

The Billboard

Featuring
complete list of
1953 FAIR DATES
and
SPECIAL
EVENTS

43rd
ANNUAL
SUMMER
SPECIAL

Including
A Section Commemorating the
40th ANNIVERSARY of the
SHOWMEN'S LEAGUE OF AMERICA

JUNE 27, 1953



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE: 25 CENTS

Other
Features

M. D. Hildreth
On Show Names

Lighted Track
Brightens

Finances

Filmsters Flock
To Kid Spot

Running a
Fair Is Fun

Complete List
Of Fair Dates

Bill Hames
Climbs the
Hard Way

Museums Move
To Build Up
Circus Collections

Mr. Circus:
Floyd King

1953 Rodeo Dates

Fourth of July
Celebrations

Coming Events

Disk Business Grabs Top Magazine Space

Hope's Service Record Helps Get TV Station

WASHINGTON, June 20.—Bob Hope's global "public service" reputation helped win him a Federal Communications Commission hearing examiner's recommendation for a TV construction permit in Denver. In recommending the grant to Hope's Metropolitan Television Company, license of KOA and KOA-FM, Examiner James D. Cunningham made it conditional on presentation of proof by Metropolitan in the next 30 days that it is no longer controlled by the National Broadcasting Company. Cunningham, in his initial decision, also rejected a competitive application for the channel filed by KMYR Broadcasting Company, Denver.

Cunningham found that "Metropolitan gives promise that it would prove the more responsive to the community needs of Denver." He pointed out that Bob Hope's Hope Productions, Inc., holds 93 per cent of Metropolitan's class B stock, and that the comedian's "record in the field of public service is shown to be outstanding, with particular reference to his activities in entertaining the armed forces during World War II." Cunningham added that the NBC radio and TV star had "achieved international prominence as an actor."

Metropolitan purchased KOA from NBC for \$2,250,000, paying \$1,000,000 in cash and giving a Hope Productions note for the balance. The FCC's Broadcast Bureau agreed with KMYR that Metropolitan should be declared ineligible for a TV grant if it was still controlled by NBC and the web already owned five TV stations, the limit permitted under commission rules.

Skelton Gets \$50,000 Date

LAS VEGAS, Nev., June 20.—Red Skelton will play his first cafe date here at the Sahara, when he opens July 14 on a two-weeker. Skelton's price will be \$25,000.

His competition in town will be Betty Hutton at the Desert Inn, Milton Berle at the Sands, and Vic Damone at the El Rancho. There's a possibility that Tony Martin will be at the Flamingo at the same time.

Skelton, Miss Hutton, Berle and Damone are all William Morris properties. Tony Martin, tho not signed to the Morris office, is frequently booked by it.

RECORD-STAR DEMAND

Parks, Halls Eager; Names Balk at Pay

NEW YORK, June 20.—Ballroom and outdoor park operators are currently hot after one-nighter dates with big record names, but the artists who'll work these dates are exceedingly few, a check of agencies indicates. Despite the lucrative offers being made, booking offices are having a tough time convincing performers of the advisability of playing the ballrooms and parks.

A few artists have taken a chance with this kind of work lately and have done well for both the promoters and for themselves. The hot artists are being offered \$1,000 to \$1,500 against 60 per cent to play the locations, but are asking for more money, tho they'll readily take night club dates for less.

On the Hunt

Among the parks and ballrooms seeking name disk attractions are the Mission Beach Ballroom, San Diego, Calif.; Lake Compounce, Bristol, Conn.; Canopic Lake, Salem, N. H.; Playland Park, Modesto, Calif.; Sweet's Ballroom, Oakland, Calif.; Coney Island, Cincinnati; Westwood Park, Pittsburgh; Rainbow Ballroom, Fresno, Calif.; Palomar Ballroom, San Jose, Calif.; Convention Hall, Asbury Park, N. J.; Pacific Auditorium, Sacramento; Lakewood Park,

Mahanoy City, Pa., and Sandy Beach Park, Russell Point, O.

The performers balk at taking the dates, unless they get more money from the one-nighter promoters who, say the acts, "can afford it." They also complain to booking offices about the traveling involved, lack of rehearsal time, poor lighting or staging facilities, lack of stagehands and, in some cases, poor accompaniment by local dance bands.

Bigger Capacity

The promoters and booking offices, on the other hand, point out that they can make more money on one-nighters if they go into percentage and that they will play to more potential disk customers on ballroom dates than in clubs. The performers are told, are fine places to work and should be supported by frequent appearances by the names. But, doing two shows a night in a club seating 400 people would have a performer work before 600 to 800 customers a night. On one-nighters they can play to 1,000 to 3,000 customers a night—customers who are the bulk of the record buying public.

The latest example of the kind of business a performer can rack up on one-nighters was pointed

(Continued on page 16)

Growing Public Interest Makes Stars Big News

By BOB ROLONTZ

NEW YORK, June 20.—The glamour, the money and the intense public interest in the record industry is getting more and more attention from top national consumer magazines. All aspects of the record business over the past year have hit such class publications as Life, Look, Time, Newsweek, Fortune, Reader's Digest, The New Yorker, The Atlantic Monthly, The Saturday Evening Post, Collier's and many others. The stories themselves, which are sparking record sales are paralleled by an increasing number of newsbreaks in daily papers, in addition to increased review columns. In fact, record artists are crowding film and TV personalities for space.

The reasons for the increased interest in all facets of the disk business are manifold, with most traders in agreement on the following points: (1) The increased interest in record artists and personalities, sparked by the youth movement that has swept the record business over the past two years; (2) the importance of the new, young disk artists to all of show business; (3) the growing consumer awareness of hi-fidelity equipment and the new crop of hi-fi bugs thruout the country; (4) the heightened consumer interest in disks caused by the new speeds and the continuing disk development such as variable pitch and EP; (5) the work of the publicity and promotion men of the diskeries as well as agency men in promoting their artists and garnering space in the magazines and, (6) the co-operative attitude of disk artists and their diskeries in connection with publicity.

Space Grabbers

Quite naturally the names that have grabbed most of the space in the consumer publications are the

(Continued on page 17)

Outdoor World Goes On Anniversary Kick

By HERB DOTTE

CHICAGO, June 20.—Outdoor show business, probably the most durable of all amusement fields, is breaking out with a rash of anniversaries among carnivals, fairs, amusement parks, circuses, etc.—conclusive evidence of the continued, powerful appeal the field holds for the masses.

A run-down of anniversaries to be observed this year cuts across all branches of the Outdoor Industry. The Showmen's League of America, first of the clubs organized to aid people in the business, draws its membership from all facets of the outdoor entertainment field, and this year celebrates its 40th anniversary.

The National Association of Amusement Parks, Pools and Beaches this year celebrates its 35th year as the trade association of a large segment of the industry. And several individual parks are pulling out all the stops to

observe their birthdays. River-view Park, Chicago, is marking its 50th year, and Pontchartrain Beach, New Orleans, and Rockaway Beach, N. Y., are notching up their silver anniversaries.

R-B Notes Start

Ringling Bros.' Circus, now part of the Ringling Bros. and Barnum & Bailey Circus, was launched 70 years ago this season, and the Big One can well note that early beginning and the fact that the Ringling name continues to tower high in the amusement world.

Of all branches of the outdoor field, fairs provide the greatest number of anniversaries. Some major fairs are well into their second century. And several major expositions, such as the Iowa State Fair, Des Moines, and the Minnesota State Fair, St. Paul, now are readying plans to celebrate their 100th anniversaries within the next few years.

Among carnival organizations

(Continued on page 46)

Index

Ad-Arenas..... 43	Music Charts..... 22
Burlesque..... 42	Music Machines..... 126
Carnival..... 92	Music Market..... 11
Circus..... 77	Night Clubs..... 13
Class Ads..... 102	Parks & Pools..... 74
Coin Mach..... 123	Pipes..... 116
Coin Mach. Market..... 133	Radio..... 3
Fairs & Fens..... 80	Rinks..... 41
Final Curtain..... 45	Roadshow-Rep..... 44
Gen. Outdoor..... 46	Routes..... 73
Honor Roll of Hits..... 22	SLA Section..... 82
Legitimate..... 3	TV..... 9
Letter List..... 118	TV Film..... 9
Magic..... 42	V..... 13
Marchandise..... 102	Vending Mach..... 123
Music..... 15	

Billboard Backstage

By SAM CHASE

Maybe it's due to the fact that New York seems to have bypassed spring altogether this year. At any rate, like migratory birds winging homeward, a flock of out-of-town Billboarders are descending upon the city, and we in the local office are glad to renew acquaintances.

First of the outlanders to arrive was Lee Zhitto, our West Coast editor, full of enthusiasm for the way producers in Hollywood are throwing themselves into TV film. Lee is with us for almost a two-week stay, and a heavy itinerary was charted for him even before his arrival. The week of June 15 found Lee sitting in with our music department boys, and by now most of the publishers and disk execs have had the chance to see him again first-hand. Next week, he comes under the protective custody of our radio-TV department, and we look forward with interest to seeing whether Zeke can make the transition from Lindy's to Shor's with, as they say, no unpleasant after-effects.

The upcoming week will see a veritable horde descending upon us. From Washington, the head of our bureau there, the knowledg-

able Ben Atlas, treks north. From Chicago, we will be visited by coin machine editor Dick Schreiber, outdoor editor Herb Dotter and the general manager of our outdoor section, Mayn Reuter. And from our home office in Cincinnati will come executive news editor Bill Sachs, circulation manager Bernie Bruns and composing room foreman Bill Lohman.

What it all adds up to is one of Billboard's periodic sessions in which some of the top editorial brains get together and whip up thoughts on how to make this a bigger and better publication. As a national magazine, with offices scattered from coast to coast, it's a refreshing and stimulating experience for The Billboard to have those with varied viewpoints get together and toss ideas around.

The above-named all have various individual missions, too, and will find many things to do apart from holding bull-sessions with the sophisticates from New York. Sachs and Lohman, for example, are scheduling some visits to other publications to discuss general improvements in magazine composing room techniques.

But perhaps the visitor coming the farthest with the most interesting mission is Leigh Vance, who is our London man. Brother Vance is here on serious business indeed, and winging in with him via TWA is beautiful Eunice Gayson, currently headlining the London legit musical, "Over the Moon." Besides conferring here with the top brass, Vance and Miss Gayson will tie the knot via CBS-TV's "Bride and Groom" show next Wednesday (1). With a sponsor, yet!

As is customary, the visiting firemen will wind up wrangling with us and each other over the respective merits of the baseball teams representing the various cities. Only this year we have a couple of new notes added. Zhitto is reported to believe that the Los Angeles Angels are the superior of our Yankees, while Vance doubtless will plump for the British cricketers. He's alleged to think that Robin Roberts is strictly bush league when stacked up against one Alec Bedser, a medium-fast bowler who routed the Australians in their second innings last week, taking seven wickets for 44 runs in the initial test match. Can that be bad?

Picture Business

By LEE ZHITO

NEW YORK, June 20.—"What's Hollywood afraid of?"

Some may find this question a little on the loaded side. Loaded or not, it be the topic under consideration of Dorothy Dunbar Bromley's "Report to the People," WMCA (New York) panel show Monday (22) night. To weigh Hollywood's alleged fears, Mrs. Bromley has picked as panelists Otis L. Guernsey Jr., film editor of The New York Herald Tribune, and Bertram Bloch, Eastern story editor for 20th Century-Fox Pictures. Both gentlemen are known to be astute observers of the motion picture scene, and their penetrating comments are sure to stimulate considerable thought among Mrs. Dunbar's many listeners. I was honored by Mrs. Bromley's invitation to sit in as one of the panelists, thus kindly providing me with my New York radio debut.

Since Moderator Bromley informed me of the subject to be discussed, I have been mulling the various facts I would like to contribute to the discussion.

I would point out that the question is definitely loaded, for anyone answering it must first agree that the motion picture industry is plagued with many fears. Then, if one were willing to overlook

that fact and grant the premise that Hollywood is in a state of fright, it would be only fair to point out that its fears are not peculiar to the picture business but shared by American industry as a whole.

What's Hollywood afraid of? Like any industry, its major fear is that investment in manufactured product may not enjoy the anticipated market and thereby fail to return the full measure of profit on the manufacturer's outlay. In some instances, again as in other industries, the manufacturer's fear may become a little more acute, for the peril is ever there that possibly even the initial investment in the product may be lost.

Hollywood has long puzzled the movie critics and many of the theatergoers in its choice of material and the nature of its product. If its critics and audience were to see the motion picture producer in his proper business light, then many of the questions would answer themselves. The motion picture producer is no strange breed of showman who insists upon cramming down the public throat entertainment that has neither prospect nor purpose, he does not intentionally seek to insult the

moviegoer's intelligence with material aimed at the adolescent mind, nor does he enjoy pouring hard-earned dollars into product that is trite and shopworn in contents.

The movie maker is a hard-headed businessman out to get returns on investment. He's as much a manufacturer as the auto maker or garment or candy producer. He markets a product and hopes that it is sufficiently attractive in both contents and wrappings to catch the eye of the potential buyer and bring him the sought-after profits. Marketing conditions, public tastes and styles change in his phase of the manufacturing industry as it does in the others. It is up to him to anticipate the changes in taste trends, public needs and preferences and attempt to keep abreast of them. In cars, this entails body lines and mechanical performance. In pictures, this embraces public sentiment, whether it be dramatic, romantic, political or humorous.

Old jokes on the screen are as deadly to a picture producer's chances as last decade's body lines would be to the car manufacturer. An old and obvious plot in the movie is as sales killing as last year's dress design.

Legit Line-Up

By BOB FRANCIS

City Councilman Hugh Quinn was feted via a luncheon by the Fact Finding Committee, repping all branches of the local theatrical trades, Friday (19) at Richey's Restaurant. Occasion was sparked by the passage of 22 bills, spearheaded by Councilman Quinn, revising the New York building code to permit the inclusion of theaters in commercial buildings. The bills became a law June 12. Turn-out included reps of practically every show business union, all of whom have been intensely interested in the five-year fight for the new legislation. In accepting the tribute, Quinn stressed the assistance of all concerned, particularly that of city department experts on public safety planning; city architects John Briggs, Arthur Frappier, John MacNamara; John Burk, of the Building Department, and Lt. Green, of the Fire Department. Quinn gave the pen with which Mayor Impellitteri signed the bills to John McDowell, of the Theatrical Protective Union (Stage Hands) No. 1, who has been battling in the front lines since the beginning for changes in the building code. McDowell called the new legislation "insurance for the future of legit."

Newbold Morris, chairman of the board of directors, announced this week that the New York City Center will be in operation again come fall. This is not exactly

news, since practically everyone expected that the org would raise the 100G voluntary subscription necessary to pay off current bills. Via an unrestricted donation of \$25,000 from the New York Foundation, the public appeal for funds, which was begun last April, has totaled \$125,066.83. This insures the City Center as a going concern on its 10th anniversary, altho the fund-raising campaign will continue thru summer and early fall in order to reach the 200G goal necessary for the mounting of new productions. . . . Meanwhile, the City Center production of "Misalliance" will end its run at the Barrymore on Saturday (27). The Shaw comedy tours in the fall as a Theater Guild-American Theater Society offering, opening in Washington September 14. Touring cast is as yet unset. Current itinerary includes Boston, Chicago and West Coast. . . . Closing of "Misalliance," in turn, makes Martyn Green, D'Oyly Carte operetta star, available for summer bookings. Green has agreed to appear at Pitt Stadium, Pittsburgh, for week of July 7 for the local Civic Light Opera Association in a revival of "The Mikado."

Valeria Bettis will have a featured role in "The Frogs of Spring," Nathaniel Benchley's comedy based on his novel "Side Street," when it bows in, in October. Also featured will be Anthony Ross, Hiram Sherman

and Barbara Baxley. Lou Gilbert, Roland Wood, Melanie York and Hayward Hale Brown are also in cast. Play gets a try-out in Falmouth (Mass.) Playhouse July 27 and at Ogunquit (Me.) Playhouse August 3. Burgess Meredith is directing. . . . Playwrights Company will bring Joseph Cotten back to Stem after a 14-year absence in the Samuel Taylor comedy "Sabrina Fair" this fall. He will co-star with Barbara Bel Geddes. Rehearsals are skedded to start late August with H. C. Potter directing. . . . American National Theater and Academy this week announced election of officers for three years: Robert W. Dowling, chairman of the board; Clarence Derwent, president; Sawyer Falk, first v.-p.; Peggy Wood, second v.-p.; Benjamin Kaye, third v.-p.; Richard Hoover, fourth v.-p.; George Freedley, secretary, and Roger Stevens, treasurer. Prime future project of ANTA is establishment of a permanent pro resident company in a city outside New York. . . . Arthur Kennedy is withdrawing from the starring slot in "The Crucible" as of tonight's (20) performance. Thereafter, E. G. Marshall, currently employed in the drama, will move up to the lead role. Next week, likewise, play gets new production treatment. Scenery will be discarded and only lights and props used for backgrounding.

Highlight Reviews

2-Hour, Dual-Web Ford Show Is TV's High Mark to Date

By BOB FRANCIS

It is almost impossible in the space of a short review to touch more than the highlights of a two-hour cavalcade covering half a century of the American scene. It can only be said that producer Leland Hayward and his top-flight corps of assistants, via film and live talent, accomplished a minor miracle of entertainment. From this armchair, the double up of NBC and CBS on the Ford Anniversary Show was the high watermark of telecasting to date.

Not only was the program a nostalgic resume of drama, music, song and dance since the turn of the century, but factual re-creation of historical events were included. Old pictures showed Teddy Roosevelt and the Wright brothers, the start of the Ford assembly line and mass production, all the way thru two wars and a so-called police action. Lowell Thomas repeated a Depression broadcast. Drama-wise, there were excerpts from "Life With Father," "Our Town" and song-wives were hit numbers from musicals over the years. Jerome Robbins contributed a couple of

high-spot ballets, one covering 50 years of bathing antics and the other a Turbulent 20's Charleston sequence. A similar history of ballroom steps was likewise included. The movies came in for like treatment via clips from Mack Sennett comedy days, thru "Birth of a Nation," "Four Horsemen" and on down the years. Radio took a bow via a recording of an "Amos 'n' Andy" sequence and Arthur Godfrey's touching description of Franklin D. Roosevelt's funeral. All of this was ably tied together by more serious introductory comment from Oscar Hammerstein 2d and Ed Murrow, and with comic interludes from Wally Cox and Oliver J. (Burr Tillstrom) Dragon.

For this viewer, particular top spots on the agenda were Mary Martin and Ethel Merman's superb team-up on an old song medley, the former's delightful lampoon of a half-century of fashion changes, the revival of the coffee-pot scene from "Father" by Howard Lindsay and Dorothy Stickney, the above-mentioned

(Continued on page 11)

Nitery Debut of Met's Merrill A New 'First' for Vegas Club

By ED ONCKEN

Jack Entratter, establishing himself as a producer of "firsts," this week mixed gravel with grand opera and again came up with a winner for his Las Vegas Sands Hotel. Sharing top billing are Metropolitan Opera baritone Robert Merrill and the hot licks of "Satchmo" Louis Armstrong.

Result of the strange musical concoction found longhairs tolerating Armstrong to hear Merrill, and hepcats politely giving ear to the Met star after jumping to the rhythm of Armstrong and company.

Merrill, doing his first night club appearance, was at ease with the close-in audience, and showed to much better advantage than his fellow-opera personality, Ezio Pinza, who worked the Copa Room several weeks ago in another Sands "first."

Merrill opened with the semi-classical "Marinata," then switched to popular operetta with "Falling in Love With Someone"; then into the popular "I Believe," before hitting the high spot with an aria from "The Barber of Seville."

The masterful Merrill treatment of the well-known "Figaro" aria was marred by inability of Ray Sinatra's orchestra to keep pace with the fast, tricky score.

Merrill recognized this, "complimenting" the orchestra for "playing that number like members of the barber's union."

Finale of the Merrill portion of the show was a crooned rendition of "Some Enchanted Evening," which he followed with an amusing and accurate take-off on Pinza's booming delivery of the same number, facial contortions and all. Called back for an encore, Merrill closed with "Sorte-mento."

"Satchmo" Armstrong preceded Merrill with a combo including Marty Napoleon at the piano, Cozy Cole on the drums, Averill Shaw on bass, Trummy Young at trombone, and Barney Bigard, clarinet. Featured vocalist was Velma Middleton, probably the only female five-by-five figure

(Continued on page 14)

The Billboard

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Vol. 65 No. 26

Review Index

Record Reviews 26 Classical Reviews 36 Legit Reviews 12 Night Club Reviews 14 Radio Reviews 11 TV-Film Reviews 12 Vaudeville Reviews 14

BROADWAY SHOWLOG

Performances Thru June 20, 1953

DRAMAS

Dial "M" for Murder 10-29, '52 332 Misalliance 2-18, '53 149 My Three Angels 3-11, '53 128 Picnic 2-19, '53 140 The Crucible 1-22, '53 176 The Fifth Season 1-23, '53 181 The Seven-Year Itch 11-30, '52 244 Time Out for Ginger 11-25, '52 237

MUSICALS

Can-Can 5-7, '53 52 Guys and Dolls 12-15, '50 1,149 Hazel Flagg 2-11, '53 149 Me and Juliet 5-28, '53 28 Porgy and Bess 3-10, '53 119 The King and I 3-19, '52 1,031 Wish You Were Here 6-25, '52 413 Wonderful Town 2-25, '53 133

Norfolk Outlets Skirmish Over NBC Web Segs

NEW YORK, June 20.—Storm flags were flying this week in Norfolk, Va., where NBC-TV's new UHF affiliate, WBEC-TV, and the former NBC station, WTAR-TV, were getting set for a battle over network business. Campbell Arnoux, bossman at WTAR-TV, was the only NBC affiliate to switch to CBS-TV in the recent web skirmish. However, Arnoux is reportedly eager to continue carrying some cream NBC-TV shows in addition to the top CBS-TV offerings come fall. To this WBEC-TV objects violently.

The UHF station begins transmitting its test pattern August 15, and starts programing September 1. As a prime affiliate, it naturally has first refusal on all NBC shows. However, WTAR-TV is said to be letting certain NBC bankrollers know that it is not adverse to continuing their stanzas. Some sponsors are understood to be tempted by this offer since WTAR-TV has an established track record. However, if WBEC-TV wants their shows, the web will stand behind its new outlet, and the sponsor will have the following choice: go with WBEC-TV, buy both outlets, or black out the market.

WOR Names Wilson Press Info Chief

NEW YORK, June 20.—Hank Wilson, business news editor for WOR-TV, this week was upped to the newly created post of manager of press information for those stations. In his new post Wilson will handle the stations' regular press information service to New York editors reporting directly to Mutual's press director, Frank Zuzulo.

Washington Once-Over

By BEN ATLAS

WASHINGTON, June 20.—When TV-radio cowboy Gene Autry went to the White House for a social visit with President Eisenhower this week, he wore his 10-gallon hat as usual. A bug-eyed White House attendant asked the singing cowboy if he wanted to check the head-piece before entering the President's chamber. "Naw," drawled Autry, "I'll just take it along in thar with me." Autry held onto his hat as he chatted with the President. Asked later if they discussed the hat, Autry said, "Naw, we talked Texas and golf."

FEEL THAT BREEZE? IT'S 'IKE'S' LID LIFT . . .

President Eisenhower's move this week to lift the Truman security lid on news has whipped up a refreshing breeze here. On the same day that the President told his news conference about his plans, Agriculture Secretary Ezra Taft Benson called TV, radio, press and public relations representatives to a meeting here Monday (22) to review his agency's information operations. Benson's avowed aim is to produce "more effective co-operation" between his agency and the nation's mass communications media. Now it looks like Commerce Department and several of the other big agencies will follow the Benson example.

It's the first trend of this sort since pre-Pearl Harbor days. Whether it will end a stuffy bureaucratic practice of clamping a super-secret lid on information that rightfully belongs to the public is still to be seen. Right now it looks like a good start. President Eisenhower's idea is to replace former President Truman's security order with a new formula to safeguard defense secrets and at the same time increase public access to government information. For instance, out the window is going a "restricted" label which had been used by many a bureaucrat to hamstring TV, radio and the press. If the new Eisenhower policy is carried out, government brass will have

RECOGNITION FOR DC JOCKS

WASHINGTON, June 20.—A trotting horse renamed "Connie B. Gay," after WARL's disk jockey, came in first at a unique "Disk Jockey Derby" staged this week at the Laurel (Md.) Raceway—and paid \$8.20 for a \$2 bet. Unusual hunch betting was evident as eight competing area stations backed nags bearing their own disk jockey's name; racing records of the horses counted for little. Names of disk jockeys to flash on the pari-mutuel board, in addition to Gay, were: Art Brown, WWDC; Jerry Strong, WMAL; Bob Reed, WRC; Gene Archer, WRC; Eddie Gallaher, WTOP; Sherman Butler, WMAL, and Milton Q. Ford, WWDC.

L. H. GOLDENSON

Denies Rumors of Shake-Up at ABC

NEW YORK, June 20.—Rumors of an impending major shake-up at ABC were flatly denied this week by Leonard H. Goldenson, headman of the American Broadcasting-Paramount Theaters combine. Laying to rest reports which have been sweeping thru the trade during the past two weeks, Goldenson told The Billboard that there is absolutely no truth to talk that United Paramount Theaters execs were to be placed in key top-echelon posts now held by ABC toppers.

The reports had it that at least a half-dozen upper-rung ABC persons, including President Bob Kintner, would soon make way for UPT personnel, with the turnover to be effected by September. Back of the talk was the reasoning that UPT felt its men now had obtained a sufficient

knowledge of the web's operations to take over.

The reports were stimulated by last week's resignation of C. Nicholas Prialux, long-time veepee-treasurer of the web. Tradesters, knowing that Prialux is leaving voluntarily, doped the move this way: Prialux is a close associate of Edward J. Noble, who merged his ABC property with UPT; sensing that a struggle for power is upcoming, and long having expressed a desire to retire, Prialux chose this moment to avoid becoming embroiled in the fireworks to come.

Also seeming to lend credence to the reports were other rumors which had it that certain UPT execs now in the web were getting along on a less than harmonious basis with veteran ABC brass, and that many ABC toppers had the job jitters, even kidding about who's the first to go. However, Goldenson's flat denial of any intent to change the existing balance is expected to have a strong stabilizing influence on executive confidence and on industry chatter.

Schick-Carter Like 'Showbiz'

NEW YORK, June 20.—Schick, electric razors and Carter products this week were on the verge of purchasing "This Is Show Business" to go into the Tuesday 9-9:30 p.m. slot on CBS-TV. While Schick supposedly is fully committed to the Irving Mansfield package, Carter, however, has not given its final word.

The probability is that Carter would like to see the results produced by "Anyone Can Play," its alternate week summer sustainer in that time period which debuts shortly. Should the low-budget audience-participation show begin to roll, it would have to reconsider whether it wishes to buy "Show Business," a more expensive program.

Du M Bids for Repeat Airing of CBS 'Toast'

NEW YORK, June 20.—The Du Mont network this week was making its most ambitious attempt to come up with a big-time video show. Du Mont has asked Lincoln-Mercury to program a kine version of its "Toast of the Town" on a five-station network. These would include the three Du Mont owned and operated stations: WABD, New York; WTTG, Washington; WDTV, Pittsburgh.

The program would be repeated three days after its Sunday telecast, which would mean it would be on Wednesdays, probably at about 10 p.m., when competition would not be as great. Du Mont obviously is trying hard

to make the deal so attractive to the client that it cannot be refused, but even if Lincoln-Mercury goes for the idea at least one question remains to be answered. "Toast of the Town" is a CBS-TV property and Ed Sullivan is a CBS-TV contractee. Whether the rival network would allow the repeat of a show it owns is a question. The program is exceptionally expensive and for that reason CBS-TV might be persuaded to allow the advertiser to get more use out of it. Should the brain-storm eventuate, union problems would also have to be faced. Repeat fees would undoubtedly have to be paid to talent on the show.

NEW YORK, June 20.—contrary to predictions made in some circles that advertisers would not support post-freeze stations in smaller markets, they have significantly demonstrated their faith in TV's effectiveness by their entry into many of these markets. Moreover, they have taken another step of equal importance by throwing their financial weight behind UHF stations in many markets.

This has been made clear by a study of the number of markets used in May, 1952, in comparison with May, 1953, by CBS-TV advertisers. And the same is true of

NBC-TV clients, according to a spokesman for that network.

Among the outstanding examples is General Foods' "Red Buttons Show" which is now in 101 markets. Last year the sponsor used only 30 stations. Others include Lipton's "Talent Scouts," now telecast in 55 markets as against 23 a year ago; Kent's "Web" which is seen on 73 stations compared to 34 last May; Pabst hour-long boxing bouts now on 73 when it was on only 47; and Philip Morris' "Lucy," telecast in over 100 as against the 62 one year previously. That NBC-TV advertisers are just as bullish about new stations can be seen from the fact that De Soto-Plymouth, Firestone and several other clients have ordered every market that can be cleared for their properties.

UHF Outlets

The support thrown to the UHF stations by sponsors, about which even graver doubts were voiced, is shown by a tally of CBS-TV advertisers on such outlets, many of which only recently have begun programing.

WHUM-TV, Reading has 32 nighttime clients each week and four daytime; KPTV, Portland, Ore., has 23 nighttime and 11 daytime; WFPG-TV, Atlantic City, N. J., has 17 nighttime; WJTV, Jackson, Miss., has 18 night and two daytime; WKBN-TV, New Britain, Conn., has 17 night; WKBN-TV, Youngstown, O., has 27 night and two daytime, and WEEK-TV, Peoria, Ill., has 10 night and one daytime. This compilation, of course, does not include other CBS-TV affiliates which also have made strong showings.

NBC-TV, naturally, can also

Skelton, CBS Ready to Sign Long-Term Pact

HOLLYWOOD, June 20.—Early signing of a contract between CBS and Red Skelton appeared likely this week as reports persisted deal's consummation depends only on finalizing of a huge loan by the network to comic for purchase of real estate here.

It is known that whatever financial arrangement is made, CBS would pay Skelton for his radio and TV series over a long period of time. The loan reportedly would be a lump payment, in some quarters said to be as much as \$400,000. Skelton is known to be interested in buying property as a real estate investment.

Only other possible stumbling block to the contract signing is settlement of the question of film versus live presentation of comedian's television show. Skelton prefers film, but reportedly is willing to go along with the decisions of CBS.

Meanwhile, New York reports indicate that Bristol-Meyers is interested in sponsoring Skelton.

point with some pride to the record rolled up by the UHF outlets which are affiliated with it.

Establishing Franchises

Most advertisers have decided that they want to establish time franchises in these new markets for the advantages it will give them as the competition grows in these areas. But a few are holding back and displaying an "I'm from Missouri" attitude.

Procter & Gamble, for example, demands that the stations prove, beyond any shadow of a doubt, the number of viewers they have. Lever Brothers, however, while far from easily convinced, tends to accept the stations' claims more readily. But many of the stations have demonstrated convincingly the strong reception given them by viewers. Indications are also that their rate of acceptance will grow even faster now that some of their basic bottlenecks have been cleared.

Solid Kid Block For Sat. Ayem Filled by CBS

NEW YORK, June 20.—With the sale of 11:30-noon Saturday morning to the Post division of General Foods for "Rod Brown, Rocket Ranger," the CBS-TV network will have mounted a two-hour block of kid shows for next season. Already sponsored for next season are National Dairy's "Big Top," which follows for an hour, and "Lone Ranger," the General Mills half-hour Western, which is being moved from ABC-TV.

CBS-TV's sole strong commercial competition will be provided by ABC-TV which has "Rootie Kazootie," "Space Patrol," and the alternate week "Sky King," beginning at 10:45 and running thru noon on Saturdays. CBS-TV, however, has two other kid shows that it will program fore and aft of its commercial block. They are "Billy Buckles," a puppet show which takes place on a river boat, and a stanza which features animation and which will give out translucent plastic sheets for young viewers to put over their sets. As the emcee draws, they will be able to draw along with him.

General Foods will drop "Captain Video" on Du Mont to buy "Rod Brown." The first show is serviced by Benton & Bowles, and "Rod Brown" will be handled by Young & Rubicam which means that the former agency will lose the billings.

Speidel Eyes 'Pentagon' Seg

NEW YORK, June 20.—Speidel this week was playing around with the idea of co-sponsoring "Pentagon Confidential" in the CBS-TV Thursday night 10-10:30 p.m. slot this fall. The program has already been bought by Philip Morris, presumably for regular weekly showing, but the cigarette company would share it with another client if one can be found.

Should Speidel buy the show, it would probably bow out of its Monday time period 8-8:30 p.m. on NBC-TV next fall. Among the reasons the deal is attractive to the advertiser is that he would move out of a slot which offers strong opposition—Burns and Allen—and into one where the competition is not as strong—"Martin Kane."

NBC Radio Affils Will Form Org Similar to That of Video Stations

Permanent Subcommittees to Be Set Up; Peaceful Meetings With Brass in Oct. Seen

NEW YORK, June 20.—When NBC's radio affiliates gather in Chicago late next month, they will band themselves into an organization similar to that formed by the web's video affiliates. However, altho the network freely admits that there exist areas of disagreement between several of the outlets and itself, the self-organizing sessions actually will be taking place largely because the web itself has encouraged such a move.

Feeling of the NBC toppers is that the type of network-station collaboration which, in the long-run, proved a key factor in the recent TV affiliates' sessions, also can and should be applied to radio. The standing subcommittees of the TV group, such as those on daytime programs and on compensation, had paved the way to key agreements between the TV web and stations.

More important in the long haul, they furnish a solid basis for continuous reciprocal exchange of information and suggestions. Therefore, the AM affils have been urged by NBC to move in a similar direction.

Swezey Group

The groundwork is being laid by a group headed by Bob Swezey, WDSU, New Orleans. No NBC representatives will be at the Chicago meet next month, and no AM crisis exists, despite individual rumbles here and there. After the affils have made their move and decided on a program of action, their representatives will get with NBC execs in October at what is expected to be

a peaceful and co-operative session which would quietly solve extant problems.

One such problem already is reportedly being studied. Some AM affils hold that radio and TV should be separate units at NBC, which has had unified operations for some time now. No move on the program side is being considered at this point, but it's understood that the web is looking into the possibility of splitting AM and TV sales departments. A study is said to be under way by a group of key execs headed by Bill Fineshriber, to decide whether AM and TV sales should

be split and actually compete with each other, or remain unified and seek to solve bankrollers' AM and TV needs at the same time.

Meanwhile, NBC President Frank White returned from Europe last Tuesday (16) and was back on the job by Thursday (18). John West will head back to the Coast after the July board meeting. Gen. David Sarnoff, however, still remains at the web's helm for the present, but it's understood he may return to overseeing rather than operating the controls directly, after the heavy work for the fall has been completed.

NEWS CAPSULES—COAST TO COAST

ABC-MPAA Team Up on 'Parade'; Capital AM-TV Unhurt by Firings

NEW YORK, June 20.—ABC-TV will team up with the Motion Picture Association of America shortly to produce the pilot of "Hollywood Parade," a half-hour program of excerpts from top motion pictures, and personal appearances by movie names. Each Hollywood film company involved will designate four of its new pictures to be included in each 13-week telecasting cycle. ABC-TV, of course, will have an exclusive on the series, which will be a sustainer unless a sponsor is found. CBS-TV previously turned down the deal.

CLOSED CIRCUIT WEB FOR HOTEL CHAIN . . .

NEW YORK—A major hotel chain is about to get into a closed circuit TV operation. The Sheraton Corporation of America, operator of 30 hotels across the country, has installed TV receivers in all rooms of the Park Sheraton hotel here and plans shortly to begin special programming to be fed to these sets. Besides expanding this program to its other hotels, Sheraton hopes to drum up business from companies that want to hold national meetings, which could thus be held simultaneously in Sheraton hotel ballrooms all over the U. S. NBC and the Radio Corporation of America are co-operating with Sheraton in the venture.

WEED COMPANY EXPANDS STAFF . . .

NEW YORK—Bill Walsh has joined Weed & Company's Boston office to head radio sales. George Lindsay, formerly with Petry, has joined Weed's Chicago office, which has moved to larger quarters at 20 N. Wacker Drive.

'MEET CONGRESS' NEW DU MONT SEG . . .

NEW YORK — "Meet Your Congress" replaces "The Big Issue" in the Tuesday, 8:30 p.m., slot on Du Mont beginning July 7. "Congress" is packaged by former Senator Blair Moody, who also syndicates a radio version.

For a while he had the show on TV film also. Roundtree-Spivak, producers of "The Big Issue," last week brought a new forum show, "Washington Exclusive," to Du Mont.

FCC TO RULE ON BASEBALL BEEF . . .

WASHINGTON — The Federal Communications Commission will shortly decide whether simulated on-the-spot broadcasts of Major League baseball games are a violation of the Communications Act. A complaint was filed this week by the New York Yankees and the Brooklyn Dodgers. Named in the complaint was Trinity Broadcasting Corporation, operator of KLIF, Dallas, and KLBS, Houston, Tex. Gordon McLendon, exec director of Trinity and its chief sports announcer, was specifically cited in the complaint.

MOUNT HOOD WINS CP FOR PORTLAND OUTLET . . .

WASHINGTON. — Grant of a construction permit for a new TV station to operate on VHF Channel 6, Portland, Ore., to Mount Hood Radio & Television Broadcasting Corporation, licensee of KOIN and KOIN-FM, was recommended last week by Federal Communications Commission Hearing Examiner Elizabeth Smith. In an initial decision, the hearing examiner also turned down a competitive application filed by Pioneer Broadcasters, licensee of KGW and KGW-FM, without prejudice, since Pioneer not only failed to push its case "but urged the grant of the Mount Hood application."

UP MOVIE TONE HYPES ITS TELE SERVICE . . .

HOLLYWOOD. — United Press Movietone Newsreel this week opened trunk teletype service from its General Film Laboratories here to 75 stations coast-to-coast, Canada, Europe and South America. The move was made to speed news transmission to television clients in those areas. The TV newsreel service combines high-speed film processing at the laboratory with instantaneous script to the 75 stations. Within 24 hours of film shooting, newsreels are processed, edited, captioned and air-expressed to any point in the Western Hemisphere. All events to be telecast from the newsreel west of Chicago is channeled thru the new Hollywood headquarters.

AM, TV UNHURT BY CUT IN GOVT. WORKERS . . .

WASHINGTON. — Eisenhower administration's wholesale firing of government workers isn't affecting TV-radio listening market, according to a survey by Warren Boorum, sales promotion director at WTOP-AM-FM-TV. The survey shows that of the government's 2,548,622 paid civilians, just under 10 per cent are in the nation's capital. Reductions in government pay roll here have been accompanied by a rise in private employment, according to the survey.

The capital continues to be an early-rising town, with radio-TV appeal to breakfast-hour audiences as well as nighttime audiences. The local gas company's tally shows that by nine o'clock in the morning 97.05 per cent of the people have already set their thermostats. Of the government,

PROJECT 1 FOR 3

WOR-TV Readies Camera Technique to Cut Costs

NEW YORK, June 20.—Larry Menkin, WOR-TV's new program director, is readying a new one-camera technique which he says will cut the station's production costs by at least a third, and at the same time improve the quality of WOR-TV shows.

The technique, dubbed "Project One for Three," involves the use of a new scenic design gimmick, which will enable one camera to do the work of three. Under the new set-up, which Menkin will introduce on the air in the fall, a single camera will handle pan shots, dissolves, fades, cuts, etc.

Menkin is keeping the details of the scenic gimmick quiet, but he did reveal that he will utilize the station's present sets and scenery,

rather than build costly new ones, and that, in operation, the project will serve as an assembly line blocking pattern for the station's directors.

The project will cut costs by eliminating the need for a multi-camera set-up and elaborate sets, and cutting down on rehearsal time and personnel. Menkin thinks it will be ideal for practically any kind of daytime or variety program, but still has reservations about its application for a dramatic show.

Pontiac Is Seeking Seg

NEW YORK, June 20. — The Pontiac Division of General Motors this week was preparing to talk with other webs when its deal to bankroll a new edition of "Garroway at Large" via NBC-TV seemed cold.

Pontiac liked the idea of the Garroway stanza, but the web is reported to have been unable to open up a time slot. The result is that Pontiac, eager to get a new show, is going to look elsewhere.

news writing and programing. . . WHAS-TV, Louisville, is boosting its hourly rate from \$600 to \$700. . . KABC, San Antonio, has been sold to the Storer Broadcasting Company, which owns KEYL (TV) in that city. San Antonio becomes the fifth city in which Storer runs a combined AM-TV operation. . . Governor Shivers of Texas vetoed a bill which would have banned installation of TV sets in the front seats of cars. . . Latest TV grant to be turned back is that of Tom Potter, licensee of KTVA, Austin, Tex. . . "Bowling Is Fun," sponsored by American Machine and Foundry, will be fed by WXYZ-TV, Detroit, to WKBK-TV, Chicago, and WXEL, Cleveland, beginning June 27.

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THE RESTLESS PEOPLE AND THE REVOLVING DOOR . . .

Wauhilaun LaHay, radio-TV publicity chief of N. W. Ayer for the past 10 years, moves to K and Y, August 1 to handle publicity and promotion on all of the agency's fem-appeal accounts. . . Dave Jacobson, CBS-TV public relations chief, is vacationing at Fire Island for a month. . . Ted Streibert, ex-prexy of WOR, New York, returns to Germany as consultant on the public affairs program, his chief function being to assist Dr. James B. Conant, U. S. High Commissioner for Germany, in the recently announced reorganization. . . Alan Brandt, publicity chief of WNEW, New York, grabbed off a full page in color on deejay Al (Jazzbo) Collins in current issue of Esquire magazine. Layout reproduces an oil painting depicting Jazzbo deep in the surrealistic heart of his "Purple Grotto." . . Lee Currlin and Jack Sinnott have joined Benton & Bowles as time-buyers on Procter & Gamble accounts. . . Ex B&B staffer Bud Gammon has joined the Biow Company as agency producer of "Search for Tomorrow," TV soap opera. . . Sam Rossant formerly with Music Corporation of America, has an account exec. . . WNEW vacations this month. . . Mike Shapiro, sales manager of KDUB-TV, Lubbock, Tex., named assistant station manager. . . O. P. Bobbitt, sales staffer at KTBC, Austin, Tex., appointed sales manager. . . Ken McClure has joined KROD-TV, El Paso, Tex., as promotion manager. . . Morton E. Grossman has moved into a similar post at WOAI, San Antonio, Tex. . . Peter Storer, formerly sales promotion manager, appointed commercial representative and merchandising manager of WJBK-AM-TV, with Kenneth H. Boehmer moving into Storer's old post. . . Murray Salberg has been appointed program promotion manager for CBS-Radio.

OTHER NEWS IN BRIEF . . .

NBC renewed Margaret Truman's contract for the third year, calling for nine guest shots and possibly a show in which she will star. . . Whitehall Pharmacal Company has appointed Compton Advertising, Inc., as agency for four of its products. . . Following a change of time slot in Houston, "I Love Lucy" dropped to third place there, according to the American Research Bureau's May report. . . The daily "Final Edition of the News," via WABD, New York, will contain a segment giving the FBI's 10 most wanted fugitives, beginning June 29. . . ABC-TV gained seven more affiliates, bringing total to 124. . . With the addition of KLAS-TV, Las Vegas, Nev., CBS-TV has 118 affiliates. . . The annual meeting of the Association of National Advertisers will begin at Hotel Drake, Chicago, on September 23. The 1954 spring meeting will begin March 17 at The Homestead, Hot Springs, Va. . . The William Morris Agency has endowed \$25,000 to the Columbia School of Journalism for instruction in TV

CROSLY PLAYS HOST TO NBC SALES STAFF . . .

CINCINNATI—Thirty members of the sales staff of the National Broadcasting Company were guests here last week-end (19-20) of the Crosley Broadcasting Corporation. Visitors from the NBC sales offices in New York, Chicago and Detroit arrived at Crosley Square Friday morning (19) and were taken on a tour of facilities after a welcoming talk by Robert E. Dunville, Crosley president, Harry Mason Smith, Crosley sales vice-president; John T. Murphy, Crosley TV vice-president, and other Cincinnati Crosley executives discussed with the NGC visitors the operations of WLW merchandising, client service, publicity, public relations and programing. The two-day event was highlighted with an evening meeting at a Cincinnati country club, at which time WLW and WLW-T talent presented a two-hour program.

TONY MARTIN VICE HARRIS-FAYE ON NBC . . .

HOLLYWOOD. — Singer Tony Martin will host his own show over the NBC radio network this summer for 13 weeks, sponsored by Radio Corporation of America and featuring guest spot appearances by RCA Victor recording stars. Series gets under way Sunday evening, July 5. To be known as "Tony Martin Time," program will replace the "Phil Harris-Alice Faye Show" while the cast is vacationing. Last Harris-Faye show of season will be June 28.

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BOOKIE'S PAL

FCC Blasts Racing News Over WWBZ

WASHINGTON, June 20.—The Federal Communications Commission's Broadcast Bureau this week branded Community Broadcasting Service, Inc., Vineland, N. J., licensee of WWBZ, "a bookmaker's delight," and made recommendations which would, in effect, prevent renewal of the station's license without hearing. The Broadcast Bureau's opinion came nearly a year after WWBZ, in a "petition for reconsideration and grant," asked the commission to call off hearings on the station's application for license renewal.

"It is difficult to comprehend what legitimate community needs are being served by the extensive, year-round and detailed racing coverage provided by WWBZ," commented Curtis B. Plummer, chief of the Broadcast Bureau. On the other hand, Plummer pointed out, such last-minute items as scratches, track conditions and race results are, "in the commission's experience, particularly susceptible to use in bookmaking operations."

the people SEE

WDEL-TV

Wilmington, Delaware • Channel 12

the people BUY

WDEL-TV advertised products

Write for information about your profit opportunity in WDEL-TV's large, rich market.

WDEL AM TV FM

A Steinman Station

Sales Representative

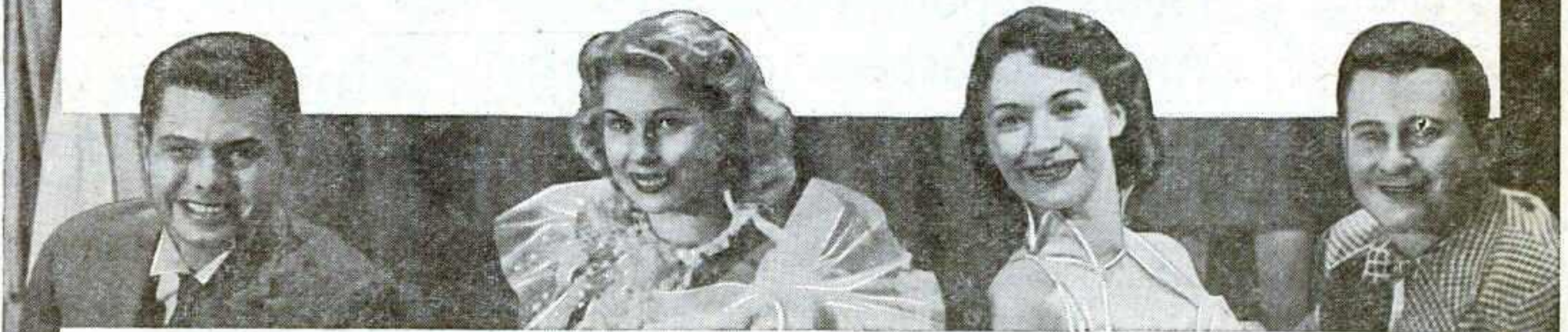
MEEKER

New York • Chicago • Los Angeles • San Francisco





Your Lucky Strike Hit Parade presents a special summer service!



