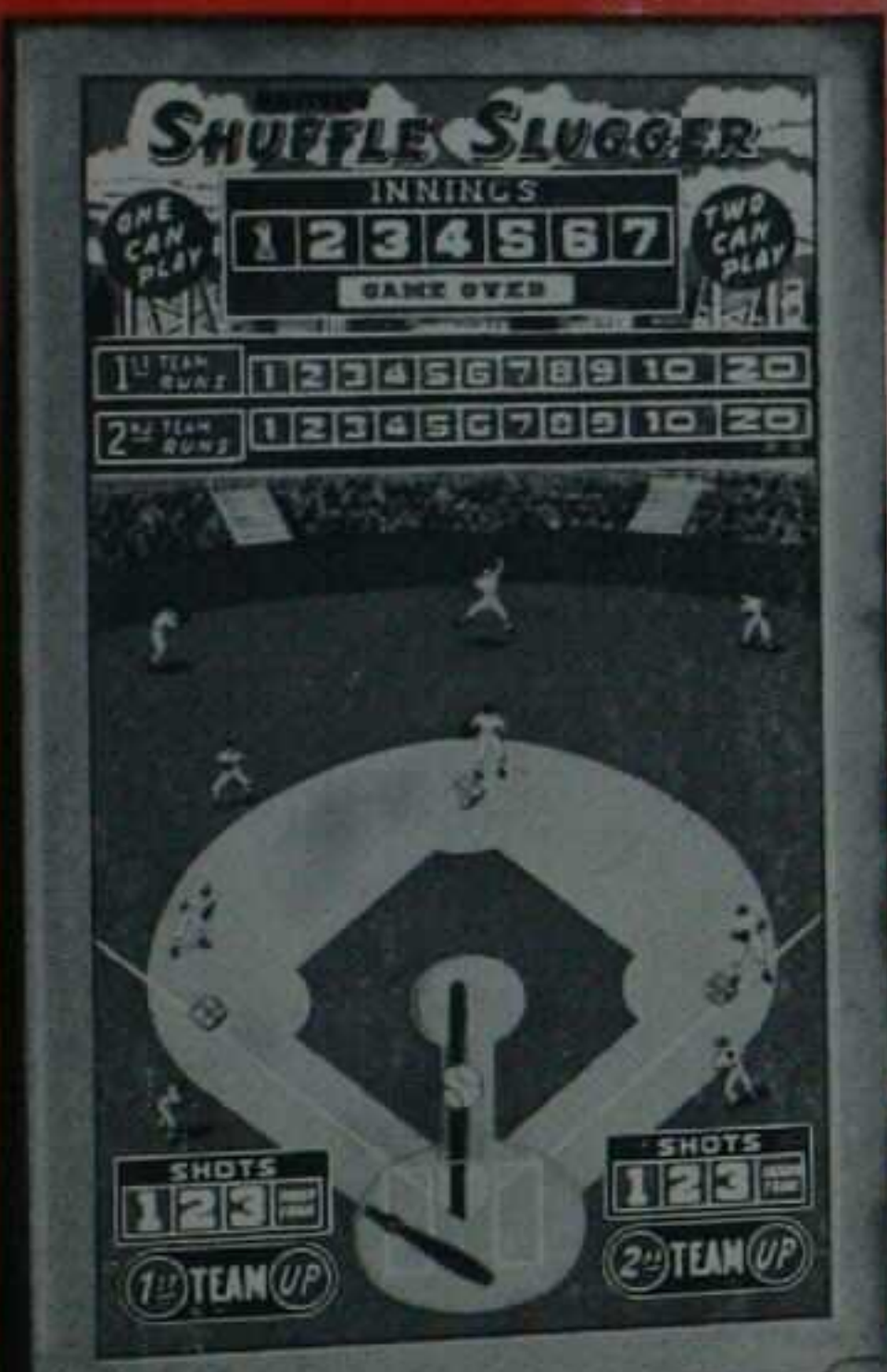
**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



UNITED'S

# SHUFFLE SLUGGER

A FAST REBOUND BASEBALL GAME



1 OR 2 PLAYERS

BASE RUNNING ANIMATION

PLAYER PITCHES AND BATS BALL

WATCH BALL IN FLIGHT AS SINGLES, DOUBLES, TRIPLES AND HOME RUNS ARE MADE

AUTOMATIC SCORING TOTALED FOR EACH PLAYER ... INNING BY INNING

COMPLETE MECHANISM IN BACK BOX ... EASY TO SERVICE

PITCHER CONTROL BUTTON on each side of CABINET

UNITED'S PROVEN DROP CHUTE



UNITED MANUFACTURING COMPANY  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR



only  
Seeburg  
gives you

**1. "MUSIC FOR EVERYONE"**

For tots, for teen-agers, for old-timers — the music everyone wants to hear, played by the artists of their choice.

**2. 100 SELECTIONS ARE ESSENTIAL FOR PROPER PROGRAMMING**

Proper programming is the key to a successful music business, and 100 selections are essential to proper programming.

**3. FAST REFERENCE, EASY SELECTION!**

Just as a well-organized menu provides fast and adequate selection of a meal, so does the selector panel of the Select-O-Matic "100" permit fast reference and easy selection of music to suit every taste. For here are 100 selections — supplying a reasonable choice of titles under the 5 basic musical classifications.

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.