During its 12-week hiatus, Your Hit Parade will list in this space
THE 7 TOP TUNES FROM YOUR HIT PARADE SURVEY

Here are your Lucky 7 tunes that you would have heard last Saturday night, as determined by Your Hit Parade Survey, which checks the best sellers in sheet music and phonograph records, the songs most heard on the air and most played on the automatic coin machines.

- | | |
|---------------------------|---------------------------|
| 1. Song from Moulin Rouge | 5. I'm Walking Behind You |
| 2. Ruby | 6. Pretend |
| 3. I Believe | 7. Your Cheatin' Heart |
| 4. April in Portugal | |

Look for this listing every week.
We'll be back on TV Sept. 12



Be sure to watch Your Hit Parade's summer TV replacement
"PRIVATE SECRETARY"—starring **ANN SOTHERN**
Saturdays at 10:30 P.M. (N.Y.T.), NBC Television Network

NY Unveiling for NARTB Web Circulation Measurement Plan

WASHINGTON, June 20.—The National Association of Radio and Television Broadcasters' super-secret plan for an accurate and continuing measurement of TV network circulation will be unfolded to network officials, agency and advertiser representatives and research counsels in New York next month, it was revealed here as the NARTB board wound up a three-day meeting highlighted by a closed-door confab on the circulation study. The board yesterday (19) agreed to follow the association's TV board suggestions contained in a report by television circulation study Chairman Campbell Arnoux, WTAR-TV, Norfolk. The circulation plan, fathered by Dr. Frank Cawl, is regarded by board bigwigs as one of the most important projects of its kind. The board adopted a resolution directing NARTB President Harold Fellows to enlarge the membership of the circulation study committee in order to seek additional consultation with heads of TV webs

and their research counsels, and with ad and agency reps. A committee of the board will be appointed to advise on organizational structure necessary to accomplish aims of the study on a continuing basis. Result will be a device making it possible to measure accurately where the webs are reaching audiences. TV's vast expansion, coupled with continued emphasis on radio, highlighted the board sessions. The board cleared the way for improvement of the TV code of standards, strengthening the radio code, exploring subscription TV, and pressing a fight against the Johnson Bill to restrict broadcasts of baseball by TV and radio. The board approved 61 more TV member stations, bringing the TV membership up to 171, which includes 167 stations and four webs. In addition 30 associate membership applications were approved, raising the total in this category to 110.

The fate of subscription TV was left as a holdover matter for the next board meeting after Paul Raibourn, KTLA, Los Angeles, chairman of the subscription TV committee, submitted a voluminous report outlining the development of various competing subscription TV set-ups, including Raibourn's telemeter. There was every indication that the board will maintain a hands-off policy on subscription TV even at its next meeting because of the complexities, the growing rivalries, and the coolness of the TV members of NARTB to it. Also, the board apparently does not want to be pre-

cipitate, inasmuch as the Federal Communications Commission has not finally committed itself on subscription TV.

The board voted to hold its next meeting sometime between January 20 and February 1, 1954, and voted to hold the association's annual convention at the Palmer House, Chicago, during the week of May 23, 1954. The convention committee was instructed to explore the possibilities of Washington, D. C., as site of the 1955 meeting, and Chicago for the conventions in 1956 and 1957.

The board okayed a number of revisions of the radio code, including tightening children's program and crime program provisions. Remaining to be shaped finally are revisions in the commercial section.

The board today also confirmed two other resolutions which were adopted at the NARTB's 31st annual convention in Los Angeles two months ago. One of these, involving access of information to broadcasters, resulted in directing NARTB President Fellows to establish a public events committee. This group will seek to eliminate any present discriminatory legislation or practices which foreclose broadcasters from coverage of news and public events. Additionally, Fellows was empowered to appoint a sports committee. Each of these bodies will be comprised of five representatives each from the association's radio and television boards, as well as an 11th member to serve as chairman of each group.

Excess Profits Tax Extension Hit by RTMA

WASHINGTON, June 20.—As the fate of proposed extension of the excess profits tax continued to hang in the balance, the Radio-Television Manufacturers' Association threw its weight behind opposition to the proposed extension. In a statement filed with the House Ways and Means Committee this week (18), RTMA President A. D. Plamondon Jr., assailed the tax as having imposed an unfair burden on the radio-television-electronics industry during the past three years. The television broadcast industry is already on record against extending the tax (The Billboard, June 20). The tax expires at the end of this month unless Congress votes on extension as urged by President Eisenhower but opposed by Chairman Daniel Reed (R., N. Y.) of the House Ways and Means Committee.

Plamondon declared in his filed statement that the excess profits tax, if extended at all, should be drastically "amended to remedy retroactively its deficiencies as it applies to members of our industry." Plamondon went on to say that most firms in the industry are characteristically both new and small, and "the present excess profits tax has penalized firms of the type on which this country depends for an expanding and vibrant economy."

"In short, our experience fully confirms the conclusion of your committee that the excess profits tax, by penalizing new, small and growing business, is intolerably discriminatory. This tax is acknowledged by practically every fiscal expert to be the worst tax in its economic effects. We humbly suggest as a slogan for Congress in revising the tax system, 'worst things first!'"

ADVERTISING FEDERATION

Hears Reports on Good And Bad Aspects of TV

CLEVELAND, June 20.—Two instances which strikingly illustrated the way TV on the one hand was doing a job for the advertiser, and, on the other, was missing the boat were cited here this week by executives at the 49th annual convention of the Advertising Federation of America. The positive contribution made by video to a successful sales operation was given by J. Gilbert Baird, sales promotion manager of the Electric Appliance Division of Westinghouse.

Baird stated that the Westinghouse was now spending more than \$5,800,000 a year, exclusive of its recent purchase of professional football on Du Mont, it was more than satisfied with the results the medium had produced. In a comparison between magazines and TV, he noted that an ad in a typical large circulation magazine cost the advertiser \$34.73 per thousand readers, whereas, "Studio One" cost, even making allowances for 50 per cent of total circulation, \$2.76 per thousand viewers.

Baird also mentioned some of the outstanding indications of the sales-pulling nature of Westinghouse's various video properties: "Studio One" demonstrated a fan

costing \$70 and in Chicago 872 out of 900 fans on hand were sold out; the same program sold 17 frost-free refrigerators in a San Antonio department store after a commercial; and "Meet Betty Furness" got 31,000 letters suggesting household hints after it had asked for them on the program.

The opportunity that video is missing was pointed out by Mel Grinspan, advertising and sales promotion manager of the Black & White Stores, Memphis. He said that his firm had entered TV because it was forced to by the demonstration advantages inherent in the medium. But he claimed that video execs had failed to acquaint his company with a few helpful hints and suggestions that would have made its task much easier.

Grinspan asked video not to follow the pattern set by radio 13 years ago, when it neglected retailers till it learned the hard way. He said, "I hope TV will not do the same. I hope TV will recognize the importance of department stores and similar operations to TV's future."

Klavin and Finch Are All Sold Out

NEW YORK, June 20.—Local indie WNEW has tacked up an SRO sign on its early morning "Klavin and Finch" deejay show. Although rates on the program (6-9:30 a.m.) were hiked from \$72 to \$100 per minute in December, a month after Gene Klavin replaced Gene Rayburn on the show, the new team now has a waiting list of advertisers.

The Klavin-Finch combo also scored a 9 per cent increase in share of audience last month over the same period last year, with the May, 1953, Pulse giving it a 17.2 share, as compared to 15.8 in May, 1952.

The station also reports that its summer service programing block is completely sold out. Sponsors for the seg, tagged "Music for the Road" (8-11 p.m. on Sundays), includes the following: General Motors, traffic spots; Lever Brothers and Best Foods, weather reports, R. and H. Beer, baseball bulletins.

Cite Need for AM Radio to Stay on Toes

NEW YORK, June 20.—While optimism is the prevailing note as expressed by the great majority of speakers at Broadcast Music, Inc., Program Clinics now being held in the South and West, divergent opinion saw a need for AM radio to continue on its toes no matter how bright the future may appear to the average broadcasters. The clinics are now past the half-way mark of the 43 scheduled, each followed by a sales session the following day by the Broadcast Advertising Bureau.

In Indianapolis, with nearly 100 broadcasters in attendance at the studios of WIRE, the bull session developed a lively two-and-one-half-hour discussion which centered around a bright outlook, with increased sales and higher average ratings for programs as the reason for the optimistic outlook. All 35 stations in the State and area were represented, with Carl Haverlin, BMI prexy, delivering a luncheon talk concerning the Bryson amendment to the Copyright Act, and the results of the drive to increase the use of concert music on the air.

Earlier in the week at the Columbus, O., BMI Program Clinic, Eugene Carr, director of radio and TV for the Brushmore Company (WPAY), compared radio to the status newspapers were in some time ago, uttering a warning note to the effect that in the next decade, it would be the survival of the fittest among AM broadcasters. "The fit and only the fit will survive," Carr said, "and those who survive will be better broadcasters, and stations will be better than anything the

FCC DRY RUN TV HEARING

WASHINGTON, June 20.—Something new in Potomac streamlining procedure will be a mock TV pre-hearing conference by Federal Communications Commission brass and TV-radio industry legalists. The FCC Bar Association will be represented by three legalists who will go thru the formalities of arguing simulated cases for imaginary TV applicants in one of the commission's hearing rooms on the night of June 29. FCC will be represented by examiners and hearing attorneys.

Idea will be to see how the procedure can be shortened so as to relieve FCC's logjam of contested TV applications. Delegates to President Eisenhower's conference on hearing procedure have been invited to watch.

Garry Moore Seg Sold Out

NEW YORK, June 20.—The Garry Moore daytime show has already been sold out by CBS-TV for next season, according to informed sources. Among the clients already buttoned up are Pillsbury, Purex, Masland, Norge and Kellogg.

Several other advertisers also have committed themselves to the half-hour strip, but the network is sitting on their names. Next season will mark Moore's third year on the network, during which he has become one of its top daytime properties.

country has ever had." "Those who survive" concluded Carr, "will gear themselves to the policy of social, political and economic interests of the community."

NBC Wins Tintest Go-Ahead From FCC


WASHINGTON, June 20.—Color TV activity is being stepped up by NBC, which this week got a go-ahead from the Federal Communications Commission to make color tests for black-white reception on a network-wide basis rather than by individual stations, as NBC has been doing. The stepped-up activity is not regarded as having changed color TV's timetable, which points to possible FCC authorization for compatible standards late this year or early next year, with color TV sets manufacture unlikely to get under way on any substantial scale before 1955.

Under the FCC's latest authorization, NBC is enabled to get viewer response on black-white reception of its color-transmitted programming on a non-commercial basis from all of its affiliated stations. Although this authorization is good until July 31, chances are it will be extended after that if NBC makes the request. The network for several months has been transmitting color for black-white reception to WNBT, New York, and WPTZ, Philadelphia. Radio Corporation of America revealed some weeks ago that it had accumulated a large volume of favorable response from viewers of the black-white pictures of color-transmitted programs. NBC is transmitting under National Television System Committee's stand-

ards, which are largely RCA's and which have already been informally demonstrated to several of the FCC brass. The commission is known to be favorably impressed, altho the FCC in giving its latest authorization to NBC emphasized that this go-ahead "should not be construed as indicating commission approval of any new color system involved in these tests." CBS' mechanical disk standards continue to prevail as approved by the FCC but still unused by the industry.

The non-commercial color transmission is expected to benefit NBC prestige-wise as well as experimentally, altho there are to be no promotional blubs. An important part of the operation is the checking of audience reaction. The telecasts are viewed as convincing evidence to audiences that their sets will not be made obsolete by color television. According to industry experts, this makes for an easy and orderly transitional phase, during which TV set owners eventually will buy color converters or actually trade in for color sets. For this reason, it is expected that the timetable will continue pretty much along current scheduling, which means color TV under NTSC standards will probably have FCC's official blessing in 1954, and sets will be reaching the market on a substantial basis by 1955.

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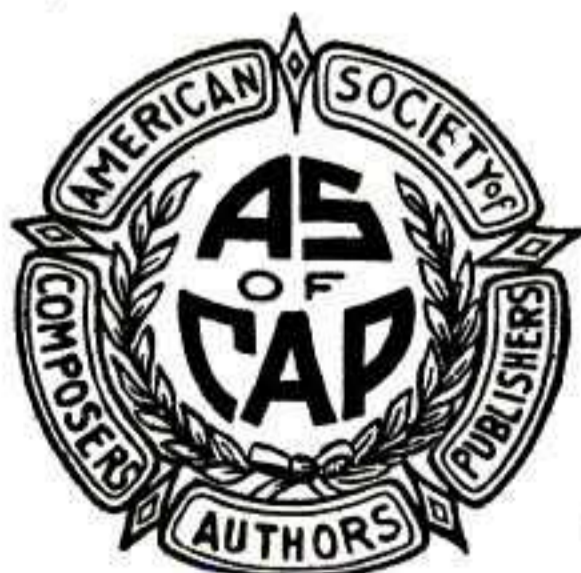


A SALUTE TO THE FORD MOTOR COMPANY

The American Society of Composers, Authors and Publishers congratulates the Ford Motor Company on its Fiftieth Anniversary, and on the good taste and quality of a television program presented by a leading exponent of the American system of free enterprise.

We point with pride to the fact that almost without exception the songs performed on this incomparable two-hour show were the works of ASCAP writers and publishers, whose compositions truly reflect the life of America—past and present.

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This One



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THE BILLBOARD Radio-TV Show Charts

For Reviews and Ratings of Songs and Records See The Billboard Music Popularity Charts (Music Section).

Top 10 TV Shows Each Day of the Week in WASHINGTON

(451,000 TV Sets;* Panel Size, 400)

... According to Videodex Reports

WMAL-TV	Evening Star Broadcasting Co.	ABC
WNBW	National Broadcasting Co.	NBC
WTOP-TV	WTOP, Inc.	CBS
WTTG	Allen B. Du Mont Laboratories, Inc.	Du Mont

Videodex reports monthly on each of 20 major markets, besides publishing a monthly national network report based on all 63 markets. In the 20 markets it has placed diaries in a total of 7,700 TV homes. The city reports for those markets taken the first seven days of each month, contains the rating for every 15-minute segment of every program from sign-on to sign-off. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each day in any of the 20 markets are determined by comparing the average ratings.

MAY, 1953

SUNDAY, SIGN-ON TO SIGN-OFF

				Avg. Rtg
1. COMEDY HOUR	NBC	8:00-9:00	WNBW	38.7
2. WHAT'S MY LINE?	CBS	10:30-11:00	WTOP	36.1
3. TOAST OF THE TOWN	CBS	8:00-9:00	WTOP	31.3
4. MR. PEEPERS	NBC	7:30-8:00	WNBW	29.0
5. YOU ASKED FOR IT	ABC	7:00-7:30	WMAL	25.7
6. TV PLAYHOUSE	NBC	9:00-10:00	WNBW	23.9
7. ROY ROGERS	NBC	6:30-7:00	WNBW	23.7
8. GENE AUTRY SHOW	CBS	7:00-7:30	WTOP	19.7
9. RED SKELTON	NBC	7:00-7:30	WNBW	19.4
10. FRED WARING SHOW	CBS	9:00-9:30	WTOP	18.3

MONDAY, SIGN-ON TO SIGN-OFF

1. I LOVE LUCY	CBS	9:00-9:30	WTOP	59.0
2. TALENT SCOUTS	CBS	8:30-9:00	WTPO	51.2
3. RED BUTTONS SHOW	CBS	9:30-10:00	WTPO	30.9
4. BURNS AND ALLEN	CBS	8:00-8:30	WTOP	28.3
5. ROBERT MONTGOMERY PRESENTS	NBC	9:30-10:30	WNBW	25.2
6. STUDIO ONE	CBS	10:00-11:00	WTOP	23.1
7. PERRY COMO	CBS	7:45-8:00	WTOP	17.6
8. ABBOTT & COSTELLO (film)	Non-Net	10:30-11:00	WNBW	13.9
9. 'INSPECTOR MARK SABER	ABC	8:00-8:30	WMAL	13.9
10. CAMEL NEWS CARAVAN	NBC	7:45-8:00	WNBW	13.4

TUESDAY, SIGN-ON TO SIGN-OFF

1. TEXACO STAR THEATER	NBC	8:00-9:00	WNBW	36.0
2. FIRESIDE THEATER	NBC	9:00-9:30	WNBW	31.5
3. TWO FOR THE MONEY	NBC	10:00-10:30	WNBW	27.5
4. CIRCLE THEATER	NBC	9:30-10:00	WNBW	21.8
5. SUSPENSE	CBS	9:30-10:00	WTOP	19.3
6. DANGER	CBS	10:00-10:30	WTOP	18.4
7. DINAH SHORE	NBC	7:30-7:45	WNBW	18.1
8. CAMEL NEWS CARAVAN	NBC	7:45-8:00	WNBW	17.6
9. CITY HOSPITAL	CBS	9:00-9:30	WTOP	17.2
10. LIFE IS WORTH LIVING	DuM	8:00-8:30	WTTG	16.6

WEDNESDAY, SIGN-ON TO SIGN-OFF

1. GODFREY AND FRIENDS	CBS	8:00-9:00	WTOP	50.5
2. STRIKE IT RICH	CBS	9:00-9:30	WTOP	27.9
3. PABST BLUE RIBBON BOUTS	CBS	10:00-10:45	WTOP	26.8
4. THIS IS YOUR LIFE	NBC	10:00-10:30	WNBW	24.3
5. KRAFT TV THEATER	NBC	9:00-10:00	WNBW	21.3
6. CAMEL NEWS CARAVAN	NBC	7:45-8:00	WNBW	19.6
7. MAN AGAINST CRIME	CBS	9:30-10:00	WTOP	18.9
8. COKE TIME	NBC	7:30-7:45	WNBW	17.5
9. PERRY COMO	CBS	7:45-8:00	WTOP	17.4
10. ARTHUR GODFREY (A.M.)	CBS	10:00-11:00	WTOP	15.4

THURSDAY, SIGN-ON TO SIGN-OFF

1. DRAGNET	NBC	9:00-9:30	WNBW	44.0
2. GROUCHO MARX	NBC	8:00-8:30	WNBW	40.0
3. T-MEN IN ACTION	NBC	8:30-9:00	WNBW	30.2
4. MY LITTLE MARGIE	CBS	10:00-10:30	WTOP	27.5
5. FORD THEATER	NBC	9:30-10:00	WNBW	27.1
6. BIG TOWN	CBS	9:30-10:00	WTOP	22.4
7. LUX TV THEATER	CBS	9:00-9:30	WTOP	19.4
8. CAMEL NEWS CARAVAN	NBC	7:45-8:00	WNBW	19.3
9. MARTIN KANE	NBC	10:00-10:30	WNBW	18.1
10. DINAH SHORE	NBC	7:30-7:45	WNBW	17.6

FRIDAY, SIGN-ON TO SIGN-OFF

1. OUR MISS BROOKS	CBS	9:30-10:00	WTOP	40.0
2. MY FRIEND IRMA	CBS	8:30-9:00	WTOP	26.9
3. CAVALCADE OF SPORTS	NBC	10:00-11:00	WNBW	24.3
4. THE NAME'S THE SAME	ABC	8:30-9:00	WMAL	23.4
5. MR. & MRS. NORTH	CBS	10:00-10:30	WTOP	22.7
6. THE BIG STORY	NBC	9:00-9:30	WNBW	20.9
7. PERRY COMO	CBS	7:45-8:00	WTOP	19.9
8. PLAYHOUSE OF STARS	CBS	9:00-9:30	WTOP	19.8
9. LIFE OF RILEY	NBC	8:30-9:00	WNBW	19.2
10. CAMEL NEWS CARAVAN	NBC	7:45-8:00	WNBW	19.0

SATURDAY, SIGN-ON TO SIGN-OFF

1. JACKIE GLEASON SHOW	CBS	8:00-9:00	WTOP	38.8
2. YOUR SHOW OF SHOWS	NBC	9:00-10:00	WNBW	32.8
3. HORSE RACING	NBC	4:00-4:30	WNBW	30.8
4. BIG TOP	CBS	12:00-1:00	WTOP	23.5
5. CISCO KID (film)	Non-Net	6:30-7:00	WNBW	22.8
6. KENTUCKY DERBY	CBS	5:15-5:45	WTOP	22.7
7. WILD BILL HICKOK	Non-Net	1:00-1:30	WTOP	22.6
8. MY HERO	NBC	8:00-8:30	WNBW	20.4
9. ORIGINAL AMATEUR HOUR	NBC	8:30-9:00	WNBW	19.2
10. BEAT THE CLOCK	CBS	7:30-8:00	WTOP	18.7

* NBC Estimate for April, 1953.

NEXT WEEK

Top 10 TV Shows Each Day in PHILADELPHIA ... According to Videodex

Top 5 Radio Shows Each Day in PHILADELPHIA ... According to Pulse

FOR FULL INFORMATION

about all radio and television shows... ratings, audience compositions and the many other factors which determine the success or failure of a program, subscribe to part of or the full services of the research organizations featured on these pages. For full details of the Pulse reports, write to THE PULSE, INC., 15 West 46th Street, New York.

For full details of the Videodex service write to JAY & GRAHAM RESEARCH, INC., 342 Madison Avenue, New York.

For the ARB service write to AMERICAN RESEARCH BUREAU, National Press Building, Washington, or its Branch Offices at 516 5th Avenue, New York, and P. O. Box 6934, Los Angeles 22.

FCC Okays 8 Video CP's

WASHINGTON, June 20.—The Federal Communications Commission this week handed out station grants for five more VHF and three UHF stations, bringing to 388 the number of post-freeze grants and to 496 total authorizations.

New CP's went to Arkansas Radio & Equipment Co., Little Rock, VHF Channel 4; Kern County Broadcasters, Inc., Bakersfield, Calif., VHF Channel 10; Quincy Broadcasting Co., Quincy, Ill., VHF Channel 10; Alvarado Broadcasting Co., Inc., Albuquerque, N. M., VHF Channel 7; Cleveland Broadcasting, Inc., UHF Channel 65; Shamrock Broadcasting Co., Houston, UHF Channel 29; John A. Vietor Jr., San Jose, Calif., UHF Channel 48, and Central-South Sales Co., Pine Bluff, Ark., VHF Channel 7.

At the same time the commission finalized its proposal to reserve the 245th non-commercial educational channel, UHF Channel 70, Bowling Green, O. The FCC also assigned UHF Channel 55 to Porterville, Calif., for commercial use.

Yankee Network Gets Hub's WLAW

BOSTON, June 20. — Formal completion of the sale of Hub radio station WLAW to the Yankee Network Division of General Teleradio, Inc. (WNAC) became effective Wednesday (17). Culmination of one of the most complicated radio maneuvers in the local area, the purchase finds WNAC, which formerly operated on a frequency of 1,260 kilos and 5,000 watts, now operating on a frequency of 680 kilos and 50,000 watts. All WNAC, Yankee Network and Mutual Broadcasting System programs here will now be heard in the 680 slot formerly occupied by WLAW.

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THE GEORGE P. HOLLINGBERY CO.

Top 5 Radio Shows Each Day of the Week in WASHINGTON

(415,960 Radio Families*)

... According to Pulse Reports

WARL	1,000 watts	days	Ind.	WMAL	5,000 watts	ABC	
WASH-FM	15,000 watts		MBS	WOL	250 watts	Ind.	
WCFM	20,000 watts		Ind.	WOOK	250 watts	Ind.	
WEAM	5,000 watts		Ind.	WPIK	1,000 watts	days	Ind.
WFAN	18,400 watts		Ind.	WRC	5,000 watts	NBC	
WFAX	250 watts		Ind.	WTOP	50,000 watts	CBS	
WGAY	1,000 watts	days	Ind.	WUST	250 watts	days	Ind.
WGMS	1,000 watts	days	Ind.	WWDC	5,000 watts	MBS	

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except in New York, which is monthly. Information is obtained by the personal interview roster method using a cross-section of homes pre-selected by a modified area sampling method. In the bi-monthly reports, 8,200 homes are interviewed in each market. Ratings are reported by 15-minute segments from 6 a.m. to midnight each day for an entire week. Evening ratings are based on 400 homes in each market. Monday-Friday daytime ratings are based on 1,000 homes.

MARCH-APRIL, 1953

SUNDAY, 7 P.M. TO 12 P.M.

				Highest Qr. Hr. Rtg
1. JACK BENNY	CBS	7:00-7:30	WTOP	8.8
1. AMOS 'N' ANDY	CBS	7:30-8:00	WTOP	8.8
3. E. BERGEN-C. MCCARTHY	CBS	8:00-8:30	WTOP	3.3
3. MY LITTLE MARGIE	CBS	8:30-9:00	WTOP	8.3
5. THEATER GUILD	NBC	8:30-9:30	WRC	7.3

MONDAY, 7 P.M. TO 12 P.M.

1. LUX RADIO THEATER	CBS	9:00-10:00	WTOP	7.8
2. THE RAILROAD HOUR	NBC	8:00-8:30	WRC	6.3
3. EDWARD R. MURROW	CBS	7:45-8:00	WTOP	6.0
3. GODFREY'S TALENT SCOUTS	CBS	8:30-9:00	WTOP	6.0
3. BOB HAWK SHOW	CBS	10:00-10:30	WTOP	6.0

TUESDAY, 7 P.M. TO 12 P.M.

1. MY FRIEND IRMA	CBS	9:30-10:00	WTOP	6.5
2. FIBBER MCGEE AND MOLLY	NBC	9:30-10:00	WRC	6.3
2. LIFE WITH LUIGI, J. DOLLAR	CBS	9:00-9:30	WTOP	6.3
4. MR. AND MRS. NORTH	CBS	8:30-9:00	WTOP	6.0
5. MARTIN AND LEWIS	NBC	9:00-9:30	WRC	5.8
5. PEOPLE ARE FUNNY	CBS	8:00-8:30	WTOP	5.8
5. EDWARD R. MURROW	CBS	7:45-8:00	WTOP	5.8

WEDNESDAY, 7 P.M. TO 12 P.M.

1. DR. CHRISTIAN	CBS	8:30-9:00	WTOP	6.3
2. FBI IN PEACE AND WAR	CBS	8:00-8:30	WTOP	6.0
2. WHAT'S MY LINE?	CBS	9:30-10:00	WTOP	6.0
4. EDWARD R. MURROW	CBS	7:45-8:00	WTOP	5.8
4. THE GREAT GILDERSLEEVE	NBC	8:30-9:00	WRC	5.8
4. YOU BET YOUR LIFE	NBC	9:00-9:30	WRC	5.8
4. BOB HOPE	NBC	10:00-10:30	WRC	5.8

THURSDAY, 7 P.M. TO 12 P.M.

1. BING CROSBY	CBS	9:30-10:00	WTOP	6.3
2. JUDY CANOVA	NBC	10:00-10:30	WRC	5.8
2. TRUTH OR CONSEQUENCES	NBC	9:00-9:30	WRC	5.8
2. STALIN, EDDIE CANTOR	NBC	9:30-10:00	WRC	5.8
2. MEET MILLIE	CBS	8:00-8:30	WTOP	5.8

FRIDAY, 7 P.M. TO 12 P.M.

1. MR. KEEN	CBS	8:00-8:30	WTOP	5.8
2. EDWARD R. MURROW	CBS	7:45-8:00	WTOP	5.5
2. OZZIE & HARRIET	ABC	9:00-9:30	WMAL	5.5
4. J. DOLLAR, MR. CHAMELEON	CBS	8:30-9:00	WTOP	5.3
5. STRANGE WILLS		9:00-9:30	WTOP	5.0

SATURDAY, 7 P.M. TO 12 P.M.

1. GANGBUSTERS	CBS	9:00-9:30	WTOP	6.3
2. GUNSMOKE	CBS	9:30-10:00	WTOP	6.0
3. TARZAN	CBS	8:30-9:00	WTOP	5.8
4. GENE AUTRY	CBS	8:00-8:30	WTOP	5.3
4. BARN DANCE, MISC.		10:00-11:00	WTOP	5.3

MONDAY-FRIDAY, 6 A.M. TO 7 P.M.

1. HELEN TRENT	CBS	12:30-12:45	WTOP	8.1
2. OUR GAL SUNDAY	CBS	12:45-1:00	WTOP	7.7
3. ROAD OF LIFE	CBS	1:00-1:15	WTOP	7.4
3. ARTHUR GODFREY	CBS	10:00-11:30	WTOP	7.4
5. AUNT JENNY	CBS	12:15-12:30	WTOP	7.3

SATURDAY, 6 A.M. TO 7 P.M.

1. STARS OVER HOLLYWOOD	CBS	12:30-1:00	WTOP	5.3
2. NEWS		9:00-9:15	WTOP	4.8
2. GRAND CENTRAL STATION	CBS	11:00-11:30	WTOP	4.8
2. THEATER OF TODAY	CBS	12:00-12:30	WTOP	4.8
2. CITY HOSPITAL	CBS	1:30-2:00	WTOP	4.8

SUNDAY, 6 A.M. TO 7 P.M.

1. OUR MISS BROOKS	CBS	6:30-7:00	WTOP	6.5
2. ARTHUR GODFREY	CBS	4:30-5:00	WTOP	4.5
3. BASEBALL, MISC.	Not Net	2:30-5:00	WWDC	4.3
3. THE SHADOW, MISC.	MBS	5:00-5:30	WWDC	4.3
3. GODFREY'S ROUNDTABLE	CBS	5:00-5:30	WTOP	4.3
3. COUNTERSPY	NBC	5:30-6:00	WRC	4.3
3. D. PEARSON, D. GARDINER	ABC	6:00-6:15	WMAL	4.3

* Based on U. S. Census Radio Ownership of 1950 and Sales Management 1952 estimate of families in Washington, D. C.; Prince Georges, Md.; Montgomery, Md.; Arlington, Va.; Alexandria, Va.; Fairfax, Va.

Ziv Plans to Set Up Own Research Div.

HOLLYWOOD, June 20.—In a move to keep abreast of the latest technical developments in the TV-film field, Ziv TV Programs, Inc., reportedly is making plans to set up its own research staff here. The new department, which will be headed by an electronics engineer from the Massachusetts Institute of Technology, will investigate and analyze all new developments including 3-D, TV tape and various types of new sound systems lighting and camera set-ups.

Ziv also hopes to do some experiments on its own. However, the main purpose of the department will be to determine how best to utilize existing systems in Ziv's own operation. The new department is an outgrowth of Ziv's decision last April to shoot all forthcoming films in both black and white and color. At that time, Ziv revealed that thru research it had discovered that the theory about the superior tonal qualities of color film for black and white is not yet applicable to TV, and that the quality of a black and white film is superior to color in actual telecast.

Subsequently, Ziv decided that the establishment of a regular research department might conceivably eliminate many of the costly production headaches which usually ensue when an industry enters a new phase of technical development. At present, Ziv plans to take space somewhere in Hollywood for the new department until the firm's own studios in San Fernando Valley here are ready for occupancy sometime in late fall or winter.

WM Pitching 'Real George' To TV Trade

HOLLYWOOD, June 20.—William Morris agency is peddling a new comedy telefilm, "Real George," to prospective clients in a bid to get the series on the airways by fall. Sale will be on a network or spot basis.

"Real George" stars George O'Hanlon and is produced and directed by Richard Bare. The team also is responsible for the production, direction and acting on the "Joe McKoakes—Behind the Eight Ball" shorts for Warner Bros. The two formed the Real George, Inc., corporation expressly for the telefilm series and has no connection with the Warner Bros. production.

The comedy stars O'Hanlon as a good-natured, but slightly befuddled young department store employee who plausibly gets in and out of trouble, all in good humor and some pathos. There's a heart interest in the person of Phyllis Coates. Ray Collins portrays the store owner and Harry Lautner, George's buddy.

The first half-hour episode was filmed at Republic Studios, as will subsequent ones.

Arrow Gets Peerless Pix

NEW YORK, June 20.—Agreement was reached here this week for Arrow Productions to take over shortly distribution of the 26 Edward Small pictures currently being handled by the Small subsidiary, Peerless Productions. Details have still to be worked out, but indications are that Arthur Sachson, Arrow sales manager, henceforth will head sales on the features as well as Arrow's "Ramar of the Jungle" series, with four regional sales reps reporting to him. Maurie Gresham, Peerless sales manager, may join Arrow.

The amalgamation of the distribution operations follows Small's recent entry into the Arrow organization as a major stockholder. The Small package includes such titles as "My Son, My Son" and "The Count of Monte Cristo."

Wildcat Film Lab Strike Is Called

NEW YORK, June 20.—Technicians at all but one of the film laboratories here went out on a wildcat strike yesterday (19) morning, tying up a lot of network kinescope recording as well as news film production. While theatrical motion picture releases were being hurt, no TV film series was known to be affected as yet.

The strike does not have the approval of the International Alliance of Theatrical Stage Employees of which the strikers are members. They are believed to be demanding a 35-hour week and double time pay for Sunday and holiday work. A back-to-work move was expected to begin tonight.

One show that had to be canceled because of the strike was "Berlin: Window of Fear," a documentary scheduled for 3:30 p.m., tomorrow (21), on NBC-TV. NBC is equipped to develop some 16mm. film itself, but not 35mm. The strikers are members of Local 702, IATSE.

Lion Productions Set Up by Arnaz

HOLLYWOOD, June 20.—Desi Arnaz this week formed Lion Productions, a new company to be primarily devoted to the making of motion pictures. Desilu, the other corporation headed by Arnaz and Lucille Ball, will continue to produce "I Love Lucy" and other TV shows.

Mass Buying Out in New Unity Set-Up

NEW YORK, June 20.—Direct station-by-station selling of film features will benefit both the distributor and broadcaster more in the long run than any group buying plan devised by film buying combos or the networks, according to Arche Mayers, prexy of Unity Television Corporation here. In support of his theory, Mayers is peddling his new "Plus 80" feature-film package exclusively on this basis, backing up his sales force with more than \$25,000 worth of promotion in trade paper ads and direct mail.

Since the new films were put on the market last week, Mayers already has chalked up deals with 10 stations for the entire package and is currently negotiating sales with 24 other outlets. Sales to date represent a gross take of \$350,000, and Mayers estimates he will ultimately gross more than \$4,000,000 on the 80 pictures, since the films are sold on long-term, pay-per-play deals.

His total outlay for the features, which stations may purchase in groups of 20 or in all was close to \$1,000,000. The \$4,000,000 figure was computed by Mayers on the basis of sales to date (over \$500,000) on 20 Sol Wurtzel films in the package, which has been selling separately for a couple of months.

Mass-Buying

Pointing out that a station's feature film programming needs are far too specialized to fit in with a mass-buying set-up, Mayers said stations might miss out on films that would be ideal for their particular programming pattern either because the features didn't meet the combo's over-all buying needs or the mass-sales price wasn't right.

As for turning a feature pack-

Thomas Show Sought After

NEW YORK, June 20.—The pilot film on the new Danny Thomas show, shot by Desilu Productions, was creating a minor sensation at ABC-TV this week. Web tappers were convinced they have one of the hottest new properties around, and early sale is anticipated, with several ad agencies and sponsors interested.

It's believed possible, however, because the show's price tag is in the \$40,000 bracket, that the web may sell it to two sponsors who would buy alternate weeks.

Solid Cut in Syndicate Film Is Predicted Within Next Year

NEW YORK, June 20.—Sponsors can look forward to cheaper prices for syndicated video film within the next year, Reub Kaufman, president of Guild Films, maintains. The TV film distributor pointed out that prices are certain to become lower because of the rapidly expanding number of markets and sponsors available to syndicators as potential customers.

"Just before the freeze was lifted, there were about 110 stations and 60 markets in which

syndicated properties could be sold," Kaufman stated. "Now there are 186 stations and 100 markets in which we can sell. Out of the approximately 200 stations or more, which are bound to start telecasting within the next year, we should gain at least 75 markets to sell our programs."

Consequently, Kaufman points out, he is certain to do an increased volume of business enabling the producer to get his money back sooner and the stations and sponsors to get reduc-

tions in the cost of film shows. "When a sufficiently large number of stations are on the air, we may even be able to reduce prices as much as 25 per cent," he said.

Kaufman said he had already cut prices on some of his shows in December when the upsurge in station telecasting was beginning to be felt. His "Invitation Playhouse" was being sold in New York for \$300 per quarter-hour previously and he cut the price to \$600.

Kaufman's sales target for several of his properties is 96 markets, the point at which he believes he will be able to earn a decent profit. Only on sale since February, "Liberace," his top show, is now being shown in 62 markets, the two latest being New York and Boston, and six more (Continued on page 10)

N. Y. Stations Grow Cool to Late Films

NEW YORK, June 20.—A trend for local TV stations to de-emphasize late evening feature film showings in favor of live programing evinced itself here this week. Starting next month, WNBT is moving its nightly feature film show back an hour and slotting a new live variety show, with Steve Allen as emcee, in the 11 p.m. to midnight time period. At the same time, WOR-TV has begun airing an all-Negro variety program in its 11:30 to midnight spot, as a companion program piece for another live musical show, "Inside Times Square" from 11 to 11:30 p.m.

WABC-TV, of course, sparked the original revival of live late shows a few weeks ago via its "Talk of the Town" variety telecast in the same 11-midnight time period. Du Mont is also carrying nightly live programing during this period, with "Mono-Drama Theater" (11:10-11:30 p.m.) and "The Bill Silbert Show" (11:30-midnight). As it stacks up now, WCBS-TV and WPIX are the sole hold-outs against the live late show policy.

An interesting competitive angle on the new trend, sponsor-wise, is that WABC-TV, which started the whole thing, is losing its "Talk of the Town" sponsor, Ruppert Beer, to WNBT next month. The brewery outfit this week signed to sponsor the Steve Allen show on Mondays, Wednesdays and Fridays.

If the Allen show clicks here, there's a strong possibility that it will be incorporated into NBC's new co-ordinated programing set-up for all its owned and operated stations, with WNBT feeding it to them live, via the cable. NBC's new o&o programing pool, as set up by veepee Ted Cott, also follows a de-emphasis on film policy, with the stations agreeing to carry two hours of live o&o programing daily.

Larry Menkin, WOR-TV's new program director, also endorses the new live-over-film local trend. The exec, who is currently readying a rash of new live shows for fall, both variety and dramatic, said WOR-TV will have "as many if not more live shows on the air by next fall as any local station."

COMMERCIALS

Animated Cartoons Are Preferred

NEW YORK, June 20.—Animated cartoon commercials are preferred by more than half the TV owners in this area, and the three advertisers whose commercials are most liked are Lucky Strike, Muriel Cigars and Ajax Cleanser. These are the latest findings of Advertest Research, based on interviews of 53 TV homes here.

Principal reasons interviewees gave for liking particular commercials were that they had a jingle, were cute and clever, and the viewers "liked person who delivers ads."

Muriel and Ajax are both heavy users of cartoon commercials. The preference for animation is interesting in that the new Screen Actors Guild contract appears to be forcing an increasing tendency toward this type of commercial anyhow. Use payments for overframe voices are considerably less than for on-camera players.

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THE BILLBOARD TV FILM BUYING GUIDE

• ARB Ratings of Non-Network TV Films

and markets in which they are currently rated

Table with columns: Children's, No. Sets in Market, May ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shown, Time. Includes programs like JUNIOR CROSSROADS and TIME FOR BEANY.

Table with columns: Documentary, No. Sets in Market, May ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shown, Time. Includes programs like CLETE ROBERTS WORLD REPORT and CRUSADE IN THE PACIFIC.

Table with columns: Quiz, No. Sets in Market, May ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shown, Time. Includes program MOVIE QUICK QUIZ.

Table with columns: Western, No. Sets in Market, May ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shown, Time. Includes programs like CISCO KID, COWBOY G-MEN, GENE AUTRY, HOPALONG CASSIDY, and RANGE RIDER.

UA-TV Sets Package Plan for New Stations

NEW YORK, June 20.—Latest TV film distributor to come up with a special package plan for new stations is United Artists Television. George Shupert, head of UA-TV, is known to have resisted the concept of special library deals until now as unscound economically for station as well as for the distributor.

His move at this point is understood to be the result of the mounting trend in this direction by other syndicators, to the extent that new-station-package plans are today standard industry practice for all intents and purposes.

TV FILM PURCHASES

"City Detective," new series starring Rod Cameron, has already been sold in 34 markets by MCA-TV. Thus, the show is fast creeping up on MCA-TV's older mystery series, "I'm the law," which is currently sold in 37 markets.

"Ramar of the Jungle" has been sold to WSB-TV, Atlanta, for two runs of the first 26 segments. The show is in a total of 43 markets. "Look Photoquiz" has been sold to five more stations by United Television Programs.

Atlas Plans Five Branches for New Sales Force Push

NEW YORK, June 20.—The Atlas Television Corporation is expanding and re-aligning its sales organization to improve its coverage of the increasing number of TV stations.

In addition to the main office here, Atlas will have branches in Atlanta, Chicago, Los Angeles and Dallas or Fort Worth. Selection of the regional managers has not been made yet, but Jack Dube is due to remain Eastern Sales Manager, and Pete Rogers will probably take over one of the Western regions.

The first consists of three 15-minute series, "Unk and Andy," kid show; "Fun With Felix," magic comedy, and "Feminine Angle," with Ilka Chase, all for \$40 a week unlimited run.

The second is on "Clete Roberts' World Report," news documentary series of 150. New stations can run it once or three times a week for \$30. The third UA-TV package gives the station one run a week of "John Kieran's Kaleidoscope" and "Norman Brokenshire, the Handyman," for \$55.

The \$187.50 deal embraces the terms of the four smaller packages, which total \$200 individually. UA-TV has taken on the distribution of "The Adventures of Blinkey," 15-minute kiddie-puppet show produced by Murray King.

New NBC Film Division sales this week were as follows: "Victory at Sea," WJCU-TV, Erie, Pa., for Presque Isle Electric Company, and to "Douglas Fairbanks Presents," XHTV, Mexico City, and WCOS; "The Visitor," WCOS, and in the Seattle and San Francisco markets for Brown and Haley Candy; "Life of Riley," to the Western Pacific advertising Agency for sponsorship by Ben Tipp Jewelers in the Seattle market; the hour "Hopalong Cassidy" series to

QUICK TAKES

Richard H. Rogers, previously in his own business, has joined the New York office of Screen Gems, Inc., in a sales service capacity. . . . Screen Gems is shooting a new pilot starring Broderick Crawford. The show is entitled "Man-hunt." . . . Kingman T. Moore has been appointed commercial supervisor of "A Letter to Loretta" at Benton & Bowles.

Frank Smith has joined pictures, Inc., as assistant to veepee Joseph P. Smith. He will cover the Eastern division. . . . Dynamic Films has begun shooting of another four segments of its "On Stage With Monty Woolley" series. . . . The William Morris Agency has been signed to agent the new "Ellery Queen" film series, produced by Irving and Norman Pincus. . . . Herb Gordon, Ziv's veepee in charge of production, is in New York from the West Coast to huddle with prexy John Sinn regarding upped budgets for talent and production staffs on Ziv's radio and TV-film shows. . . . Compton Advertising veepee, Lewis Titterton, leaves for the West Coast to huddle with Frank Wisbar on plans to film "Fire-side Theater" in color, when the time is right.

The first 13 segments of the TV film series based on Readers Digest stories will go into production at the RKO Pathe studios in Hollywood this summer. Chester Erskine is the producer. Procter Television Enterprises will distribute.

Gray Agency to Handle NBC Film

NEW YORK, June 20.—The rapid expansion of NBC's Film Division and its increased emphasis on promotion and direct mail campaigns this week prompted the web to turn all its Film Division advertising activities over to the Grey Agency.

The agency is preparing a campaign which will cover all facets of the Division's promotion, merchandising and direct mail functions. Jay Smolin, the Division's advertising and promotion manager, will supervise the work for the web.

This is a weekly service of The Billboard with ratings by American Research Bureau. Different categories are covered each week. Rating figure represents percentage of the TOTAL SETS IN THE MARKET. Thus a 10.0 rating in a 100,000-set market shows 10,000 sets tuned to the rated show. Further rating information is available thru American Research Bureau, National Press Building, Washington 4, D. C., or thru its branches at 516 Fifth Avenue, New York, and P. O. Box 6934, Los Angeles 22. Subtracting the RATING figure from the SETS-IN-USE figure provides the total of the ratings of all opposition shows.

WARNING: Check distributor for availability. Any of the films listed here may be available in the immediate or near future regardless of markets in which they are now being shown. Query distributor promptly on any film in which you are interested.

Syndicated Film

Continued from page 9

orders are in the books from stations that haven't even gone on the air. He expects to have the show on 96 stations by Labor Day

and from then on will pass on whatever reduction in costs that can be made, if any, because of increased volume.

Altho Kaufman does not feel that distribution costs will come down because of increased volume, other syndicators disagree with him. They believe that the

servicing charge per station will be less. But Kaufman claims that the services that syndicators presently provide will have to be amplified and that already heavy burden of merchandising, publicity and promotion will also have to be increased to keep pace with the enlarged business.

DUTIES OUT

Miss Coate Asks Only 'Sick, Relief'

BOSTON, June 20. — Margie Coate, head of the American Guild of Variety Artists' Welfare Department, asked to be relieved of all her duties except "sick and relief."

It started with a petition signed by many rank and file members and read before the convention, accusing her of "playing the horses." This was rejected by the delegates. Later Gabriel Galef, attorney for Lloyds, which insures the AGVA Welfare Plan, appeared before the convention in a question and answer period. Some of the statements he made were sharply picked up by some delegates, and Miss Coate was asked some complicated questions.

Georgie Price, New York, former AGVA president, rose to her assistance time and again. At the end of the session, Jack Irving, AGVA head, announced that Miss Coate had informed him she would resign if she ever proved embarrassing to him. Miss Coate was then given a vote of confidence.

Resignation?

Prior to the convention, Irving disclosed to a few union officials that he would ask for Miss Coate's resignation. Lloyds had informed him "it was not satisfied" with the bookkeeping of the Welfare department in the processing of insurance claims.

Sunday (14), after the convention had adjourned, Irving asked Miss Coate for her resignation, but she refused. Rather than create a sensation, Irving agreed to let her remain, but she would no longer be in charge of welfare. She replied that all she wanted was to be in charge of "sick and relief."

Miss Coate, reached by phone later in the week, said she was always in charge of sick and relief but that branches would have the final say in giving out money for that purpose. Sick and relief is carried on AGVA's books at \$42,891.42.

It was decided to carry the entire problem to AGVA's executive committee which meets Friday (26). In the meantime, all benefits previously under Miss Coate's supervision will be handled by the branches. Insurance claims and other matters dealing with the Welfare Plan will be handled by a representative of Lloyds and the trustees appointed by AGVA.

CCOA Setback In AGVA Tiff

CHICAGO, June 20. — An attempt by the Chicago Cafe Owners' Association to obtain an injunction to restrain American Guild of Variety Artists from any further strike action was sidetracked here this week by Federal Judge William J. Campbell, until the question of court jurisdiction is settled.

The court ordered AGVA attorney Alfred Kamin to file a brief within 20 days outlining the union's arguments why the case should not be tried in Federal Court. Attorneys for the cafe owners will then have 20 days in which to file their answer, and 10 additional days have been allotted for rebuttal.

Kamin had moved for dismissal on claims that the local cafes are not involved in interstate commerce and that AGVA acts do not come under the Taft-Hartley law.

CCOA and the Entertainment Managers' Association sought the temporary injunction against the union until their \$2,740,000 suit against AGVA, which also asks for a permanent injunction, comes into court.

Shaw and Leroy and their marionette production, "Revue on Strings," have canceled their date at the Henry Grady Hotel, Atlanta, to return to Miami, where they opened at the Olympia Theater June 10.

THEY SHOULD LIVE SO LONG

BOSTON, June 20. — After various officials and delegates of the American Guild of Variety Artists were voted life membership cards, a move was started to issue cards to others claimed to be equally deserving. It was voted down because, if handed out promiscuously, they would be meaningless. One delegate turned to another and said, "Anybody who does something in this union and isn't caught at it wants a life membership card."

DENVER CLUB

Use Plenty of Acts to Catch Tourist Mobs

DENVER, June 20. — Denver niteries are girding themselves for the biggest tourist season since the end of the war, as Colorado publicity is drawing an estimated 185,000 tourists to the Centennial State during the months of June and July.

At the Turf Club, Skeeter Palmer and Gene Falbo, keyboard and drums combo, play to a house that is seldom less than two-thirds full, even on slow week nights. Further out on Denver's night club row, Al Fike emceeds a comedy show four times a night that features Buddy Greene, Frankie Burg and Kenny Smith. Between shows Kenny Smith and Maggie Melody fill in with pantomime and parodies. Op Sammy Toole's biggest complaint is the lack of turnover in his limited-capacity club.

After a \$200,000 fire early this spring, Warren St. Thomas has re-built his Tropics, paid off his unfulfilled contracts because of the fire and is once more in business with a larger club, bigger acts, larger bands and more advertising. Headlining his "Tropical Storm" show "every hour on the hour" is Dave Gardner as emcee, Nicoli and Jasmine dividing the strip acts, thrush Madonna Martin, and Jewel Cowan and Jerry Bryant who also are part of the Four Breezes combo.

Inferno, Beacon

At the Inferno, Randy King, Marilyn Foster and Thalley put on four shows a night, while Willie Hartzell and Jerry Bakke, owners-entertainers, continue to pack the crowds into their Beacon niteries. This club is one of the few hinterland niteries that continues to make money regardless of the season or local conditions. At the Town House, one of Denver's more exclusive eateries, the Ernie, Mac and Bill Trio, with

(Continued on page 42)

Marie Wilson Set at Sands

NEW YORK, June 20. — The Las Vegas Sands will use Marie Wilson for her first date in a night club since she made it in other showbiz mediums. While salary was not disclosed, it is likely she'll get about \$10,000 a week for two weeks.

Shows lined up for the Sands by Jack Entratter are Robert Merrill and Louis Armstrong together. This will be followed by Lena Horne. Then comes Milton Berle in his first Vegas date, followed by Red Buttons also in his first date there.

After Buttons will come Marie Wilson with a comic still to be chosen. There's a possibility that Benny Rubin may get the nod. After that comes the Ritz Brothers, the Keene Sisters and Louis Jordan, and a possibility of Helen Traubel is in the offing. Following these, Entratter will bring in two package shows to run consecutively. The first will be "Gentlemen Prefer Blondes" and the second a tab version of "Student Prince."

Silverstone Blasts AGVA National Board Behavior

Meet Rejects Counsel's Act Of Resignation

Delegates' Request For New Elections System Bypassed

BOSTON, June 20. — Double-talk and endless arguments, superimposed on the secret hopes of certain board members to get paid jobs and some present executives to get raises and titles, dominated the national board meeting of the American Guild of Variety Artists following its sixth annual convention. The board met Sunday morning (14) and muddled thru until Tuesday in the wee hours.

Most of the developments occurred in "camera" sessions. This means that everybody but the board is asked to leave the room.

The most dramatic "camera" session occurred when national counsel Jonas Silverstone called all board members together and gave them a tongue-lashing that had them squirming with embarrassment. Silverstone said: "I don't want your votes of confidence; I want you to grow up."

Silverstone then threw a bomb: "As your national counsel you can fire me. As my client I can sever my relations with you. That's what I'm doing now." There was a hushed silence. Henry Katz, house counsel, and probably one of the best informed men there, added quietly, "If Jonas goes I do too."

Irving Speaks

Jack Irving, national administrator who had allegedly been accused indirectly by the lawyers for weakness and inability to administer, added, "Please believe me. If Jonas and Henry go, so do I." The consensus of observers' opinion allegedly held Irving as "chiefly responsible for the situation."

The board protested that it meant well and refused the Silverstone resignation. Later Silverstone agreed he would stay with AGVA until the Chicago legal tangle is settled and the Trust Agreement, under which the Welfare Plan will operate, starts rolling.

Most of the rest of the board meeting was taken over by harangues and charges and counter-charges. Eddie Rio, Western AGVA head, became assistant national administrator with a raise, despite the fact the constitution doesn't provide for such a title.

Doesn't Act

The board bypassed resolutions of convention delegates (and rank and file) to change the method of election for delegates to the convention. At present, nominations are made by branch memberships, but elections are on a national basis. This means that a candidate from Dallas, for example, is voted upon by members in Montreal and vice versa. Rank and file has long complained that it didn't know anything about people outside its own branches and wanted to vote only on people from its own branches.

The board received a directive to put the new method of voting into effect thru a constitutional change to go out in referendum. The board ignored the directive. It agreed, however, to permit a representative from each branch to serve on the board.

Philly's Franklin To Return to Ice

PHILADELPHIA, June 20. — After trying it for a season with just music for dancing, Joseph E. Mears, general manager of the Benjamin Franklin Hotel, will return ice shows to the hotel's Garden Terrace next season. Mears first introduced icers at

DENIES IRVING 'PULL' CHARGE

CHICAGO, June 20. — Chick Schloss, formerly of the local office of the American Guild of Variety Artists, this week denied charges made by Jack Irving, union topper, that he had pulled acts out of four Chicago cafes last December on his own. Irving made these charges last week at the union's national convention in Boston.

In a letter to The Billboard, Schloss quotes a December 2 long-distance telephone call between himself and Irving. He claims that Irving ordered him to "go out and pull the shows in four strategic spots, two in Calumet City and two in Chicago."

He says he warned Irving that all the cafes would close their shows but when the AGVA head again ordered him to pull the acts out, he proceeded to notify the acts.

Price Voted In, Out as Trustee

BOSTON, June 20. — Georgie Price was elected a trustee of the AGVA Welfare Program and a few hours later was thrown off. The official reason was that it "would look as if AGVA were not keeping faith in appointing a board member as a trustee."

Under the Trust Agreement devised by Silverstone & Rosenthal, national AGVA counsel, and Henry Katz, house counsel, the Welfare Plan calls for trustees to be divorced from AGVA. They are to serve without pay. The trustees would hire people who would be paid. But no employee of AGVA or of an operator would be permitted to work for the plan.

AGVA appoints three trustees from a panel, plus three alternates. The employers appoint the same number. AGVA's trustees are Rabbi Birstine, of the Actors' Temple, and Dave Ferguson, of the Jewish Theatrical Guild, with one vacancy. Originally Bishop Fultó. J. Sheen was asked to serve but he begged off.

For the employers, the trustees are David Katz, managing director of the Roxy Theater, and Nick Prounis, one of the owners of the Versailles night club, with one more to be appointed. An active trustee of the Fund, whether from AGVA or the employers' side, could become a power to reckon with.

Price Objections

When Price was elected, there were objections that "he would take over." Price was AGVA's president when the expose of the original insurance plan was made. In fostering his candidacy for some official position in AGVA, Price had claimed credit for devising the welfare program as it is today, when the plan and the Trust Agreement was conceived by house counsel Henry Katz and national counsel, Silverstone & Rosenthal.

In any event, when Price was elected by one vote insiders claim he allegedly phoned AGVA's comptroller in New York and asked for certain records.

Before he could get the records a new vote was taken, and Price was defeated.

AGVA officials recalled that when Price was president he took charge of negotiating a TV show from which AGVA's Welfare Fund was to benefit. He got \$2,000 for appearing on the show. All other performers on the show worked for scale or for free. AGVA's Welfare Fund received \$10,000.

the Garden Terrace in 1942. And except for the past season, when Joe R. ardell's band was the sole feature, the room has used them continuously. The hotel has its own ice rink and will reopen the room late in September.

Acts Guilty of Unfair Work To Be Nipped

To Be Brought on Charges; Board to Eye Chi Delegates

BOSTON, June 20. — Performers who work for unfair agents or in unfair spots will be brought up on charges by the American Guild of Variety Artists, the national board decided after a long and heated debate.

The subject had earlier been ducked by the convention when it had been brought to the floor by Wini Shaw, New York delegate. All sorts of parliamentary dodges were used to shut her up. Crying with frustration, Miss Shaw demanded she be heard. She flatly charged Chicago delegates with having admitted they worked for unfair agents and therefore had no right on the floor.

A committee was hastily appointed to investigate. When questions arose how the credentials committee had seated these delegates, it was disclosed that it didn't know what it was supposed to check, and the chairman who was to instruct the committee admitted equal ignorance.

It was a matter of common knowledge that certain Chi delegates and board members had worked for unfair agents but thru a technicality, which the convention okayed. They were found guiltless.

The board, however, took the subject up again and ruled that each of the delegates would be re-examined and disciplined if guilty.

AGVA toppers admitted they didn't know what could be done. Some said the entire Chi branch board, not to mention the convention delegates, had allegedly worked for unfair agents or in unfair spots. Still, some kind of proceeding is almost certain.

Christine Plays Or Sahara Pays

NEW YORK, June 20. — The question of whether Christine Jorgenson will or will not play The Sahara, Las Vegas, as per contract, has now been thrown into the hands of the American Guild of Variety Artists' claim head, Hal Bongard.

Bongard said that according to the rules of the union, the Sahara is obligated to either play Miss Jorgenson or pay her the \$25,000 she was to get for her two weeks starting July 14.

AGVA, said Bongard, isn't interested in the sex of any member. All performers are listed by name not sex. Sahara claims it booked Christine as a fem—a point which has since been thrown into medical doubt.

Charlie Yates, who handles Miss Jorgenson, said he'd been offered his commission, if he'd get the girl out. But he refused, tho he did wire the girl for instructions. She wired back that the contract must stand.

Observers say that despite the current publicity, the Sahara will either play Miss Jorgenson or pay off, if for no other reason than a gambling casino cannot afford to renege on its contract.

2 Named to EMA Board

CHICAGO, June 20. — Entertainment Managers' Association this week named Marty Bloom and Frank Spalmer to fill vacancies on its board of directors. They fill vacancies created by the resignation of Jack Shea, who has closed his booking office, and Sam J. Levy, who was dropped due to his absence from a specified number of meetings.

Palace, New York
(Friday, June 19)

Capacity, 1,700. Price range, 65 cents to \$1.50. Four shows daily. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Jo Lombardi's house ork.

Again the house comes up with a well-balanced bill, except for the fact that it ends on a high note, instead of the usual tapering off. For some reason or other, vet Gus Van is in the closing slot, and for a lot of us who have delighted in his nostalgic chanting over the years, his bow-off to the house-lights seems anti-climactic. A pewsitter naturally asks himself: What happened with the standard closing act?

The show gets off to a fast and furious start via the tumbling antics of the Atomics, four gals and a pair of lads, who wind up with collective tongues hanging out in cumulative exhaustion. The sextet are good across and give everything they've got circus-wise.

Chet Clark follows with a good virtuoso turn on the harmonica, opening with a somewhat overdone arrangement of "Second Hungarian Rhapsody" to show off mouth technique, but redeeming with a smart pop medley and a sock blues finish. Likewise present is newcomer Margee McGlory with chant impressions of current favorites. She has considerable on the ballad and is particularly good on impersonations of Louis Armstrong and Judy Holliday. The routine needs revision via scrapping of Billy Daniels and Nat Cole bits. Her impressions of Lena Horne and Pearl Bailey come across okay.

Sis and Sonny Arthurs

Aside from Van who is exactly right all over again, top contributions stem from returnees to Palace fold. Sis and Sonny Arthurs offer up their excellent acromedy-terp routines — sharper and more polished than this time last year. Herman Hyde and Jean March click for a 'steenth time with that absurd parade of trick musical gadgets—a sure-fire comedy act in any competition. There isn't a better adagio act around than that projected by Helen Vernon and her two husky partners. And, of course, Jay Marshall with his bagpipe bit, comments on his odd relations, and his beautiful venter finale with his gloved left hand serving for a dummy, is completely sock, as usual, with the customers.

It is an over-all good bill, but if this reporter had the programming to do, he'd tee-off with the Arthurs and wind-up with the Atomics. In between, everybody could move up one slot.

The pic is "Take Me to Town." Bob Francis.

Tiffany Club, Los Angeles
(Sunday, June 7)

Capacity, 175. Price policy, \$1.25 admission. Shows at 9:30, 11, 12:30 and 1:30. Owner-operator, Charles Landis. Booking, non-exclusive. Estimated budget this show, \$3,000.

Nat (King) Cole returned to nitery work here after a brief lay-off caused by illness. He showed no ill effects. He was in fine voice (Continued on page 42)

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Night Club-Vaude Reviews

Radio City Music Hall, New York
(Thursday, June 18)

Capacity, 6,200. Price range, 80 cents to \$2.40. Four shows daily. Booker, Leon Leonidoff. Producer, Russell Markert. Show played by Raymond Paige's house ork.

This new show has about everything except a water ballet. Using its electric equipment and revolving stages to good effect, Russell Markert put together a solid package full of flash, singing, novelty and some comedy.

Tagged "A Summer Medley," delightful ballet, with the kids split into two companies—one in silver and the other in gold, with each group headed by its own ballerina. Brunhilda Roque and Janet Hornby as the ballet soloists were magnificent. Their points were sharp, but more important they projected all the way.

The Tom Parris Trio, trampoline act, followed with straight tosses and minor bits for good hands. The group's best were their twists and gainers ending in full shoulder stands. Two boys did most of the work. The fem's contribution was minor, except in dressing up the act.

Gimmicks

The Rockettes were brought on by a novel gimmick. Against a Music Hall stagedoor outside set, four Air Force cadets made like chanting and singing stagedoor Johnnys. This segued into a scrimmed-shadow effect showing the kids in their dressing rooms making up, limbering, etc., awaiting the curtain call. When the call came they ran down stairs (still in shadow effect) onstage to go full-view into their justly famous centipedic terps. To further heighten the eye appeal, the number segued into a black light effect, milking still larger hands from the house.

Jay Lawrence (Larry Storch's kid brother) worked in the bridge for his first Music Hall date. Working in a draped set to simulate a smaller stage, Lawrence did a pleasant job. His chatter was affable, even if it didn't get heavy yocks. His best was his prize fight routine which got a few big laughs and a solid walk-off hand.

"Love Parade"

The finale was an elaborate costume number, with dancing and glee club framing, called "A Love Parade." It started off with the girl seated at a king-sized dressing table, while chanting about her love, then went to the boy, an officer in the Queen's Guards, singing with his lads and segued into a massive ballroom scene with a big wide stairway center stage. The girl swept down the stairs and the boy met her with more singing and dancing. An exciting flash effect ended the number with the words: "in honor of her Majesty, there will be fireworks in the Palace garden." The switchboard then went to work with an elaborate display of colored lights that brought tremendous hands.

Mildred Ellor and Ronald Rogers, as the girl and the boy, were both well cast and sang their songs in appropriate fashion. Pic, "Dangerous When Wet." Bill Smith.

Ramona Room, Hotel Last Frontier, Las Vegas, Nev.
(Tuesday, June 16)

Capacity 360. Price policy, no cover, no minimum. Shows 8:30 and 11:30 nightly; late show Saturday, 1:30. Owner and booker, Jake Kozloff. Producer, Eddie Fox. Publicity, Harvey Diederich. Estimated budget this show, \$14,000. Last show, \$10,000.

A combination of youth and nostalgia has never failed to please an audience, and master showman Paul Whiteman plays both to the limit in the show he unveiled here. It's a "natural" for (Continued on page 42)

Roxy, New York
(Wednesday, June 17)

Capacity, 5,886. Price range, 80 cents to \$2. Four shows daily. Booker and manager, David Katz. Producer, Arthur Knorr. Show played by house ork.

The house is presenting a rather unusual blade spectacle this time out. Along with the skaters the new show features a comic piano recital by Rolly Rolls, a ballet dancer who trips over the ice with toe shoes, and the outstanding comedy act, the Bruises, who cavort thru their charwoman routine with their usual unbridled enthusiasm. Yet in spite of this seemingly incompatible line-up, the new show is a good one, which, via its "Penthouse Party" format, jells neatly. It starts out slowly, builds, gets a great hype from Folls, and ends with flash due to a smart chorus routine and the Bruises as a closer.

The "Penthouse Party" idea, a good one on the part of choreographer Boots McKenna, offers a lot of room for individual acts and skating turns. The party format is aided by the use of the chorus and the attractive set, plus the introduction of such characters as butler, maids, chauffeur, chef, valet, entertainer, et al., who lend a believable air to the proceedings.

The Bruises, of course, do not need any special character, as they are the country's most amusing "cleaning women," and one of the top comedy acts in the blade business. Here, as with the "Hollywood Ice Revue" every year, the boys turn in their usual knockabout routine, and draw (Continued on page 42)

Sands Hotel, Las Vegas, Nev.
(Friday, June 12)

Capacity 444. Price policy, no cover, no minimum. Shows at 8:30 and 11:30 nightly; late show 1:30 Saturday. Owner, Jake Freedman. Booker, Jack Entratter. Producer, Bob Gilbert. Publicity, Granoff, Freeman Associates. Estimated budget this show, \$16,500; previous show, \$26,500. (Continued from page 2)

in captivity who does the splits twice a night.

Armstrong, who is by now twice the size of the publicity photos he still uses, opened with his old familiar "Sleepy Time Down South," and followed it with a jump he calls the "Vittle Song."

The combo gave out with a brassy version of "Don't Mean a Thing," which was followed by "That's My Desire," with "Satchmo" and Velma going thru a contortion routine as best their combined 500 pounds would permit. Climactic number was a torrid something called "Steak Face," with Cole featured on drums.

Preceding the featured acts was a vigorous dance team, Jeanne and Charles Cerney, who went thru their graceful, acro numbers to the music of "Clair de Lune" and "Begin the Beguine."

The Sands presented a new chorus line with the current show, featuring four light-footed chorus boys among the shapely chorines for the first time. The colorful line numbers featured vocalists Pam Garner and Charles Nelson, and Jack Ackerman dancing a specialty. Ed Oncken.

Caught Again

RIVIERA, FORT LEE, N. J.: Jack E. Leonard just about murdered them on night (17) caught. His insult-type humor, most of it ad lib, registered almost from the walk-on and kept in high gear until he wound up his 35 minutes or so. Leonard's bit with Tony Martin was particularly effective. Apparently the opening night bugs were out of the act, and the boys worked beautifully to a packed house.

Tony Martin was seldom better. His choice of standards, pops and current novelties had him on top all the way, finishing to a beg-off. Bambi Lynn and Rod Alexander, dance team, also freshened up their act by putting more commercial routines in. The result was a terrific mitt. Bill Smith.

Desert Inn, Las Vegas, Nev.
(Sunday, June 14)

Capacity 500. Price policy, no cover, no minimum. Shows at 8:30 and 11:15 nightly. Owner, Wilbur Clark. Booker, Frank Sennes. Producer (for this show), Noel Sherman. Publicity, Gene Murphy. Estimated budget previous show, \$2,500. Budget this show, \$19,750.

For the first time in Las Vegas, an outdoor show has been booked to utilize the swimming pool as a stage during the warm, balmy evenings which Las Vegas enjoys in the summer. At the Desert Inn, the outdoor production is serving a double purpose. Besides creating a well-attended innovation, it permits remodeling of the Inn's Painted Desert Room this month.

Billed as Noel Sherman's "Aqua Fair," the show is actually about half in the water and half out of it. While Johnny Weissmuller is billed as the star, he does little but swim up and down the pool, and his portion of the show suffers in comparison to the (Continued on page 42)

Chicago, Chicago
(Friday, June 19)

Capacity, 3,915. Price policy, 46 to 98 cents. Four shows daily. House booker, Harry Levine.

Refugees from Chicago's 100-degree heat find it easy to get warmed up all over again by the current offering, and understandably. It's a good package. Fast-paced, it builds thruout and winds up with torrid dancing by the Four Step Brothers that causes the customers to forget the heat and give heartily with their mitts.

Opener is Pryde and Day, juggling-unicycle act, and a good one, which sets up for Snooky (Lucky Strike) Lanson, who takes it from there and builds it. He runs thru several top tunes, then swings into a medley of old-timer favorites and winds up with "Old Man River," which registers solidly.

Comic Harvey Stone follows, and even tho his material, particularly that on experiences as a G.I., has been given plenty of mileage, his delivery scores solidly.

Then in move the Step Brothers and a heat wave. For the most part they give specialty tap dances, and all score big, not because of their skill alone but because of their obvious enjoyment in doing their torrid foot work.

Herb Dotten.

Hotel El Rancho Vegas, Las Vegas, Nev.
(Tuesday, June 16)

Capacity 300. Price policy, no cover, no minimum. Shows 8:15 and 11:15 nightly; late show Saturday, 1:15. Owner and booker, Beldon Kalleman. Producer, Tom Douglas. Publicity, Dorothy Gunn. Estimated budget this show, \$14,000; previous show, \$7,500.

An interesting new twist in entertainment policy was started this week at El Rancho Vegas when the Steve Gibson Redcaps were pulled out of their regular show spot in the hotel's Opera House, and put to work in the cocktail lounge from 1 a.m. to 4 a.m. nightly. The move was a bid by the management for the late-hour wandering trade along the Las Vegas Strip, and has paid off with full attendance during normally light midweek a.m. hours.

Featured in the Opera House show is singer Gordon MacRae, whose act includes his wife, billed as Sheila Stephens. MacRae strives for variation in his routine and proves to be an able mimic, but falls short as a story teller and dancer. MacRae still appears as a boy just out of his teens after all these years. He pleasantly delivers such numbers as "You," "How Do You Speak to an Angel?" and "Begin the Beguine" before breaking into his routine as a joker. At this point, MacRae is joined by wife Sheila, and they deliver "Trolley Song," "Be My Little Baby Bumblebee" and "By the Light of the Silvery Moon" as duets.

Second spot on the show is held by tiny songstress, Damita Jo, as the featured vocalist with the Red Caps. She carried on alone when the group moved out to the (Continued on page 42)

Ciro's, Hollywood
(Monday, June 8)

Capacity, 460. Price policy, \$2 cover. Shows at 10:30 and 12. Owner-operator, Herman D. Hover. Publicity, Jim Byron. Booking policy, non-exclusive. Estimated budget this show, \$3,700. Estimated budget last show, \$3,500.

Ciro's is jumping and will be for the duration of current bill. Ray Anthony ork returned here after three years and at a propitious time for Herman Hover, who knows a good thing when he sees it. An ork in his spot is sure to attract the deluge of commencement parties for the younger set and Anthony is an attraction that'll please. For such a spot as Cairo's, the ork may be a little brassy, even with a toned-down version as Anthony promised, but this is of minor consideration.

On night caught, because of a private party, show was cut short. Ork limited its offerings to backing the Skyliners (six boys, four (Continued on page 42)

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Mischa Elman To End 43-Year Victor Tie-Up

Is Latest to Quit Over Playing 2d Fiddle to Heifetz

NEW YORK, June 20.—Mischa Elman, world famous violinist, will end a 43-year association with RCA Victor when his current contract with the record company expires in September. The parting between artist and diskery will not be on the friendliest of terms. It will follow protracted attempts to iron out internal resentment over the question of which violinist on the label is to have the opportunity to record the more important works in the fiddle literature.

Elman, meanwhile, is known to have entered into discussions with other diskeries that may soon lead to a new affiliation. The prospects include several domestic record companies, and at least one foreign firm which is distributed heavily here. No decision, tho, is expected to be reached before the fall.

The pending move by Elman spotlights again the repertoire problem faced by top ranking performers pacted to firms whose artists' lists are already studded with great names. Only a month ago it was reported here exclusively that Nathan Milstein was anking Victor to sign with Capitol (The Billboard, May 16) where he is expected to cut major violin works during the term of his five-year contract.

In Elman's case, his disaffection with Victor is definitely known to involve repertoire problems. In recent years, the diskery has apparently reserved its most tempting fiddle slicings for Jascha Heifetz, who is reported to have first refusal rights on all contemplated violin waxings. The Heifetz pact is also believed to include a provision barring label duplication for five years of any work he has recorded.

Sacks to Tell of RCA Upsurge

NEW YORK, June 20.—Manie Sacks, vice-president and general manager of the RCA Victor Record Department, will predict a heavy increase in sales of disks and continued strong outlook for the future in a speech to be delivered Tuesday (23) at a meeting in Camden, N. J., of the diskery's overseas distributors.

Key factors in the business upsurge, according to Sacks, are the greater appreciation of classical selections, availability of holiday-industrial-special occasion music, and a 300 per cent increase in record players in use.

Sacks will point out that there are currently 24,000,000 record players in use against the 8,000,000.

(Continued on page 38)

All-Industry Licensing Group Sets 1st Meet

NEW YORK, June 20.—The augmented committee of television station execs, titled the All-Industry Local Music Licensing Committee, has scheduled a meeting for Thursday (25). The committee, which seeks to resolve the deadlock existing between the American Society of Composers, Authors and Publishers and the TV station and network interests, is empowered to seek solutions on both the blanket and per program license levels.

Since the formation of the committee at the recent convention of the National Association of Radio and Television Broadcasters, traders are more hopeful of a peaceful solution of TV's music problem. The committee, it is felt, is broad enough in experience and viewpoint to make headway with the ASCAP brass.

TO NAME ARFIE BRAVES MASCOT

MILWAUKEE, June 20.—Patti Page's dog, Arfie, will become the official mascot of the Milwaukee Braves.

Patti, who is an official daughter of the city by virtue of having been presented with a key to the city by the mayor, is retaliating by presenting the pride of the city, the Braves, with her own pride and joy, Arfie. The presentation will be made Sunday (21) during a doubleheader between the Braves and the Giants. Charlie Grimm, manager of the Braves, will accept the dog on behalf of the team.

Patti is one of 11 persons to receive the key to the City of Milwaukee, and the only entertainer to receive this honored award, it was announced.

Grean Named To Post in S-J Pubber Group

NEW YORK, June 20.—Charles Grean this week joined George and Eddie Joy and Joe Csida as vice-president and general manager of Trinity Music, Inc., the group's newly formed Broadcast Music, Inc., firm, which begins active operation July 1. Grean will also serve as administrative assistant to Csida in the operations of Santly-Joy, Hawthorne and Oxford, the group's three American Society of Composers, Authors and Publishers firms.

Grean during the past 18 months has been devoting his time to writing, publisher consultation and free-lance disk production. Prior to that he was pop artists and repertoire director for RCA Victor for a year and a half. He had served on the RCA Victor artist and repertoire staff previously for three and a half years.

Altho Grean's position with the Joy-Csida firms will be a full-time operation, he will continue to make himself available for a limited amount of free-lance record production.

May Try to Form Indie Distrib Org

NEW YORK, June 20.—Rumblings in the trade this week indicated that another attempt is being planned to set up an independent distributor organization, the purpose being to standardize operating practice among indie manufacturers and distributors. A number of manufacturers and distributors are known to be aiming for the coming National Association of Music Merchants convention in Chicago as the time and place to try to ship such an organization into shape.

Tho the NAMM has sluffed off

Disk Dealer Associations Seek to Strengthen Selves

Chicago Group Wants United Front; Others Trying to Reactivate

NEW YORK, June 20.—Dealer groups, both active and dormant, in Chicago, Philadelphia and here, are currently moving to strengthen their position within the disk industry via concerted efforts to correct what they term "abuses" against retailers. The Chicago group, organized about eight years ago, has contacted key dealers in other cities in hopes of presenting a united dealer stand on many industry problems during the upcoming National Association of Music Merchants convention. Philadelphia dealers, about 25 strong, met recently on an informal basis to discuss their common beefs. In this city, too, attempts are now being made to revive interest in the former and short-lived dealer group which once had about 70 members.

The Chicago group, organized as the Chicago Record Dealers' Association, Inc., is currently canvassing dealers thruout the country for their preferences on a date next July to hold a dealer forum in Chicago. The Association's president, Emery Gates, Village Music Shoppe, Oak Park, Ill., is asking dealers to pick either July 14 or 15 for the date of the session. It is known that the meeting will be held apart and in a different location from the NAMM convention at the Conrad Hilton Hotel. Thus far, Philadelphia dealer Alex Getlin, who also publishes Record Aid, has agreed to work with the Chicago group in publicizing the proposed meeting via his mailings. Other dealers have been contacted and have signified intentions to participate.

The Chicago group will further its plans at a meeting to be held on June 30. The association's tentative agenda of topics to be discussed with manufacturers and distributors are: 1) Elimination of mail order price cutting; 2) halting of sub-distributor special discounts and the proposed merchandising of disks via supermarkets; 3) stopping "one-stop" dealers from selling to retail customers at cut prices; 4) increased return

(Continued on page 40)

No EP Pkg. For M-G-M's 'Caesar' Album

NEW YORK, June 20.—M-G-M Records has reversed the current diskery trend toward favoring EP packages over 45 r.p.m. albums by announcing the release of the sound track version of dramatic highlights from the film "Julius Caesar" on a 12-inch LP and in a five-record 45 r.p.m. album. No EP package will be released.

The diskery is pointing out to distributors that the 45 r.p.m. album will be cheaper for the consumer to buy in this specific instance than would an EP package. M-G-M claims that the records in the 45 set will contain between five and six minutes of playing time per side. The EP recording technique was used, says M-G-M.

Distributors are being told that the label could issue the 45's as EP disks, since they are "longer-playing" 45's, but that the price to consumers would be \$1.47 per disk, while the 45's sell for 89 cents per disk.

Decca Cuts 45 Album Prices

NEW YORK, June 20.—Decca Records will dispose of its remaining inventory of conventional 45 r.p.m. albums at half price beginning June 29. Since its recent move into the extended-play field, the diskery has slowed down on further production of standard donut-disk packages. The decision has no effect on continued production of 45 singles.

A similar step is being taken by Coral, which also is set to make its 45 package merchandise available at half price at the end of the month. Some 400 albums of all categories are involved in the Decca action. In Coral's case, remaining inventory on several dozen sets will be affected.

Both diskeries plan to convert a good portion of their 45 album sets to EP. In some cases the converts will be partial editions, with the best slicings excerpted to fill a single EP disk. Most future pop LP releases will be made available simultaneously on EP.

Bergman Quits King A&R Post

NEW YORK, June 20.—Dewey Bergman this week resigned as artist and repertoire topper for King's pop records, a post he has held for the last 17 months. His resignation is effective July 1. This continues the recent surge of changes at the a.&r. level.

Bergman in commenting on his departure said that he is mulling offers that have come his way in the last two weeks. He expects to announce his decision next week.

When contacted about the change, Syd Nathan, president of King Records, said that he felt that Bergman had done a fine job in getting King started in the pop field, despite many obstacles

(Continued on page 40)

1,100 Attend AFM Confab in Montreal

Petrillo to Give Annual Report; Tiff With AFRTA, Dept. of Arts, to Be Discussed

MONTREAL, June 22.—More than 1,100 delegates representing locals in the United States, Canada, Hawaii, Alaska and Puerto Rico have convened here to attend the 56th Annual Convention of the American Federation of Musicians.

The convention gets underway today, with James C. Petrillo, AFM chief, scheduled to highlight the business sessions with his annual report (The Billboard, June 20).

Officers, delegates and their wives, totalling about 2,000, are being welcomed by Andy Tipaldi, president of the Montreal host local; Hon. Camilien Houde, mayor of Montreal; Hon. Paul-Emilie Cote, representing the

Federal Minister of Labor, and Percy R. Bengough, president of the Trades and Labor Congress of Canada.

AFRTA Tiff

The annual convention, top law-making body of the AFM, will continue in session until Thursday (25) at Montreal's Show Mart. The union's jurisdictional tiffs with the American Federation of Radio and Television Artists (The Billboard, June 13) and Petrillo's campaign to establish a Federal Department of the Arts (The Billboard, June 20), are expected to receive some deliberation in addition to the union's age-old problems of employment inroads caused by mechanization.

Scheduled for deliberation by the exec board are the problems of upcoming negotiations with the disk industry, broadcasters, control of foreign tapes, and possible changes in the AFM's royalty philosophy with regard to the 5 per cent levy on TV film.

ASCAP Appeal Board Elected

NEW YORK, June 20.—Balloting for elections to the board of appeals of the American Society of Composers, Authors and Publishers was completed this week, with three writers and three publishers elected to represent those segments of the Society's membership.

Writers elected to the board are Abel Baer, John Redmond and Dr. Douglas Moore.

Publishers elected are Tommy Valando, Joseph Santly and Joseph Fischer—the latter of J. Fischer & Bros. Dr. Moore and Fischer represent the standard fields.

AMP Gets Sheet Sales in West

HOLLYWOOD, June 20.—Coincident with enlargement of its Hollywood office, Associated Music Publishers, Inc., wholly owned subsidiary of Broadcast Music, Inc., this week extended its operations to cover the 11 Western States in a sheet music sales capacity.

The local office, in operation since November of last year, carries on activities in motion picture and TV film synchronization, public performances and general promotion of classical music for

(Continued on page 41)

the record industry in recent years as an official part of the program, this year's meet shapes up as one of the hottest in some time — on an unofficial basis. Plans for establishing and furthering dealer associations in various cities (see separate story) as well as this hoped-for distributor organization, will undoubtedly reach a peak at the NAMM convention, with much caucusing and backroom conversation in the offing.

Some of the practices plaguing indie manufacturers and their distributors are noted in another story in this issue.

Standardized Methods

The distributors hoping to reach the point of fruition in setting up an organization are specifically looking for standardized methods of doing business by which all will abide. These include the elimination of price deals and transshipping. They want specified orderly procedures for changing lines from one distributor to another. They are looking for standardized methods of promotion among other things.

While hopes in some quarters are high that a meeting of the minds can be reached, some feel that because of the competitive nature of the record business and the habits that have been formed over the years, this is only a pipe dream. They point to past efforts of this type to get together that failed. Nevertheless, they point out that the need for a standardized code of practices is so vital, they will help push the idea in any way they can.

MONEY'S THE OBJECT

Ballrooms, Parks Want Disk Star
1-Nighters, But Names Balk at Pay.

Continued from page 1

up in The Billboard last week via a story about Joni James' drawing 3,500 people and grossing \$5,000 in San Diego, Calif., and grossing \$3,500 in San Luis Obispo, Calif. Assuming that the thrush worked these locations for \$1,500 against 60 per cent, she came out of San Diego with about \$3,000 for the night, while the promoter grossed some \$2,000 out of which he paid rental, promotion, etc. Both the promoter and Miss James should have been quite happy, say bookers.

Ops' Arguments

The operators, of course, are trying to convince the performers that prices of \$1,500 against 60

per cent are too high. They point out that at such a deal, the act goes into percentage when the spot grosses only \$2,500. And this is before the operator has made a nickel and still has the costs of the band, etc., to cover.

It is also being pointed out that appearances of name artists at ballrooms will help hype the dance band business which, in turn, will help disk artists by creating more demand for pop music.

Indie Pop Labels
Push Special DealsSubstantial Concessions to Distributors,
One-Stops in Growing Competition

NEW YORK, June 20. — The growth of over a dozen indie pop labels to a position of strength and comparative stability (The Billboard, June 13), and the resulting intensification of competition in the field has caused many of the indie pop lines to offer substantial concessions to their distributors and to one-stops. Chief reason, naturally, is to get the jump on the competition. Each label strives to have its distributor push that label's new platters ahead of every other label. This is not merely a summer concession, but one that appears to be a year-round proposition. This is standard procedure in the r.&b. field, but it is comparatively recent among the indie pop firms.

More than one indie firm today is offering its platters to distributors at prices 2 to 7 cents below the normal distributor cost. Some firms sell their platters at 36 cents and others at 38 cents in quantity, in spite of the fact that 42 cents is the accepted distributors cost on 78 and 45 r.p.m. waxings.

Another method in use offers the distributor a deal on certain records, one that works about as follows: 500 records free on the first order if the distributor buys an equal amount. And many indies also offer 100 per cent return privilege, or what is commonly called guaranteed sale.

It is true that these concessions are not made on every record released by any of the competition-happy firms, but usually only on those platters that they feel have a real chance to make some noise. The reasoning here is that this will help get the possible big record started and that it helps the distributor, who has a real incentive to go all out on pushing the platter.

At the same time, those firms

who do not make any concession to distributors, or will do it only because they feel the competition makes them do so, claim that these practices hurt, rather than help business. In the first place, they claim, once a diskery gives a distributor an extra break, he will demand the same break on all forthcoming releases. It also gives the distributor a club to use over other diskeries who do not sell for less than 42 cents per platter.

"What is worst of all," stated one key indie exec, "is the gall some of the distributors have after you try to give them a break. It really hurts when a distributor returns the 500 records he bought and asks for credit, and then returns the 500 we gave him for free and asks to be credited on them as well."

It is not only with distributors that indies are making price concessions but, in order to get their wax in preferred slots with one-stops, often by-pass distributors and sell direct to one-stops. Since some one-stops can move as many disks as many distributors, the diskeries figure they are ahead of the game sales-wise. And since they can sell to one-stops at distributor price the one-stops are more than happy to deal directly with the indie. Substantial con-

(Continued on page 40)

PAL CHIEF IS
DISK PLUGGER

NEW YORK, June 20. — Latest entrant into the field of disk promotion is this city's Deputy Police Commissioner James B. Nolan. Nolan heads the Police Athletic League, a police-sponsored activity to keep youngsters busy, entertained and off the streets. He's currently visiting local deejays to get spins for the Henry Jerome ork's M-G-M disk, "Pie Wock A-Jilly Wock." The disk features Jerome's young son and 100 kids who belong to the PAL, as a vocal group. Part of the royalties go to the PAL Fund. Tonight (20), Jerome will have 100 kids as his guests at the Hotel Edison's Green Room where the Jerome ork is working.

SYD NATHAN

Form Letter
Has Pubbers
Reflecting

NEW YORK, June 20. — From Syd Nathan, prexy of King Records, has come a form letter concerning publisher relations with his diskery that has caused some raised eyebrows among publisher recipients. Lecturing the pubbers with his pen, Nathan says:

"Anywhere from 5 to 10 weeks after a record has hit the market, we will receive a letter and a copy of the tune, and the letter will very kindly advise us that the tune has been recorded by so-and-so on such-and-such a label, and that your company thinks it a good idea if we would cover the tune. My suggestion is that whoever in any company sends out this type letter should be immediately promoted — to janitor."

Asserting his knowledge "that some a.&r. men have pet publishers," Nathan advises all "that this will not be tolerated by me. All we ask is to be given the truth and not presented with a tune, told it had not been shown

(Continued on page 41)

Mills to Set Up
New Affiliates
In France, Italy

NEW YORK, June 20. — Jack Mills, chief of the growing Mills Music empire, sails for Europe next week to establish new affiliates in France and Italy. During his two-month stay in England and the Continent, he will also check activities of other company operations, laying special stress on the firm's expanding interests in standard and educational music.

Negotiations leading to the expected early establishment of Mills' French firm have been in progress for about a year. The exec's on-the-spot attention is expected to wind up all pending details. The Italian deal is of more recent origin, but also is expected to be set for active operation soon.

The pubbery this month activated a new firm in Johannesburg, South Africa, called Mills Africa, Ltd. Also set this year were affiliates in Belgium and Canada. The Mills London branch has been in operation since 1950 and is already said to be on a paying basis.

Mills said his foreign firms, in addition to exploiting material abroad, are constantly on the lookout for local material suitable for use in the United States. They are also making it easier for Mills to attract new contract writers here. By virtue of the Mills international network, these writers have more assurance of wider exploitation of their material, according to the pubbery chief. His foreign firms, on occasion, will also handle copyrights for other American publishers, Mills said.

Defense Files
Infringe Denial
On 'Cocktail'

NEW YORK, June 20. — Defendants in the Famous Music suit which claims that the ballad "Pretend" is an infringement of Famous' "Cocktails for Two," yesterday filed a denial of the plaintiff's allegations.

Defendants in the Famous Music suit are Brandom Music, Chicago-based publishing firm; clefters Douglas, Parman and LeVere; Keys Music, and six diskeries, namely, Columbia, Capitol, Victor, Decca, Coral and Mercury.

Lawrence J. Greene, attorney in association with Harold Orenstein, filed the denial on behalf of Keys, Brandom's selling agent and the six diskeries. Greene also seeks to have the Famous action against Brandom dismissed on the ground that the publishing firm is Chicago based and not within the jurisdiction of this suit.

The case is in the jurisdiction of the United States Southern District court.

Plot Revision of
ASCAP Log System

NEW YORK, June 20. — The logging system now in use by the American Society of Composers, Authors and Publishers, which has been under growing fire from the publishers and writers, is now undergoing study and evaluation with an eye toward expansion and change. The decision to modify the present logging method was made at a meeting of the Society's board about two weeks ago. It is understood that one of the factors spurring the serious research re the present logging system was due to the continuing logging study made by Hans Lengsfelder, of the Lengsfelder Committee.

At the present time, ASCAP's logging system covers the major networks for national performances and about 170 stations for local performances. Local performances are divided into two classifications, those taken from a fixed list of stations and those taken from a rotating list. Fixed stations and rotating stations are divided as follows: 70 fixed and 100 rotating.

The fixed stations, which are presumably scattered geographically about the country, average about 16 hours of programming per day, or over 100,000 hours of local programming in three months. For the rotating stations ASCAP divides the country into 10 areas, and the 100 rotating stations are divided equally among the 10 zones, 10 stations to each. One station in each area is logged per day, for two and one-half hours per day. This equals 2,250 hours of programming for a 90-day period.

One credit performance is given for each tune logged on fixed stations, and seven and one-half credits for each song logged on the rotating stations. For TV, ASCAP logs all four networks and three local TV stations per day. Each TV plug is worth three credits.

It is understood that ASCAP

ma, add up to 50 stations to its present logging system after the current evaluation has been completed. Serious criticism about the present system has come to ASCAP from those who believe that rotating stations are not covered for a long enough period, that seven and one-half credits are not sufficient and the ratio should be much higher, and that not enough coverage is being given to stations in areas that go for c.&w. or r.&b. tunes.

SAVOY PREXY HAS OWN
DEFINITION OF INERTIA

NEW YORK, June 20. — Herman Lubinsky, president of Savoy Records, this week mailed to his distributors another of his now famous letters in which he gives vent to his thoughts about the record business. Here are excerpts:

"Webster says that inertia is passiveness, inactivity, sluggishness. We, at Savoy, say it is a distributor who's sitting on his ash can, talking about the heat, the weather in general, and the fact that business is dead. We just got a call from one of our distributors who had replaced one of his old salesmen with a new one. The results were astounding. Remember the adage, about the new broom sweeping clean? Maybe that's what some of our distributors ought to do — buy a new broom."

"If you are supporting some of these order-taker, robot salesmen on your payroll, you are losing money. Once in a while the boss gets off his fat fanny and gets out and sells. Possibly the boss doesn't know how to sell; then

he hires someone who does. But if the boss is out playing golf or fishing, how in the h— do you expect to help sell records? Try fishing on week-ends. It might help.

Bulletin Boards

"We know this letter will be on every distributor's bulletin board. We know too that we will be cussed up and down by the salesmen, but salesmen are like trolley cars. You miss one and another will come along. So don't let that worry you.

"There is no such thing as a 'summer slump.' We have proof of that time and time again. The slump has been started psychologically in the minds of salesmen, sales clerks, stores and distributors. A distributor who rolls up his sleeves and is determined to build up his billing is the man who reaps the golden harvest 12 months a year. He doesn't sell demand merchandise spasmodically; he creates demand so that there is a consistent, continual flow of traffic in and out of his establishment."

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The Billboard

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- ... it delivers more buyers . . . brings actual inquiries and sales from a highly-responsive market—and all at regular weekly advertising rates!

Issue Dated July 18
Distributed July 13
Ad Deadline July 9

Bourne Files Reply in Suit Over 'Gang'

NEW YORK, June 20.—Bourne, Inc., this week filed formal reply to the action brought last month by the writers of "That Old Gang o' Mine" over disputed rights to ownership of the copyright. The brief, filed by legalists Gilbert & Gilbert, denied that the writers of the ditty, Billy Rose, Ray Henderson and Mort Dixon, were entitled to renewal rights, and further charged the cleffers with violating the existing renewal pact by "reproducing, selling, licensing and otherwise exercising rights in said musical composition."

The writers, in their suit, claim the song reverted to them upon expiration of the initial copyright period in 1951 (The Billboard, May 23). The key point at issue is whether or not a separate financial consideration, from publisher to writers, must accompany renewal negotiations as a binder to the deal. The cleffers' attorneys, Hays, St. John, Abramson & Schulman, argue that there must be such a consideration. The defendant's attorneys deny this, claiming that the original consideration, plus subsequent money spent in initial and continuing exploitation, is sufficient.

Test Case?
The fate of many copyright renewals may hinge on the outcome of the case. It was common practice for publishers to pick up renewal rights automatically, according to terms of contracts similar in content to the disputed document. Should the writers' suit meet with success, the ownership of many standard ditties could be thrown in doubt.

"Gang," copyrighted in 1923, was assigned originally to Irving Berlin, Inc. In 1944, Bourne, Inc., superseded the Berlin bubbery, taking over all its copyrights. Bourne now asks for a judgment dismissing the complaint and a court declaration that the publishing firm is the "sold legal" owner of the copyright renewal.

Promotion Set For 'Melba'

NEW YORK, June 20.—One of the biggest local promotions to hype a musical motion picture via the use of recordings of the film's tunes is scheduled to take place on Broadway here Monday (22). Exploitation is for the United Artists flick, "Melba," and is being handled by the movie firm's staff, Lyle K. Engel, music promotion exec for UA, and the Bregman - Vocco - Conn pubbery. The entire affair is being tied in with the United Cerebral Palsy fund-raising campaign.

Plan calls for different local deejays to play the disk of film tunes on the hour and half hour, from noon to midnight. On every Broadway corner from 42d to 52d Street will be stationed ice-cream wagons manned by various show business personalities.

Each wagon is to be equipped with a portable radio tuned to the various local jockeys at the time they play one of the flick's tunes. Passers-by contributing to the Cerebral Palsy fund will receive Melba sundaes contributed by Louis Sherry ice cream company.

Contest Set
Exploitation also calls for jocks to solicit contributions and to run a contest among listeners based on letters about the tune, "The Melba Waltz." A heavy prize list for listeners and jocks has been set up.

The event will be kicked off in front of the Capitol Theater by the film's star, Patrice Munsel. The film opens at that house three days later. Names scheduled to man the ice cream carts include Miss Munsel, Sammy Kaye, Biff Elliot, Robert Alda, Frank Parker, Marion Marlowe and Jane Pickens.

The tune has been cut by Percy Faith, Victor Young, Patrice Munsel and Tony Craig. Jocks are getting copies of each disk. Engel has also had stickers for juke boxes shipped to 205 coin machine distributors. Engel's office and UA are also sending a special re-

LC REGISTERS CORONATION

WASHINGTON, June 20.—Britain's official music and text of the coronation services of Queen Elizabeth II have been registered for copyright at the Library of Congress. The entire services performed in Westminster Abbey, including the 19 pieces of music—hymns, anthems and fanfares—as well as all the text spoken by the Archbishop of Canterbury, by the Queen, and by members of royalty and the peerage in swearing their allegiance to the new queen, are included in a 183-page copyrighted book titled "The Music With the Form and Order of the Service to Be Performed at the Coronation of Her Most Excellent Majesty, Queen Elizabeth II."

DIPLOMATS

Ike and Act Of Same Tag Are Thataway

CHICAGO, June 20.—The Diplomats, singing group composed of five Chicago veterans, proved to be just what the name of the group implies. They traveled a thousand miles last week to sing a song for President Eisenhower at the dedication of Garrison Dam in North Dakota.

Altho the President had finished his speech and had descended from the platform to his waiting car, and even tho pressed for time, when he received the specially designed copy of the song, "The Eisenhower March" he took time to listen. "If five veterans want to sing for me, well then, let's hear them," said the President.

The song was written and dedicated by Chicagoan John A. McGee. The recognition of senators was interrupted while the Diplomats sang the song and the President followed the words and music on his special copy. After the song, Eisenhower flashed his famous smile and said, "Thanks boys, that was wonderful."

The group which is handled by Harry Greben, received considerable publicity for the performance and the Camel Caravan showed the program over TV.

OH, HAPPY DAY

Ugly Duck Lays Gold Nest Egg

NEW YORK, June 20.—Sheet music sales for the "ugly duckling" tune of 1953, "Oh, Happy Day," have now passed the 200,000 mark in Great Britain. Added to the American sheet sales, which also hit over 200,000 copies, the tune has now gone over 400,000. This, an excellent figure in this day and age for any pop tune, is a remarkable one for a tune viewed with such scant regard by many publishers.

To conclude the saga of this unique tune, it can reliably be reported that "Oh, Happy Day" is now making a bid for longevity in the sacred field. It has been recorded, with a slightly altered set of lyrics, as a religious effort by the Sunshine Boys on Bibletone Records.

Pubs Get Cut From Majestic

NEW YORK, June 20.—A number of music publishers received a substantial payment this week on mechanical royalties owing to them from the now-defunct Majestic Records, via the Harry Fox office.

Payments were made out of the first cash settlement since the diskery went out of business several years ago.

lease to all newspaper music editors giving the dailies permission to reprint part or all of the lyrics from the tune, "The Melba Waltz."

DISK BIZ SPACE GRABBERS

Consumer Mags Spot Stars As Public Interest Grows

Continued from page 1

"glamour boys and girls," mainly artists, but occasionally even recording executives. In fact, one artists and repertoire man, Mitch Miller, of Columbia, pulls as much space as any artist. A quick survey of the leading record artist space grabbers over the past year includes Johnnie Ray and Rosemary Clooney of Columbia; Les Paul and Mary Ford, Nat-Cole and the mythical "Bozo" the clown of Capitol; Eddie Fisher and Arturo Toscanini of RCA Victor; Joni James and the late Hank Williams of M-G-M; Patti Page of Mercury, and Bing Crosby of Decca. Even New York's photogenic price-cutter Sam Goody is running a lot of artists a strong race in newsteaks.

This is only one side of the picture being covered by the consumer magazines. The economic angles of disk-making are also looked for by the public. To this end such magazines as Fortune have covered the sales of classical records this year, and there have been stories in Life about the 75th

anniversary of the disk business and in The Saturday Review about the 50th anniversary of RCA Victor Red Seal records. Capitol's 10th anniversary was thoroughly covered by Newsweek, and Tide did a financial story on platters. The staid Wall Street Journal covers financial aspects of the disk business almost every other month.

Coin Machines
Coin machines also came in for heavy press play via the industry's 65th anniversary.

There is also a lot of coverage being given today to phonograph equipment, with the most attention to the new hi-fidelity equipment. This new facet of recorded reproduction is being written up in home-maker's magazines as well as publications such as Life.

Naturally, a lot of the space grabbed by record names can be attributed to the hard work of the publicity and promotion men in the major diskeries. Such busy people as Debbie Ishlon of Columbia, Dick Linke of Capitol, Ben

Kemper and Frank O'Donnell of RCA Victor, Mike Connors of Decca and Sol Handwerker of M-G-M have shown the way in planning stories for the top magazines. These promotion people are more than old-styled flacks; they plan and promote stories and angles that include hard work and much research.

News Makers

It is true that many stories that break in the magazines and papers about record artists are unplanned. When a colorful person like Johnnie Ray breaks thru, he needs no publicist to help him grab stories. The death of Hank Williams was straight news copy. And the meteoric rise of Joni James was of a completely unplanned nature. But as a whole most stories are planned, worked on and sweated out to get in such top magazines as Life, Time, Fortune, etc.

Probably one of the most sensational things that happened in the field was the cover of Rosemary Clooney on Time magazine. Time, usually more involved with presidents and kings, this time wrote a complete story of the "Come On-A My House" thrush. Some of the other important stories over the past year on key disk artists include the Life and Collier's stories on Eddie Fisher, The Atlantic Monthly's story and the Reader's Digest reprint on Toscanini's waxing the "Beethoven Ninth," The Saturday Evening Post's story and The Pathfinder's story on Les Paul and Mary Ford, the many parent magazine stories on "Bozo," the Collier's and The New Yorker's profiles of Mitch Miller, the articles in Time, Newsweek, Look and Pathfinder on Joni James and the Ebony story on Billy Eckstine.

C & W Field

In the c.&w. field, Newsweek did a complete story on country music, with Roy Acuff on the cover. The funeral of Hank Williams was covered by papers from coast to coast, and the recent Jimmie Rodgers Memorial Day was covered by many magazines. Perry Como's 10th anniversary in the disk business will be covered in Time and Newsweek this coming week.

Even the "egghead" magazines get into the record act, with coverage of record news, tho from a more dignified angle. And record company executives, no longer the stiff-shirts of old, are even getting their pictures in magazines these days.

Norman Ross Heart Victim

CHICAGO, June 20.—Norman Ross, 57, one of the first disk jockeys in the Chicago area and former Olympic swim champion, died last night at an Evanston, Ill., hospital, following a heart attack at his home there.

The deceased started as a radio announcer in 1929 and in 1935 joined WMAQ, local NBC outlet, with which he has been affiliated ever since. He was widely known for his "Northwestern 400 Hour," early-morning program of light classical music which he has been presenting over WMAQ for the same sponsor for more than 10 years.

Ross was a member of the 1920 American Olympic swim team and at one time held six world records. He served as a pilot in World War I, and in World War II was a lieutenant colonel in the Air Corps.

Surviving are his widow, a son and a daughter.

Shapiro Gets PR Job With BMI

NEW YORK, June 20.—Nat Shapiro, disk and artist flack, has joined Broadcast Music, Inc., in charge of public relations and promotion for the special projects division headed by Russ Sanjek.

Shapiro will handle publicity on such BMI projects as concert music, teen-age book parade, student composers' radio awards, veterans' songwriting contest, etc.

'Bigger Than Ever' Tag for NAMM Show

Mid-June Exhibit Space Reservations Already Top Total at 1952 Showing

CHICAGO, June 20.—The 1953 Music Industry Trade Show, July 13 at the Chicago's Palmer House, will be "bigger than ever," space reservations up to mid-June indicate.

Two hundred and forty-nine exhibitors up to this week had signed up for space, which is seven more than the final figure last year at the Hotel New Yorker. William R. Gard, executive secretary of the National Association of Music Merchants, which sponsors the show in conjunction with its annual convention, expected another month would bring the total number of firms exhibiting this year to 260. In 1951, the last time the show was held at the Palmer House, the number was 247.

"The increase in exhibitors is not the only way the show is growing," Gard pointed out. Companies are also taking more space. The total amount of space sold will be about 6 per cent more than in 1951."

Space Reservations
Space applications disclosed 23 band instrument manufacturers and 28 musical instrument manufacturers would be exhibiting. In addition, there were 28 musical merchandise exhibits, listed most of them containing some band and orchestra instruments. Accordions are listed by 29 exhibitors. Twenty-five piano manufacturers and six organ makers are included in the roster. Four report they will show piano supplies and accessories, and six will have organ supplies and accessories.

Forty-eight firms will show radios and radio-phonographs, while 28 listed themselves in the phonographs, records and accessories field. TV sets will have a place in 24 display booths, with nine naming TV accessories. Hi-Fi is the newest and fastest-growing

Juno, Starday Disk Labels Make Bow

NEW YORK, June 20.—Two more disk labels bowed this week, one in the pop field and one on country and western material. New diskeries are Juno Records here and Starday Records, Beaumont, Tex. The former is headed by Gerald Lloyd and Paulo Alencar, and the latter by the well-known c.&w. personal manager, Jack Starns Jr., and his wife, Neva.

Juno's first release featured the Honeydreamers on a new type of South American folk dance, "The Baion." The ditty has English lyrics. Starday has signed Mary Jo Chelette, Blackie Crawford and Arlie Elton Duff. Crawford was recently with Coral Records.

item for music stores, and this year, 25 firms are showing this equipment. Records, sound equipment, and accessories may be viewed in 12 booths. There will be three sheet music exhibitors, and three showing musical toys. Four associations and 12 publishers of trade magazines are also included.

Between 7,500 and 8,000 are expected to visit the show, which will continue thru July 16.

FORD SHOW

Music Names Get Heavy Loot Share

NEW YORK, June 20.—Music and disk people came in for a heavy share of the money, publicity and viewer attention on the special two-hour Ford 50th anniversary show (see separate review) aired on two video networks this week. Disk names who were featured included Eddie Fisher, Bing Crosby, Frank Sinatra, Teddy Wilson, and an all-star two-beat band and a flock of show business names who have made their mark on records as well. The latter group included Rudy Vallee, Ethel Merman, Mary Martin and Burr Tillstrom's puppets Kukla and Ollie.

The show's producer, Leland Hayward, used two musicians during the telecast, with Bernard Green as conductor and Ray Carter as Green's assistant. Carter, for example, is a well-known arranger and conductor for recordings ranging from pops to kiddie singles and large children's record packages like "Mr. I. Magination."

Musicians put in over 18 hours of rehearsal time preparing for the show. Six arrangers and six copyists were employed to handle the scoring of the various routine and solo numbers. Plugs galore were handed out for both standard tunes and new ditties. Sequences with Crosby and Sinatra were specially filmed in Europe.

Ward Is Cleffer Of 'Bells,' 'Mercy'

NEW YORK, June 20.—The tunes "Mercy, Mercy, Baby," "The Bells" and "Do Something for Me" were penned by Billy Ward, head of the Dominoes, and not by any other cleffer as erroneously reported recently in The Billboard.

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JOHNNY MADDOX

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and

"8 Beat Boogie" Dot 15090

MAC WISEMAN

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and

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with MITCH MILLER ORK.

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Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.

Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

NEWS REVIEW

Finegan Band Does Okay on Eastern Date

NEW YORK, June 20. — On their first location date in this area, the Sauter-Finegan band quickly proved it could duplicate the sound of its disks on personal appearances. While it may not be an exact copy of the studio performance, it is close enough to satisfy even the most critical listeners. Further, the boys have come up with a band which will satisfy the dancers with a strong beat and a fairly good, tho small, book of some 60-odd arrangements.

Crew carries, in addition to the pair of front men, five reeds, three trombones, one tuba, three trumpets, one harp, the standard four-man rhythm section and two additional percussionists. Two vocalists are now working steadily with the band, Andy Roberts and Sally Sweetland. Latter is one of the best-known studio and disk singers in the business who has forsaken lots of regular studio employment to work the Sauter-Finegan. She certainly is one of the best soprano singers around and adds much to the band's value. Miss Sweetland is best identified to the uninitiated as the top soprano voice in almost every choral group recorded in New York. At the moment the band doesn't have much for her in the books, but what she does on stand is delightful. Roberts, too, impresses as a fine band vocalist.

As for the sidemen, they look good, work well and make a striking picture in green tux jackets with plaid lapels. Eddie Sauter and Bill Finegan both look well in front of the band. Attractive fem harpist also lends color.

Disk Arrangements

The crew delivered a batch of their RCA Victor disk arrangements and drew both attention and dancers with their efforts. Effective, too, were a brace of standard tune medleys including such favorites as "Tenderly," "Rain," "All the Things You Are," "Stars Fell on Alabama," "Always" and "Charmaine."

Band has a couple of gang-sing items and has worked up a few sight bits via toy trumpet, kazoo and tin flute. All in all the band delivers everything that can be expected in the way of music from a new ork.

A little more attention, it seems, should be paid to giving the boys a quick downbeat on the various numbers in a set.

A few times the wait between numbers while the boys searched thru the books left the dancers standing mid-floor for too long a time.

Incidentally the band also carries about six mikes, two speakers, amplifiers and an electronic "mixer" operated by either Sauter or Finegan from the podium.

Business at Frank Dailey's Meadowbrook, when the band was reviewed on Tuesday (16), was only fair, but considering the time of week and general run of business at the location, Sauter-Finegan was no disappointment.

Joe Martin.

Mrs. Leonette Steiner, wife of the Warner Bros. composer and musical director Max Steiner, underwent major surgery this week in Cedars of Lebanon Hospital.

BAND'S SIDEMAN LOVES HIS JOB

NEW YORK, June 20.—A sideman's loyalty to his band and his job was dramatically demonstrated last week when trumpeter Bobby Nichols showed up for the Sauter-Finegan band opening at Frank Dailey's Meadowbrook, despite a serious and unusual accident.

Nichols, an old-timer in the business despite his youth, dropped a flat-iron on his foot just prior to the band's break-in location date in the East. The accident necessitated some surgery to his toes. He reported for the job, however, on crutches and is still hobbling on and off the stand.

Artists Added To Bibletone

NEW YORK, June 20.—Bibletone Records, key indie in the sacred field, has added a flock of new talent to its gospel stable over the past few months and is stepping up its release schedule to a minimum of eight to 10 platters monthly. Extensive packings of artists by the diskery portends a major drive in the popular sacred field.

New names on the Bibletone roster include the Sunshine Boys, Peanut Faircloth and the Carter Family, all formerly with Decca; the Singing Star Trio; the Griswold Trio; the Rainbow Quartet; the Imperial Quartet; the Four Leaf Clovers, and the Darnell Family. Groups hail from Texas, Georgia, Alabama, North Carolina and Michigan.

The diskery also has under contract the Le Fevre Trio and the Homeland Harmony Quartet, who have been with the label for a number of years. Don Becker, firm's sales chief, who handled all the signings for the label, stated that the increased interest in popular sacred music spurred the firm's present talent drive. The market for this music, which at one time was limited to the "Bible Belt" has now expanded west to California and east to Pennsylvania.

Merc 'Super Circus' Set

CHICAGO, June 20.—Mercury Records, thru Vice-President Art Talmadge, announced this week that it is producing a series of singles for the Child Craft Series, starring the cast of "Super Circus." The cast includes Mary Hartline, Claude Kirchner, Cliff Soubier, Nicky Francis and Scampy Patton.

Mercury is working in conjunction with Ed Geenenbaum, who holds the rights to "Super Circus" by-products.

"Super Circus" is aired every Sunday over the ABC-TV network, which at present has 48 stations using the show. The show currently holds a Nielsen rating of 14.5. The records will feature both songs and story material by the cast.

Pubber Group to Map Operations

NEW YORK, June 20.—A publisher committee, chaired by Ben Bloom and appointed recently to handle details concerning the proposed NBC disk pre-testing program, is scheduled to hold a meeting soon to draw up a plan of operation.

"... on every glorious Arizona morning I rise and face the sunrise and thank Billboard's staff of experts. Allah!!! I feel that anyone who tries to operate a record business without your aid is kidding himself!!"

John Gale Barker
Barker Music Center
McLellan's Store
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Phil. Orchestra Drops 143.8G

NEW YORK, June 20. — The operating deficit of the Philadelphia Orchestra for the 1952-'53 season was \$143,849.30, of which all but \$3,709.51 was made up by contributors to the Orchestra Fund and income from the ork's endowment fund.

Revenue from record royalties and fees amounted to \$122,711, with total income for the season from all sources totaling \$1,024,156.

The high cost of operating a top-flight symphony ork was spotlighted further in a report this week by the Philadelphia Orchestra Association's president, Orville H. Bullitt.

Total operating expenses were \$1,168,014, including \$710,538 in salaries and travel allowances to musicians; \$107,758 paid to conductors and soloists, and \$154,671 for transportation expenses, hall rentals and stage help. In all, 142 concerts were offered during the ork's 32-week season.

MGM Hitches 'Band Wagon'

NEW YORK, June 20.—M-G-M Records will issue sound-track waxings of the Technicolor musical, "The Band Wagon," in four different disk packages. Sound-track material, featuring Fred Astaire, Nanette Fabray, India Adams and Jack Buchanan, will be available on July 3 as a 12-inch LP, a four-record 78 r.p.m. set and a two-pocket EP set. In addition the "Girl Hunt Ballet" sequence will be separately available as a single EP disk. The ballet sequence is also included in the other three packages.

Meanwhile, the diskery and film company have scheduled a cross-country deejay and TV show appearance schedule for Harold Dietz and Arthur Schwartz who penned the score. The film opens at the Radio City Music Hall here July 15.

Gonzales Five Tours Swedish Folk Parks

STOCKHOLM, Sweden, June 20.—Babs Gonzales and his quintet, making a tour of the Swedish folk parks, will follow this with appearances in the Djurgarden Circus building in Stockholm. The unit includes Kansas Fields, drums; Buck Clayton, trumpet; Randy Downes, piano, and Buddy Banks, bass.

The Deep River Boys are playing a return engagement in Grona Lund Tivoli, where they are prime favorites. The group has been signed up by local booker Mrs. Adolphi for several other park dates in Sweden.

ARMY SELECTS DUO'S MUSIC

HOLLYWOOD, June 20.—The Army this week selected a song by Hollywood tune-sters Jack Hoffman and Jimmy MacDonald as one of five potential numbers to vie for the official Army song. Duo's "I Wanna Be a Soldier" was selected by the Army Song Board and will be included in the Army Hit Kit for Soldier Shows, Vol. IV, a semi-annual publication. Tune is published by Robbins-Miller-Feist.

Barrere East Head of BMI TV Pic Tunes

NEW YORK, June 20.—Claude Barrere this week was named Eastern director of the Broadcast Music, Inc., TV film music department. He will contact and service TV film producers and distributors here as part of BMI's accelerated drive to bring more telefilm series under its wing.

Prior to joining BMI, Barrere was director of a member service of the Broadcast Advertising Bureau, had operated his own program representation service and had been manager of Syndicated Program Sales and assistant advertising-promotion manager of WEAF (now WNBC), New York. BMI's TV film music department is headed by Dick Kirk, head-quartering in Hollywood.

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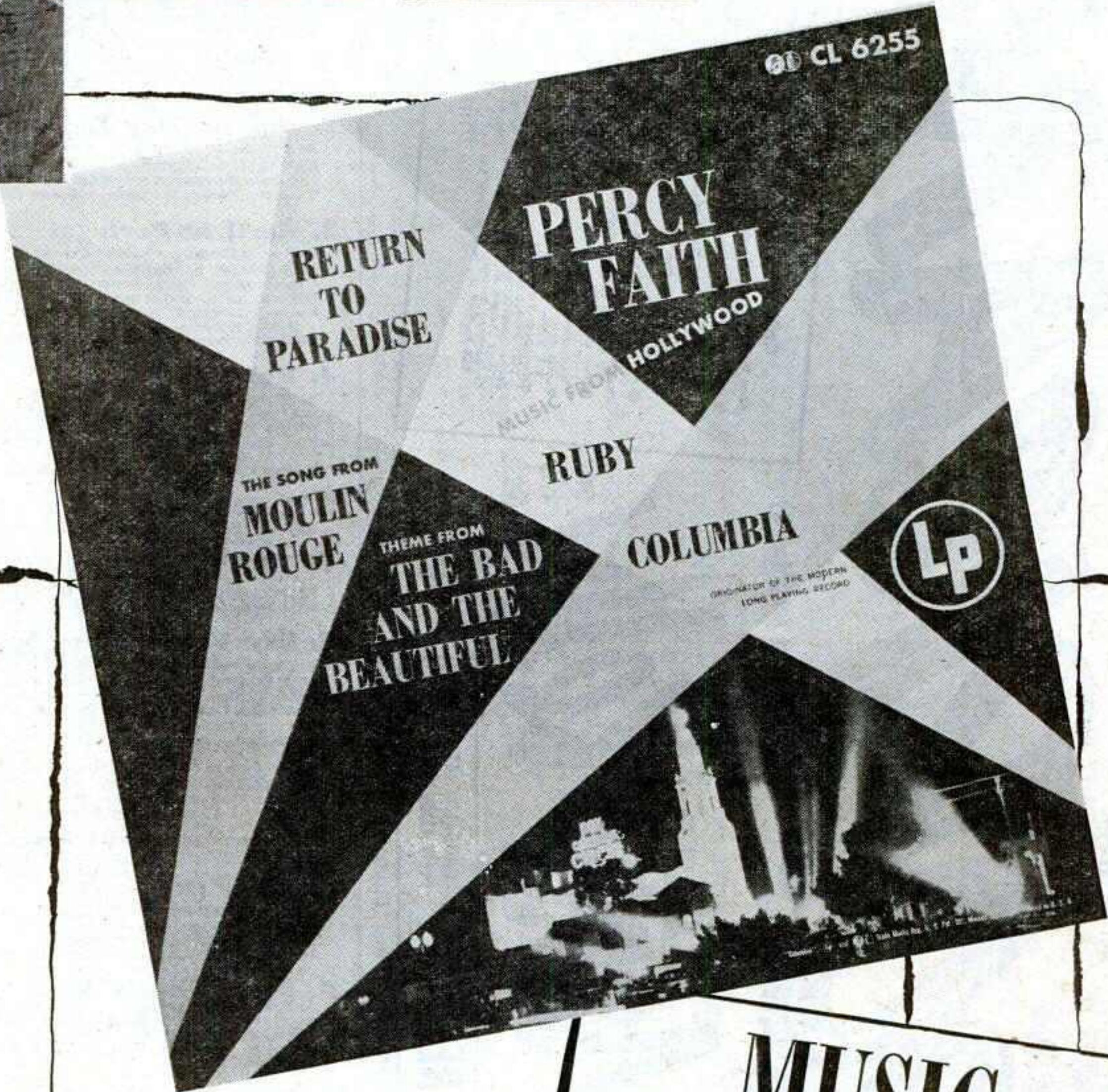
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- THE BAD AND THE BEAUTIFUL

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Dequett Dist. Co., Oakland, Calif.
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315 W. 47th St., New York, N. Y.
Cannat Dist. Corp., Philadelphia, Pa.
1710-12 North St., Philadelphia, Pa.
Cessat Dist. Corp., Newark, N. J.
278 Halsey Enterprises
Gramophone Enterprises
1425 Dragan St., Dallas, Tex.
Gramophone Enterprises
1508 Lealand Ave., Houston, Tex.
Gramophone Enterprises
604 Baronne St., New Orleans, La.

Music Service Co., Great Falls, Mont.
204 4th St., Great Falls, Mont.
Music Suppliers of N. E.
263 Main Temple Co.
North Main Temple Co.
310 9th Ave., Seattle, Wash.
Pac American Record Supply
2061 Champa St., Denver, Colo.
Pac American Record Supply
90 Riverside Ave., Jacksonville, Fla.
Pan American Record Supply
3401 N.W. 30th St., Miami, Fla.
Roberts Record St. Louis, Mo.
1518 Pine St., St. Louis, Mo.
Roberts Record St. Louis, Mo.
321 Southeast Ave.
Kansas City, Mo.
Southeast Dist. Co.
441 Edgewood Ave., Atlanta, Ga.
Southeast Dist. Co.
1705 Fifth Ave., Pittsburgh, Pa.
Sunland Music Co.
1310 S. New Hampshire
Los Angeles, Calif.
Tennessee Music Sales
415 Main St., Nashville, Tenn.

The Billboard Music Popularity Charts HONOR ROLL OF HITS

The Nation's Ten Top Tunes ... for Week Ending June 20

The HONOR ROLL OF HITS is compiled by a statistical formula which automatically measures the comparative popularity of each tune, based on the results of the applicable Music Popularity Charts in this issue. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

- | This Week | Last Week | Chart |
|---|-----------|-------|
| 1. Song From Moulin Rouge (F) | 1 | 12 |
| By W. Engvick, G. Auric—Published by Broadcast (BMI)
BEST SELLING RECORDS: P. Faith-F. Sanders, Col 39944; Mantovani, London 1328. OTHER RECORDS AVAILABLE: Boston Pops Ork, V 10-4166; B. De Franco, M-G-M 11491; S. Fisher, Okeh 6963; J. Hutton, Cap 2429; J. Loro Quintet, Tico 10-170; N. Morales, V 20-5324; N. Perito, Coral 60984; H. Rene, V 20-5264; M. Royal, Mercury 70140; V. Young, Dec 28675. | | |
| 2. I'm Walking Behind You | 3 | 7 |
| By Billy Reid—Published by Leeds (ASCAP)
BEST SELLING RECORD: E. Fisher-H. Winterhalter, V 20-5293. F. Sinatra, Cap 2450. OTHER RECORDS AVAILABLE: C. Butler, Col 39993; V. Damone, Mercury 70128; D. O'Connor, Dec 28692; D. Squires, Coral 60985; J. Young, London 1314. | | |
| 3. April in Portugal | 2 | 12 |
| By Kennedy-Fepuro—Published by Chappell (ASCAP)
BEST SELLING RECORDS: L. Baxter, Cap 2374; R. Hayman, Mercury 70114; V. Damone, Mercury 70128. OTHER RECORDS AVAILABLE: L. Armstrong, Dec 28704; B. Barton, M-G-M 11312; G. Carr, Cap 2223; Y. Giraud, V. 26-7107; F. Martin, V 20-5052; T. Martin, V 20-5279; D. McMillan, Dec 28723; R. Senterl, V 20-4898; F. Zabach, Dec 28646.
TRANSCRIPTIONS AVAILABLE: Freddy Martin, Thesaurus. | | |
| 4. Ruby (F) | 4 | 10 |
| By Mitchell Paris—Published by Miller (ASCAP)
BEST SELLING RECORDS: R. Hayman, Mercury 70115; L. Baxter, Cap 2457; OTHER RECORDS: L. Brown, Coral 60959; L. Douglas, M-G-M 11472; Hot Lips Page, King 4594; H. James, Col 39994; V. Monroe, V 20-5286; N. Perito, Coral 60893; V. Young, Dec 28675.
TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus. | | |
| 5. I Believe | 5 | 17 |
| By Erwin Drake, Irvin Graham, Jimmy Shirl, Al Stillman—Published by Cromwell (ASCAP)
BEST SELLING RECORD: Frankie Laine, Col 39938. OTHER RECORDS: J. Froman, Cap 2332; E. James, Meteor 5000.
TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus; R. Foley, Dec 28694; Henry Jerome ork. Lang-Worth. | | |
| 6. Say You're Mine Again | 6 | 9 |
| By Charles Nathan-Dave Heister—Published by Meridian (BMI)
BEST SELLING RECORDS: P. Como, V 20-5277. OTHER RECORDS AVAILABLE: D. Gray, Dec 28676; E. Howard, Mercury 70134; J. Hutton, Cap 2429; Modernaires, Coral 60982; Three Don-Ginny Greer, Allied 50000. | | |
| 7. Pretend | 7 | 21 |
| By Lew Douglas, Parmar & Le Vere—Published by Brandom (ASCAP)
BEST SELLING RECORD: Nat (King) Cole, Cap 2346. OTHER RECORDS: E. Barton, Coral 60927; D. Belloc, Dot 15048; K. Griffin, Col 39915; G. Lombardo, Dec 28576; S. Long, Dot 1154; R. Marterie, Mercury 70045; H. Rene, V 20-5119; C. Stone, Cap 2407.
TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus; Henry Jerome ork. Lang-Worth. | | |
| 8. Anna (F) | 9 | 10 |
| BEST SELLING RECORD: Joni James, M-G-M 11426. OTHER RECORDS: B. Brewer, V 20-5292; J. Garber, Cap 2377; F. Laine, Col 39938; B. London, Crystal-ette 652; H. Williams, M-G-M 11416.
TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus. | | |
| 9. Seven Lonely Days | 9 | 15 |
| By G. F. Franco and R. Batro—Published by Hollis (BMI)
BEST SELLING RECORD: S. Mangano, M-G-M 11457. OTHER RECORDS AVAILABLE: R. Bloch, Coral 60963; A. Caiola, Victor 20-5252; R. Hayman, Mercury 70114; Three Suns, Victor 20-5246; P. Weston, Columbia 39968; V. Young, Decca 28703. | | |
| 10. Your Cheatin' Heart | 10 | 18 |
| By Hank Williams—Published by Acuff-Rose (BMI)
By Schuman, Schuman & Brown—Published by Jefferson (ASCAP)
BEST SELLING RECORD: G. Gibbs, Mercury 70095. OTHER RECORDS AVAILABLE: Crows, Roms 3; G. Lombardo, Dec 28655; B. Lou, King 1192; D. Meehan, V 20-5219; Pinetopper-Martin Sisters, Coral 60949.
TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus. | | |

Second Ten

- | | | |
|------------------------------------|----|----|
| 11. LIMELIGHT (Terry's Theme) (F) | 12 | 4 |
| Published by Bourne (ASCAP) | | |
| 12. NO OTHER LOVE | 18 | 2 |
| Published by Williamson (ASCAP) | | |
| 13. DOGGIE IN THE WINDOW | 11 | 21 |
| Published by Santly-Joy (ASCAP) | | |
| 14. CRAZY, MAN, CRAZY | 14 | 5 |
| Published by Eastwick (BMI) | | |
| 14. VAYA CON DIOS | — | 1 |
| Published by Ardmore-Harms (ASCAP) | | |
| 16. JUST ANOTHER POLKA | 16 | 5 |
| Published by Frank (ASCAP) | | |
| 17. P.S.: I LOVE YOU | — | 1 |
| Published by Randy Smith (ASCAP) | | |
| 18. MY ONE AND ONLY HEART | 13 | 5 |
| Published by Roncom (ASCAP) | | |
| 19. BREEZE | — | 1 |
| Published by Leeds (ASCAP) | | |
| 20. HALF A PHOTOGRAPH | 17 | 2 |
| Published by Vesta (BMI) | | |

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Buyboard

TOP SELLERS— POPULAR

Based on Actual Capitol Sales Reports

1. VAYA CON DIOS
JOHNNY (IS THE BOY FOR ME)..... L. Paul & M. Ford... 2486
2. APRIL IN PORTUGAL
SUDDENLY L. Baxter 2374
3. HALF A PHOTOGRAPH
ALLEZ-VOUS-EN K. Starr 2464
4. PRETEND
DON'T LET YOUR EYES GO SHOPPING..... N. Cole 2346
5. OH!
SAN P. Hunt 2442
6. RUBY
A LITTLE LOVE L. Baxter 2457
7. GIGI
I LOVE PARIS L. Baxter 2479
8. RETURN TO PARADISE
ANGEL EYES N. Cole 2498
9. I AM IN LOVE
MY FLAMING HEART N. Cole 2459
10. MY ONE AND ONLY LOVE
I'VE GOT THE WORLD ON A STRING..... F. Sinatra 2505
11. LOVE ME, LOVE ME
'TIL I FIND YOU D. Martin 2485
12. I LOVE YOU SO MUCH
LET ME HEAR YOU SAY..... V. Young 2478
13. I BELIEVE
THE GHOST OF A ROSE J. Froman 2332
14. THE NEARNESS OF YOU
GYPSY GIRL B. Manning 2383
15. IT'S ALL RIGHT WITH ME
ALL I DESIRE B. Manning 2493
16. DON'T START COURTIN' IN A HOT ROD
WE'RE A-GROWIN' UP T. Ernie & M. Bee... 2473
17. BLUE GARDENIA
CAN'T I N. Cole 2389

LATEST RELEASE

No. 374

- I FORGOT MORE THAN YOU'LL EVER KNOW
POOR BOY, RICH LOVIN' Sonny James 2508
- OH, YEAH!
NOTHIN'S WRONG WITH NOTHIN' Timmie Rogers 2509
- BORN AGAIN
FROM MOTHER'S ARMS TO KOREA The Louvin Brothers... 2510
- BAIA
ALL ABOUT RONNIE Stan Kenton 2511
- OH, THESE LONELY NIGHTS
I'LL FORGET YOU June Hutton & Axel Stordahl 2512
- I'VE GOT A LOT OF LOVE, BABY
BY DEGREES Jimmie Skinner 2513
- THE PRESIDENT'S LADY
WHITE HOUSE SERENADE Jackie Gleason 2515

The **FOUR KNIGHTS**
SPOTLIGHTING THE BASS VOICE OF
OSCAR BROADWAY

"TENNESSEE TRAIN"
and
"BABY DOLL"

CAPITOL RECORD NO. 2517

TOP SELLERS— COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

1. RUB-A-DUB-DUB
I'LL SIGN MY HEART AWAY
H. Thompson 2445
2. MINNI-HA-CHA
I LOST MY HEART TODAY
F. Huskey 2495
3. OKEE-FI-NO-KEE
UNDECIDED HEART
L. Bonds 2499
4. THE MARSHAL'S DAUGHTER
THE SAN ANTOINE STORY
T. Riffer 2475
5. I CAN'T WAIT
WHAT'S THE USE TO LOVE YOU
F. Young 2461
6. I HAVE BUT ONE GOAL
THE SINNER'S DREAM
Smith Brothers 2492
7. THE WHEEL THAT DOES THE SQUEAKIN'
I CAN'T RUN AWAY
J. Dolan 2482
8. I'VE GOT TO WIN YOUR LOVE AGAIN
I CAN'T LAST LONG
S. McDonald 2434
9. I'LL STOP LOVING YOU
I DON'T WANT YOUR KISSES
G. C'Quin 2490
10. I FEEL IT IN MY SOUL
ASK, YOU SHALL RECEIVE
M. Carson 2477

BEST SELLING— POPULAR ALBUMS

Based on Actual Capitol Sales Reports

1. MUSIC FOR LOVERS ONLY
Jackie Gleason 352
2. CAN-CAN
Original Broadway Cast 452
3. LOVER'S RHAPSODY & SONGS
FROM LOVER'S RHAPSODY
Jackie Gleason 366
4. SKETCHES ON STANDARDS
Stan Kenton 426
5. THE HIT MAKERS!
Les Paul & Mary Ford..... 416
6. BY THE LIGHT OF THE SILVERY
MOON
Goron MacRae & June Hutton... 422
7. JANE FROMAN FAVORITES
Jane Froman 429
8. NEW CONCEPTS OF ARTISTRY
IN RHYTHM
Stan Kenton 383
9. MEMORY SONGS
Jo Stafford & Gordon MacRae... 428
10. THE BILLY MAY BAND
Billy May 412
11. PARTY PANIC!
Mel Blanc 436
12. TEX RITTER SINGS
Tex Ritter 431
13. UNFORGETTABLE
Nat (King) Cole..... 357

TOP SELLING— CHILDREN'S ALBUMS

Based on Actual Capitol Sales Reports

1. HOPALONG CASSIDY AND THE
MAIL TRAIN ROBBERY
William Boyd 3164
2. NEVER SMILE AT A CROCODILE
& FOLLOWING THE LEADER
Jerry Lewis 3163
3. ANIMAL FAIR & I WAS BORN
A HUNDRED YEARS AGO
Tex Ritter 3144
4. I'M A LITTLE TEAPOT &
THE TEDDY BEARS' PICNIC
Frank DeVol 3083
5. I TAUT I TAW A PUDDY TAT &
YOSEMITE SAM
Mel Blanc 3104
6. LITTLE RED MONKEY &
PUSSY CAT PARADE
Mel Blanc 3170
7. BOZO'S NURSERY SONGS
Pinto Colvig 3154
8. TWEET AND TOOT &
THE E. I. O. SONG
Mel Blanc 3155
9. WALT DISNEY'S STORY OF
ROBIN HOOD
Nestor Paiva, Billy May..... 3138
10. OLD MACDONALD HAD A FARM
& SWINGIN' ON A STAR
Rufe Davis 3141
11. BOZO ON THE FARM
Pinto Colvig 3076
12. BOZO AT THE CIRCUS
Pinto Colvig 3030
13. BOZO AND HIS ROCKET SHIP
Pinto Colvig 3037

2 more hit records

Jackie Gleason
and his orchestra

in

"TERRY'S THEME
FROM 'LIMELIGHT'"

B/W

"PEG O' MY HEART"

No. 2507

and

"THE PRESIDENT'S LADY"

B/W

"WHITE HOUSE SERENADE"

No. 2515



HELEN
O'CONNELL

and

GISELE
MacKENZIE

In another potent
pair of performances!

"GIVE ME
THE NAME, AGE,
HEIGHT AND SIZE"

and

"WHEN THE HANDS
OF THE CLOCK
PRAY AT MIDNIGHT"

RECORD NO. 2521

M-G-M RECORD HITS... WHEN YOU NEED THEM MOST

JONI JAMES

YOUR CHEATIN' HEART

MGM 11426 78 rpm—K11426 45 rpm

I'LL BE WAITING FOR YOU

ALMOST ALWAYS and IS IT ANY WONDER

MGM 11470 78 rpm—K11470 45 rpm



BILLY ECKSTINE

I LAUGH TO KEEP FROM CRYING

MGM11511 78 rpm K11511 45 rpm

and SEND MY BABY BACK TO ME

DAVID ROSE and His Orchestra

NO OTHER LOVE

MGM30796 78 rpm

ALL I DESIRE

K30796 45 rpm



Alan
DEAN

LOVE ME LOVE ME

MAKE ME YOUR SLAVE

MGM 11513 K-11513

HANK WILLIAMS and

KAW-LIGA

MGM11416 78 rpm

YOUR CHEATIN' HEART

K11416 45 rpm

TAKE THESE CHAINS FROM MY HEART

MGM11479 78 rpm

and RAMBLIN' MAN

K11479 45 rpm



the
ELLIOTT BROTHERS
LLOYD AND BILL
and their orchestra

"IN THE MOOD"
fabulous vocal by
Thurl Ravenscroft
and

12TH STREET RAG
MGM11501 78 rpm K11501 45 rpm

Denny
VAUGHAN

From

WARREN

IN SINGLE BLESSEDNESS

MGM 11519 K-11519

and SPOON, SPOON, SPOON

LOVE IS A SEE-SAW

MGM11522 78 rpm

and MISS ME JUST A LITTLE

K11522 45 rpm

Ken
REMO

Ufemia

and YOU YOU YOU

MGM11512 78 rpm K11512 45 rpm

HENRY JEROME and his Orchestra

HERE'S TO THE LADIES

MGM11526 78 rpm K11526 45 rpm

and PIE WOCK A-JILLY-WOCK

vocal by
Henry Jerome Jr.
with chorus of 100 youngsters
of the Police Athletic League
of New York.

TONY MOTTOLA

UNDER PARIS SKIES

MGM11527 78 rpm

and BLOCK PARTY IN BARCELONA

K11527 45 rpm

SILVANA MANGANO



Anna

b/w
I LOVED YOU
MGM11457 78 rpm K11457 45 rpm

M-G-M RECORDS
GREATEST NAME IN ENTERTAINMENT

Introducing

Little eight year old
RITA FAYE

WAIT A LITTLE LONGER

ROCK CITY BOOGIE

M-G-M 11505 78 rpm K-11505 45 rpm



The Billboard's Music Popularity Charts

Favorite Tunes

... For Week Ending June 20

Best Selling Sheet Music

Tunes are ranked in order of their current national-selling importance at the sheet music jobber level. Results are based on The Billboard's weekly survey of jobbers' orders from retailers throughout the country and are weighed according to jobber importance. (R) Indicates that tune is recorded; (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

Week This	Last Week	Chart	Weeks on Chart
1.		I'M WALKING BEHIND YOU (R)—Leeds	4 7
2.		SONG FROM MOULIN ROUGE (R) (F)—Broadcast	1 11
3.		APRIL IN PORTUGAL (R)—Chappell	3 11
4.		I BELIEVE (R)—Leeds	2 7
5.		RUBY (R) (F)—Miller	5 8
6.		PRETEND (R)—Brandom	6 21
6.		YOUR CHEATIN' HEART (R)—Acuff-Rose	8 17
8.		SAY YOU'RE MINE AGAIN (R)—Meridan	9 8
9.		SEVEN LONELY DAYS (R)—Jefferson	10 11
10.		JUST ANOTHER POLKA (R)—Frank	11 2
13.		DOGGIE IN THE WINDOW (R)—Santly-Joy	7 19
12.		ANNA (R) (F)—Hollis	12 7
13.		MY ONE AND ONLY HEART (R)—Roncom	13 6
14.		LIMELIGHT (Terry's Theme) (R) (F)—Bourne	— 1
15.		BIG MAMOU (R)—Peer	— 1

Tunes with Greatest Radio and Television Audiences

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index. Tunes are listed ALPHABETICALLY on both lists. (R) Indicates tune is available on records; (F) indicates tune is from a film; (M) indicates tune is from legit musical.

Top 30 in Radio

A Little Love (R)—Lion—ASCAP	Now That I'm in Love (R)—Burke-Van Heusen & Assoc.—ASCAP
All By Myself (R)—Berlin—ASCAP	Ohio (R) (M)—Chappell—ASCAP
Allez-Vous En (R) (M)—Chappell—ASCAP	Pretend (R)—Brandom—ASCAP
April in Portugal (R)—Chappell—ASCAP	Return to Paradise (R) (F)—Remick—ASCAP
Big Mamou (R)—Peer—BMI	Ruby (R) (F)—Miller—ASCAP
Blue Gardenia (R)—Harms—ASCAP	Say Si Si (R)—E. B. Marks—BMI
Breeze (R)—Leeds—ASCAP	Say You're Mine Again (R)—Blue River—BMI
Call of the Faraway Hills (R) (F)—Famous—ASCAP	Send My Baby Back to Me (R)—E. H. Morris—ASCAP
I Believe (R)—Cromwell—ASCAP	Something Wonderful Happens (R)—Johnstone-Monte—BMI
If I Love You a Mountain (R)—Feist—ASCAP	Song From Moulin Rouge (R) (F)—Broadcast—BMI
I'm Walking Behind You (R)—Leeds—ASCAP	Till I Waltz Again With You (R)—Village—BMI
Just Another Polka (R)—Frank—ASCAP	Wedding Day (R)—Bregman, Vocco & Conn—ASCAP
Little Red Monkey (R)—Miller—ASCAP	Your Cheatin' Heart (R)—Acuff-Rose—BMI
Many Are the Times (R)—Weiss and Barry—BMI	
My One and Only Heart (R)—Roncom—ASCAP	
Nearness of You (R)—Famous—ASCAP	
No Other Love (R) (M)—Williamson—ASCAP	

Top 10 in Television

April in Portugal (R)—Chappell—ASCAP	No Other Love (R) (M)—Williamson—ASCAP
Can't I (R)—Harvard—ASCAP	Wait Till the Sun Shines, Nellie (R)—Harry Von Tilzer—ASCAP
Honey in the Horn (R)—Alamo—ASCAP	When the Red, Red, Robin, Comes Bob, Bob, Bobbin' Along—Bourne—ASCAP
I Believe (R)—Cromwell—ASCAP	Your Cheatin' Heart (R)—Acuff-Rose—BMI
I'm Walking Behind You (R)—Leeds—ASCAP	
Kentucky (R)—Sheldon—BMI	

England's Top Twenty

Based on cabled reports from England's top music jobbers. American publishers of each tune is listed in parenthesis. Asterisk indicates no American publisher.

1. I Believe—Cinephonic (Cromwell)	10. The Windsor Waltz—Michael Reine (E. B. Marks)
2. In a Golden Coach—Box & Cox (Box & Cox)	11. Celebration Rag—Bradbury Wood (Chappell)
3. I'm Walking Behind You—Peter Maurice (Leeds)	12. Wonderful Copenhagen—Morris (Frank)
4. Moulin Rouge Theme—Connelly (Broadcast)	13. Oh, Happy Day—Chappell (Bregman, Vocco & Conn)
5. Pretend—Leeds (Brandom)	14. Doggie in the Window—Connelly (Santly-Joy)
6. Theme From Limelight—Bourne (Bourne)	15. Little Red Monkey—Robbins (Miller)
7. Hold Me, Thrill Me, Kiss Me—Mills (Mills)	16. Tell Me You're Mine—Chappell (Capel)
8. Downhearted—New World (Paxton)	17. Coronation Rag—Francis Day (Jefferson)
9. Pretty Little Black-Eyed Susie—Cinephonic (Santly-Joy)	18. I Talk to the Trees—Chappell (Chappell)
	19. Wild Horses—Morris (Simon)
	20. April in Portugal—Sterling (Chappell)

M-G-M

RECORDS



Blue Barron & His Orch.

UNDER THE SWEETHEART MOON

b/w YOU SAID HELLO TO SOMEBODY ELSE

MGM 11521

Art Mooney & His Orch.

OH!

b/w CLOVER LEAF SPECIAL

MGM 11542

Leroy Holmes & His Orch.

THE PRESIDENT'S LADY

Theme Melody From 20th Century-Fox's "The President's Lady"

b/w HABANERA

MGM 11540

Johnny Green & The MGM Studio Orch. & Chorus

TAKE THE HIGH GROUND

From the MGM Picture "Take The High Ground"

b/w MIKLOS ROZSA & Orchestra Playing TRIUMPHAL MARCH

MGM 30778

Leslie Caron & Mel Ferrer

Hi-Lili, Hi-Lo

b/w Lili and the Puppets

From the MGM Picture "Lili"

MGM 30759

Beryl Davis sings

YOU

b/w **Nowhere Guy**

From 20th Century-Fox's "The Girl Next Door"

MGM 11515

Art Mooney & His Orch.

720 in the Books

b/w KENTUCKY

MGM 11514

David Rose & His Orch.

THE BAD AND THE BEAUTIFUL

From the MGM Academy Award Winning Film "The Bad And The Beautiful"

b/w RETURN TO PARADISE

MGM 30783

Lou Douglas & His Orch.

RUBY

Theme Melody From 20th Century-Fox's "Ruby Gentry"

b/w **MY FLAMING HEART**

From The MGM Picture "Small Town Girl"

MGM 11472

Bill Farrell sings

Is It A Crime

b/w FAREWELL TO ARMS

MGM 11500

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE. NEW YORK 19, N.Y.

The Billboard Music Popularity Charts

... for Week Ending June 20

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

EDDIE FISHER With These Hands... 88 V (45) 47-5365—Fisher is at his most persuasive best in a beautifully phrased reading of the big, romantic, attractive new ballad. Should earn much loot. (Ben Bloom, ASCAP) When I Was Young... 83 Again, the chanter has waxed an outstanding reading of a pretty ballad, this with folksy roots. Side also has plenty of potential and could climb fast. (Hawthorne, ASCAP) GORDON JENKINS ORK Aller-Vous-En... 80 DECCA 28746—The present activity with instrumental efforts may have caused this new departure on the part of Gordon Jenkins, but this is an instrumental version of the tune from the Cole Porter show "Can-Can." And it is a lovely version, featuring a wonderful ork performance and arrangement. This one could bust thru. Watch it. (Buxton Hill, ASCAP) No Other Love... 78 Here's another instrumental waxing of a tune that has waxes, also from a Broadway show, "Me and Juliet." It too is played in sweeping style by the Jenkins ork, and it will head for many jock spins. The flip side, however, appears to have a bit of an edge. (Williamson, ASCAP) THE THREE SUNS Under Paris Skies... 79 V (45) 47-5347—Group projects a real eerie sound on this melancholy flavored tune. Given enough exposure, tune could register, and this could be a wanted item. Label should push this one. (Pickwick, ASCAP) Don't Take Your Love From Me... 72 The oldie is rendered in easy dance tempo by the Three Suns. Very pleasant. (M. Whitmark, ASCAP) DAVID ROSE ORK No Other Love... 79 M-G-M 30796—This rendition, featuring the harmonica of Danny Welton, captures the haunting beauty of the Rodgers-Hammerstein song from the musical, "Me and Juliet." David Rose ork has a smart instrumental here, and one that should get spins. All I Desire... 71 Theme from the Universal-International film of the same name, gets a lush performance, featuring the usual David Rose strings. JIM LOWE Gambler's Guitar... 78 MERCURY 70163 — Dramatic piece of material, with an infectious beat. Jim Lowe, who write it, naturally performs it with understanding. The fast take-off of the Rusty Draper version on the same label will make it tough for this one, tho it should grab a share of the loot. (DeVere, BMI) The Martins and the Coys... 74 Novelty based on the story of the feuding Martin and Coy families. Fem chorus joins Jim Lowe to chant the choruses. Fair side. (Bourne, ASCAP) VICTOR YOUNG ORK The Melba Waltz... 78 DECCA 28745—The "Melba Waltz" from the forthcoming film "Melba," with Patrice Munsel, receives a warm and lush performance from the Victor Young aggregation. Tho the tune has words, this is an instrumental version. It should get many spins, and once the film opens it could get action. (Bregman, Vocco & Conn, ASCAP) Hi-Lili, Hi-Lo... 74 From the flick "Lili" comes another waxing of the "Hi-Lili, Hi-Lo" tune, this time in an instrumental version. There have been many waxings of the tune, most of them good ones, but nothing has happened. It is difficult to see that much will come of this slicing either. (Robbins, ASCAP) FRANK SINATRA I've Got the World on a String... 77 CAPITOL 2505—Sinatra has a good side here. The arrangement is outstanding, and the warbler hands it a forceful reading, with the ork lending notable backing. This one should make some noise for the chanter. (Mills, ASCAP) My One and Only Love... 72 Frank hands this new ballad a warm reading, in his soft, tender style, over lovely support by the Nelson Riddle ork. Should get spins. (Sherwin, BMI) RICHARD HAYMAN Simonetta... 76 MERCURY 70166—A bright instrumental effort is given a light and sparkling rendition by the skillful Richard Hayman ork on this new slicing. It should pull a lot of jock spins, with its lush string work and could get some attention. (Irving Caesar, ASCAP) Dansero... 74 The Latin oldie is dressed up by Hayman in a new and fresh arrangement, and performed with elan by the ork. Both sides make listenable wax, but Hayman's version of "Limelight" came out only two weeks ago, and these new waxings won't help the other. (B & F Music, BMI) (Continued on page 36)

Jazz

ILLINOIS JACQUET ORK Fat Man Boogie... 75 MERCURY 89060—Jacquet tackles a bluesy boogie item written by orkster Billy May for a fine tenor solo, but not in the screaming vein usually associated with Jacquet disks. Backing is swing organ and rhythm. (Ardmore, ASCAP) Where Are You?... 72 This is the oldie ballad done up as an instrumental. Again Jacquet essays the mood tootling rather than the rockin' stuff. Good listening. (Remick, ASCAP) CFCIL YOUNG QUARTET Fish Net... 74 KING 4638—Both in the title and basic riff this is a take-off on the theme from the TV show "Dragnet." The bopsters take it for a fine ride and deliver some fine solos. Could even catch some juke coin. (Jay & Cee, BMI) Stretch Out... 70 Cool, semi-bop this, with the piano, tenor and drums delivering the most interesting bits. Combo sounds like a collection of first-rate musicians. (Jay & Cee, BMI)

Latin American

PEREZ PRADO Anna... 79 V 23-6039—There isn't much chance that this will cut very deeply into the market for the original soundtrack and subsequent pop diskings, but the Latin-American fans should go big for this slick Prado version with vocal. Silvana Mangano... 77 In a mambo tempo more definitely called a "suby," the wonderful Prado ork pounds out an ode to the Italian movie star. Can't miss with the many Prado fans. JOE LOCO In the Still of the Night... 77 TICO 10-163—An excellent instrumental etching by the Loco ork, on the Cole Porter tune. Rhythmic interpretation should interest dancers. Bueno. These Foolish Things... 76 The Loco crew shows off its sweet side on this mambo-styled version of the evergreen, performed with a lilt and a beat. Strong dance cutting. TITO PUENTE Rainfall... 77 TICO 10-177—The ork goes to town on this wild mambo effort, playing it with a beat. Good wax. The Continental... 75 The fine oldie is played in mambo tempo by the smooth Puente ork. Side should interest the L.A. terp set and the ork's fans. RAMON MARQUEZ ORK Chivirico... 77 MERCURY 20-011—The big ork socks across a bright reading of the tuneless mambo. Terpers will like. This could be a strong waxing in the field. (Penmora, BMI) Suby-Baja... 71 Listenable mambo opus has a couple of novelty touches that add plus values to an otherwise good dance waxing. (Penmora, BMI) PEDRO VARGAS Bonita Como Las Flores... 75 V 23-6041—The Mexican crooner lives up to expectations by delivering another fine vocal on a lovely bolero ballad. Should do as well in its market as have previous Vargas waxings. For Que No Brillan Tus Ojos... 75 Same comment for a blues ballad also sung in Spanish. This sounds like it could make the grade with an English lyric. NORO MORALES ORK Song From Moulin Rouge... 71 V 20-5324—Strong coverage for the Latin-American and jazz market of the click film ditty. Great tram solo, but Warren Covington makes for added appeal. (Broadcast, BMI) Fantasia Mexicana... 67 Slick trumpet solo carries the ork in a somewhat surprising rendition of a work originally penned by Aaron Copland and Johnny Green. (Boosey & Hawkes, ASCAP) ARSENIO RODRIGUEZ ORK Que Me Mande La Nina... 68 EXITO 20-386—A male trio sings the lyrics of the okay son-mambo brightly to a strong beat in the ork. Pimienta... 68 Another good effort by the Latin-American ork.

International

RAY HENRY ORK Easy Boy Polka... 75 DANA 3126—The Henry ork comes thru with another of its fine polka etchings. Elevator Polka... 75 Ditto. JOHNNIE BOMBA ORK Lonesome Lover Polka... 73 DANA 3128—Typical clarinet-led polka group comes thru with a danceable diskling which should please the fans. Oh! My Aching Head Polka... 73 More of the same here. MARISHA DATA Pliknik... 73 DANA 800 — Comic Polish monolog

Number of Releases This Week

(Listed Alphabetically by Label)

Table with 4 columns: Label, Pop, C&W, R&B. Lists labels like ALADDIN, ALLEN, ARCADE, etc., with corresponding counts.

by the thrush should provide many chuckles for her Midwest fans. Talenta... 73 Another telephone monolog in the same vein.

CHOR DANA Aidez Marie... 72 DANA 797—Melodious tango is sung warmly for a listenable and danceable slicing for the Polish market. Cicho Gracie... 70 Same comment.

Spiritual

SUNSET TRAVELERS Yes, Yes, I've Done My Duty... 82 DUKE 201—An outstanding reading of a fast, rhythmic spiritual, with the lead chanter coming thru powerfully. An unusually good spiritual side that should move many copies. (Lion, BMI) My Number Will Be Changed... 79 The group sings the opus with a gay and infectious rhythm. Their sympathy for the material comes across well on the waxing. (Lion, BMI) BROTHER JOE MAY The Old Ship of Zion... 80 SPECIALTY 848 — Sincerity of this rendition comes thru effectively as Brother May leads a congregation in song. Waxing has a spontaneous feeling and a strong emotional impact. Could be a big one. (Thomas, A. Dorsey, BMI) Thank You, Lord, for One More Day... 78 Brother May hits his voice in joyful song in an impressive reading of the religious ditty. (Venice, BMI) THE CINCINNATIANS Will You Be There?... 77 BRUNSWICK 84012—A fine side by the group, sung with intense feeling. Good prospects here. (Theodore C. Wallace, BMI) Jesus My Friend... 76 New Group on the label waxes a bright reading of the happy religious hymn. (Theodore C. Wallace, BMI) BILL LANDFORD QUARTET The Devil Is a Real Bright Boy... 76 V 20-5351 — Catchy tune and bouncy beat make of this spiritual a potent slicing for the market. (RCA Victor, License) Jesus Love of My Soul... 74 The quartet combines effectively in a touching rendition of the old hymn. THE CHOSEN GOSPEL SINGERS It's Getting Late in the Evening... 75 SPECIALTY 849 — The lyrics are shouted with great religious fervor by the group for a waxing that should right well in the rural South. (Venice, BMI) The Lord Will Make A Way Somehow... 72 Impressive reading of the spiritual by the lead chanter with the refrain handled well by the chorus. (Venice, BMI)

Sacred

THE HOMETOWN HARMONY QUARTET I Have a Song Inside... 74 BIBLETONE 6032—A fast beat paces this bright and cheerful reading of the listenable sacred item. The group projects a happy feeling, ably abetted by the old-style piano accompaniment. Looking Toward the Sunset... 71 Pleasant harmonizing by the group of the attractive opus.

Rhythm & Blues

JOHNNY ACE The Clock... 84 DUKE 112—Johnny Ace, who has come thru with a number of hits in a row, has one here that also looks like a real smash. It's another heart ballad, sung by the warbler in his own meaningful style, over a moody ork backing. Tune is melodic, and the clock ticks gimmicks should help it, too. A solid coin-grabber. (Lion, BMI) Aces Wild... 77 Wild instrumental effort that goes in handed a good performance by the Johnny Ace crew. The flip side has the power, but this one should also cull some juke loot. (Lion, BMI) SHIRLEY AND LEE Shirley's Back... 82 ALADDIN 3192—The twosome has another strong follow-up to their last cut. Contrast of the voices is just as startling as before. A powerful side that seems certain to attract much loot. It's also great for the boxes. (Aladdin, BMI) So in Love... 78 Shirley and Lee doing a tender love ballad should fracture many of their fans. This side too, should be in healthy demand. (Aladdin, BMI) CAMILLE HOWARD Hurry Back, Baby... 81 FEDERAL 12134—Camille Howard, who can belt out a tune, has a potent one here in this wild rhumba blues, which is in the Ruth Brown tradition, and the thrush sings it with life and spirit. Ork backing interferes, and yet it is attention grabbing. Watch this one, it could bust out. (Camille, BMI) I Tried to Tell You... 78 The thrush tells off her man on this listenable and amusing slicing, with her man protesting all the way thru. Side also has excitement and should pull many deejay spins. Two potent sides by the thrush. (Camille, BMI) EARL FOREST ORK Last Night's Dream... 79 DUKE 113—Earl Forest does an effective job with this swinging blues, over hefty ork support. A good side, that could earn its way on the boxes. (Lion, BMI) Fifty-Three... 65 This tune, which asks what the year 1953 will bring, should have been released last January. (Lion, BMI) PIANO RED Decatur Street Boogie... 78 V 20-5337—A wild side that has a lot of refreshing qualities. Red works up a real jax with his pounds away for all his worth and builds some real excitement as a result of his effort. Push on this one could pay dividends. (Hill & Range, BMI) Your Mouth's Got a Hole in It... 77 A real cut-up side by the singing piano player. Side has a good beat, and idea is clever enough to pull a lot of action. There's potential here also. (Sunbeam, BMI) CHUCK WILLIS Don't Deceive Me... 78 OKEH 6985 — The warbler has a chance here for another strong seller. It's an okay blues ballad, and Willis sings up a storm. Should do as well as his previous wax efforts. (Rush, BMI) I've Been Treated Wrong Too Long... 76 Willis gets the help of a vocal group for another okay blues reading. (Rush, BMI) ROY MILTON Let Me Give You All My Love... 77 SPECIALTY 464 — Milton has a bright one here and he sings it with spirit. The ork backs him with a pulsating beat. It's not an outstanding side, but it's strong enough to pull coins thru Milton's performance, the direct lyrics and the ork work. (Bar, BMI) Early in the Morning... 72 Slow blues doesn't receive a vocal until about half-way thru the record which won't help the disk any. Otherwise, it's an okay blues with an effective vocal by Milton. (Bar, BMI) THE CROWS Gee... 76 RAMA 5—The boys have a bright rocker here, and they hand it a lively reading, backed softly by the combo. Side has enough action to pull spins and coins. With the right material, this group could come thru with a big one. I Love You So... 75 A typical r.&b. ballad is performed in strong style here by the boys, with a good lead sparking the disk and the boys keeping the beat in the background. Should get spins. THE ORIOLES One More Time... 76 JUBILEE 5120—This one sounds like a re-write of some spiritual material. The lyric is blues, and the boys tackle it with a beat and deliver a fairly strong reading. (Marvin, ASCAP) I Cover the Waterfront... 69 The group tackles the oldie, but results are not as strong because of a lack of highlights. It's all just a bit too even in all respects. (Harms, ASCAP) JOE LIGGINS Farewell Blues... 75 SPECIALTY 465 — This one's a rocker, and it's done well over good ork backing by a thrush named Christine. (Venice, BMI) (Continued on page 38)

Country & Western

REX ALLEN Crying in the Chapel... 82 DECCA 28758 — Song has already stirred excitement on the Valley label. Allen's vocal should help this one catch plenty of loot. It's a warm, slow-paced reading with a touch of sacred in the interpretation. A fine disk. (Valley, BMI) I Thank the Lord... 72 Pleasant side, but not with the impact of the flip. (Boxer, BMI) THE DAVIS SISTERS Rock-a-Bye Boogie... 81 V 20-5345—There's enough sparkle to this one to kick off fast. A couple of nursery rhymes are put to a boogie beat. It really rides. Could be big in the country field and also pick up pop action. A fine start for the gals on their disk debut for the label. (Teri, ASCAP) I Forgot More Than You'll Ever Know... 75 The sisters turn to a weeper on this side and add a right smart close harmony reading. Gals have a good sound. (Fairway, BMI) TOMMY SOSEBEE Honky Tonk Waltz... 78 CORAL 64158—Weeper is sung with convincing sincerity and appealing charm by Sosebee. Fine material and performance make of the effort a likely entry for commercial success. Bears watching. (Forrest, BMI) Love Me... 71 Bouncy ballad is sung easily, but potential is with flip. (Blazon, BMI) DARRELL GLENN Crying in the Chapel... 82 VALLEY 105 — This is the version which kicked off all the pop activity on the ditty. And odds are that this will do right well in the country market. (Valley, BMI) Hang Up That Telephone... 60 Glenn doesn't impress as a vocalist here, but the material is okay. Recording is fair. (BMI) COWBOYS COPAS If You Will Let Me Be Your Love... 76 KING 1234—Warbler makes a promise to reciprocate if a little love is thrown his way. It's a big-voiced effort. (Jay & Cee, BMI) Tennessee Senorita... 75 Lively ditty is handled nicely by Copas. Could pick up juke loot. (Mar-Kay, BMI) DON RENO, RED SMILEY TENNESSEE CUTUPS Checking the String... 76 KING 1235 — A real solid breakdown effort by the group that the rural areas should go for. There's good instrumentation in this group. (Lois, BMI) I'm the Talk of the Town... 75 Group vocalizes about being the talk of the town, but unfortunately the whole town is laughing. Done with just the right amount of sadness. A good rural side. (Lois, BMI) PORTER WAGONER Trademark... 75 V 20-5330 — Tho the chanter wrote this tune, the market is already giving a big play to the Carl Smith version. Wagoner should catch on for part of the activity, tho. (Ridgeway, BMI) A Beggar for Your Love... 71 Wagoner puts plenty of feeling into his reading of an above-average hunk of material. (Ridgeway, BMI) TABBIE WEST My Daddy Left My Mommy Again... 75 CORAL 64159—Plenty of tears will flow with this one. The child sings the sad story of Daddy leaving Mommy. Tabby West sings it sincerely. (Peer, BMI) Sea of Sorrow... 70 Country weeper gets an adequate reading. (Delta, BMI) JIMMIE LOGSDON The Love You Gave to Me... 73 DECCA 28726—Pretty good material here, and Logsdon does his best with it. An above average effort. (Melody Trails, BMI) As Long as We're Together... 67 Lightweight love ballad is handed an okay go by the country chanter. Could catch a little coin. (Melody Trails, BMI) BURL IVES Left My Gal in the Mountains... 71 DECCA 28708 — The singing swain gets into a gambling town, winds up in jail and will never see his gal again. Ives gives it a fair reading. (Peer, BMI) Close the Door, Richard... 60 Fast-paced novelty. Nature of the ditty is very limited in appeal. (Forrest, BMI) WALT DALTON San Soo... 67 DOME 1064—Looks as if there may be a trend toward Chinese country and western items! This is the second such stuff reviewed in a few weeks. It should get some attention via the strong fiddle passages. (Country, BMI) Rusted Lock... 67 Okay country ballad gets an okay reading. (Country, BMI) DUB DICKERSON The Bells of Monterey... 65 CAPITOL 2504—Neat Tex-Mex type of Latin-American Western is well sung and played by Dickerson and the group, but doesn't stand out. (Central Songs, BMI) Sweet Bunch of Bitterweeds... 62 Lightweight material is capably handled by Dickerson. (Acuff-Rose, BMI) VERLE CLAPPER The Juke Box Song... 65 TIN PAN ALLEY 104 — Side is pitched directly at the boxes and as such could catch some acceptance. It's a bouncy item which the singer handles nicely. (Juke Box Alley, BMI) Why, Oh Why?... 60 Rhythm group plus an accordion backs an intimate presentation by Clapper. (Juke Box Alley, BMI)

RATINGS: 90-100, Tops; 80-89, Excellent; 70-79, Good; 40-59, Satisfactory; 0-39, Poor

HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basis of six different categories, each of which is assigned a maximum point score in accordance with its importance to the commercial success of the record.

THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories: Vocal and/or instrumental interpretation, 25; over-all exploitation potential, 20; song caliber, 20; artist's name value, 15; manufacturer's distribution power, 10; arrangement, 10.

Each of the records reviewed expresses the opinion of the members of The Billboard music staff who reviewed the record.

Columbia Best Buys

BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending June 20

THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith and Felicia Sanders	39944 • 4-39944
I BELIEVE YOUR CHEATIN' HEART	Frankie Laine	39938 • 4-39938
PLAYMATES SHOO-FLY PIE AND APPLE PAN DOWDY	Jimmy Boyd	40007 • 4-40007
GIGI SHANE	Paul Weston	40014 • 4-40014
STRANGE THINGS ARE HAPPENING THE HO HO SONG	Red Buttons	39981 • 4-39981
LET'S WALK THAT-A-WAY CANDY LIPS	Doris Day and Johnnie Ray	40001 • 4-40001
TELL US WHERE THE GOOD TIMES ARE THERE'S NOTHING AS SWEET AS MY BABY	Guy Mitchell and Mindy Carson	39992 • 4-39992
DOWN BY THE RIVER SIDE TAKE ME BACK	The Four Lads	40005 • 4-40005
TELL ME A STORY THE LITTLE BOY AND THE OLD MAN	Frankie Laine and Jimmy Boyd	39945 • 4-39945
SOMEONE TURNED THE MOON UPSIDE DOWN I'LL GO	Tony Bennett	40004 • 4-40004
LITTLE JOSEY DENNIS THE MENACE	Rosemary Clooney and Jimmy Boyd	39988 • 4-39988
ALPINE CLIMBERS BALL SKYLARK POLKA	Frankie Yankovic	40012 • 4-40012
WHEN I SEE YOU IT JUST HAPPENED TO HAPPEN TO ME	Rosemary Clooney	40003 • 4-40003
RUBY PALLADIUM PARTY	Harry James	39994 • 4-39994
THE THEME from LIMELIGHT INCIDENTAL MUSIC from LIMELIGHT	Wally Stott	40013 • 4-40013

BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending June 20

TRADEMARK DO I LIKE IT!	Carl Smith	21119 • 4-21119
A CASTLE IN THE SKY A HALF-WAY CHANCE WITH YOU	Marty Robbins	21111 • 4-21111
THIS ORCHID MEANS GOODBYE JUST WAIT TILL I GET YOU ALONE	Carl Smith	21087 • 4-21087
YOU WEREN'T ASHAMED TO KISS ME LAST NIGHT COLD SHOULDER	Ray Price	21117 • 4-21117
I PASSED BY YOUR WINDOW HALF-HEARTED	George Morgan	21108 • 4-21108
MEXICAN JOE YOU HAVE MY HEART NOW	Billy Walker	21085 • 4-21085
CALIFORNIA BLUES I'M LONELY AND BLUE	Lefty Frizzell	21102 • 4-21102
NEVER NO MO' BLUES SLEEP BABY SLEEP	Lefty Frizzell	21101 • 4-21101
I'D RATHER DIE YOUNG THE NIGHTINGALE SONG	Rose Maddox	21127 • 4-21127
THE HIDDEN YOU DADDY'S CUTIE PIE	Stuart Hamblen	21116 • 4-21116

BEST SELLING ALBUMS

BY THE LIGHT OF THE SILVERY MOON — DORIS DAY "Lp" CL 6248 • 45 Set B-334 78 Set C-334	THE DESERT SONG—NELSON EDDY, DORETTA MORROW AND OTHERS "Lp" ML 4636
MUSIC FROM HOLLYWOOD—PERCY FAITH "Lp" CL 6255 45 Extended Play Sets B-1692, B-1693	RHAPSODIES FOR PIANO AND ORCHESTRA —MORTON GOULD "Lp" ML 4657
BENNY GOODMAN PRESENTS FLETCHER HENDERSON ARRANGEMENTS "Lp" GL 524 • 45 Set G-4-20	SIBELIUS: LEMMINKAINEN SUITE The Philadelphia Orchestra, Eugene Or- mandy, Conductor. "Lp" ML 4672
ARTHUR GODFREY'S TV CALENDAR SHOW "Lp" GL 521 • 45 Set G-4-18 78 Set G-18	PUCCINI: LA BOHEME for orchestra Andre Kostelanetz and his Orchestra. "Lp" ML 4655
LIBERACE BY CANDLELIGHT "Lp" CL 6251 • 45 Set B-336 78 Set C-336	SHOSTAKOVITCH: BALLET RUSSE Efrem Kurtz conducting the Columbia Sym- phony Orchestra. "Lp" ML 4671

extra-special listening!
MORTON GOULD conducts the
ROCHESTER "POPS"

WEDDING DANCE MUSIC BOX TANGO

Entre 78 rpm 102-E • 45 rpm 4-102-E

NEW POPULAR RELEASES

Frankie Laine
WHERE THE WINDS BLOW
TE AMO
40022 • 4-40022

Toni Arden
THE LOVER'S WALTZ
ALL I DESIRE
40019 • 4-40019

NEW FOLK MUSIC RELEASES

Carl Smith
HEY JOE!
DARLIN', AM I THE ONE!
21129 • 4-21129

Curly Daulton
PLEASE SET ME FREE
I TRADED AN ANGEL FOR A
DEVIL
21130 • 4-21130

Wilma Lee and
Stoney Cooper
ARE YOU WALKING AND A-
TALKING FOR THE LORD!
YOU CAN'T TAKE IT WITH YOU
(When You Go)
21131-s • 4-21131-s

NEW POPULAR ALBUMS

CURRENT POP INSTRUMENTALS

The Theme From Limelight—Wally Stott
• The Song From Moulin Rouge—Percy
Faith • Anna—Paul Weston • Ruby—Harry
James • Shane—Paul Weston • April in
Portugal—Ken Griffin • Gigi—Paul Weston
• Swedish Rhapsody—Percy Faith "Lp"
CL 6262 • 45 Extended Play Set B-340

BARRELHOUSE JAZZ

Creole Belle • Daddy Doo • The Pearls
• King Chanticleer • Five Aces • Clarinet
Foo Yong • Mississippi Rag • Panama
TURK MURPHY'S JAZZ BAND

NEW EXTENDED PLAY RELEASES

BARRELHOUSE JAZZ: Creole Belle • King
Chanticleer • The Pearls • Five Aces.
TURK MURPHY'S JAZZ BAND. B-1695.

RODGERS AND HART FAVORITES: Have
You Met Miss Jones? • The Girl Friend
• Wait Till You See Her • Thou Swell.
STAN FREEMAN. B-1694

SWEET DREAMS • Vol. II: Go to Sleepy
• Brahms' Lullaby • Cradle Song • I
Will Sing a Lullaby • Slumbertime •
Sleep, Baby, Sleep. THE NORMAN LUBOFF
CHOIR. B-1691

PAUL WESTON
offers two of the season's top
instrumentals

SHANE
(The Call of the Far-Away Hills)

GIGI

40014 • 4-40014

COLUMBIA
RECORDS

The Billboard Music Popularity Charts

... for Week Ending June 20

NEW RECORDS TO WATCH

In the OPINION of The Billboard, these NEW records merit special attention.

Popular

PATTI PAGE

Butterflies (Santly-Joy, ASCAP)
This Is My Song (Lear, ASCAP)—Mercury 70183—Switching from the canine family Patti turns in a sensitive tribute to the Rhopalocera division of the Lepidoptera order—the stomach variety, that is. Flip is her TV theme. Could be a big record.

JUNE VALLI

Crying in the Chapel (Valley, BMI)—RCA Victor 20-5368—The original version of this by Darrell Glenn is selected this week as a "Best Buy" in the country field with the potential of a spread into the pop field noted. The June Valli version is a schmaltzy one which could catch on. Flip is "Love Every Moment You Live" (Meridian, BMI).

DORIS DAY

Kiss Me Again, Stranger (Blackwood, BMI)—Columbia 40020—A very intimate whispery vocal by Dodo of a sexy ballad that could create a good stir. Flip is "A Purple Cow" (Artists, ASCAP).

MILLS BROTHERS

Pretty Butterfly (Paxton, ASCAP)—Decca 28736—Rewrite of Dvorak's "Humoresque" is rendered in the familiar smooth style of the group. Lots of "Glowworm" flavor here. Could go. Flip is "Don't Let Me Dream" (Schwartz, ASCAP).

Country & Western

No selections this week.

Popular Album

PERCY FAITH

Music From Hollywood—Columbia CL 6255—Four current movie tunes presented by Faith's lush string-filled ork could make this one step out. Recordings are double the length of the normal pop tune. Lead item is "Moulin Rouge," this time as an instrumental. Others include "Ruby," "Return to Paradise" and "The Bad and the Beautiful."

MARILYN MONROE-JANE RUSSELL

Gentlemen Prefer Blondes—M-G-M E 208—Soundtrack tunes from the forthcoming film

version of the Broadway hit should be a big one as a result of the gals' name power, if not their vocal power.

Rhythm & Blues

FATS DOMINO

Please Don't Leave Me (Commodore, BMI)
The Girl I Love (Commodore, BMI)—Imperial 5240—Domino is very hot at the moment and these two sides could keep the customers asking for more.

CLOVERS

Good Lovin' (Barnhill, BMI)—Atlantic 1000—Strong effort by the group could easily continue their unbroken string of successes. Flip is "Here Goes a Fool" (Progressive).

Spiritual

SUNSET TRAVELERS

Yes, Yes, I've Done My Duty (Lion, BMI)
My Number Will Be Changed (Lion, BMI)—Duke 201—Two rhythmic renditions by the group that could move well in this market. "Yes, Yes" packs particular power.

THIS WEEK'S BEST BUYS

According to EARLY SALES REPORTS from important markets, these recent releases are making solid sales progress.

Popular

SHANE (Eyes of Blue) (Paramount, ASCAP)
LIMELIGHT (Terry's Theme) (Bourne, ASCAP)—Richard Hayman—Mercury 70168

The strongest of this week's selections. Rated as good to strong and building in Philadelphia, Cleveland, Chicago, L. A. and Dallas. Most action on "Shane." The London version of "Limelight" continues as the runaway recording in most areas. Not to be confused with this tune, Paul Weston version of "Call of the Far-Away Hills" from "Shane" is beginning to show some action. A previous "New Record to Watch."

COQUETTE (Feist, ASCAP)

TELL ME THAT YOU LOVE ME (T. B. Harms, ASCAP)—Gaylords—Mercury 70170

A toss-up between these two sides. Good building action in Boston, New York, Cleveland, Buffalo and Chicago.

DOWN BY THE RIVER SIDE (Larry Spier, ASCAP)—Four Lads—Columbia 40005

Strong in Pittsburgh. Good reports also from Boston, Philadelphia, Buffalo and

Chicago. Flip is "Take Me Back" (Larry Spier, ASCAP).

LOVE ME, LOVE ME (Brandon, BMI)—Dean Martin—Capitol 2485

Very healthy and growing action reported from New York, Philadelphia, Buffalo and Chicago. Bobby Wayne version on Mercury has shown good activity in the Midwest, but has not yet shown much spread. Flip is "Til I Find You."

Country & Western

CRYING IN THE CHAPEL (Valley, BMI)—Darrell Glenn—Valley 105

Progress of this new indie record has been followed for last eight weeks and has now grown to the point of being recommended. Strong hillbilly reports from Nashville, Texas and Durham. Reports show however that it is also showing good action in the pop field in such places as Boston and Cleveland. Decca and Victor have covered in the pop field. Flip is "Hang Up That Telephone" (Valley, BMI). A previous "New Record to Watch."

Rhythm & Blues

THE CLOCK (Lion, BMI)—Johnny Ace—Duke 112

Fast start for this one. Already on the chart in New Orleans with good to strong reports from New York, Philadelphia, Detroit and Southern areas. Flip is "Aces Wild" (Lion, BMI). A "New Record to Watch" last week.

MERCY, MR. PERCY (Savoy, BMI)
NO KINDA GOOD, NO HOW (Crossroads, BMI)—Vareta Dillard—Savoy 897

Record took off strongly this week and is the strongest of this week's selections. Heavy action on "Mercy, Mr. Percy." A previous "New Record to Watch."

AFTER HOUR JOINT (Pamlee, BMI)
BABY, I'M GONE (Pamlee, BMI)—Jimmy Coe—States 118

Definitely showing strength in New York, Philadelphia, Chicago and Cleveland. Most action on "After Hour Joint."

COMING UP IN THE TRADE

According to FOLLOW-UP REPORTS from dealers, operators, disk jockeys, distributors and one-stops in important markets, these records are selling well but not yet strong enough to make national dealer or operator charts.

(Listed Alphabetically)

Popular

CANDY LIPS
LET'S WALK THAT-A-WAY
Doris Day-Johnnie Ray—Columbia 40001
CRAZY, MAN, CRAZY
Ralph Marterie Ork—Mercury 70153
DON'T CALL MY NAME
THE BREEZE
Helene Dixon—Okeh 6964
FOR ME, FOR ME
THUNDER AND LIGHTNING
Georgia Gibbs—Mercury 70172
GAMBLER'S GUITAR
Rusty Draper—Mercury 70167
GIGI
I LOVE PARIS
Les Baxter Ork—Capitol 2479
HE LOVES ME
Jenny Barrett—Vogue 1024
HELP ME MEND
A BROKEN HEART
Pete Hanley—Okeh 6980
I AM IN LOVE
MY FLAMING HEART
Nat (King) Cole—Capitol 2459
I'M WALKING BEHIND YOU
Frank Sinatra—Capitol 2450

LEAN BABY
LEARNING
EIGHT BEAT BOOGIE
Johnny Maddox—Dot 15090
LOVE ME, LOVE ME
Bobby Wayne—Mercury 70148
OH!
Pee Wee Hunt—Capitol 2442
SEND MY BABY BACK TO ME
I LAUGH TO KEEP
FROM CRYING
Billy Eckstine—M-G-M 11511
SHEIK OF ARABY
The Super-Sonics—Rainbow 214
TOO MUCH MUSTARD
INTO EACH LIFE SOME
RAIN MUST FALL
Teresa Brewer—Coral 60994
USKA DARA
Eartha Kitt—RCA Victor 20-5284
YOU'RE DRIVING ME CRAZY
Buddy Greco—Coral 60979

Country & Western

BUTTERFLY LOVE
LET ME LOVE YOU
JUST A LITTLE
Jim Reeves—Abbott 137

DON'T CALL MY NAME
HEY, MR. COTTON PICKER
Roberta Lee-Tex Williams—Decca 28721
A HALF-WAY CHANCE
WITH YOU
A CASTLE IN THE SKY
Marty Robbins—Columbia 21111
I CAN'T WAIT
Faron Young—Capitol 2461
IT'S BEEN SO LONG
DON'T THROW YOUR
LIFE AWAY
Webb Pierce—Decca 28725
THAT'S ALL RIGHT
UH HUH, HONEY
Autry Inman—Decca 28629
TOO YOUNG TO TANGO
Sunshine Ruby—RCA Victor 20-5250
TRADEMARK
DO I LIKE IT?
Carl Smith—Columbia 21119
TREASURE UNTOLD
Red Foley—Decca 28695

Rhythm & Blues

FORTY CUPS OF COFFEE
Danny Overbea—Checker 774
HEAVY JUICE
Tiny Bradshaw—King 4621
I WANNA KNOW
Dolly Cooper—Savoy 891
I'LL CRY NO MORE
FOR YOU I HAVE EYES
The Crickets—M-G-M 11507
IF I CAN'T HAVE YOU
The Flamingos—Chance 1133
KEEP COOL
Mari Jones-Jonny Moore—Hollywood 425
LUCY MAE BLUES
Frankie Lee Sims—Specialty 459
MY DEAR, DEAREST DARLING
The Five Willows—Allen 1000
THIRD DEGREE
Eddie Boyd—Chess 1541
TIN PAN ALLEY
Jimmie Wilson—Big Town 101
WHERE YOU AT?
BABY, DON'T TURN
YOUR BACK ON ME
Lloyd Price—Specialty 463

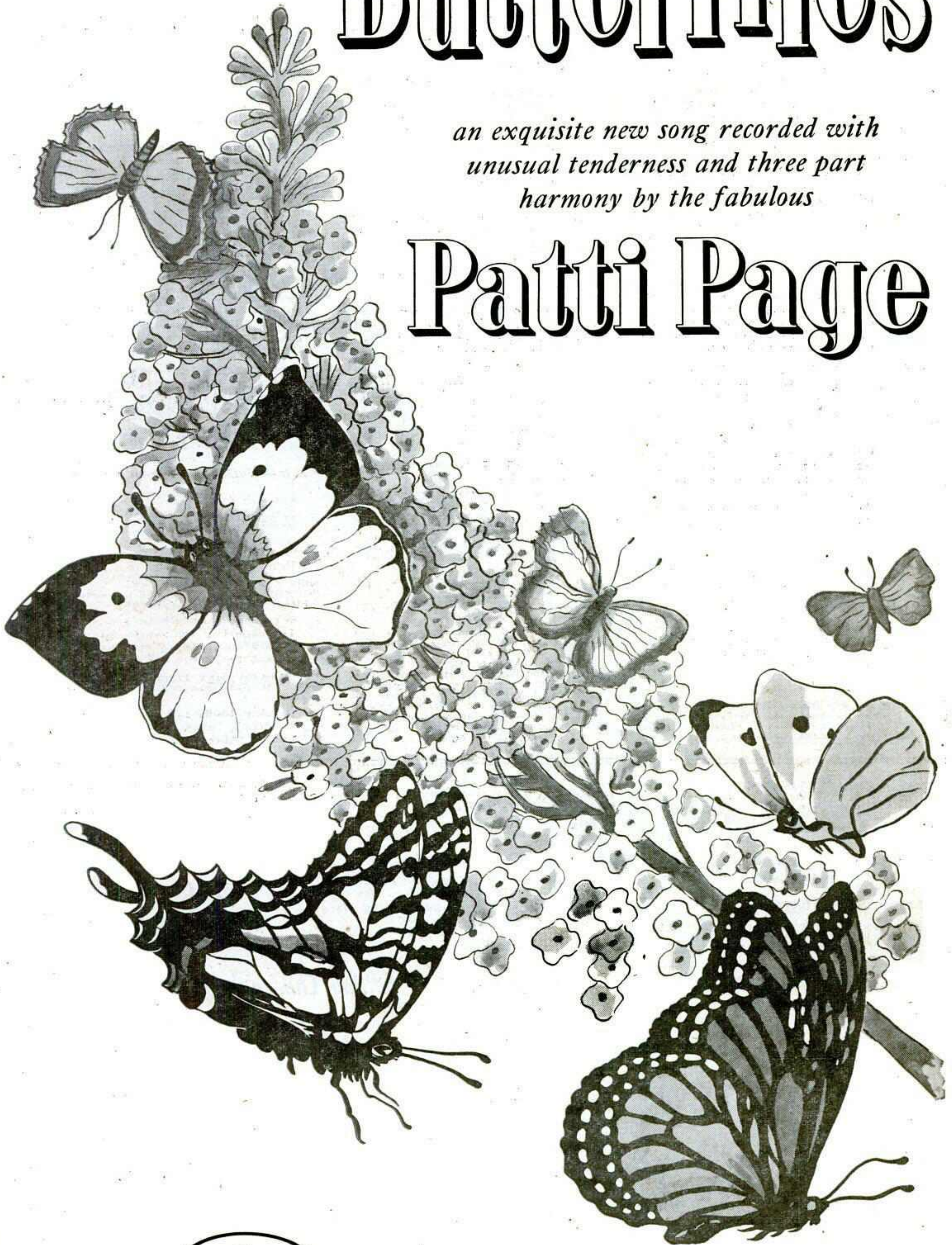
CURRENT TOP RECORDS

See page 30 for the current top pop records.
See page 37 for the current top c.&w. records.
See page 38 for the current top r.&b. records.

Butterflies

*an exquisite new song recorded with
unusual tenderness and three part
harmony by the fabulous*

Patti Page



COUPLED WITH PATTI'S THEME "THIS IS MY SONG" MERCURY, 70183

The Billboard Music Popularity Charts

... for Week Ending June 20

TOP POPULAR RECORDS

Best Selling Singles

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed.

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, Label, Weeks on Chart. Lists top 20 singles including 'SONG FROM MOULIN ROUGE' and 'I'M WALKING BEHIND YOU'.

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in juke boxes thruout the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed.

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, Label, Weeks on Chart. Lists top 20 juke box records including 'SONG FROM MOULIN ROUGE' and 'I'M WALKING BEHIND YOU'.

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, Label, Weeks on Chart. Lists top 20 jockey records including 'SONG FROM MOULIN ROUGE' and 'I'M WALKING BEHIND YOU'.

Best Selling Popular Albums

Albums are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. Separate charts are listed for 33 1/3 r.p.m. and 45 r.p.m. records.

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Weeks on Chart. Lists top 10 33 1/3 R.P.M. and 45 R.P.M. albums including 'HANS CHRISTIAN ANDERSEN' and 'MUSIC FOR LOVERS ONLY'.

Best Selling Children's Records

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers thruout the country with a high sales volume in children's records. No distinction is made between record speeds. Number after title indicates the number of records in each set.

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Weeks on Chart. Lists top 15 children's records including 'PETER PAN (2)' and 'DOGGIE IN THE WINDOW (1)'.

Sensational!

TONY MARTIN

sings

SORTA ON THE BORDER

and

UNFAIR

20/47-5352



NEW RELEASES

RCA VICTOR—Release #53-26

POPULAR

- WITH THESE HANDS
WHEN I WAS YOUNG (Yes, Very Young)
Eddie Fisher with Hugo Winterhalter's orch. and chorus 20-5365 (47-5365)*
- C'EST SI BON (It's So Good)
AFRICAN LULLABY
Eartha Kitt with Henri Rene and his orch. 20-5358 (47-5358)*
- THE MOON IS BLUE
from the Otto Preminger-F. Hugh Herbert film, "The Moon Is Blue"
"O" (Oh!)
The Saulter-Finegan Orchestra. Vocal refrain by Sally Sweetland and The Doodlers. 20-5359 (47-5359)*
- THE MELBA WALTZ (Dream Time)
IS THIS THE BEGINNING OF LOVE
from the Motion Picture "Melba"
Patrice Munsel, Soprano with Orch. conducted by Henri Rene. 20-5360 (47-5360)*
- RUB-A-DUB-DUB
THE STOP AND KISS DANCE
Ralph Flanagan. 20-5361 (47-5361)*
- YOU'RE A DARLIN', MY DARLIN'
KIDDIE POLKA
Harry Harden and his Orch. with the Ray Charles Singers. 20-5353 (47-5353)*

SACRED

- SOMEONE TO CARE
HE KNOWS JUST HOW MUCH YOU CAN BEAR
Blackwood Brothers Quartet. 20-5354 (47-5354)*

COUNTRY/WESTERN

- ROMPIN' AND STOMPIN'
ROCKY ROAD OF LOVE
Curtis Gordon. 20-5356 (47-5356)*
- YOU AIN'T SEEN NOTHIN' YET
YOU'RE NEVER TOO OLD FOR LOVE
Grandpa Jones. 20-5357 (47-5357)*

*45 rpm cat. nos.

BEST SELLERS

THIS WEEK'S RCA VICTOR BEST SELLERS

POPULAR

- I'M WALKING BEHIND YOU/JUST ANOTHER POLKA
Eddie Fisher. 20-5293 (47-5293)*
- NO OTHER LOVE/KEEP IT GAY
Perry Como. 20-5317 (47-5317)*
- YOU, YOU, YOU/ONCE UPON A TUNE
Ames Bros. 20-5325 (47-5325)*
- SAY YOU'RE MINE AGAIN/MY ONE AND ONLY HEART
Perry Como. 20-5277 (47-5277)*
- UNFAIR /SORTA ON THE BORDER
Tony Martin. 20-5352 (47-5352)*
- USKA DARA/TWO LOVERS
Eartha Kitt. 20-5284 (47-5284)*
- THE TERRY THEME/SYMPHONY OF A STARRY NIGHT
Hugo Winterhalter. 20-5326 (47-5326)*
- THAT HOUND DOG IN THE WINDOW/PORE OL' KOO-LIGER
Homer & Jethro. 20-5280 (47-5280)*
- NOW HEAR THIS/APRIL IN PORTUGAL
Tony Martin. 20-5279 (47-5279)*
- MATILDA, MATILDA!/SUZANNE
Harry Belafonte. 20-5311 (47-5311)*
- SEND MY BABY BACK TO ME/MEANWHILE
Sunny Gale. 20-5306 (47-5306)*
- THE CARLEBOOGIE/THE RHYTHM OF THE RAINDROPS
Frankie Carle. 20-5319 (47-5319)*
- APRIL IN PORTUGAL/PENNY WHISTLE BLUES
Freddy Martin. 20-5052 (47-5052)*
- HOT TODDY/SERENADE
Ralph Flanagan. 20-5095 (47-5095)*
- THE MOON IS BLUE/RETURN TO PARADISE
Silver Strings. 20-5318 (47-5318)*

COUNTRY/WESTERN

- HOW'S THE WORLD TREATING YOU/FREE HOME DEMONSTRATION
Eddy Arnold. 20-5305 (47-5305)*
- THE LONG WAY/I'LL TRADE YOURS FOR MINE
Hawkshaw Hawkins. 20-5333 (47-5333)*
- TOO YOUNG TO TANGO/HEARTS WEREN'T MEANT TO BE BROKEN
Sunshine Ruby. 20-5250 (47-5250)*
- SPANISH FIREBALL/BETWEEN FIRE AND WATER
Hank Snow. 20-5296 (47-5296)*
- SOUTH IN NEW ORLEANS/WINNER OF YOUR HEART
Johnnie & Jack. 20-5290 (47-5290)*
- TRADEMARK/A BEGGAR FOR YOUR LOVE
Porter Wagner. 20-5330 (47-5330)*
- BROKEN WINGS/THE CANNONBALL YODEL
Elton Britt. 20-5251 (47-5251)*
- THE BELLS OF ST. MARY'S/COUNTRY GENTLEMAN
Chet Atkins. 20-5300 (47-5300)*
- DON'T YOU CARE/MY EMPTY ARMS
Ken Marvin. 20-5339 (47-5339)*
- A FOOL SUCH AS I/THE GAL WHO INVENTED KISSIN'
Hank Snow. 20-5034 (47-5034)*

RHYTHM/BLUES

- I FOUND OUT/LITTLE GIRL, LITTLE GIRL
The Du Droppers. 20-5321 (47-5321)*
- I WANNA KNOW/LAUGHING BLUES
The Du Droppers. 20-5229 (47-5229)*
- YOUR MOUTH'S GOT A HOLE IN IT/DECATUR STREET BOOGIE
Piano Red. 20-5337 (47-5337)*

*45 rpm cat. nos.

Big Hit Breaking!

JUNE VALLI

sings

CRYING IN THE CHAPEL

and

Love Every Moment You Live

20/47-5368



RCA VICTOR
FIRST IN RECORDED MUSIC



MAGNIFICENT!

EDDIE FISHER



Sings

WITH THESE HANDS

20/47-5365

RCA VICTOR
FIRST IN RECORDED MUSIC



The Billboard's Music Popularity Charts

Territorial Best

This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

- Los Angeles... **C'EST MAGNIFIQUE** G. MacRae, Capitol 2465
- Pittsburgh... **DOWN BY THE RIVER** SIDE Four Lads, Columbia 40005
- Atlanta... **SHANE** P. Weston, Columbia 40014
- Washington, D. C.; Baltimore, Md.... **RETURN TO PARADISE** P. Faith, Columbia 39998
- Dallas-Fort Worth... **SHANE** R. Hayman, Mercury 70114

Territorial Best Sellers

Listings are based on late reports secured via Western Union messenger service from top dealers in each of the markets listed.

New York

1. **Song From Moulin Rouge** P. Faith, Columbia
2. **Limelight (Terry's Theme)** F. Chacksfield, London
3. **Anna** S. Mangano, M-G-M
4. **April in Portugal** L. Baxter, Capitol
5. **Ruby** R. Hayman, Mercury
6. **No Other Love** P. Como, Victor
7. **I'm Walking Behind You** E. Fisher-H. Winterhalter, Victor
8. **I Believe** F. Laine, Columbia
9. **Ho Ho Song** R. Buttons, Columbia
10. **Say You're Mine Again** P. Como, Victor

Detroit

1. **Song From Moulin Rouge** P. Faith, Columbia
2. **I'm Walking Behind You** E. Fisher-H. Winterhalter, Victor
3. **Say You're Mine Again** P. Como, Victor
4. **Ruby** R. Hayman, Mercury
5. **April in Portugal** L. Baxter, Capitol
6. **No Other Love** P. Como, Victor
7. **Oh** P. W. Hunt, Capitol
8. **Half a Photograph** K. Starr, Capitol
9. **Vaya Con Dios** L. Paul & M. Ford, Capitol
10. **Pretend** Nat (King) Cole, Capitol

Chicago

1. **Limelight (Terry's Theme)** F. Chacksfield, London
2. **Song From Moulin Rouge** P. Faith, Columbia
3. **I'm Walking Behind You** E. Fisher-H. Winterhalter, Victor
4. **Ruby** R. Hayman, Mercury
5. **Vaya Con Dios** L. Paul & M. Ford, Capitol
6. **Anna** S. Mangano, M-G-M
7. **No Other Love** P. Como, Victor
8. **Say You're Mine Again** P. Como, Victor
9. **April in Portugal** R. Hayman, Mercury
10. **April in Portugal** L. Baxter, Capitol

Boston

1. **No Other Love** P. Como, Victor
2. **Song From Moulin Rouge** P. Faith, Columbia
3. **Limelight (Terry's Theme)** F. Chacksfield, London
4. **Ruby** R. Hayman, Mercury
5. **Song From Moulin Rouge** Mantovani, London
6. **Allez Vous En** K. Starr, Capitol
7. **April in Portugal** F. Martin, Victor
8. **I'm Walking Behind You** E. Fisher-H. Winterhalter, Victor
9. **Vaya Con Dios** L. Paul & M. Ford, Capitol
10. **I'd Rather Die Young** Hilltoppers, Dot

Los Angeles

1. **Song From Moulin Rouge** P. Faith, Columbia
2. **I'm Walking Behind You** E. Fisher-H. Winterhalter, Victor
3. **Ruby** R. Hayman, Mercury
4. **April in Portugal** L. Baxter, Capitol
5. **Anna** S. Mangano, M-G-M
6. **I Believe** F. Laine, Columbia
7. **C'Est Magnifique** G. MacRae, Capitol
8. **Pretend** Nat (King) Cole, Capitol
9. **I Am in Love** Nat (King) Cole, Capitol
10. **I Believe** J. Froman, Capitol

Washington-Baltimore

1. **Song From Moulin Rouge** P. Faith, Columbia
2. **April in Portugal** L. Baxter, Capitol
3. **I'm Walking Behind You** E. Fisher-H. Winterhalter, Victor
4. **Ruby** R. Hayman, Mercury
5. **No Other Love** P. Como, Victor
6. **Limelight (Terry's Theme)** F. Chacksfield, London
7. **I Believe** J. Froman, Capitol
8. **Say You're Mine Again** P. Como, Victor
9. **Crazy, Man, Crazy** B. Haley, Essex
10. **Return to Paradise** P. Faith, Columbia

Philadelphia

1. **Song From Moulin Rouge** P. Faith, Columbia
2. **April in Portugal** L. Baxter, Capitol
3. **I'm Walking Behind You** E. Fisher-H. Winterhalter, Victor
4. **Ruby** R. Hayman, Mercury
5. **No Other Love** P. Como, Victor
6. **Say You're Mine Again** P. Como, Victor
7. **I Believe** F. Laine, Columbia
8. **Limelight (Terry's Theme)** F. Chacksfield, London
9. **Gambler's Guitar** R. Draper, Mercury
10. **April in Portugal** V. Damone, Mercury

St. Louis

1. **I'm Walking Behind You** E. Fisher-H. Winterhalter, Victor
2. **P.S.: I Love You** Hilltoppers, Dot
3. **April in Portugal** L. Baxter, Capitol
4. **Limelight (Terry's Theme)** F. Chacksfield, London
5. **Song From Moulin Rouge** P. Faith, Columbia
6. **Breeze** T. Richards, Derby
7. **Vaya Con Dios** L. Paul-M. Ford, Capitol
8. **Ruby** R. Hayman, Mercury
9. **Big Mamou** P. Hanley, Okeh
10. **Crazy, Man, Crazy** B. Haley, Essex

... For Week Ending June 20

Sellers (Popular)

Atlanta

1. **Song From Moulin Rouge**
P. Faith, Columbia
2. **April in Portugal**
L. Baxter, Capitol
3. **For Me, For Me**
G. Gibbs, Mercury
4. **Limelight (Terry's Theme)**
R. Hayman, Mercury
5. **I'm Walking Behind You**
E. Fisher-H. Winterhalter, Victor
6. **Say You're Mine Again**
P. Como, Victor
7. **Pretend**
Nat (King) Cole, Capitol
8. **Shane**
P. Weston, Columbia
9. **I Believe**
J. Froman, Capitol

Pittsburgh

1. **Song From Moulin Rouge**
P. Faith, Columbia
2. **April in Portugal**
V. Damone, Mercury
3. **P.S.: I Love You**
Hilltoppers, Dot
4. **You, You, You**
Ames Brothers, Victor
5. **I'm Walking Behind You**
E. Fisher-H. Winterhalter, Victor
6. **Crazy, Man, Crazy**
B. Haley, Essex
7. **Say You're Mine Again**
P. Como, Victor
8. **Down by the River Side**
Four Lads, Columbia
9. **No Other Love**
P. Como, Victor

Seattle

1. **Song From Moulin Rouge**
P. Faith, Columbia
2. **I'm Walking Behind You**
E. Fisher-H. Winterhalter, Victor
3. **Ruby**
L. Baxter, Capitol
4. **April in Portugal**
L. Baxter, Capitol
5. **You, You, You**
Ames Brothers, Victor
6. **Crazy, Man, Crazy**
B. Haley, Essex
7. **Limelight (Terry's Theme)**
F. Chacksfield, London
8. **Oh**
P. W. Hunt, Capitol
9. **Vaya Con Dios**
L. Paul-M. Ford, Capitol

New Orleans

1. **Song From Moulin Rouge**
P. Faith, Columbia
2. **I Believe**
F. Laine, Columbia
3. **Anna**
S. Mangano, M-G-M
4. **I'd Rather Die Young**
Hilltoppers, Dot

5. **I'm Walking Behind You**
F. Sinatra, Capitol
6. **April in Portugal**
L. Baxter, Capitol
7. **Song From Moulin Rouge**
V. Young, Decca
8. **Limelight (Terry's Theme)**
F. Chacksfield, London
9. **P.S.: I Love You**
Hilltoppers, Dot

Dallas-Ft. Worth

1. **April in Portugal**
L. Baxter, Capitol
2. **Song From Moulin Rouge**
P. Faith, Columbia
3. **I'm Walking Behind You**
E. Fisher-H. Winterhalter, Victor
4. **Gambler's Guitar**
R. Draper, Mercury
5. **Ruby**
R. Hayman, Mercury
6. **Song From Moulin Rouge**
V. Young, Decca
7. **Shane**
R. Hayman, Mercury
8. **Say You're Mine Again**
P. Como, Victor
9. **For Me, For Me**
G. Gibbs, Mercury

Denver

1. **April in Portugal**
L. Baxter, Capitol
2. **I'm Walking Behind You**
E. Fisher-H. Winterhalter, Victor
3. **Song From Moulin Rouge**
P. Faith, Columbia
4. **Ruby**
R. Hayman, Mercury
5. **Song From Moulin Rouge**
Mantovani, London
6. **Say You're Mine Again**
P. Como, Victor
7. **Doggie in the Window**
P. Page, Mercury
8. **Anna**
S. Mangano, M-G-M
9. **I Believe**
F. Laine, Columbia

Cincinnati

1. **Song From Moulin Rouge**
P. Faith, Columbia
2. **I'm Walking Behind You**
E. Fisher-H. Winterhalter, Victor
3. **Say You're Mine Again**
P. Como, Victor
4. **Ruby**
R. Hayman, Mercury
5. **April in Portugal**
R. Hayman, Mercury
6. **Crazy, Man, Crazy**
R. Marterie, Mercury
7. **Song From Moulin Rouge**
Mantovani, London
8. **I Believe**
J. Froman, Capitol
9. **April in Portugal**
V. Damone, Mercury

listen and you'll agree . . .
the greatest of all the great
EDDIE FISHER records is
WHEN I WAS YOUNG
(SO VERY YOUNG)
RCA Victor Record #20/47-5365

NAMM CONVENTION NUMBER

The Billboard

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- . . . it delivers more buyers . . . brings actual inquiries and sales from a highly-responsive market—and all at regular weekly advertising rates!

Issue Dated July 18
Distributed July 13
Ad Deadline July 9




YOU CAN'T AFFORD TO MISS -
(Miss)
From
WARREN
SINGING
"MISS ME JUST A LITTLE"
b/w
"LOVE IS A SEE-SAW"
MGM-11522 (K-11522)

D.J.S! OPERATORS! DEALERS!
Give this **'SLEEPER HIT'** a whirl!



Tommy EDWARDS
"TAKE THESE CHAINS FROM MY HEART"
MGM-11485 (K-11485)



M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE. NEW YORK 36 N.Y.

VOX JOX

By GENE PLOTNIK

Daddy Jule Silver, WPNX, Columbus, Ga., is driving his fourth new car in one year. He'd bought himself a new Pontiac, but it was demolished in the tornado several weeks ago. So he bought a Mercury. But one night he lent it to fellow deejay, **Pete Hawkins**, to run home to dinner, and that finished the Mercury. . . . **Herb Rau**, amusement editor of The Miami (Fla.) Daily News and The Billboard's Miami correspondent, has started a series of platter shows over WIOD devoted to motion picture theme music exclusively. . . .

July. . . **Charlie Black**, WSAI, Cincinnati, has been selected by the local Junior Chamber of Commerce as a "Community Dad" for his outstanding contributions to the Cub Scouts. . . . **Bob Wery**, 120 View Street, Morganton, N. C., says he's looking for a jock job with a top station. . . . **Rod McKuen**, KROW, Oakland, Calif., makes his bow as a crooner this summer, in addition to his deejay work. . . . **Vernon Alley**, KLOK, San Jose, Calif., is now doing his disk shows from the station's new studios in San Francisco. . . . **John Michaels**, WVKO, Columbus, O., received a specially built hat from several of his fans. It has a radio tower and transmitter on top of it.

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

JUNE 26, 1943

1. Taking a Chance on Love
2. Comin' In on a Wing and a Prayer
3. All or Nothing at All
4. Velvet Moon
5. Let's Get Lost
6. Don't Get Around Much Anymore
7. You'll Never Know
8. As Time Goes By

JUNE 26, 1948

1. You Can't Be True, Dear
2. Nature Boy
3. Woody Woodpecker
4. My Happiness
5. Little White Lies
6. Toolie Oolie Doolie (The Yodel Polka)
7. Now Is the Hour
8. Dickey-Bird Song
9. Baby Face
10. Tell Me a Story

Bob Horn, WFIL, Philadelphia, has moved his show into the 5:30-5:55 p.m. slot daily, sponsored by the Philadelphia Association of Retail Druggists. . . . WPTS, new 1,000-watt station in Pittston, Pa., halfway between Scranton and Wilkes-Barre, plans heavy disk programming and is looking to the diskeries for an assist. . . . **Joe Hoppel**, WLOW, Norfolk, is offering a wrist watch to the listener who suggests the best name for his new late-evening show. . . . **Paul Cowley**, WLEX, Lexington, Ky., became the father of a six-pound girl on Memorial Day. . . . **Sam Zurlo** is a new night jock at WCSS, Amsterdam, N. Y. . . . New Orleans disk spinners **Clarence Hamann** and **Larry Regan** are looking forward to their New York vacation the beginning of

Gimmix

On his daily "Mystery Record" feature, **Johnny Palmer**, WRCS, Ahoskie, N. C., is asking the question, "How much is that doggie in the window?" The answer is known only to Johnny and the manager of a local theater, who has it in a sealed envelope. The latter will give passes as prizes. Contestants may ask to see the answer when the contest is over. Palmer promises to let Vox Jox readers know the answer and the results of the gimmick when it's all over. . . . **Stan Deck**, KMON, Great Falls, Mont., is using **Wally Cox's** recording of "What a Crazy Guy!" as his theme. . . . **WVBR**, student station at Cornell University, Ithaca, N. Y., carried 240 hours of continuous broadcasting in its musical marathon, playing music suitable for studying during the university's final exam period. The time was completely sold. . . . Current contest being staged by **Bob Lloyd**, WAVZ, New Haven, Conn., requires listeners to finish the sentence, "I never win radio contests because. . ." The previous week's contestants had to list the names of as many stores as they could think of with high overhead. Lloyd gives duplicate disks to winners. . . . **Don John Ross**, WSPD, Toledo, reports that the latest move in the local "Big Mamou" campaign was the kidnapping of the anti-Mamou forces' chief, with 50 plays of the song by local jocks as the ransom.

DEALER DOINGS

By JOE MARTIN

News and Chatter

Paul Kiser, owner of the Record Bar, Durham, N. C., recently became the father of his second boy. . . . **Jerry Harris**, formerly with Mercury Records, is opening a new distributorship in Detroit to be called the Park Avenue Record Distributing Company. . . . Recently opened in Buhl, Idaho, is the Buhl Music Company, operated by **Don Starr**. . . . **Dan Gordon**, Music House, Baltimore, writes, "If Columbia can put the Kletzki-Tschaikovsky Fifth and Von Karajan-Beethoven Ninth on the low-priced Entre label, then the rationale of the industry's LP price structure is all wet. The markup is the same for the dealer. And the quality for 99 and 44/100ths per cent of the market is the equal of any other versions. This hits the price cutter. Let's have one real big knockout blow by RCA Victor and Columbia."

Three D Shop

Even before the shop opened formally last week, **Barry and George Gordy** renamed their new Detroit shop twice. Originally slated to be called the Barry and George Record Mart, the shop is now named the Three Dimension Record Mart. Plans are to add radio, TV and phono equipment to the disk merchandise being carried.

Traces "Uska Dara"

Bill (Andy) Andersen, Record Center, Chicago, says that he's traced "Uska Dara" to its origin as a folk song. Andersen says the **Eartha Kitt** disk ditty was copied from, or in-

spired by, "Katip," recorded by **Cynthia Gooding** on an Electra long-play disk of Turkish and Spanish folk songs.

Trade Talk

"By moving 45 r.p.m. records from crowded counter space to specially made racks, we have increased sales. By requesting the company to send a children's record rack with a built-in phonograph and allowing space at the end of our counter for the rack, our sales of kid-disks have also increased. This gives the customer the privilege of selecting and playing his children's records choices." —**McCroory Store**, Hagerstown, Md. . . . "I keep all pop 45's in a separate box and each week I stick into that box a few of the older pops which I still have in large quantity. Example of what happens was the customer the other day who selected four current pops out of the box and also took a copy of "Tennessee Waltz," which I had stuck in with the newer stuff." —**F. Buatta Music Shop**, Stapleton, Staten Island, N. Y. . . . "The increase of our sales in albums is entirely due to the new type of display we have recently installed. The customer can not help but buy an album, as he can help himself by looking thru the hanging fixtures which are conveniently located. It certainly replaces the need for an additional sales clerk. We believe in self-service as much as possible, but also a little attention to the customer when needed. Courtesy is our best policy — next to having as much of a complete stock as possible." —**Mrs. A. Lerten**, Lerten's, Philadelphia.

HOT FOR JULY!

smash **SINGLES** from

COLE PORTER'S

CAN-CAN

- ALLEZ-VOUS-EN** Kay Starr 2464
- I AM IN LOVE** Nat 'King' Cole 2459
- I LOVE PARIS** Les Baxter 2479
- C'EST MAGNIFIQUE** Gordon MacRae 2465
- IF YOU LOVED ME TRULY** Patti *and* Jerry Lewis 2481
- IT'S ALL RIGHT WITH ME** Bob Manning 2493

... AND ... Capitol's EXCLUSIVE ... ORIGINAL BROADWAY CAST ALBUM ... 15 selections by the stars of the show!



Popular Record Reviews

Continued from page 26

DOLORES GRAY
The Call of the Far-Away Hills76
 DECCA 28755—Flick song from "Shane" is handed a lush go from both the ork and Miss Gray. Tho the instrumental versions haven't broken big yet, this should please many. (Paramount, ASCAP)
Darling, the Moon Is So Bright Tonight....76
 A folk-like ballad in waltz tempo with a simple lyric idea makes for one of Miss Gray's best sides in some time. (George Lee, ASCAP)

BING CROSBY
Walk Me by the River76
 DECCA 28733—Bing's fans and most everybody will like this side. It's a lovely ballad and it receives a sensitive performance. Deejays will spin this one. (Ridgeway, BMI)
Tenderfoot....75
 Cleverly written novelty. Bing gives it a smart performance. (Longridge, ASCAP)

EARTHA KITT
C'est Si Bon76
 V (45) 47-5358—In French, too, Miss Kitt shows she feels at home. Pretty ballad is sung with charm and near the close contains more than a few stimulating moments. (Leeds, ASCAP)
African Lullaby....72
 With "Uska Dara" safely under her talented belt, the thrush here tackles a strange ditty. Lyrics are in English and Swahili. Should interest some with jock play plentiful. (Hollis, BMI)

JERI SOUTHERN
Call Me Tonight76
 DECCA 28715—Jeri Southern has her usual haunting voice quality in her delivery of this novelty. Melody has an infectious quality. Should pull bundles of spins. (Burvan, ASCAP)
I Saw You Again....65
 It's a weepy ballad, with not much in the grooves. (Hillcrest, ASCAP)

DOLORES HAWKINS
Happy Tears76
 OKEH 6976—Dolores Hawkins does an effective job with this new ballad, which is in the mood of "Sentimental Journey." She sings it with feeling, and the ork backs her neatly. Side should grab a lot of jock spins. Thrush's work on this platter is her best to date. (Dennis, BMI)
Come Home....60
 This is almost like a Fitzpatrick travelog as the chanteuse tells of the wind, sea and stars calling her man back home. (Weiss & Barry, BMI)

BERNICE PARKS
My Heart Has Many Dreams75
 MERCURY 70161—Ditty is the well-known tango, with an English lyric. Thrush Bernice Parks gives it a fine reading, with much warmth and skill in her phrasing. (Mogull, ASCAP)
I'll Wait for You....74
 Nice ballad gets a sensitive performance by Miss Parks. (Algonquin, BMI)

GISELE MacKENZIE
HELEN O'CONNELL
When the Hands of the Clock Pray at Midnight75
 CAPITOL 2521—The gal duet is teamed for a smoothly blended reading of a likely new ballad. This should get some of the money when and if the tune breaks thru.
Want the Name, Age, Height and Size....73
 Plenty of spins should accrue to this semi-zany item. The two fem chirps deliver a strong reading of the rocking ditty.

HELEN O'CONNELL
Rub-a-Dub-Dub75
 CAPITOL 2506—Tune now getting a real ride in the country field is handed a fine rendition by the thrush, but it is doubtful if it will mean too much in the pop field. Side makes a good kiddie record tho, and it could pick up sales there. (Brazos Valley, BMI)
You Two-Timed Me.....73
 The thrush does another good job here, again on a country tune. This one doesn't look too strong for the pop market either. Helen O'Connell is a good singer; it's a shame the diskery doesn't give her material more suited to her talents. (Acuff-Rose, BMI)

SAUTER-FINEGAN ORK
The Moon Is Blue74
 V (45) 47-5359—Pleasant melody from the title flicker is warbled easily by soprano Sally Sweetland and group. The ork comes thru stylishly, also. A danceable side. (Santly-Joy, ASCAP)
Oh!....73
 Unusual instrumentation makes this bluesy reading of the ballad eminently listenable. Should win many air spins, and tempers should like the solid beat. (Feist, ASCAP)

LES BROWN ORK
My Heart Belongs to Daddy74
 CORAL 61012—Perhaps it's the fact that Cole Porter has a new show, "Can-Can," on Broadway, but this is the second version of the Porter oldie in recent weeks. The ork plays it in swingy fashion, and Lucy Ann Polk hands it a good vocal. Disk is danceable as are all Les Brown platters, and will interest his fans. (Buxton, ASCAP)
From This Moment On....73
 Another Porter oldie gets a warm treatment from the Brown crew, this time in instrumental style. The Les Brown ork upholds its high rep on these new platters, tho new material might be more exciting. (Chappell, ASCAP)

I Love You That's One Thing I Know...74
 DECCA 28665—Cute oldie is handled rather neatly by the comic, in the old soft-shoe style with asides and taps, over good backing from the ork. Jocks can use. (E. B. Marks, BMI)
What More Do You Want?....71
 Another piece of special material is given a light run-thru by Kaye, with help from an ork and chorus. It's pleasant. (ABC Music, ASCAP)

HARMONICATS
Malaguena73
 MERCURY 70164—The Ernesto Lecuona classic should have some novelty appeal for deejays by virtue of a performance by the Harmonicats. It's a straight instrumental with the lads taking no liberties with the composition. (E. B. Marks, BMI)
The Harmonica Player....73
 Folk-flavored novelty receives a precise instrumental performance. (Schirmer, ASCAP)

DENNIS DAY
I'll Step Aside73
 V (45) 47-5348—From the opera "Du Alter Sefurturm" but better known as "Dee-o-lee-ay," tune is given a fetching rendition by the tenor pipes of Day. (Mayfair, ASCAP)
Saint Cecilia....72
 Tasty performance by Day backed by chorus should do okay with the singer's fans. (Fairway, BMI)

DON ESTES
Cryin', Cryin', Cryin'.....73
 DOT 15091—Light bounce to the weeper type ditty makes for a likely song effort with Estes and vocal group delivering the lyric handily. (Randy-Smith, ASCAP)
The Kumquat Song....70
 Estes and the vocal group get off an effective reading of a pseudo Latin-American item. Ditty is a bubbly item. (Tannen, BMI)

DUKE ELLINGTON ORK
Notin' Nothin' Baby73
 CAPITOL 2503—A smooth ballad, penned by the Duke, receives a good vocal from Grissom, over warm backing by the Ellington crew. It's a nice side for the Duke's followers, and it's danceable. (World, ASCAP)
Ballin' the Blues....70
 An r.b. styled blues receives the usual Ellington ork treatment, plus a vocal by Jimmy Grissom. Duke's fans may want. (Tempo, ASCAP)

JACKIE GLEASON ORK
White House Serenade72
 CAPITOL 2515—This one has much of mood, feeling and even melody line of Gleason's "Melancholy Serenade." It's more of the good-listening "music for dreaming" type of instrumental.
The President's Lady....71
 Another flick title theme melody is handed a typically lush Gleason treatment for good results.

DINAH SHORE
Marriage Type Love72
 V (45) 47-5335—Clever tune from "Me and Juliet" is beautifully arranged but is a little on the "show-tune" side. (Williamson, ASCAP)
I'm Your Girl....70
 Tune from "Me and Juliet" is a lovely one but probably a little out of tempo with the pop market. Miss Shore's performance is a winsome one. (Williamson, ASCAP)

PATRICE MUNSEY
The Melba Waltz72
 V 20-5360—Title waltz from the new flick starring the thrush is sung sweetly in legit fashion. If movie clicks, side could snare some loot. (Bregman, Vocco & Conn, ASCAP)
Is This the Beginning of Love?....70
 Same comment on another waltz from the film. (Bregman Vocco & Conn, ASCAP)

RAYMOND SCOTT ORK
Shadow Dance72
 AUDIVOX 101—Cute opus penned by the orkster, is awarded a fresh-sounding rendition. Jocks could use nicely for programing, and the side might attract some attention. (Gateway, ASCAP)
Mystery Waltz....69
 Melodious waltz with a Continental feel, a Raymond Scott original, is played with much charm by the ork. A pleasant instrumental slicing. (Gateway, ASCAP)

STAN FISHER
No Other Love72
 OKEH 6979—Elaborate production of the Rodgers-Hammerstein tune from "Me and Juliet," but doesn't quite make it. Side features harmonica and chorus. (Williamson, ASCAP)
Just One More Time....65
 Not much impact to this side, which features harmonica and chorus. (B. F. Wood, ASCAP)

BARCLAY ALLEN ORK
Aviva71
 IMPERIAL 40004—Driving rendition of the Latin opus features some brilliant 88'ing. Side is worth spins, and if it's awarded enough exposure could sell a fair number of copies. (Merit, ASCAP)
Dreamy Serenade....59
 Okay instrumental is played pleasantly by the ork. (Reeve, ASCAP)

JIMMY PALMER ORK
Say Si Si70
 MERCURY 70162—The Palmer crew shows why it's been doing so well in the Midwest. They cover the current revival with a neat dance slicing. (E. B. Marks, BMI)
Zinzinnatti Polka....68
 Dutch accent take-off should catch a few nickels in the Midwest. That's Palmer's strongest territory, too. Ork and gang-sing vocal handle the lightweight item as well as can be expected. (Bregman, Vocco & Conn, ASCAP)

JERRY DOSTAL ORK
Harvest Schottische70
 CORAL 61008—Traditional dance measure makes pleasant listening. Okay in its own market.
Sailing Across the Sea....65
 Routine side for the polka market. (Vitak-Elsnic, SESAC)

JACKIE RAYE
Crazy Cool, Solid69
 ARCADE 114—A wild rocker that is rather reminiscent of "Crazy, Man, Crazy" and other riffs receives effective readings from the ork and chorus. It doesn't live up to its initial excitement. (Pat Music, BMI)

The Billboard's Music Popularity Charts

Classical Records

For Week Ending June 20

Best Selling Classics

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers throughout the country with a high sales volume in classical records. Separate charts are listed for 33 1/3 and 45 r.p.m. records.

Week This	33 1/3 R.P.M.	45 R.P.M.	Weeks on Chart
1.	BEETHOVEN SYMPHONY NO. 9—E. Farrell, N. Merri-man, J. Pearce, N. Scott, R. Shaw, Chorale; NBC Sym-phony Ork, A. Toscanini, conductor..... V(33)LM-6009	1	37
2.	MUSIC OF VICTOR HERBERT—Mantovani Ork..... London(33)LL-746	2	7
3.	RACHMANINOFF CONCERTO NO. 2—A. Rubinstein, piano, NBC Symphony Ork, Golschman, conductor..... V(33)LM-1005	4	20
4.	OFFENBACH: GAITE PARISIENNE—Boston Pops Ork, A. Fiedler, conductor..... V(33)LM-1001	3	22
5.	RIMSKY-KORSAKOV: SCHEHERAZADE—Minneapolis Symphony Ork, Dorati, conductor. Mercury(33)MG-50009	4	13
45 R.P.M.			
1.	ROSSINI: WILLIAM TELL OVERTURE—NBC Symphony Ork, A. Toscanini, conductor..... V(45)WDM-605	1	40
1.	GERSHWIN: RHAPSODY IN BLUE—O. Levant, Phila-delphia Symphony Ork, E. Ormandy, conductor..... Col(45)A-251; Col(45)A-1643	1	8
3.	OFFENBACH: GAITE PARISIENNE—Boston Pops Ork, A. Fiedler, conductor..... V(45)WDM-1147	3	15
4.	TCHAIKOVSKY: NUTCRACKER SUITE—E. Ormandy, conductor Philadelphia Ork..... V(45)WDM-1020	3	20
4.	MUSIC OF JOHANN STRAUSS—Minneapolis Symphony Ork, E. Ormandy, conductor..... V(45)WDM-262	5	45

Reviews of the Current Classical Releases

ORCHESTRAL FAVORITES BY STRAUSS AND OFFENBACH
 —The Strauss Orchestra; Franz Lanner, Cond (1-12") 73
 M-G-M (33) E 3032
 This new 12-inch set is a combination of two previously issued M-G-M 10-inch LP platters, one called "Strauss Favorites" (E 133) and the other "Music of Offenbach and Strauss" (E 139). By combining them both on one 12-incher, the diskery has added to the sales value of the platter, and made it a more appealing item, both from a price and a convenience standpoint. Performances of the Strauss and Offenbach works are good, and selections include "Blue Danube" and "Emperor" waltzes, as well as the overture to "Der Fledermaus," "Tales from the Vienna Woods" and the "Barcarolle" from "Tales of Hoffman."
A MUSSOURGSKY ORCHESTRAL PROGRAM—Susskind and Philharmonic Orchestra (1-12") 72
 M-G-M (33) E 3030
 M-G-M has brought together in this one disk a representative sampling from the writings of the Russian composer. And it's one that a good many record collectors will probably want to add to their collections. Heard are suites from the operas "Kovantschina" and "Fair at Sorochinsk," the brilliant "Night on Bald Mountain" and several shorter pieces, including a "Scherzo" that was Mussourgsky's first orchestral composition. Performances are good, and the sound is excellent. And again, the fine print that makes up Edward Cole's liner notes are among the most informative and detailed currently offered.
MENDELSSOHN: VARIATIONS SERIEUSES, RONDO CAPRICCIOSO; SCHUMANN: 3 ROMANCES AND BLUMENSTUCK (1-12") 69
 M-G-M (33) E 3029
 Romantic piano music, played sympathetically by a musician of discernment. Pressler, the young Israeli pianist, has another disk keyboard enthusiasts should appreciate. The Schumann "Blumenstuck" and the popular Mendelssohn "Rondo Capriccioso" are LP firsts.

RATINGS: 90-100 Tops; 80-89 Excellent; 70-79 Good; 60-69 Satisfactory; 0-59 Poor
HOW RATINGS ARE DETERMINED: Each record is reviewed and rated according to factors which affect its commercial potential. The following factors are considered: Artist's name value, quality of performance and recording; appeal of the composition; effectiveness of manufacturer's distribution; promotion accorded the recording; strength of the coupling; competitive entries and price.

Love Is a Random Thing....60
 Jackie Raye asks about love in this slight effort, over listenable backing. (Arcade Music)

PEGGY MANN
When Someone Wonderful Thinks You're Wonderful68
 CORAL 61007—Warm reading by thrush Peggy Mann on a new film tune. She is ably supported by the George Cates crew. (Paramount, ASCAP)
Lost....67
 Another effective job by the thrush on another new and difficult ballad. Gal has a sound and with the proper material can break thru. (Courtney)

JIMMIE SAUNDERS—
I Wanna Be on a Merry, Merry Merry-Go-Round With You65
 CORAL 61010—Chatter Saunders had a hand in writing this one. Despite an intriguing slap-beat and the summery feeling, this is nothing special. Danny Mendelssohn's ork cuts a nice backing, tho. (Pitch Pipe, BMI)
A Jersey Tomato
and an Idaho Potato on a New York Central Train....63
 Same backing style for the up-tempo waltz item. Again it's just a bit too fluffy in content. (Pitch Pipe, BMI)

ROSA LINDA
Tabu65
 ALLEN 232—Latin rhythm backing on the oldie now being revived via gimmick records is done up in a speeded-up piano instrumental. Could pick up some of the coin. (Peer, BMI)
Flight 88....62
 More gimmicky sounds here as the gal tackles an original for okay results. (Golden, BMI)

BOBBY MILANO
Start Loving Me65
 HOLWAY 70—New ballad is handed a punching performance by the young chanter. Milano has a big voice and he sells strongly. The juke-oriented diskery might promote some
 (Continued on page 38)

LADDER OF Best Sellers FROM King AND Federal RECORDS

Popular
BONNIE LOU
 HAND-ME-DOWN HEART
 TENNESSEE WIG WALK
 1237 and 45-1237

Folk/Western
BONNIE LOU
 SEVEN LONELY DAYS
 JUST OUT OF REACH
 1192 and 45-1192

YORK BROTHERS
 THE ROCKY, BUMPY
 ROAD TO LOVE
 EVER SINCE WE MET
 1206 and 45-1206

MOON MULLICAN
 HEY! MISTER COTTON-
 PICKER
 LEAVING YOU WITH A
 WORRIED MIND
 1221 and 45-1221

Rhythm/Blues
TINY BRADSHAW
 HEAVY JUICE
 THE BLUES CAME POUR-
 ING DOWN
 4621 and 45-4621

Federal
BILLY WARD
 AND HIS DOMINOES
 THESE FOOLISH THINGS
 REMIND ME OF YOU
 DON'T LEAVE ME THIS
 WAY
 12129 and 45-12129

King RECORDS INC.
 1540
 Browster Ave.
 Cincinnati 14,
 Ohio

The Billboard Music Popularity Charts

... for Week Ending June 20

TOP COUNTRY & WESTERN RECORDS

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title	Artist	Label
1	2	7	TAKE THESE CHAINS FROM MY HEART—	H. Williams	M-G-M 11479—BMI
2	3	6	THAT HOUND DOG IN THE WINDOW—	Homer & Jethro	V 20-5280—ASCAP
3	1	12	MEXICAN JOE—	J. Reeves	I Could Cry—Abbott 116—BMI
3	4	19	YOUR CHEATIN' HEART—	H. Williams	Kaw-Liga—M-G-M 11416—BMI
5	6	4	SPANISH FIRE BALL—	H. Snow	Between Fire and Water—V 20-5296—BMI
6	9	2	FREE HOME DEMONSTRATION—	E. Arnold	Spanish Fire Ball—V 20-5296—ASCAP
6	—	5	RUB-A-DUB-DUB—	H. Thompson	I'll Sign My Heart Away—Cap 2445—BMI
8	8	6	THIS ORCHID MEANS GOOD-BYE—	Carl Smith	Just Wait Till I Get You Alone—Col 21087—BMI
9	6	19	KAW-LIGA—	Hank Williams	Your Cheatin' Heart—M-G-M 11416—ASCAP
10	5	10	BUMMING AROUND—	T. T. Tyler	Jealous Love—Dec 28579—BMI

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week	Last Week	Weeks on Chart	Title	Artist	Label
1	1	13	MEXICAN JOE—	J. Reeves	Abbott 116—BMI
2	2	16	YOUR CHEATIN' HEART—	H. Williams	M-G-M 11416—BMI
3	3	5	TAKE THESE CHAINS FROM MY HEART—	H. Williams	M-G-M—11479—BMI
4	10	12	KNOTHOLE—	Carlisles	Mercury 70109—BMI
5	5	3	I CAN'T WAIT—	F. Young	Cap 2461—BMI
6	7	5	RUB-A-DUB-DUB—	H. Thompson	Cap 2445—BMI
6	—	1	SPANISH FIRE BALL—	H. Snow	V 20-5296—BMI
6	—	23	NO HELP WANTED—	Carlisles	Mercury 70028—BMI
9	5	11	LAST WALTZ—	W. Pierce	Dec 28594—BMI
10	9	3	THIS ORCHID MEANS GOOD-BYE—	Carl Smith	Col 21087—BMI

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays on juke boxes throughout the country. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of country and western records.

This Week	Last Week	Weeks on Chart	Title	Artist	Label
1	1	13	MEXICAN JOE—	J. Reeves	Abbott 116—BMI
2	2	7	TAKE THESE CHAINS FROM MY HEART—	H. Williams	M-G-M 11479—BMI
3	8	4	RUB-A-DUB-DUB—	H. Thompson	Cap 2445—BMI
4	3	18	YOUR CHEATIN' HEART—	H. Williams	M-G-M 11416—BMI
5	6	4	THAT HOUND DOG IN THE WINDOW—	Homer & Jethro	V 20-5280—ASCAP
6	4	20	NO HELP WANTED—	Carlisles	Mercury 70028—BMI
7	5	7	BUMMING AROUND—	T. T. Tyler	Dec 28579—BMI
8	10	3	SPANISH FIRE BALL—	H. Snow	V 20-5296—BMI
9	—	2	HEY, MR. COTTON PICKER—	Tenn. Ernie	Cap 2443—ASCAP
10	10	2	I COULDN'T KEEP FROM CRYING—	M. Robbins	Col 21075—BMI

FOLK TALENT AND TUNES

Nashville

Johnny Bond resigned from the Gene Autry organization before leaving for a month's vacation in his native Oklahoma. Bond had been associated with Autry for 13 years, taking a lead part in Autry's radio work, personal appearances and other activities. Along on vacation are Mrs. Bond and daughters, Sherry and Jeanne. Bond's intentions upon return to Hollywood are as yet unannounced. Eddy Arnold was in Detroit last week before going to Chicago for final plans on the "Eddy Arnold Show" for NBC-TV. It replaces the "Dinah Shore" stanza for 13 weeks, beginning July 7. . . . Smiley Burnette planed from Hollywood to start a Mississippi theater tour June 22. Burnette just completed a Canadian tour for his Canadian radio sponsor, Imperial Tobacco Company, booked by Earl W. Kurtze, of Chicago's WLS Artist Bureau. He'll be back on the West Coast by mid-July.

Summer seems to have brought overtime for the stork. Mr. and Mrs. Roy Smith (WKDA, Nashville) were presented with a daughter at the local St. Thomas Hospital, June 18. June 10 brought Leon Elroy to Mr. and Mrs. Smokey Smith, KRNT, Des Moines, Doug and Helen Smith, WSL, Roanoke, Va., have a daughter, Teah Susanne, born June 13. Carl E. Lamm, The Smiling Country Mayor of WCKB, Dunn, N. C., was presented with a son, Carl T. vis, by his wife, Marjorie, June 2.

Jack and Neva Starnes, Beaumont, Tex., are preeming new record label, Starday Records. Four artists, Arlie Elton Duff, Bob Heppler, Mary Joe Chelette and Blackie Crawford already hold contracts and have cut sides for immediate release. The label is sticking to c.&w. field. . . . Joe Maphis and Rose Lee newly signed with Okeh Records with a new release scheduled this week. Joe and Rose are well-known nationally for their work on "Old Dominion Barn Dance," "National Barn Dance," "All-American Jubilee" and "Boon County Jamboree." They have been featured on Stuart Hamblen's "Cowboy Church," "Carolina Cotton Calling" and the "Jimmy Wakely Show." They are currently a regular feature of the "Town Hall Party" from Los Angeles. . . . Tibby Edwards, of New Orleans, was in Nashville last week to cut his first Mercury sides under Dee Kilpatrick.

Henry Tuck, who spins the country wax for WREV, Reidsville, N. C., is between his live singing spots beginning a new viewer as a comedian from WFMY-TV, Greensboro, N. C., June 27. . . . Dave Stone and Hi-Pockets Duncan have just left KSEL, Lubbock, Tex., to work from the city's new watter, KDAV, set to go on the air in August. The duo is currently promoting appearances of wax artists at the local Jamboree Hall and thru west Texas. . . . Johnny Gee, HPE, High Point, N. C., was host to Johnny and Jack, Kitty Wells and Bill Elliot during their local theater appearances recently. . . . Sheriff Tex Davis, WLOW, Portsmouth, Va., finds two Bonnie Lou King Records among his Hit Parade spotters during recent weeks—"Tennessee Wig Walk," coming up as "Seven Lonely Days," holds top spot. . . . Lee Sutton, KWTO, Springfield, Mo., is doing emcee honors with "The Porter Wagoner Show" on a personal basis. . . . Country Cousin Arlie Huff, WSAV, chatted with Pfc. Faron Young and Don Teehan on his show when the pair were in town on their Army "Showcase" show recently.

Zeno Goss, Columbia, Miss., has temporarily dubbed his band as the "Cancer Crusaders." They are currently touring Mississippi for the Cancer Society billing a two-hour country show. The tour is non-profit, with the entire organization on a room, board and transportation basis. . . . Jimmy Heap and the Melody Masters will soon be out with a new Capitol and a Slim Willett tune.

(Continued on page 39)

This Week's Territorial Best Sellers to Watch

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

Houston....	IT'S BEEN SO LONG	W. Pierce, Decca 28725
	DON'T THROW YOUR LIFE AWAY	W. Pierce, Decca 28725
Cincinnati....	TREASURE UNTOLD	R. Foley, Decca 28695
	HELP ME FIND MY BROKEN HEART	J. Skinner, Capitol 2351
Memphis....	HEY, MR. COTTON PICKER	Tennessee Ernie, Capitol 2443
Nashville....	YOU WEREN'T ASHAMED TO KISS ME LAST NIGHT	R. Price, Columbia 21117
	IT'S BEEN SO LONG	W. Pierce, Decca 28725
	DON'T THROW YOUR LIFE AWAY	W. Pierce, Decca 28725

Territorial Best Sellers

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

Dallas-Ft. Worth

1. Take These Chains From My Heart	H. Williams, M-G-M
2. Mexican Joe	J. Reeves, Abbott
3. Crying in the Chapel	D. Glenn, Valley
4. Castle in the Sky	M. Robbins, Columbia
5. That Hound Dog in the Window	Homer & Jethro, Victor
6. Last Waltz	W. Pierce, Decca
7. Butterfly Love	J. Reeves, Abbott
8. Your Cheatin' Heart	H. Williams, M-G-M
9. Spanish Fire Ball	H. Snow, Victor
10. Trademark	Carl Smith, Columbia

Houston

1. Let Me Love You Just a Little	J. Reeves, Abbott
2. Mexican Joe	J. Reeves, Abbott
3. Your Cheatin' Heart	H. Williams, M-G-M
4. Butterfly Love	J. Reeves, Abbott
5. It's Been So Long	W. Pierce, Decca
6. Don't Throw Your Life Away	W. Pierce, Decca
7. Take These Chains From My Heart	H. Williams, M-G-M
8. That's All Right	A. Inman, Decca
9. Last Waltz	W. Pierce, Decca
10. Trademark	Carl Smith, Columbia

Cincinnati

1. Take These Chains From My Heart	H. Williams, M-G-M
2. Treasure Untold	R. Foley, Decca
3. Rub-a-Dub-Dub	H. Thompson, Capitol
4. Restless Heart	S. Whitman, Imperial
5. Knot Hole	Carlisles, Mercury
6. Help Me Find My Broken Heart	J. Skinner, Capitol
7. This Orchid Means Good-Bye	Carl Smith, Columbia
8. Free Home Demonstration	E. Arnold, Victor
9. No Help Wanted	Carlisles, Mercury
10. Spanish Fire Ball	H. Snow, Victor

Memphis

1. Rub-a-Dub-Dub	H. Thompson, Capitol
2. Too Young to Tango	S. Ruby, Victor
3. Seven Lonely Days	B. Lou, King
4. That Hound Dog in the Window	

Homer & Jethro, Victor	
5. Your Cheatin' Heart	H. Williams, M-G-M
6. Free Home Demonstration	E. Arnold, Victor
7. Take These Chains From My Heart	H. Williams, M-G-M
8. Hey, Mr. Cotton Picker	Tennessee Ernie, Capitol
9. Trademark	Carl Smith, Columbia
10. Slaves of a Hopeless Love Affair	R. Foley, Decca

Nashville

1. Trademark	Carl Smith, Columbia
2. This Orchid Means Good-Bye	Carl Smith, Columbia
3. You Weren't Ashamed to Kiss Me Last Night	R. Price, Columbia
4. Spanish Fire Ball	H. Snow, Victor
5. It's Been So Long	W. Pierce, Decca
6. I Can't Wait	F. Young, Capitol
7. Seven Lonely Days	B. Lou, King
8. Crying in the Chapel	D. Glenn, Valley
9. Don't Throw Your Life Away	W. Pierce, Decca
10. Free Home Demonstration	E. Arnold, Victor

New Orleans

1. Rub-a-Dub-Dub	H. Thompson, Capitol
2. That's All Right	A. Inman, Decca
3. Take These Chains From My Heart	H. Williams, M-G-M
4. I'll Sign My Heart Away	H. Thompson, Capitol
5. This Orchid Means Good-Bye	Carl Smith, Columbia
6. Mexican Joe	J. Reeves, Abbott
7. Restless Heart	S. Whitman, Imperial
8. Ramblin' Man	H. Williams, M-G-M
9. Too Young to Tango	S. Ruby, Victor
10. Just Wait Till I Get You Alone	Carl Smith, Columbia

EDDY ARNOLD'S

LATEST AND BEST

"How's the World Treating You"

RCA #20-5305

TANNEN MUSIC, INC.

146 W. 54th Street New York, N. Y.

OVER 100 INDIE LABELS DO BIZ WITH RCA VICTOR

WHY?

Flip to "Market Place" PAGE 41

"WHERE WERE YOU LAST NIGHT" BOBBY WILLIAMSON Victor 20-5288

RIDGEWAY MUSIC, INC. Sole Selling Agent, KEYS MUSIC, INC. 146 W. 54th St., New York, N. Y.

The Billboard Music Popularity Chart

... for Week Ending June 20

TOP RHYTHM & BLUES RECORDS

RHYTHM AND BLUES NOTES

By BOB ROLONTZ

Dizzy Gillespie has joined the Shaw Artists Agency and is set for a number of location and one-nighter shots starting in July...

Fats Domino goes into The Showboat, Philadelphia, July 6 to 11; then on a one-nighter trek. He will be accompanied by the Orioles on the tour...

Ruth Brown, now at the Hi Hat in Boston, plays a week at Pep's in Philadelphia from July 22 to 27, and then does some one-nighters in the East...

Rhythm & Blues Record Reviews

Continued from page 26

rhythmic, and an instrumental platter. Might interest jazz fans as well as the r.&b. market. (Chappell, ASCAP)

DESSA RAY Ain't Gonna Tell 7-11 2103—Miss Ray keeps mum on what her man can do but her hints, shouted with infectious spirit...

Daddy... 67 Thrush tackles this one with energy for an effort that could pull some juke nickels.

ROY BROWN Old Age Boogie (Part 1 & 2) 4 KING 4637—Roy Brown had a good one here on this two-sided rocker. It's less boogie than the title implies...

JIMMY WILSON Tell Me 7-11 2104—Wilson wails a strong and affecting blues to insistent Southern-style backing. Could do well in the

medical care. The group had to cancel some of their one-nighters, but are now back on their Southern road tour.

Erroll Garner, now at Birdland in New York, opens August 13 at Tiffany's in Los Angeles for a three-week stay. He is also set for a five-week stay at The Blackhawk San Francisco, beginning September 5.

right areas. (BMI) Ethel Lee... 72 Strong reading of an okay side by Wilson. Steady beat makes it good for dancing. (BMI)

JOHNNY SELLERS Newport News 7-11 2103—Singer tells about having his fortune told in Newport News. It's a slow blues with some frantic instrumentation behind him. (Joni, BMI)

Mirror Blues... 68 Sellers gets the sad word from his gal first thing in the morning. So he tells his troubles to the mirror in a dual-taped effort. (Joni, BMI)

THE 5 WILLOWS Rock Little Francis... 73 ALLEN 1000—Routine rhythm item is read rapidly. Group generates some aural excitement on this side. (Golden, BMI)

My Dear, Dearest Darling... 55 Chanting of the romantic ditty is kinda weird and somewhat hypnotic. (Golden, BMI)

EFFIE SMITH Three Men in My Life TREND 56—Not satisfied with only one man, thrush snagged three but ran into a lot of trouble as a result. Now she's looking for a good man. It's a good blues effort. (Ludlow, BMI)

Cry, Baby, Cry... 72 Songstress tells about some more of her troubles on this side. Gal really puts her heart into her reading. (Ludlow, BMI)

GEORGIE AULD-SARAH McLAWLER The Blue Room BRUNSWICK 84014—Miss McLawler, who also sings great, is teamed on organ with Georgie Auld and his tenor for a rocking reading of the oldie. Could catch some r.&b. action and please the jazz fans, too. (Harms, ASCAP)

Let's Get the Party Rockin'... 69 Another instrumental here—this time an original riff. It's strictly for the r.&b. market. (Agatha, BMI)

BERT KEYS After All I've Been to You RAMA 6—Bert Keys turns in some smooth chanting and pleasant piano on this old-fashioned ballad. The lad can sing, but the tune is dull for the market.

Be With the One You Love... 69 Routine blues is handled in okay fashion by the charter. Piano work is of main interest. Why the tune isn't called "Buzz Me, Baby" is a mystery.

VICKI NELSON I've Got to Keep Movin' BRUNSWICK 84011—Gal's on the move trying to find her man. She's still hunting at the end of the record. (Fred Fisher, ASCAP)

My Poor Life Blues... 67 Slow orking with a titillating piano backs up this fetching blues rendition by the thrush. (Challenge, BMI)

STOMP GORDON Pennies From Heaven DECCA 48297—Stomp Gordon doesn't do any stompin' here. He delivers the lyric with vocal group backing in a relaxed tempo and in an exaggerated style. (Santly-Joy, ASCAP)

My Mother's Eyes... 64 Same results on another oldie. (Feist, ASCAP)

action on the boxes. (Fifth Ave. Music, BMI)

One... 62 More of the same, with the piping again full and resonant. (Rogers, ASCAP)

JUNE ANTHONY Faithful Fool OKEH 6977—June Anthony, new thrush on the lab'l does an okay job on her debut record here, handing the country-styled tune a country-styled reading. (American, BMI)

Why, Daddy, Why? The thrush tells of the millions of questions youngsters ask their fathers in the process of growing up. Material is weak and not well-suited for a thrush. (Folkways, BMI)

JIM LANNING When You Are Near EMERALD 12012—Lanning sounds like an ordinary singer, and the song is okay but nothing more. The ork cuts the backing cleanly, but the whole thing is much too even—not a high spot in the three minutes. (Cavalcade, BMI)

I Want Someone to Love... 45 Nothing much of import happens here. Neither the song, Lanning nor

National Best Sellers

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes records like 'HELP ME, SOMEBODY' by Five Royales and 'GOIN' TO THE RIVER' by Fats Domino.

Most Played in Juke Boxes

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes records like 'HELP ME, SOMEBODY' by Five Royales and 'I'M MAD' by W. Mabon.

the pressing have much to offer. Al Lombardy ork does okay in its backing. (Gordon Music)

Sacks to Tell

Continued from page 15

000 used in this country in 1946. He will tell the distribs that the final quarter of 1952 was the best in Victor's 50-year disk history...

Three major new selling aids, according to Sacks, are: (1) The growing understanding of the value of "exposure," which has brought self-merchandising albums and heightened eye-appeal of packages...

Watch This One Go ROSE MITCHELL "I'M SEARCHING" "SLIPPING IN" Imperial 5243

AND NOW! ANOTHER SMASH HIT "TURN THE LAMP DOWN LOW" "MUDDY WATERS" Chess 1542

CHESS 750 E. 49th Street Chicago 15, Illinois

4 For the Money! ATLANTIC'S GREAT NEW RELEASE THE CLOVERS Seventh Straight Smash GOOD LOVIN' Here Goes a Fool #1000

Popular Record Reviews

Continued from page 36

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Juke Box Natural! "EARLY IN THE MORNING" by ROY MILTON #464 #464-45 Specialty records 8508 Sunset Blvd. Hollywood 46, Calif.

SOON ON TOP — COAST TO COAST Watch This Baby Grow! SAVOY #897 VARETTA DILLARD "MERCY MR. PERCY" b/w "You're Just No Kinda Good No How" SAVOY RECORD CO., INC. 58 Market St., Newark, N.J.

The Billboard Music Popularity Charts

... for Week Ending June 20

TOP RHYTHM & BLUES RECORDS

This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

- | | |
|-----------------------------------|----------------------------|
| St. Louis... EARLY IN THE MORNING | R. Milton, Specialty 464 |
| Detroit... MERCY, MR. PERCY | V. Dillard, Savoy 897 |
| | I'LL HELP YOU, BABY |
| Chicago... 40 CUPS OF COFFEE | C. Kittrell, Republic 7044 |
| Philadelphia... PARADISE HILL | D. Overbea, Checker 774 |
| New Orleans... CLOCK | Embers, Herald 410 |
| New York... ANNA | J. Ace, Duke 112 |
| | S. Mangano, M-G-M 11457 |

Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

- | | |
|--|---|
| <h3>St. Louis</h3> <ol style="list-style-type: none"> 1. Help Me, Somebody
Five Royales, Apollo 2. I Wanna Know
Du Droppers, Victor 3. Please Love Me
B. B. King, RPM 4. Is It a Dream?
Vocaleers, Robin 5. I Found Out
Du Droppers, Victor 6. These Foolish Things
Dominoes, Federal 7. Early in the Morning
R. Milton, Specialty 8. Mend Your Ways
Ruth Brown, Atlantic 9. Third Degree
E. Boyd, Chess 10. She's Got to Go
Ravens, Mercury | <h3>Charlotte</h3> <ol style="list-style-type: none"> 1. Goin' to the River
Fats Domino, Federal 2. Let Me Go Home Whiskey
A. Milburn, Aladdin 3. Don't Leave Me This Way
Dominoes, Federal 4. Cherokee
E. Bostic, King 5. Help Me, Somebody
Five Royales, Apollo 6. So Long
L. Price, Specialty 7. I Wanna Know
Du Droppers, Victor 8. Crawlin'
Clovers, Atlantic 9. Baby, Don't Do It
Five Royales, Apollo 10. Nobody Loves Me
Fats Domino, Imperial |
| <h3>Detroit</h3> <ol style="list-style-type: none"> 1. Help Me, Somebody
Five Royales, Apollo 2. These Foolish Things
Dominoes, Federal 3. Wild, Wild, Young Men
Ruth Brown, Atlantic 4. Way Back Home
Big Maybelle, Okeh 5. Third Degree
E. Boyd, Chess 6. I Found Out
Du Droppers, Victor 7. If I Can't Have You
Flamingos, Chance 8. Crazy, Man, Crazy
Five Royales, Apollo 9. Mercy, Mr. Percy
V. Dillard, Savoy 10. I'll Help You, Baby
C. Kittrell, Republic | <h3>Atlanta</h3> <ol style="list-style-type: none"> 1. Please Love Me
B. B. King, RPM 2. I Found Out
Du Droppers, Victor 3. Help Me, Somebody
Five Royales, Apollo 4. Third Degree
E. Boyd, Chess 5. Lucy Mae Blues
F. L. Sims, Specialty 6. Wild, Wild, Young Men
Ruth Brown, Atlantic 7. Goin' to the River
Fats Domino, Federal 8. I Wanna Know
Du Droppers, Victor 9. Hound Dog
W. M. Thornton, Peacock 10. Shirley, Come Back to Me
Shirley & Lee, Aladdin |
| <h3>Chicago</h3> <ol style="list-style-type: none"> 1. Help Me, Somebody
Five Royales, Apollo 2. Wild, Wild, Young Men
Ruth Brown, Atlantic 3. I Found Out
Du Droppers, Victor 4. Third Degree
E. Boyd, Chess 5. Mend Your Ways
Ruth Brown, Atlantic 6. Heavy Juice
T. Bradshaw, King 7. I Wanna Know
Du Droppers, Victor 8. I'm Mad
W. Mabon, Chess 9. Is It a Dream?
Vocaleers, Robin 10. 40 Cups of Coffee
D. Overbea, Checker | <h3>New Orleans</h3> <ol style="list-style-type: none"> 1. Please Love Me
B. B. King, RPM 2. Third Degree
E. Boyd, Chess 3. Clock
J. Ace, Duke 4. Goin' to the River
Fats Domino, Federal 5. Red Top
King Pleasure, Prestige 6. One-Room Country Shack
Mercy Dee, Specialty 7. These Foolish Things
Dominoes, Federal 8. Wild, Wild, Young Men
Ruth Brown, Atlantic 9. Help Me, Somebody
Five Royales, Apollo 10. Crawlin'
Clovers, Atlantic |
| <h3>Philadelphia</h3> <ol style="list-style-type: none"> 1. Goin' to the River
Fats Domino, Imperial 2. Help Me, Somebody
Five Royales, Apollo 3. She's Got to Go
Ravens, Mercury 4. Hound Dog
W. M. Thornton, Peacock 5. I'm Mad
W. Mabon, Chess 6. Heavy Juice
T. Bradshaw, King 7. These Foolish Things
Dominoes, Federal 8. If I Can't Have You
Flamingos, Chance 9. Paradise Hill
Embers, Herald 10. I Wanna Know
D. Cooper, Savoy | <h3>Cincinnati</h3> <ol style="list-style-type: none"> 1. Help Me, Somebody
Five Royales, Apollo 2. Wild, Wild, Young Men
Ruth Brown, Atlantic 3. Tin Pan Alley
J. Wilson, Big Town 4. These Foolish Things
Dominoes, Federal 5. Goin' to the River
Fats Domino, Imperial 6. Hittin' on Me
B. Johnson, Mercury 7. I Wanna Know
D. Cooper, Savoy 8. My Hat Is on the Side of My Head
Four Blazers, United 9. Heavy Juice
T. Bradshaw, King 10. Is It a Dream?
Vocaleers, Robin |

FOLK TALENT AND TUNES

Continued from page 37

Carl Story has discontinued his Barn Dance promotion at Mineral Springs, N. C., to open the show at the 4,000-seat Charlotte (N. C.) Radio Center Building, July. . . . Martha Carson completed a Tennessee drive-in theater tour last week, with above-average business taken. She's set for a new Capitol session in Nashville next week. . . . George Morgan, and Lonzo and Oscar, are set for Washington and Baltimore dates together, June 25 and 26. . . . Roy Acuff and His Smoky Mountain group were in Florida last week, with Capitol recording scheduled for this week. Carl Smith is set for Florida junket this week. . . . Johnny and Jack are doing business at Detroit's Roosevelt Lounge until June 27. . . . Hank Snow is set for Sheffield, Ala., and Chattanooga dates this week. . . . Martha Carson is set for North Carolina shows at the end of this week after her Nashville recording. . . . Lester Flatt and Earl Scruggs are featured on WSM's early morning "Martha White" show. The group came to Nashville from Knoxville's WNOX. . . . Moon Mullican headed Jewell House's "Texarkana Hayloft Jamboree" June 19, with a top crowd on hand to see the piano honky-tonker. . . . The May poll of Rex and Little Partner (KOCA, Kilgore, Tex.) found Jimmie Lee Durden with his Shamrock Record of "Time to Go" in first place. Jimmie Lee's Capitol wax of "Mistakes" took second, with Hoot and Curley's Imperial of "I'm Alone Tonight" in third. The jocks held their monthly party to tabulate these results, with fan club officers and listeners there to count. As usual,

there were prizes for the winners and refreshments for all. . . . Frank Harper, prexy of West Coast Vogue Records, was on a tour of Eastern distribs last week. . . . Skeets McDonald was recently featured on Jimmy Wakeley's CBS show and seen last week on Cliffie Stone's "Hometown Jamboree" TV'er from El Monte's Legion Stadium. McDonald is headed for an Oregon, Washington and Idaho tour in July. . . . Ronald Gardner is doing three morning hours of country records from KAGR, Yuba City, Calif. . . . Hillbilly John and Honey team up to conduct the oatune times on WPAL, Charleston, S. C. Between their live singing they play records. . . . Marty Robbins takes top votes with Lloyd Gantt's listeners from WMVO in Mount Vernon, O. . . . Audrey Williams and her All-Stars were on Clay Eager's WLOK-Lima, noon show during her Ohio tour last week. . . . A. J. Winn does the oatune spinning from WTAW in College Station, Tex. . . . Jack Davis, WROM, Rockmart, Ga., is set to take the lead place on the station's new TV outlet. . . . Bill Prickett, of WAVU in Albertville, Ala., reports his country show is really hot—97 degrees recently during his two-hour afternoon show. . . . Shel Horton, Saxton, Pa., is doing emcee work at Martinsburg Memorial Park where he will stage his "Parade of Stars" talent hunt June 30. In addition to adding a half hour to his WHUN recorder, he's set to do three 30-minute shows daily from the Huntingdon County Fair. . . . Frank Painter is now doing country wax from WBLJ in Dalton, Ga., after leaving Chattanooga's WAGC. He has 16 hours a week. . . . Smokey Stover now has an additional hour from KREL, Baytown, Tex., and needs records. . . . Max Henderson (WTAC, Flint, Mich.) visited Red Garrett during his Detroit Roosevelt Lounge stay last week. . . . Ned Butler is handling turntables for new watter, WOZK of Ozark, Ala., and can use all new releases. . . . Dwight Gordon is now at WOKZ in Alton, Ill., from KXLW, St. Louis. . . . Jimmy Adkins, WIVY, Jacksonville, Fla., visited Nashville during his two-week vacation. . . . A. V. Bamford, Nashville, is booking Louisville's Fair Ground Pavilion with the "Grand Ole Opry" show, July 12. . . . Audrey Williams is set for her Pennsylvania park and drive-in dates next week by Bamford. . . . Hank Snow did a June 14 benefit show

in Great Falls, Mont., for local flood victims. . . . Carolina Cotton headlined Smokey Rogers' Bostonia Ballroom show from San Diego, June 19. She's set with Patsy Montana as guest on her "Carolina Calling" series, June 25. . . . The Colwell Brothers appeared at the 1953 Los Angeles Home Show in the Pan Pacific Auditorium recently. . . . George Beverly Shea and the Billy Graham Evangelistic team were drawing 11,000 to 15,000 persons every night at Dallas' Cotton Bowl. Bev is set to complete her RCA Victor Christmas album on the Coast during July. . . . Ricky Riddle stars on "Grand Ole Opry's" Prince Albert show June 27, with Anita Carter as featured guest. Carl Smith has the top spot the following week, with Leon Payne the guest.

ANOTHER HIT BY . . .
The ORIOLES
"I COVER THE WATERFRONT"
b/w
"ONE MORE TIME"
Jubilee 5130: 45x5120
JUBILEE RECORD CO., Inc.
315 W. 47th St., N. Y., N. Y.

Coming Up FAST!
CHRISTINE KITTRELL
in
"I'LL HELP YOU, BABY"
#7044
REPUBLIC 535 4th Ave. So.,
Nashville, Tenn.

A New Hit
FATS DOMINO
"PLEASE DON'T LEAVE ME"
"THE GIRL I LOVE"
Imperial 5240
Imperial Records
6425 Hollywood Blvd.
Hollywood 28, Calif.

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Distributed July 13
Ad Deadline July 9

Album and LP Reviews

Show Album

ME AND JULIET80
Isabel Bigley, Bill Hayes, Joan McCracken, Ray Walston, Mark Dawson, Jackie Kelk (1-12")
V (33) LOC 1012

The Broadway show got anything but rave reviews, there's every certainty that the Rodeers and Ummerschtein name can still carry either a show or an original cast album. The hoopla is strong enough to create sales for this package. Singing in the album are Mark Dawson, Bill Hayes, Isabel Bigley, Joan McCracken, Arthur Maxwell and Bob Fortier. None are particularly strong vocalists. And in only a few instances does the recording stimulate a visual picture of the stage activities. Only a very few ditties in the score figure to break out and attract customers. Yet it's a well-done package and should do well among the show album buyers.

Popular

REQUESTED BY YOU74
Paul Weston, Rosemary Clooney, Harry James, Frank Sinatra, Xavier Cugat, Woody Herman, Doris Day (1-10")
Columbia (33) CL 6254

The eight standard tunes here were selected for the album via the 1953 Billboard disk jockey poll. These, reported the jocks, are their listeners' favorite standards. Performances here are likewise standard, as the diskery has reached into its catalog to extract performances by the above listed artists and orks on such tunes as "Stardust," "Tenderly," "Deep Purple," "Body and Soul," "Begin the Beguine," "Laura," "April in Paris" and "September Song." Packaging is attractive.

SALUTE TO ETHEL WATERS68
Francis Wayne; Neal Hefti Ork (1-10")
Coral (33) CRL 56091

There's no doubt that Miss Wayne is one of the best singers in the business, tho she's never quite broken thru as a star. Here she does eight tunes, made famous by Ethel Waters, with superb backing by her husband, Neal Hefti. Some are already identified with Miss Wayne, others are delightful revivals. Selections include "Stormy Weather," "I Just Couldn't

"Take It, Baby," "You're Lucky to Me," "Heat Wave," "Happiness Is a Thing Called Joe," "Miss Otis Regrets," "A Hundred Years From Today" and "Am I Blue?" Backing is particularly fine for album material, but only fair for single sales. In any case, this one deserves more attention and sales than it will probably get.

WOODY'S BEST65

Woody Herman Orchestra (1-10")
Coral (33) CRL 56090
This is far from "Woody's best" as any collector can testify. Yet it should appeal to the same collectors who would probably want a chronological history on wax of the various Herman herds. Stuff was cut in 1944 when Herman started his first swing group after deciding to change from two-beat. "Perdido," which has Johnnie Hodges, Ben Webster and Juan Tizol, is interesting but disappointing. Woody sings on "Noah" and "Refuse It." Other instrumentals are "I've Got You Under My Skin," "Ingie Speaks," "Goin' Home," "Cherry" and "I Get a Kick Out of You." Sides have never been released before—an added sales incentive.

Bergman Quits

Continued from page 15

Bergman faced, and that he was sorry to see him leave. Nathan added that he did not intend to replace him with a full-time a.&r. man. Nathan expects to do most of the pop recordings himself. He also said that he is planning to add another man to the staff who will double in both a.&r. and sales. This addition will not affect the status of any of the a.&r. staffers now with the label.

Prior to his tenure with King, Bergman was on the a.&r. staff at RCA Victor. He was Guy Lombardo's arranger for a number of years. While at King he discovered and developed such new talent as Steve Lawrence, Linda Shannon and Tommy Prisco.

Other Records Released This Week

Popular

Gypsy Caravan—Jerry Du Paul Ork (Please Don't Go) Emerald 595
Matilda, Matilda—Richard Hayes (Midnight in Paris) Mercury 70169
Midnight in Paris—Richard Hayes (Matilda, Matilda) Mercury 70169
No Other Love—Noro Morales Ork (The Terry Theme) V (45) 47-5342
Please Don't Go—Jerry Du Paul Ork (Gypsy Caravan) Emerald 594
The Terry Theme—Noro Morales Ork (No Other Love) V (45) 47-5342

Latin American

Alma Corazon Y Vida — La Panchita (Corazon Por Que?) V 23-6033
Amor De Verano—Cheito Gonzalez (Que Jaleo) Exito 20-384
Casa De Pos Pisos—Esther Forero (A Quien Pueda Interesar Exito 20-387
Corazon Por Que? — La Panchita (Alma Corazon Y Vida) V 23-6033
Mexicana Guapa — Los Churumbeles de Espana (Violines Jugateando) V 23-6042
Que Jaleo — Cheito Gonzalez (Amor De Verano) Exito 20-384
A Quien Puda Interisar — Esther Forero (Casa De Pos Pisos) Exito 20-387
Violines Jugateando—Los Churumbeles de Espana (Mexicana Guapa) V 23-6042
Chalupa — Los Churumbeles de Espanol (Dos Cruces) V 23-6034
Choucoune — Sonora Matancera (Guede Zaina) Secco 7231
Desgracia — Sonora Matancera (El Sofa) Secco 7284
Dos Cruces—Los Churumbeles de Espanol (Chalupa) V 23-6034
Guede Zaina—Sonora Matancera (Choucoune) Secco 7231
El Sofa — Sonora Matancera (Desgracia) Secco 7284
A Otro Con Ese Hueso—Cuarteto Manuel Jimenez (Repite Ese Disco) V 23-6035
Que Te Cuento Mi Violin—Hugo Del Carril (Sin Ti) Secco 7276
Repite Ese Disco—Cuarteto Manuel Jimenez (A Otro Con Ese Hueso) V 23-6035
Sin Ti—Hugo Del Carril (Que Te Cuento Mi Violin) Secco 7276

International

Circus Polka — Eddie Zima Ork (Picnic Grove Polka) Dana 3130
Picnic Grove Polka—Eddie Zima Ork (Circus Polka) Dana 3130

Spiritual

We'll Have a Big Time Over There—Rev. John T. Highbaugh (When Mother Prayed) King 4629
When Mother Prayed—Rev. John T. Highbaugh (We'll Have a Big Time Over There) King 4629

Indie Labels

Continued from page 16

essions are made to one-stops by many indies since the one-stops often make a deal to push a single waxing if there are many versions of the same tune. And the waxing that will get the push is the one produced by the label that makes the best deal.

There are all sorts of variations on the deals made by the diskeries. One firm today is offering a deal on a certain disk, giving the distributor one platter free with every one bought. Others offer whatever they can, depending upon the disk and the competition. It is still true tho, no matter what concessions are offered and how much a distributor or a one-stop pushes a record, the making of the disk still depends upon the public. If a disk takes off, both the distributor and the one-stop will pay the normal price for the platter.

PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past, specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

WANTED

Tapes—Acetates—Masters—Recordings, Standards, Pops, Classical, Children's, Novelty Purchase for cash or rent. Write

BOX 864

The Billboard, 1564 Broadway, N. Y. C.

Disk Dealer Associations To Strengthen Selves

Continued from page 15

privileges to compensate for carrying stock in two and often three speeds; 5) control of the flood of older material pressed on EP and the control of backing a salable selection with "has been"; 6) better timing of disk jockey releases with shipments to dealers; 7) requesting the Federal Communications Commission to force clarification of radio commercial ad copy which now offers to sell disk packages of current tunes at "purported" prices of 17 cents each when similar recorded tunes are sold at retail for 89 cents each.

The dealers in Chicago hope that they can get the attention and the interest of the Record Industry Association of America focused on these "problems." Individual dealers have expressed disappointment in the RIAA's failure to set up a record forum at the NAMM for airing beefs.

Philly Session

Meanwhile the meeting which drew some 25 Philadelphia dealers resulted in discussion of price cutting, alleged price discrimination and disk merchandising thru chain stores. The meeting wound up with a decision to work toward reconstituting the retailers into an active dealer association in that city.

In New York, the Association of Record Dealers formed last year by Charles Lichtman, Whirling Disc retail outlet, and Albert Gerner, professional association exec, failed to make much headway. While the association is practically dormant today, Lichtman has recently launched an attempt to revive interest in the project. Lichtman's new plan is to by-pass the regular payment of dues to the association. He intends to invite all local dealers to join, while he will personally cover all incidental expenses. He feels that he can recover his expenses via a year-end social affair to which members would buy tickets. The affair would also involve the issue of a souvenir journal in which disk manufacturers and distributors would be asked to advertise.

Points to Benefits

Lichtman's notice to dealers points out the following: 1) Records can now be bought in drug-stores, barber shops, bootblack parlors, candy stores, food markets, etc.; 2) record sales belong to record dealers; 3) an association would assist dealers in swapping merchandise among themselves; 4) mass buying power of the association could get better prices and larger return privileges; 5) dealers are now losing business to "shylock" stores being opened all over the city; 6) deal-

ers should be franchised to keep out stores handling disks as a sideline; 7) collective advertising to promote business could be effective; 8) the association could seek legislation beneficial to the retailer; 9) the group would effect closer co-operation and better understanding between dealer and distributor; 10) the group could handle public and labor relations problems.

On past years, sporadic attempts to organize dealers into national, regional or even local associations have been unsuccessful. The Chicago group is the oldest association of record retailers in the country. Groups started in other cities have broken up in short time for lack of interest. In some cases the Federal government has forced the disbanding of dealer associations.

Industry observers on the manufacturer and distributor levels look upon the attempts to organize retail record dealers as potential failures. Some trade execs point out that it took the manufacturers many years to organize into a trade association. And while hopes for a national dealer association are considered slim by traders on all levels, it appears that the record dealers attending the NAMM convention will get a chance to air their beefs—even if only among themselves.

BMI record report

AND FORECAST OF TOMORROW'S SONG HITS.

- "RECORD TO WATCH" ♦ **GAMBLER'S GUITAR** (Devere) — Rusty Draper (Mer.) rates Billboard's "NEW RECORD TO WATCH" pick as he "comes up with a fetching performance." Cash Box says the tune "could click." ★★★★★
- "DISK OF THE WEEK" ♦ **FOR ME, FOR ME** (Acuff-Rose) ♦ **LIGHTNING AND THUNDER** (Folkways) — Georgia Gibbs (Mer.) is back in the "Kiss of Fire" groove with this pair. Cash Box names it "DISK OF THE WEEK." Billboard makes it a "RECORD TO WATCH" selection. Variety terms this "high powered-platter, headed for big returns" a BEST BET. ★★★★★
- "BULLSEYE" ♦ **TENNESSEE WIG WALK** (Village) ♦ **HAND ME DOWN HEART** (Fairway) — "BULLSEYE OF THE WEEK" honors from Cash Box go to Bonnie Lou (King) for "a fast moving, rhythmic jump novelty." Lower deck is softer, more dramatic and a nice change of pace. ★★★★★
- "BEST BUY" ♦ **JOHNNY** (Iris) (non-exclusive BMI) — Les Paul and Mary Ford (Cap.) have a "natural" in this DISK OF THE WEEK choice by Cash Box. Billboard sees it as a "BEST BUY." ★★★★★
- "CLOONEY CONTENDER" ♦ **IT JUST HAPPENED TO HAPPEN TO ME** (Ward & Sears) — Rosemary Clooney (Col.) turns out another "contender" in this "DISK OF THE WEEK" selection by Cash Box. Billboard sees disc as a NEW RECORD TO WATCH. ★★★★★
- "SLEEPER OF THE WEEK" ♦ **YOU, YOU, YOU** (Mollin) — Ames Brothers (Vic.) are stirring up activity in many areas, reports Billboard and calls it a "BEST BUY." The smooth work of the quartet wins "SLEEPER OF THE WEEK" praise from Cash Box. ★★★★★
- "TERRIFIC" ♦ **SATISFIED** (Acuff-Rose) — Johnny Ray (Col.) is creating excitement with this pop-spiritual item that wins a "DISK OF THE WEEK" rating in Cash Box "Terrific styling and spirit... could click in a big way," is the report. ★★★★★
- R & B CHOICE ♦ **I'LL CRY NO MORE** (Beacon) ♦ **FOR YOU I HAVE EYES** (Beacon) — A pair of R & B "winners" by The Crickets (MGM) earn "SLEEPER OF THE WEEK" picks by Cash Box. Disk is showing action and is Billboard's choice as "NEW RECORD TO WATCH." ★★★★★

CAPSULE COMMENT

Continued from page 12

times it is reminiscent of the old Dave Garroway stanza in its relaxed pacing, informality and entertainment values. Camera stunts are used frequently, but fortunately are kept within the bounds of good taste.

Camera Stunts

Thus, the viewer is apt to see host Ziggy Lane "saw in half" chirper Nancy Reed, a recent addition, and then watch the upper half of the said Miss Reed warble a ditty in charming style while her lower half shakes in sympathetic rhythm a few paces away. Or, as on the Wednesday (17) show, bearded ork leader Emerson Buckley can weave down the length of the studio from a triumphant concert with toes sticking out of his shoes. The aforementioned Miss Reed, incidentally, flashes one of the most promising young talents in the medium and seems a cinch for further honors soon.

The show itself is a bright compote of music and badinage which comes off neatly as accompaniment for the dinner hour. Host Lane will never have a Perry Como voice, but he has the pleasant personality. Whelan Drug, which bankrolls the strip, can be proud of this effort, as can the manufacturers whose product plugs are worked in, too.

Sam Chase.

Syd Nathan

Continued from page 16

to anyone else and then, before we can even consider it, find it has been recorded after being shown to everyone in the business." H. said publisher day will be held at King offices here every Tuesday.

Growing Polka

Continued from page 16

as Florida, Arkansas, Texas, Nebraska, Colorado and Montana. According to Dana, the playing of the disks is automatically followed by sales of his platters in these areas.

The Dana catalog now numbers some 400 polka singles, and the diskery is beginning to issue some of their standards on LP and EP packages. The current schedule calls for six single releases a month. Dana reports that his business increased 30 per cent during the past year over the previous year, altho the label didn't have a single polka hot.

Las Vegas' Dust Plays Havoc With Singers' Throats

LAS VEGAS, Nev., June 20.—An old bugaboo of this desert resort has become a serious menace this spring, with the trend toward more and more singing stars at the seven Las Vegas resort hotels. Some of the world's highest priced singers have found that frequent winds are not only unpleasant, they carry fine sand which lodges in minute quantities in delicate throats and acts as an irritant.

A recent victim of the sand threat was James Melton, whose opening at Hotel Thunderbird was marred when he turned up with a sore throat and was unable to sing for the first four days of the engagement.

Among the entertainers who have suffered varying degrees of discomfort from the abrasive sand in their throats are Lauritz Melchior, Nelson Eddy, Jeanette MacDonald, Lena Horne, Dorothy Dandridge and Edith Piaf.

Docs Advise

Las Vegas doctors have advised the expensive talent to spend a minimum of time out of doors and use throat spray frequently. However, with such inviting outdoor attractions as swimming, boating, golf and riding to occupy their non-rehearsal daytime hours, it is often boring—and expensive—to stay inside the hotels, where gaming tables operate around the clock.

Officials at the Hotel Last Frontier have consulted local insurance agents and intend to take out policies, if possible, to insure the voices of big-name singers during their Las Vegas engagements at the resort.

Brookins Records 2 Disks in Denmark

COPENHAGEN, Denmark, June 20.—Tommy Brookins, American spiritual singer who is vacationing in near-by Taarbaek, was grabbed by the local Metronome phono distributor to make two platters.

With background music provided by the eight Margaret Keller Singers and a combo of piano, bass and drums, Brookins recorded "Jericho" and "Heaven."

Kansas City Auditorium Houses Accordion Fete

KANSAS CITY, Mo., June 20.—An accordion festival sponsored by the Accordion Institute of America drew large crowds at the Music Hall in Kansas City's municipal auditorium this week.

Twelve accordion bands with a membership of 500 competed for various honors, and the guest conductor of an all-accordion concert orchestra was the concert accordionist, Anthony Galls-Rina.

HOPING FOR THE GAINS, FELLAS?

NEW YORK, June 20.—This, believe it or not, is Lepidoptera Week in the music and disk industry. Lepidoptera, it seems are butterflies. Or rather, butterflies are, according to Webster, "slender-bodied insects of the order Lepidoptera."

In any event, three new disks received at The Billboard this week were Patti Page's "Butterflies" on Mercury, Mills Brothers' "Pretty Butterfly" on Decca and Jim Reeves' "Butterfly Love" on Abbott. Moth be a coincidence.

'So This Is Love' Album Due July

NEW YORK, June 20.—RCA Victor will start shipments to distributors and dealers on July 17 of its newest motion picture sound track album, "So This Is Love." Album features the picture's star, Kathryn Grayson, in selections from pop standards to operatic arias.

Picture is the life story of Grace Moore, based on the former operatic star's autobiography. Album will be available on EP and LP. Former will list for \$3 and the latter for \$4.45.

Marine Band Cuts New Egypt Anthem

WASHINGTON, June 20.—At State Department's request, Egypt's new national anthem got an "official" interpretation this week when the U. S. Marine Band recorded an 85-piece orchestration to be broadcast for the first time on a "Voice of America" program. After this platter will be forwarded for presentation of Gen. Mohamed Naguib, prime minister of Egypt. Present at the recording of the anthem, which was written by an Egyptian composer, Nasht al-Tahrir, were three counselors of the Egyptian Embassy.

The new hymn, "Anthem of Liberation," has never been heard in Egypt in a fully-orchestrated form. That, however, is not an unusual circumstance. Neither was Pakistan's new anthem heard in that country until the tempo was set and the music interpreted by the U. S. Marine Band and its leader, Lt. Col. William F. Santelmann.

Houston Pubber Sues Mitch Torok for 10%

HOUSTON, June 20.—Jimmie Franklin, of Shamrock Music, local publisher, has filed a suit against Mitchell Torok. Torok, Franklin claims, is under personal contract to him and owes him 10 per cent of all his song earnings for the next seven years. The suit asks for an accounting from Abbott Records and its music publishing subsidiary, American Music, where Torok's tunes are placed. Torok has composed such songs as "Mexican Joe," "Butterfly Love" and "Little Hoo-Wee." The suit was filed in the District Court of Houston.

Criterion Music Buys Two Hawaiian Tunes

HOLLYWOOD, June 20.—Mickey Golden, president of Criterion Music Corporation, has returned from Hawaii where he purchased two of more than 100 tunes submitted to him. Both tunes already have been recorded by major labels.

First song, "I'll See You in Hawaii," is a fast hula written by Tony Todaro, a Hawaiian newspaperman. It has been recorded by Danny Stewart for Coral. Second number, "Mapuana," the work of tuner Lau Sang now residing in Hollywood, has been waxed by Ray Kinney for Decca.

AMP Sheet Sales

Continued from page 15

its New York home office. It also acts as publishers' rep, selling agent and publishes music.

The Hollywood office thru AMP also represents many contemporary composers and a number of the world's larger classical publishing companies. Among such companies are Schott & Company, Breitkopf & Hartel, Max Eschig, Edition Adolph Nagel, Simrock, Universal Edition, Savini-Zerboni, Musical Espanola and others.

Heading the Hollywood operation is Carl Post under direction of AMP Prexy Charles Wall.

G-K Readies Series to Be Sent Abroad

NEW YORK, June 20.—Jack Gross and Phil Krasne, producers of "Big Town" for Lever Brothers, are readying several films packaged from the series for distribution abroad. Foreign theatrical distribution of video film properties is hardly new, with "Ramar of the Jungle," "Douglas Fairbanks Presents," "Terry and the Pirates" and "Four Star Playhouse" four of the shows currently either in foreign release or in the negotiation stage.

The new feature of the Gross-Krasne series, however, is that the making of several full-length feature films from it is being considered. There are 78 films already in the can, and the producers have enough programs of the same nature to tie together three half-hours on murder, juvenile delinquency, auto accidents and perhaps even a comedy. Lever Brothers is co-owner of the series and will get one-third of the profits made in theatrical release abroad.

Weiss Handles 'Jim & Judy'

HOLLYWOOD, June 20.—Louis Weiss & Company this week was named West Coast distributor of "Jim and Judy in Tele-Land," new TV animated serial for children. Deal was made between Weiss and Television Screen Productions, Inc., New York producer of the series. "Jim and Judy" consists of 39 five-minute episodes, open end, for use with either live or film commercials. Charles Basch is executive producer. Writers are Ben Feinberg and Paul Peroff. Honey McKenzie and Merrill Jolls supply the voices.

Addition of the series gives the Weiss firm four complete film series for distribution which were specifically produced for TV. Others are "Canine Comments," "Thrill of Your Life" and "Craig Kennedy, Criminologist."

Tele Exploitation Changes to Comet; Gettinger Cancels

NEW YORK, June 20.—Television Exploitation, Inc., has changed its name to Comet Television Films, Inc. The change results from the withdrawal of attorney Milton Gettinger as a major shareholder in the firm. Oliver Unger remains as president of the company, and Harold Goldman, as general sales manager. Comet retains distribution of all the series TV Exploitation had, including "Roller Derby," "Gulliver and the Little People" and a 15-minute operatic series, the last two of which are still in production. However, the disposition of a package of over 35 feature films is still in doubt.

At the same time, Comet has taken on a new four-minute fem series, "Something for the Girls," produced by Harold Keats and William Hart. This is the same team that produced the "M.D." series which Unger recently sold NBC-TV for showing on "Today." The new fem series features famous chefs, hairdressers, etc., offering the ladies valuable tips.

FTC Probes Claims On Soap, Shampoo

WASHINGTON, June 20.—The Federal Trade Commission yesterday (19) challenged as "misleading and deceptive" claims made in radio, television and newspaper advertisements about the effects of Charles Antell Formula No. 9, shampoo and hexachlorophene soap. Charles Antell Co., Inc., of Baltimore, and T.A.A., Inc., of New York and Baltimore, have 20 days to answer the FTC complaint.

Specifically, the commission considers "false" claims that Formula No. 9 will "cause the hair to curl," "loosen the scalp" and "prevent the loss of hair and baldness." The FTC also questions claims the hexachlorophene soap "will remove 25 times more dirt and other foreign matter from the skin than ordinary soap" and will prevent development of impetigo and cradle cap in the case of babies, and pimples, boils, blackheads and other skin blemishes of external origin generally.

Dahl Is Hostess in New Pepsi Series

NEW YORK, June 20.—Arlene Dahl this week was set to play hostess for the new Pepsi-Cola dramatic film series, which will air 8:30-9 p.m., Fridays, via ABC-TV, starting September 11.

The film dramas are being produced for the sponsor by Revue Productions, of MCA-TV. Filming starts on the Coast next month. Biow is the agency.

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Hocus-Pocus

By BILL SACHS

EARL A. LOCKMAN (Dr. Lockman), who boasts one of the finest collections of handcuffs and leg irons in the world, appeared recently on **Art Baker's** TV show, "You Asked for It," via KECA, Los Angeles, with the kinescoped version slated to hit Midwestern and Eastern TV outlets within the next week or two. In addition to showing off his cuffs and irons, Lockman made an escape from a regulation pair of handcuffs and the Original Siberian Chain. . . . **Jackie Crest**, son of Mr. and Mrs. **S. H. Houdeen**, Salt Lake City magicians, has joined the Armed Forces. The youngster is a versatile entertainer, being a dancer, juggler, unicyclist, comedian and magician. The parents fail to say where their son is stationed. . . . **George Schindler**, Brooklyn's anemic jokester-magician, type-writes as follows about his recent jaunt to the West Coast: "Had a wonderful week out there and managed to visit with a number of the California magi. Stopped into **Dell O'Dell's** new magic shop, formerly **Abbott's**, on Sunset Boulevard. **George Boton** was most cordial and we discussed his connection with **Art Baker's** 'You Asked for It' TV show. Boton is the man responsible for the use of so many magicians on that program. **Met Bill Talent**, the juggler, who took me over to see **Ben Chavez's** College of Magic. Spent a day with **Bill and Gerrie Larsen**, who ushered me thru the old Thayer studio. Also talked shop with their gag-writing son, **Milt Larsen**. He is now at work on a TV film which he is actually shooting himself. He and **Red Baker** have been responsible for several gag books which have clicked. The old **Bert Wheeler** magic shop is still on Hollywood Boulevard under the management of **Louis St. Pierre**. Time didn't permit me to catch **Al DeLage** and **Shirley**, who were playing the

town. However, I did spend an afternoon with producer **Sol Fielding** at M-G-M studios. . . . **Doc Weiss**, escapologist, and his fem assistant, **Terry Lee**, played last week-end (19-20) at Restland Farms Resort, Northfield, Conn.

FORREST HENDRICKS was elected international president of the International Brotherhood of Magicians at the organization's Silver Anniversary Convention held at the Bellevue Stratford Hotel, Philadelphia, June 11-13. **Scurti**, of Philadelphia, who handled publicity for the three-day event for the sponsoring org, Ring No. 6, IBM, describes it as one of the biggest and best conclaves ever held by the IBM, with registrations totaling nearly 700. Convention visitors were treated to a sneak preview of the new "Houdini" picture on Friday night, and Paramount News sent a crew down from New York to film the convention activity. The newsreel was released nationally last Thursday (18). Among those who appeared on the various convention shows were **Barvin**, **Doc Jones**, **Danny Johnson**, **Mike Roth**, **Ed Turner**, **Willner**, **Rodman**, **Billy Bell**, **Kly-Ban**, **DeMarco**, **Danny O'Day**, **Harry Brown**, **LuBrent**, **Mr. E. Milt Kardo**, **Jimmy Lake**, **Jack Green**, **Evans Brown**, **Salandis**, **Paul Duke**, **Hal Haig**, **Channing Pollack**, **Joseph Smiley**, **John Giordemaine**, the **Smith Brothers**, **Henri**, **Doris Faye**, **Del-Ray**, **Ruth Day**, **A'ree McChesney**, **Don White**, **Nivelli** and **Fred Keating**. **Doug Oxner** staged all the shows. . . . **Pablo** is at the Wivel Restaurant, New York. . . . **Jay Marshall** opened Friday (19) at the New York Palace. . . . **Julius Sundman** has returned to Finland. . . . **Milbourne Christopher** produced a magic act for TV comedian **Jackie Gleason**, who did it on his June 14 show over the CBS network. **Christopher** sailed from New York June 14 for Bermuda, where he opened the following day at the Bermudiana Theater for a week with his full evening show. . . . **Joan Brandon**, after winding up engagements at the Homestead Hotel, Hot Springs, Va., and the Bedford Springs Hotel, Bedford Springs, Pa., hopped into New York last week to take delivery on a 1953 Cadillac.

Hotel El Rancho

Continued from page 14

cocktail lounge. The house was pleased with her offerings of a jivy "Ay, Ay, Ay," two others on the torchy side, "Till I Walk Again with You" and "The Nearness of You," and a hot finale, "Sugar Foot Rag."

Filling the gap in the show left by the Red Caps, and not billed on the program, is **Arnold Dover**, a singer and mimic, and an odd choice for the bill in view of two other singers, and another mimic routine.

Dover delivers the Calypso number, "Hollywood," before filling out his act with amusing take-offs.

Chorus line numbers are performed by the El Rancho dancers, and music by **Bob Ellis** and his orchestra. **Ed Oncken**.

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Desert Inn

Continued from page 14

real stage and aquatic talent which **Sherman** has assembled.

Seating arrangements for viewing the water numbers are very poor, with only front row tables able to view what is going on in the pool. Consequently, this reviewer (fourth row table) missed most of the pool action.

Spectacle

The show opens on a stage erected across the pool from the audience, and is a spectacular chorus number, "A Visit to the Fair," with the gaily costumed cast reflected in the water, for brilliant effect.

Following is a knockabout number, "Peace at Last," by the **La Vernes**, also a stage act, with two couples in a pseudo-barroom brawl featuring a novel use of time-worn acros.

The third number on the program is the introduction of the **Aquanymphs**, an aquatic "chorus line" of 18 well-drilled, well-proportioned young ladies, whose routine is called "Designs in Rippling Rhythm."

This is followed by the inevitable clowns, the **Aqua Inzannies**, who splash the band and audience in a series of comic-acro high dives, billed in the program as "Loony Gooney Antics."

Gymnastics

The action is next carried back onstage, for an entertaining exhibition of gymnastics by the **Boginos**, who seem able to accomplish stunts on acting bars which would baffle a chimpanzee. The act is titled "Balancing the Budget."

The show moves once more into the pool, as **Weissmuller** demonstrates swimming form, and shows anybody who is interested how to make noises like a seal.

The "Aqua Fair" picks up tempo again with a "Song Festival" by the **Madhatters Quartet**, and a black light chorus number, "Tahitian Paradise," onstage. The black light theme, carried into the water by the **Aquanymphs**, who glow as they swim thru a number called "Fantasy in Black Waters."

One of the most pleasing acts, judging by audience reaction, was "Rolling Jacks," with **Bill Fontana** and his educated dog, **Pal**, performing agile and seemingly impossible feats on a cylindrical "log" in the water.

High Dives

For devotees of the sport of high diving, the "Aqua Fair" includes some of the best professionals in action, displaying graceful and complex dives from three high boards. Included are **Vicki Draves**, 1948 American Olympic champion; **Lyle Draves**; **Joe Walsh**, **Charlie Diehl**, **Bill Lewin**, and **Whitey Nostdal**, who between them hold awards and championships too numerous to recount.

The most spectacular water number was "Swan Ballet" with the **Aqua Ballettes'** heads covered with lightweight swan figures, carrying out formation swimming under a water spray curtain, set up from the poolside. As part of the number, a butterfly dance was presented onstage, which proved beautiful and effective.

Before **Weissmuller's** final appearance with a comic foil, a sister team, **Jean** and **Joy Fitzsimons**, demonstrated precision water numbers in a well-received act titled "Tandem Fantasy."

The show's musical director was **Larry Flint**, while the regular **Desert Inn** orchestra, led by **Carlton Hayes**, provided the music. **Ed Oncken**.

Tiffany Club

Continued from page 14

and displayed his usual relaxed assurance.

Singer, in his intro and between-numbers patter, exudes a graciousness almost to the point of undue modesty. It all adds up to exciting expectancy to hear him work, particularly when he reminisces with a medley of two tunes for which he's well known, "Mona Lisa" and "Too Young."

Show gets off to a typical Cole start with "Too Marvelous for Words." Pace is changed gradually with "Red Sails in the Sunset" and "Walkin' My Baby Back Home." Cole does an effective job with "What Does It Take to Make You Take to Me?" and gets biggest mitting with "Somewhere Along the Way." Crowd begs for more as **Singer** gives with the rhythmical "Little Girl."

Outstanding backing is supplied by **John Collins** on guitar; **Lee Young**, drums, and **Charlie Harris**, bass. **Ed Velarde**.

Burlesque Bits

By UNO

Jessica Rogers, after two weeks' vacation at home in Tampa, opens July 5 at the 606 Club in Chicago. A later booking brings her to New York for a September opening at the Club Samoa. . . . **Burly** on the New Jersey shores will be resumed June 28 at the 1,700-seat **Paramount** in Long Branch, instead of the 900-seat **Savoy** in Asbury Park, according to word from the **Walter Reade** Theaters org. The **Savoy** this year will present legit shows with a big name policy. **Belle Dow** will book the **Paramount** where nine shows featuring four exotic dancers, four to six comics and a 10-girl dance line will be presented each week starting on Sundays with a single evening performance. There will be late shows Fridays and Saturdays. **Paramount's** current first-run pix will be shifted to the circuit's Strand across the street. . . . **Benny Moore**, at the El Rey, Oakland, Calif., was given a surprise party backstage by owner **Pete DeCenzie**, with a huge cake passed over the footlights and punch served in the wings. . . . One of the many **Decoration Day** auto accidents included that of of booker **Maurice Kurtz** whose car overturned on a bridge at South Fallsburg, N. Y., depositing both vehicle and driver into five feet of water. Fortunately, assistance came in time to extricate **Kurtz**, whose injuries consisted of severe knee and shoulder bruises. A cigar and a match were the only things **Kurtz** reached for when he found himself just a head on top of the water, peering out of a window of a demolished car. . . . **William Roberts** is in his fifth year as manager of the Los Angeles Theater, Los Angeles. **Dave Hall** and **Earl Smith** are his assistants.

Syra, billed as "Miss Switzerland," opened last week at the New Follies, Los Angeles. Set to follow are **Peaches Strange**, **Thunder**, **Tempest Storm** and **Venus**. . . . **Jack (Tex) Hamilton** is reorganizing a unit of burly prin-

cipals for Fair dates. **Lois (Buddy) Scott** will produce a chorus of 12 girls. A featured dancer will be **Cleora**. Included will be native Congo dancers. Following the outdoor engagements will be niteries starting in September. . . . **Mary Lou**, "The Girl With the Million Dollar Legs," is the new feature at the Stone, Detroit. Also new are **Dolly**, "The Kewpie Doll of Burlesque," and **Toni Frye**. **Robert Lee**, producer and manager of the Stone, has taken the added chore of operating the candy concession. **Milton Jacobson**, owner of the theater, and his wife have just returned from a business trip to New York. . . . **Robin Jewel**, **Mona Rae** and **Trinidad** are at the El Rancho nitery, Los Angeles. . . . **Kitty Bingham**, of the team of **Pisano** and **Bingham**, died June 6 in Boston City Hospital, Boston. Surviving are three daughters, **Mrs. Katherine Tierney** of Portchester, N. Y.; **Mrs. Philomena Duca** of Quincy, Mass., and **Mrs. Fortuna Correnti** of Boston, besides two sisters, a brother and seven grandchildren. . . . **Troc**, Philadelphia, made the usual summer switch from road principals to stock with **Billy Hagan**, **Count Gregory**, **Fifi Laverne**, **Babs Mitchell**, **Shirley Raina**, **Vickie Reynolds**, **Bob Ridley**, **Marion Lee**, **Lynn York** and **Jess Mack** the starting principals.

Ciro's, Hwd.

Continued from page 14

gals) in a fast tempoed "Glow Worm" and gang vocalizing of "At Last." Band then did an effective and amusing job of impersonating some of the top name bands, coming off particularly well with the Glenn Miller "Moonlight Serenade."

Ork's routine was broken up for about 10 minutes with the fast paced gymnastics of the **Boliano Ivanko Troupe**. Three males effortlessly tossed their petite fem partner around, climaxing the stint by using her as the rope in a rope-skipping routine. Quartet earned the mitting.

An effective job of lighting accentuated the melodies of **ork's** rendition of "Slaughter on 10th Avenue," a big mitt getter. A rousing finale had **ork** members marching among the customers to the tune, "When the Saints Come Marching In." At other times **ork** supplied rhythms for dancing, alternating with the top work of the **Bobby Ramos** rumba group. **Ed Velarde**.

Denver Club

Continued from page 13

Paula Nimmo featured, draws the formal and semi-formal crowds.

At the exclusive **Brown Palace**, **Carl Brisson** closed a successful week at the **Emerald Room**, while at the **Park Lane Hotel**, **Gale Robbins** ended a two-week stand, with the take exceptionally good. Following **Gale** into the **Top O' the Park** is the **Mary Kaye Trio**.

At the Springs

At **Colorado Springs' House of Oscar**, **Venus** opened strong this week.

Denver's exclusive nitery, the **Wolhurst**, recently opened its **Talisman Room** complete with costumed singing waiters, strolling musicians, a varied floor show and headlining name talent booked by **Bob Corash**. The entire nitery picture looks exceptionally good for **Rocky Mountain** club owners who all report better business than they have had since the war.

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NEWS NUGGETS

Butte, Mont., Civic Center Pulls 450,000 in First Year

BUTTE, Mont., June 20.—Butte's Civic Center has attracted nearly 450,000 spectators and participants since it was opened in March, 1952, according to figures compiled by Richard Shaw, manager.

The Center has permanent seating for 4,270, which can be increased to 9,000 by the addition of bleachers and folding chairs.

Conduct Survey Of Acoustics in Calgary Corral

CALGARY, Alta., June 20.—A voluntary survey of acoustics in the Stampede Corral at the fairgrounds has been completed by the Johns-Manville Canadian Company, Ltd., and the Dominion Sound Equipment Company and a report is awaited by the Calgary Exhibition and Stampede Company, Ltd.

Unofficial preliminary estimates of the cost of an acoustic ceiling and other sound improvements ran into a substantial figure, it was reported. "The companies carried out the survey at their own expense and the Calgary Exhibition and Stampede, Ltd., is not obligated in any way," M. E. Hartnett, general manager, said.

While the Corral was specifically designed as a hockey arena, a number of musical events have been held there during the past couple of years and there have been complaints about the acoustics, chiefly by musical critics and artists.

Sked Sports Show For White Plains

WHITE PLAINS, N. Y., June 20.—Edward Ceccolini and Robert A. Durk announced this week that the Greater New York Sportsman and Vacation Show will be presented at the Westchester County Center here, September 30-October 4.

Brochures detailing the five-day event have been mailed to prospective exhibitors. Although complete details and entertainment have not yet been set, the promoters said that water-tank shows, a live trout fishing pond, an archery range and miniature bowling alleys have already been packed for the show. They also plan to bring sports-world personalities to the event in addition to show business entertainers.

Drivin' 'Round the Drive-Ins

NEW Merry-Go-Rounds have been installed in the children's playgrounds at two E. M. Loew's drive-in theaters in Connecticut, at Newington and Farmington. . . . Giles Robb, manager of the Princess Theater, Toledo, for the last 12 years, has resigned to accept a post with the Brailey Theater interests in Fort Wayne, Ind., where he will manage the drive-in theater. . . . Two drive-in theaters are being built at Melville, Sask., one by the Starlight Theater Company, represented by Hugh Vassos, and the other by Jack Zaitzow, operator of the Roxy and Princess theaters in Melville. Theaters will accommodate 350 to 400 cars each. . . . Purnell & Sons, theater operators in Crows Nest Pass, Alta., are building a 300-car drive-in at Coleman, Alta., at a cost of \$50,000, and the Pyrcz Theater Company is building drive-ins at Wetaskiwin and Leduc, Alta. . . . Pike Drive-In Theater Corporation, Newington, Conn., has opened a children's playground, adjacent to the drive-in, with operating hours from 2 to 9 p.m. on Saturdays and Sundays, and from 3 to 9 p.m. on weekdays. Equipment includes Midget Train, Auto Ride, Chairplane, Space Ship and Western Bronco. Paul W. Amadeo is general manager of the theater corporation. . . . Last of Connecticut drive-in theaters to resume operations for 1953 is the Lock-

The building is 308 feet long, 162 feet wide and 52 feet high. Events the past year included basketball, circus, rodeo, ice shows, wrestling, boxing, hockey, concerts and religious events. Up-coming events include Polack Bros.' Circus, June 26-28; Butte Rodeo, July 15-18; "Water Follies of 1953," August 6-11, and "Holiday on Ice," September 22-28.

OMAHA TRADE SHOW GETS STRONG TURNOUTS . . .

OMAHA — Big crowds that were expected to total close to 50,000 turned out for the World Trade Fair and Institute held in the University of Omaha Fieldhouse here this week. Event opened Tuesday (9) and runs thru Sunday (14). Merchandise exhibits from 25 foreign countries were shown as well as those from American concerns. Alvin Nogg directed the event for the Junior Chamber of Commerce.

NET TOURNEY SELLS IN HALIFAX, N. S. . . .

HALIFAX, N. S.—Advance sales for the pro tennis tourney Saturday (13) in the Forum were reported to be running well. Frank Sedgman, Jack Kramer, Ken McGregor and Pancho Segura were headlined with tickets scaled at \$1.50 to \$2.50. The Forum is also operating weekly bingo with top award being \$1,000. Admission is \$1 and cards 25 cents each.

DETROIT AUTO EXPO GETS WEAK TURNOUTS . . .

DETROIT — The Michigan Motor Show, a specialized auto show sponsored by Trend, Inc., drew 72,000 people in six days at the Michigan State buildings. Called "Detroit's first auto show" in over a decade, it was devoted to foreign, antique, sports, hot rod, and similar vehicles. Turnout was considered disappointing, running far under expectations. Plans to make it an annual are in the making, according to Harry Cushing, Trend representative.

NATIONAL DANCE FETE SET FOR ST. PAUL AUD . . .

ST. PAUL — National Dance Festival, a one-night event sponsored by American War Dads, has been set for the St. Paul Municipal Auditorium, September 19. The event will have five orchestras, public dancing, professional and amateur contests and \$1,000 in prizes will be offered contestants. Additional features will be folk dancing.

Hank Snow Pulls 1,200 In Regina

REGINA, Sask., June 20.—Playing a one-nighter at Exhibition Auditorium here Thursday (11), Hank Snow's Western troupe drew 1,200 persons and grossed \$1,350. Tickets sold at \$1.25 and 75 cents.

Unit was scheduled to appear in the near-by Stadium and ticket sales were practically nil until a last-minute switch was made to the auditorium where facilities are better. Most of the buying was done the night of the show. It was Snow's second annual appearance in Regina and he plans to return next fall.

Unit started its Western Canadian tour at Fort William, Ont., Arena where a sellout crowd of 5,000 attended, according to Snow. Winnipeg turnout was a slim 2,700 and at Brandon the attendance was 1,500. Appearance of the Hank Noble orchestra in Brandon the same night caused confusion and affected the box office, Snow reported. Troupe played Calgary and Lethbridge, Alta., before returning to the United States.

Org's line-up included Hank Snow, vocals and guitar; Jimmy Rodgers Snow, vocals and guitar; Buford Gentry, steel guitar; Tommy Vaden, fiddle; Hillous Butram, rhythm guitar; James (Sleepy) McDaniels, bass fiddle and comedy; Radio Dot and Smokey, vocals and comedy.

Skating Shows

Ice Follies of 1953: (Winterland) San Francisco 22-July 4.

Chi Civic Center

CHICAGO, June 20.—Construction of an exhibit hall and auditorium here that would cost a reported \$40 to \$50 million was apparently assured this week. Action by the State Senate Thursday (18) gave final approval and okayed a companion measure to appropriate \$5,700,000 from the fair and exposition fund for the building. Both measures passed the House several weeks ago.

Support for the building plan has come from merchants, hotel men and some newspapers in addition to the Illinois Association of Agricultural Fairs. Backers stated that the city needs more exhibit and meeting space in order to hold its major trade shows and expositions. Opponents contended that Chicago already has more exhibit space than any other city and that a municipally owned building would force the Stadium and International Amphitheater out of business. They also asserted that the backers' estimates were far below what the proposed building would cost.

Leading opponents include William Wood Prince, of the Amphitheater, and Arthur M. Wirtz, of the Stadium. Otto Eitel, hotel owner and partner of Wirtz in a theater operation here, was

Meyer Inks 3-Year Pact

FORT WAYNE, Ind., June 20.—Don Meyer, manager of the Allen County War Memorial Coliseum here, has been awarded a new three-year contract to head up the building's operations. Meyer was appointed manager of the Coliseum almost a year before it opened in '52.

Dramatic & Musical Routes

Carnival in Flanders: (Forrest) Philadelphia. Guys and Dolls: (Geary) San Francisco. Good Night, Ladies: (Fox) McCook, Neb., 24; North Platte 25; (Auditorium) Denver 26-27. Maid of the Ozarks: (Selwyn) Chicago. New Faces: (Great Northern) Chicago. Pal Joey: (Shubert) Chicago. South Pacific: (Shubert) Detroit. South Pacific: (Boston O. H.) Boston. Top Banana: (Biltmore) Los Angeles.

IAAM Meet Agenda Has Broad Scope

CHICAGO, June 20.—A wide variety of topics, ranging from wrestling to cleaning of buildings, will be up for discussion at the 28th annual convention of the International Association of Auditorium Managers here July 5-8. Business session will take place in both the Congress Hotel and at the International Amphitheatre with the exhibit of equipment, supplies and products to be held in the latter building.

Clarence B. Hoff, IAAM president, will preside at the business sessions. Opening meeting will be Monday morning in the Congress Hotel where Fred Kohler, Chicago wrestling biggie, will discuss "How to Make Wrestling Profitable." Chauncey Barbour will speak on concessions and Harry Katz on service. On the afternoon program are Herb Carlin, manager, Music Theatre, Chicago, who will be heard on "Promoting Opera and Theatre in Auditoriums."

The Tuesday morning session will be held in the Amphitheatre where ice shows will be the main topic. Following lunch in the Saddle and Sirloin Club, delegates will hear Clarence D. Jacobsen speak on "Auditorium and Theater Booking Service" and C. W. Van Lopik, past president, will discuss public relations.

Final session will take place in the Congress on Wednesday morning with costs, booking rates and other profit subjects up for discussion. Herbert S. Laughman will address the delegates on "Seven Ways to Make Money

from Television" and Chauncey Barbour will hold forth on "Charges Made on Installation Firms." Election of officers and reports of committees will also be made at the final meeting.

Delegates will be guests of George D. Tyson, director of "Holiday on Ice" Monday evening at Music Theater for a theater-in-the-round presentation of "Carousel." Tuesday evening will be baseball night with many scheduled to turn out for the night game between the Chicago White Sox and Detroit Tigers.

Events for the women include luncheon and a tour of Marshall Field's department store; visits to the Chicago Art Museum and a tour of packing plants at the U. S. Stock Yards.

Portland Bldg. Inks Windsor

PORTLAND, Ore., June 20.—William M. Duggan Attractions of Portland have booked the Duke of Windsor for a lecture appearance in the Public Auditorium here next spring, Duggan announced. He said he was figuring on a \$10 top for this attraction.

Duggan said he also had booked Marion Davies and Joan Crawford as one attraction on a series. No date has been set for this show.

Halifax Cele Draws Crowds

HALIFAX, N. S., June 20.—The first Callow Jamboree, a three-night charitable show in the Halifax Forum, drew good crowds, according to Walter Callow, director. Callow, a bedridden veteran of World War I, handled all details from his Halifax hospital room. Proceeds go for the purchase of wheel chairs and vacations for the crippled.

Prices scaled from \$1.25 to \$2.50. Four orchestras provided dancing, plus entertainment by 12 acts. Also helping to pull crowds was an electric refrigerator giveaway.

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RSROA Execs On Biz Trips; Amateur Peak

DETROIT, June 20.—The Roller Skating Rink Operators' Association reached its highest enrollment figure for amateur skaters in recent years as top officials of the organization departed from the headquarters here for opposite ends of the country on official business.

Fred A. Martin, president, left June 14 for a three-week trip to Greeley, Colo.; Portland, Ore., and Marysville, Calif., to attend RSROA regional meets in each city.

At the same time, Robert D. Martin, secretary-treasurer, left for Washington with Al Litzenger to present the position of the industry in connection with the admission tax repeal. En route, he planned to visit Merryland Rink, Glasgow, Del., for the Eastern regional meeting of RSROA operators to be held there.

So unexpectedly heavy was the new registration of amateurs, that the entire printing of amateur cards was exhausted, and new cards for 1954, which will not expire until August 31, 1954, are being pressed into service. Secretary Martin said that these cards are to be accepted as valid at all tests and competitions being held in the country.

A contest is being carried on between member rinks for the largest number of new amateur cards to be issued, with a plaque to be awarded the winner. Contest closes June 26.

PLUGGING COOL ROLLER SPORT

HARTFORD, Conn., June 20.—Irv Richland, of Hartford Skating Palace, is stressing the rink's air-conditioning system in extensive newspaper advertising and publicity in the metropolitan area.

Typical advertising copy: "Keep cool! Roller skating in now completely air-conditioned Hartford Skating Palace!"

RSROA Plans Schedule for Seven Events

DETROIT, June 20.—Annual convention of the Roller Skating Rink Operators' Association will hold its kickoff Saturday, July 25, at Cleveland, with the first session of the Board of Control, which will continue eight days, adjourning the evening of August 1.

The convention proper will be called to order by President Fred Martin at the Cleveland Rollerade at noon Monday, July 27, with general convention sessions running thru Saturday.

Several affiliated events are scheduled to be held along with the convention, highlighted by the American championships. Sessions of the American Judges' Council will also be held, as well as meetings of each of the organization working committees.

The Society of Roller Skating Teachers of America will hold meetings on Monday and Tuesday, August 2-3, following the convention, with a full agenda to be planned. Operators and managers of rinks will be welcome to these sessions.

The American championships, highlight of the year for the skaters, opens Sunday evening, July 26, at the Rollerade, with a program that includes a formal opening, Roller Skating Queen of America contest, first national presentation of the new "diaper division" contests, and some exhibition skating.

Restrictions in effect this year will allow competition only by winners from various regional championships, with the addition only of senior champions who decided to defend their titles without participating in prior meets this year.

DETROIT, June 20.—The last meeting of the season was held by the operator-members of the Michigan Chapter, RSROA, on June 1 at the Ambassador Rink, Clawson, Mich.

Business was dispensed with quickly and the operators went to the nearby home of John Stone, owner of Ambassador Rink, for a social gathering and refreshments.

The operators will not meet again until September except for the national RSROA meeting in Cleveland in July.

18,000 Fans Boom AOW Northern Div.

ELIZABETH, N. J., June 20.—A record breaking crowd that turned out for grand finals of the America on Wheels inter-rink racing league at Mount Vernon (N. Y.) Arena Saturday (6) wrote finis to the chain's most successful racing season. More than 18,000 patrons were attracted to rinks in the chain's Northern division during the 1953 racing season, and contestants topped the 200 mark, Jack Edwards, AOW director of speed announced.

Taking top honors in the run-offs, with 118 points, was Paterson (N. J.) Arena, followed by the Reading (Pa.) Rink, 86; Mount Vernon Arena, 39; Alexandria (Va.) Arena, 35; Bladensburg (Md.) Arena, 31; Boulevard Arena, Bayonne, N. J., 27, and National Arena, Washington, 26. Competitors were limited to the Southern division and four top clubs in the Northern division. Reading, while not a member of the official AOW family, participated in the chain's speed program this season and succeeded in winning a position in the finals.

Edwards has announced plans next season with an earlier starting date and a broadening of AOW policy in permitting more non-chain teams to participate in league racing. The 1954 season will start in late September or early October, thus permitting more meets, said Edwards. During the summer the league staff will be kept busy revising rules, perfecting a new point system and organizing a school for judges. Independent rinks will participate in the league by AOW invitation, said Edwards, who will send full details on the project to operators who write him at chain headquarters here.

Name Wilkins SRSTA Dean

DETROIT, June 20.—Clifford J. Wilkins, Rego Park, N. Y., has been named dean of the Society of Roller Skating Teachers of America by Fred A. Martin, president of the Roller Skating Rink Operators' Association. Appointment was made with the approval of the Board of Control.

Wilkins has been teaching modern roller skating for about 20 years, and is considered one of the pioneer professional teachers affiliated with the national association. According to R. D. Martin, secretary-treasurer, he "has enjoyed success in a member rink for a long period."

McClelland Subject Of Journal Story

PORTLAND, Ore., June 20.—William (Buss) McClelland, veteran organist at Oaks Roller Rink here, was the subject of a feature story in the magazine section of The Oregon Journal Sunday (14) that played up the fun element in roller skating.

Written by Rod Mason, freelance writer, the story was generously illustrated with old-time and modern shots of McClelland, plus a view of the pipes of the Oaks organ with a cheesecake touch added.

Roadshow Rep

PERSONNEL of the Slout Players reported that a recent date at Centralia, Mo., was the best of the season. Early rain and cold hurt business, along with towns played to break long jumps. However, as the weather improved, business did likewise. Recent visitors on the show were James Plunkett, Ben Davenport, Carl Park, Clarence Balleras and Herb Walters. Cast includes Bill Slout, Gene Bradley, Monte Montrose, Jimmie Reynolds, Klink Lemmon, Duke Montague and Nyrnella, Toby Slout, Audrey Carver and Ora Slout. Frances Lemmon has the concessions and Frances Snyder handles the office. Ray Snyder presides over the front door and Norman Sparkes helps backstage. Policy is week stands (seven nights) with a concert after regular performances. The route holds the show in Missouri until August 1. The following bills are offered: "He Married the Devil," "County Fair," "Little Brown Church in the Vale," "The Town Fool," "Danger, Go Slow," "West of Amarillo" and "Wandering Daughters." Vaude turns are offered by Gene and Audrey Bradley, Monte Montrose; Jimmie Reynolds, dancer, and Duke Montague, magic.

England fairs. . . . The Coffin family of three is in Santa Monica, Calif., after a trek west with E. F. Hannan's "Expose." . . . Walter F. Murphy sends the following from Oklahoma City in answer to the request for the Wallace Bruce Tent Show: Wallace Bruce, owner; Allie and June Brunk, Joan Fortier, Ruby Bruce, Buddy Norton, Charles Trumbo, and Dale Stockwell, stage manager. . . . Henry Carlton Tent Show is in New Mexico and reports good biz both at the gate and in the sale of merchandise. Show uses only sidewalks. Arthur Bromly is doing the lecturing and gives his vent and Punch specialty. . . . From Camden, Me., R. L. Rogers writes that he has had two weeks of Maine towns with his solo novelty show to okay business except when weather interfered. Rogers is now en route to New Brunswick and Nova Scotia, where he plans on spending most of the summer. He has a national advertising hook-up with his opus, which is a dramatic lecture show with emphasis on diet.

WALLACE BRESLIN writes from North Bay, Ont.: "Have been playing one-day stands with my old stand-by opus, 'Ah There, Professor,' and have no kicks coming except for the cold and rain of spring. The past 10 days have been good and we have stood them up. At Prescott, Ont., a few weeks ago we met the Twombly Family Show, a fine three-people troupe with good music and a honey of a dramatic bill. The show is the kind that will get money anywhere. When I read some of the comment on rep shows and the road I must say that as far as I can make out much of their trouble has been that the shows they have been offering have been below the old-time bills that we used to offer when Chicago was my resting and working spot. You've got to have performers and you've got to have plays and material or you'll just die. When the manager tries to play juvenile parts it's sure to lead to a quick closing."

CORBY PLAYERS, a family unit, will make Maine coastal towns for a six-week summer trek. . . . Haggins Tent Show reports good biz during the past three weeks in Central Nevada. Show is a family-type outfit and has merchandise. . . . From San Antonio Ed Watchell pens that he has seen more small shows in that part of the State than at any time during the past 20 years. "The family shows that I have seen have the best performers that I have looked at for a long time," said Watchell. "I saw the Doss family work on the street and that same night I saw them at an eating place and they were tops." Some sections of Texas, Watchell reports, are having a lot of stroller performers who are doing well. . . . Harry Kenney plans on having his puppet show at some New

Drivin' 'Round the Drive-Ins

Continued from page 43

promotion was arranged with the co-operation of the Jim White Chevrolet agency. Also with each admission during the first week the management gave a souvenir ticket which will be good for admission during the drive-in's first anniversary celebration in June, 1954. Another attraction was a rodeo open to all Western horsemen of the area. Participants compete for four prizes.

The Jesse James has a huge, curved screen visible that may be easily adapted to 3-D or Cinemascope. Another feature is the large brick building in the center of the grounds. This structure houses the projection booth, concession equipment and spacious rest rooms. Atop this building is a tower housing the manager's offices. From this tower is visible every car stall in the plant and the double box offices with four lanes for traffic. An intercommunication system makes it possible to keep in touch with all operations. Manager of the theater is C. W. Mayhugh, who came here from Somerset, Ky., where he was with the Ward Enterprises, operating theaters in the South. The theater is operated by a new To-

ledo organization, Jesse James Enterprises, Inc. Owners of the enterprise, Jack Armstrong, Harold James and Ernest Walter, held a preview for Northern Ohio and Southeastern Michigan showmen. Plans call for the project to be a double drive-in, with each section to accommodate more than 1,000 cars. There would be different features in each section and patrons could attend either or both shows. Construction of the second half of the project is planned for next year. The companion drive-in would be known as the Frank James.

ONE of Canada's biggest drive-in theaters, the Skyways, with accommodation for 600 cars, opened at Saskatoon, Sask., June 5. It's the city's third. An innovation is indoor accommodation with cushioned seats for 100 persons. Idea is to cater to cyclists and pedestrians. Lou Laimon is manager and Harry Lyone is co-manager. . . . A late June opening is planned for \$100,000 Manchester Drive-In Theater, Bolton, Conn., being built by Manchester Drive-In Theater Corporation, Hartford, of which Bernard Menschell, John Calvocoressi and Frances Calvocoressi are principals. The drive-in will have facilities for both wide screen and 3-D motion pictures, according to Menschell, president. . . . Pine Drive-In, Waterbury, Conn., managed by Frank McQueeney, has resumed operation following temporary shutdown because of fire damage.

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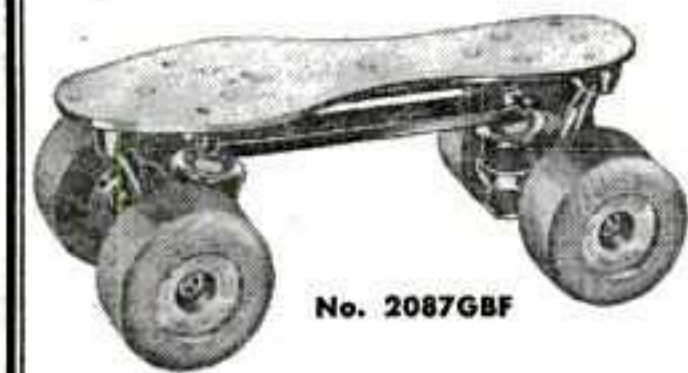
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New York

The Versailles show (George White's package) may be held over and Edith Piaf pushed back, if the August biz holds up...

The Barry Sisters, a new all-English singing act, is at Brooklyn's new Club Elegante...

Philly Unions Form Council

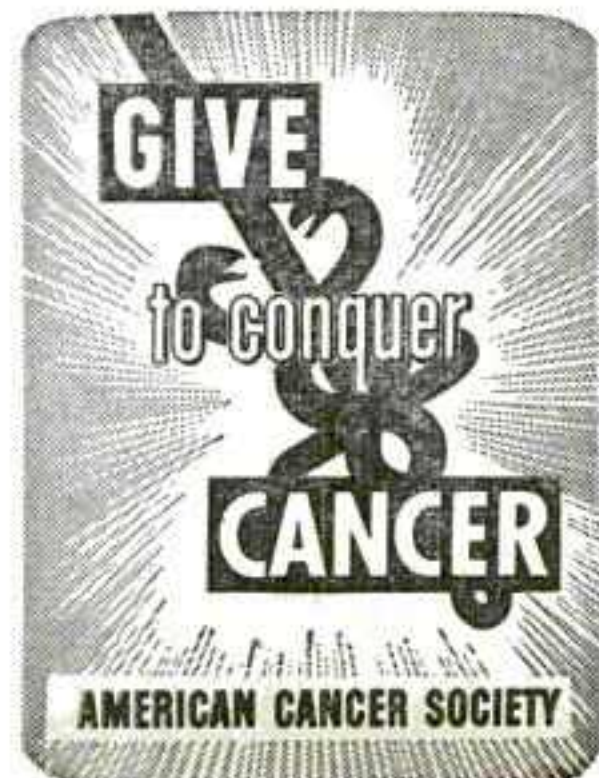
PHILADELPHIA, June 20. — The local theatrical and service unions having jurisdiction over the nitery scene have formed a council to act as a unit in all labor disputes...

A united labor front for the very first time is expected to keep the nitery ops well in line and is seen as an answer to the efforts of the cafe ops to present an organized front in union dealings.

New Club Opens In E. Hartford

HARTFORD, Conn., June 20.—The Cow Shed Inn, East Hartford, has opened under Al and Jacqueline Castonguay management...

CINCINNATI, June 20. — Joie Chitwood's Tournament of Thrills, headed up by Earl Newbury and Leo Overland, played to around \$3,000 in paid admissions...



Guild to Lift Palomar's Ban

HOLLYWOOD, June 20. — The American Guild of Variety Artists plans to lift a three-year "unfair" label from a Vancouver, B. C., nitery when operators of Palomar Supper Club there sign AGVA's minimum basic agreement...

Signing of the agreement would thus permit thrush Joni James to meet her July 16 opener in the club, according to AGVA officials. It's understood club ops Joe Phillapioni and Sandy DeSanties have agreed to AGVA demands which, in addition to signing the basic agreement, also includes making contributions to the Guild's welfare fund...

The proposal stems from club's failure to make good salaries of \$3,500 to Peggy Lee, \$2,000 to Johnnie Ray and \$2,000 to Ray Kenny.

Still Hope for Excise Tax Cut

WASHINGTON, June 20. — It appeared certain last week that the entertainment world might get its inning in urging repeal of the 20 per cent federal excise tax on admissions, cabarets and roof gardens before Congress recesses...

The tax-writing House Ways and Means Committee, which earlier aired the case of the movie admissions tax but took no action, announced last week that five of some 40 tax matters up for possible revision would be run off during three days of hearings beginning Tuesday (16).

Excise tax cuts continue to remain in doubt for the present. The committee won't have a report ready before next year, and its recommendations are likely to be guided by the White House's warning against tax slashes.

Sweden's Current Vaude, Park Bills

STOCKHOLM, Sweden, June 20.—The China Theater's new bill is headed by Noni, musical clown, and his daughters, Rita and Dody. Rounding out the show are Ingvar Anderson, wire-walker; Chris Cross, ventriloquist; the Five Akefs, foot jugglers; Vic and Adio, hand-to-hand; Donald B. Stuart, magic; Pan Yue Jen, Chinese acro; the Laszlos, ballet duo; Lars Lonndahl, singer; Dommergue Brothers, accordion, and Gaubier's dance line.

Vaude-circus acts appearing at the Grona Lund Tivoli are the (5) Deep River Boys, American singing group; Eddy Seifert and Company, contortionists; the Two Heinks, bike; Tay-Ru, novelty balancing, and Jean, Jac and Jo, song parodists. The Three Scampos, comedy trio, are at Nojesfaltet Park.

GOTHENBURG, Sweden, June 20.—Wandy Tworek, Danish violinist-comedian, and the Sing-sangs, with their talking parrot, are featured in the vaude show of the Cabaret Hall in Liseberg Park. Dandy Mery, fem trapezist, and Manner and Company, acrobats, are the free outdoor attractions at Liseberg.

Divorces

JAMES—Mabel (Welshman) James from E. P. (Red) James May 6 at Dallas, Tex.

ABBOTT—Samuel, 82, flageolet player, June 15 in Los Angeles of a heart attack. Born in Damascus, he had been a resident of the United States for many years and toured with the John T. Wortham Shows...

BENOIST—Andre, 74, accompanist for more than 35 years to the late violinist Albert Spalding, June 19 at Middletown, N. J. He was born in Paris, studied music there, and came to the U. S. at 14. Besides Mr. Spalding, he also accompanied such music greats as Fritz Kreisler, Luisa Tetrazzini, Pablo Casals and Jascha Heifetz...

BEVINS—Mrs. Josephine, 76, mother of Tommy Osborne, until recently a cornetist with the Hagan-Wallace Circus band, June 6 in Doctors' Hospital, Omaha, of pneumonia. Burial in Omaha.

BOSHELL—James A., 79, director and actor, June 16 in New York. The son of James Mack, of the variety team of Sheridan and Mack, who introduced soft-shoe dancing, and Ada Boshell, who spent 63 years on stage. Boshell earned distinction as a director of about 25 different stock companies before his first Broadway appearance in 1929 in "Bulldog Drummond"...

BREMS—Louis J., 64, actor and vaude performer for 35 years and assistant director of celebrations for the City of Boston for the past 15 years, at his home, Roslindale, Mass., June 17 after a long illness. He was one of the Hub's foremost after-dinner speakers and story tellers. Born in East Boston, he left his job as a Western Union messenger boy in 1910 to become a character actor in stock. He played with William and Dustin Farnum in "Squaw Man" and "The Virginian" and later toured with Helen Pingree in a vaude playlet, "The Man in the Coach"...

CHAFFERS—Alice, former singer, June 11 in Arlington, Mass. For the last 14 years she had been associated with Lowe's, Inc. Four cousins survive. Burial was in Cavalry Cemetery, Brooklyn.

FRYE—James W. (Jimmy), June 15 in the City Hospital, St. Louis, as the result of an auto accident June 8 in that city. A show painter and builder for 30 years, he was employed by John H. Maher, owner of Maher's Mighty Midway, St. Louis, at the time of his death. He had been associated with many carnivals, including Beckmann & Gerety Shows, D. D. Murphy Shows, and Johnny J. Jones Exposition. Funeral arrangements were not set pending location of relatives.

GARRETT—Carl Mason, 58, a veteran entertainer, June 14 in Richmond, Va. A comedian for many years, he began his career in show business by singing with the illustrated slides at the Colonial Theater in Richmond at the age of 14. He served as understudy for Honey Boy Evans in the Lew Dockstetter Minstrels and was a leading black-face comedian in Steel Pier Minstrels in Atlantic City, N. J., for 27 summer seasons. Garrett and his wife did a vaudeville act in the United States and abroad for 30 years under the name of Mason and Gwynne. For the past nine years he had been a member of the staffs of WRVA and WLEE radio stations, associated with Harvey Hudson. Mr. Garrett was the father of Mrs. Garrett Kokinacis, who sang under the name of Patsy Garrett with the Fred Waring orchestra from 1938 until 1943. In addition to his mother, he is survived by his widow, Mrs. Freda Oxley Garrett; two daughters, Mrs. Kokinacis, Lowell, Mass., and Mrs. Freda Garrett Blumberg; one son, William M. Garrett, Long Beach, Calif.; two sisters, the Misses Grace and Isabel Garrett and six grandchildren.

GAUGLER—Guy G., former trumpeter with John Philip Sousa's Band, June 12 in the Veterans' Hospital, Philadelphia, after a long illness. He was with Sousa for 18 years, played with Arthur Pryor's Band and for 12 years played at the Hippodrome in New York City. He was also an honorary member of Local 802, APM, New York City. Surviving are his widow, Alma L., and a son. Funeral services June 16 in Drexel Hill, Pa.; burial in Whitmarsh (Pa.) Memorial Park.

IN MEMORIAM SAM W. GUMPERTZ DIED JUNE 22, 1952, AGED 84 Terminating a brilliant career of more than 60 years devoted to the betterment of the outdoor amusement industry. F. KEREK SHECKTOR, CFA

GERHARD—Charles Edward, 77, retired bass trombonist with the Philadelphia Orchestra, June 10 in Beach Haven, N. J. He played with the Philadelphia Orchestra in that city since it was first organized in 1900 and until his retirement in 1946. He also played with the New York Philharmonic and played in concerts at Willow Grove Park, Philadelphia, under Victor Herbert and Wassili Leps. Surviving is a sister.

The Final Curtain

GOODING—Topsy, 54, midget performer and producer, June 13 in Los Angeles of a heart attack. Born Myrtle Rose McGee in Butler, Pa., she went to the West Coast with the Williams midget troupe in 1928. She appeared with various Pacific Coast shows as well as E. K. Fernandez in the Hawaiian Islands. During World War II she worked in an aircraft plant. Survived by her husband, Clyde, whom she married in 1929; two brothers and three sisters. Burial in the Pacific Coast Showmen's Association plot in Evergreen Cemetery, Los Angeles, June 16.

HERMAN—Michael, 67, pioneer motion picture operator in Philadelphia June 5 at his home in that city. In the business for 35 years, he was one of the first projectionists and a charter member of the Philadelphia Motion Picture Operators' Local 307. Until recently he was projectionist at Warners' Savoy Theater. Surviving are his widow, Anne; a son and a daughter. Funeral services June 7 in Philadelphia; burial there.

HICKS—Jimmy, veteran concessionaire, recently in Boston. He had been in the business since 1912 and for the past two years was employed by Bernard (Bucky) Allen, concession manager of the World of Mirth Shows.

HILER—George J. Sr., 84, retired orchestra leader and music teacher, June 16 in Dover, N. J. He had conducted small orchestras thruout North Jersey. His widow, three sons, three daughters and 12 grandchildren survive.

HOLMES—Malcolm Haughton, 46, dean of the New England Conservatory of Music and conductor of the Harvard University Band, at his home in Wellesley, Mass., June 16 after a long illness. In the 25 years since his graduation from Harvard he had concentrated on orchestral work and was a popular guest conductor with the Boston Symphony, the Pops Orchestra and at the Esplanade Concerts, in addition to being conductor of the Conservatory Orchestra. He was largely responsible for developing the Harvard Band into a top-notch musical outfit employing the unique arrangements of Leroy Anderson. He conducted the first American performance of Gluck's Opera "Alceste" in 1938 and was the author of the book "Conducting the Amateur Orchestra" in addition to editing two music publications. His parents survive.

HUGO—Mrs. Joseph V., 69, sister of Jim Jordan (Pibber McGee), June 16 in Los Angeles. She was born in Peoria, Ill., and is survived by her husband, Charles; two sisters, Mrs. C. H. Longnecker and Bess M. Jordan, and two other brothers, Byron F. and Martin D. Jordan. Services in Peoria.

HYMER—John B., 77, one-time Broadway playwright and Hollywood screen writer, June 16 in Los Angeles. He had co-authored "East Is West," "Fast Life," "Crime" and other plays with Samuel Shipman, as well as writing 500 vaudeville sketches on his own. With Leroy Clemens, he also wrote "The Deacon," which was presented in New York in 1925 and later enjoyed three film versions. Hymer was also a silent film scenarist for M-G-M and other studios. His last play was presented in 1938. His widow and daughter survive.

LESCH—Mrs. Emma, 75, believed to have been the first woman to train circus cats, June 18 at St. Michael's Hospital, Newark, N. J. She toured the world as a lion and tiger trainer with the Hagenbeck and other circuses until 1928, when she retired after being badly clawed by a tiger in a Canadian circus.

LEWIS—Paul M., 61, former circus owner and animal trainer, June 15 in an Ann Arbor, Mich., hospital. (Details in Outdoor section.)

MANNING—Mrs. Stella B., mother of Mrs. Eddie Lemay, Gibsonton, Fla., and a member of the Ladies' Auxiliary, Greater Tampa Showmen's Association, June 16. Besides her daughter, she is survived by a grandson, Phil Lemay, Tampa. Services at the P. T. Bount Funeral Home, Tampa, June 18, with burial in the showmen's cemetery plot in Tampa.

Births

AUDETTE—A daughter, Michelle, recently to Mr. and Mrs. Paul Audette in San Antonio. Father is a member of the staff of WOAI-TV there.

GILBERT—A son, Nicholas, recently to Mr. and Mrs. Louis Gilbert in New York. Father is the movie and television actor.

LEE—A daughter, Cathy Patricia, recently to Mr. and Mrs. Terry Lee in Dallas. Father is sales manager of WFAA-TV there. Mother was the former Terry Lee, vocalist who appeared on WFAA and WFAA-TV.

KONGENECKER—To Mr. and Mrs. C. Robert Longenecker June 17 in Good Samaritan Hospital, Los Angeles, a daughter. Mother is actress Ruth Hussey. Father is a television agent and emcee of a TV show.

OLLMAN—A son, Harry Phillip, recently to Mr. and Mrs. Benn Ollman in Milwaukee. Father is The Billboard correspondent there.

ZIMMERMAN—A daughter, Lisa, to Mr. and Mrs. Joe Zimmerman June 16 in Temple Hospital, Philadelphia. Father is advertising director of the WFIL stations in that city.

MILLIKEN—Herbert A., 82, musician and orchestra leader, recently, at Flint, Mich. Survived by a son, Herbert Jr.

MONGEON—Lettitia Wylie, 79, one-time actress in Broadway comedies and musicals, June 14 in Yonkers, N. Y. She was the widow of Michael J. Mongeon, late vaudeville actor.

In Loving Memory of our Dear Mother CONCHA MORALES (MEM) who passed away June 26th, 1952. We miss you very much. Concha and Karl Erikson, Teresa and C. Matchett, Felix and Iva Morales, Lola and Tony Lamb

NEWTON—William (Honest Bill), 74, former operator of the Honest Bill and Orange Bros.' circuses, May 25 in a Fairview, Okla., hospital. (Details in Circus section.)

ROSS—Norman, 57, one of Chicago's first disk jockeys and former Olympic swim champion, at an Evanston, Ill., hospital June 19 following a heart attack at his home in the latter city. (Further details in the Music section, this issue.)

ROSSON—Gladys, 62, private secretary to Cecil B. De Mille for 39 years, June 14 in her Beverly Hills, Calif., home after a lingering illness. Surviving are two brothers, Arthur, a unit film director, and Harold, a cameraman now working in Rome, and two sisters, Mrs. Joseph J. Daly and Mrs. Charles G. Terry, both of New York. Interment in the family plot in Hollywood Cemetery.

In the Loving Memory Of Our Dear Sister LILLIAN MURRAY SHEPARD Who Left Us June 22, 1947. We Are So Lonesome Without You Emily & David Friedenheim & Andrew Cranson

STEIN—Rose Miller, 66, mother of Berni Miller, circus clown, June 14 in Pueblo, Colo. She is also survived by a second son, Milton, and a grandson, Marshall. Funeral services and burial were in Chicago Wednesday (16).

SYMES—Marty, 49, songwriter, June 19 suddenly at his home in Forest Hills, Queens, New York. Born in Brooklyn, he studied at Erasmus Hall High School. He was a self-taught pianist, but was known principally as a lyricist. Among his tune credits: "It's the Talk of the Town," "Under a Blanket of Blue," "Star Gazing," "In a Blue and Pensive Mood," "Pretending," and many others. He was a member of ASCAP. His widow, Pauline, and two daughters, Debra and Rhonda, survive; also his father, William Simon.

WEAVER—Mrs. Charles, for many years active in outdoor show business and a member of the Ladies' Auxiliary, Hot Springs Showmen's Club, June 15 in Hot Springs. Survived by her husband and a son, Don. Burial in Greenwood Cemetery, Hot Springs, June 17.

WEINER—Mrs. Morris, wife of Universal-International Studios' studio manager, June 11 in Kaiser Foundation Hospital, Los Angeles, of a cerebral hemorrhage. In addition to her husband, she is survived by two sons, Stanley and Leonard. Interment in Hillsdale Memorial Park.

WEISS—Lewis Allen, 60, retired radio and television executive, June 15 in Beverly Hills, Calif. Police listed his death as suicide. Weiss entered radio broadcasting in 1930 when he joined the Don Lee Broadcasting System. He later resigned his Don Lee position to become business manager and assistant general manager of WJR, Detroit. He returned to Don Lee in the middle 1930's, where he served in various executive capacities, including that of president and later chairman of the board of the Don Lee Broadcasting System. He was a TV pioneer, having started the first all-electronic TV station in the country in December, 1931—Hollywood's Channel 2, KTSL. Survived by his widow, Sue. Interment in Forest Lawn Memorial Park, Glendale, Calif.

Marriages

BORZAGE-SCOTT—Frank Borzage, motion picture director, and Juanita Scott, Westwood, Calif., cost accountant, June 16 in Las Vegas, Nev.

BROWN-THOMPSON—Cliff Brown and Bonnie Thompson in Las Vegas, Nev., June 17. He is a Universal-International publicist. She is a secretary in the department.

Grandstand Tax Savings for Fairs Seen in New Rulings

Dodds Receives Rule Clarification From Treasury Comm. Andrews

NEW YORK, June 20.—A further clarification of the existing law exempting agricultural fairs from federal excise taxes imposed on gate admissions so as possibly to include many of the grandstand operations at annuals throughout the country, is contained in a letter from T. Coleman Andrews, tax commissioner of the U. S. Treasury Department, to Bligh A. Dodds, chairman of the government relations committee of the International Association of Fairs and Expositions.

Andrew's letter was in response to a personal plea made by Dodds and George A. Hamid, president of the New Jersey State Fair, several weeks ago. At the commissioner's suggestion, Dodds followed up the interview with a lengthy letter outlining the fair's position, needs and hopes.

After summing up the arguments contained in Dodds' letter, Andrews wrote:

"In determining the extent of the exemption from the admissions tax which may be granted with respect to grandstand activities conducted at fairs, the position of the Bureau, as set forth in a letter addressed to the association on November 24, 1952, and as discussed at a conference held on April 23, 1953, attended by you and Mr. George A. Hamid of the New Jersey State Fair, is not inconsistent with the law and regulations in effect at the present time.

"In accordance with the foregoing and in further clarification

of the applicability of the exemption with respect to grandstand admissions, all the proceeds of which inure to the fair associations, the following general rules are stated:

"1. Where, in addition to the general admission charge, a separate charge is made for grandstand events and such events qualify in their own right as agricultural fairs, the exemption applies to the separate charge and to any charge made for a seat in the grandstand to view the events.

"2. Where, in addition to the general admission charge, a separate charge is made for grandstand entertainment which does not qualify as an agricultural fair, such as rodeos, races, etc., and only those persons who have paid the separate charge are permitted to view the entertainment from the grandstand, the separate

charge and any other charge made for a grandstand seat under similar conditions are subject to tax. On the other hand, if all persons having paid the general admission charge are entitled to view the rodeos or races, as the case may be without payment of an additional charge, any payment for grandstand seats by persons desiring such accommodations are exempt from tax."

In releasing the letter, Dodds said that further clarification, possibly on regional levels, would be needed. Neither Dodds in his official capacity as chairman of the IAFE government relations committee, nor Frank Kingman, IAFE secretary, would comment beyond stating the need for additional clarification.

Members Get Copies

However, the IAFE is immediately forwarding copies of An-

(Continued on page 81)

Toledo Kicks Off Sesqui With Pageant, Names, Midway

TOLEDO, June 20. — Toledo spread the icing on Ohio's 150th birthday cake as it opened a 23-day celebration last week-end with one of the State's native sons, Ted Lewis, of Circleville, and Lanny Ross headlining the entertainment.

The exposition drew an estimated 45,000 during the first three days, including 7,768 who paid from \$1.25 to \$4 to see the Sesqui Pageant, starring Lanny Ross, and Ted Lewis with his entire show.

Gov. and Mrs. Frank J. Lausche opened the festivities at noon last Friday and stayed for the stage entertainment held in the Amphitheater of the Toledo Zoological Gardens, site of part of the exposition. The midway and numerous historical exhibits are located in adjoining Walbridge Park.

Tuesday night Danny Thomas, native of Toledo, was the guest star. Another added attraction

was the 55-voice Willys Motors Chorus. The weatherman put the damper on the program with thundershowers early in the evening and only 1,500 brave souls turned out.

Concessions and exhibits on the midway have been remaining open far beyond the originally set 10 p.m. closing time as the many visitors to the exposition linger on the Walbridge Park grounds.

Historical exhibits include the Village of the Pioneers and scores of booths in the Sesqui Tent. Concessionaires are pleased with the business thus far.

Aerial performances are given three times daily by the La-Blondes.

The Sesqui Pageant is scheduled to close June 26, but the exposition will continue thru July 5, with a huge fireworks display to feature the July 4 program. Boat races are a feature each Sunday in the Maumee River in Walbridge Park.

IN METROPOLITAN AREA

Park Owners Don't Fear Effect of Video on Gate

NEW YORK, June 20. — Television is no threat to amusement parks, at least in areas where TV is not new. That was the opinion voiced here by two metropolitan area park owners.

One of the two parks provided a special TV viewing hall last year for its patrons, fearful some of them might not come to the park if a big fight or crucial baseball game was slated for televising. The other park provided no facilities at any time for television viewing. Instead it gave away TV sets as prizes during the season.

Henry A. Guenther Jr., of Olympic Park in near-by Irvington, N. J., said that the special TV hall, operated last year at the park for patrons who wished to see their favorite program, was operating as a roller skating rink, a purpose to which it was put during the winter. He said that the hall last year drew some people when a crucial baseball game was on at night, or when a major fight was being televised. But he discounted the worth of the TV hall in attracting patrons to the park. He also discounted the fact that the TV facilities would hold patrons and prevent them from circulating thru the park and spending on amusements.

Paid Its Way

He frankly admitted the TV hall and its facilities was a good

point to use in advertising the park, and said that as such, it had paid its way. He went on to say that the summer hiatus of the bigger and better shows on TV stations opened the way for fans to head for the parks on warm days and nights, and that they probably got their fill of TV on nights when they stayed at home, either by choice or because of inclement weather.

Guenther went on to say that TV, in his estimation, at an amusement park would draw strongly in areas where it was new, and that it would draw patrons to the park to a certain degree, especially those who had not yet bought a set and who were intrigued by the novelty of the new-to-their-area medium.

But in areas where TV was no longer a novelty, he said that the public's patterns and habits were pretty well set, and that they either took TV or left it, barring a few top shows. Even these, he said, would get the go-by, if the weather were hot and either mother or father wanted to go to an amusement park, a beach or some air-conditioned spot.

Advertising Value

Guenther amplified the advertising value of the park's television viewing arrangement by saying that the TV hall could be exploited, since it was an arrangement no other near-by park provided. But altho its advertis-

Anniversary Rash Breaks Out Big In Outdoor Biz

Points Up Durability of Industry; All Branches Show Enduring Qualities

Continued from page 1

been in operation for close to or more than four decades, a testimonial not alone to the calibre of the management but also to the potent lure midway attractions project. Notable among the old-time midway organizations are those headed by Bill Hames, whose operations are confined largely to Texas, and Floyd E. Gooding, the largest operator of ride units in the nation.

Little Inroads

In all the years of outdoor show business, other forms of amusement have not made any appreciable inroads into outdoor field. Even motion pictures failed to cut down the number of customers. So did radio. And television, the latest arrival on the scene, has had relatively little effect.

The reason for the continued stature of the Outdoor Industry lies largely in the fact that it is a patronage - participation form of amusement. A person must ride a Roller Coaster, for instance, to get the thrill; he can't obtain anywhere near the same thrill by seeing such a ride in action in 3-D.

Significantly, other branches of the business have borrowed liberally from the outdoor field. In the case of 3-D, it was no accident that 3-D moguls hit upon a Roller Coaster ride sequence

to sell three-dimensional fields initially. Nor was it by happenstance that radio and TV early concluded that they could benefit greatly by airing shows from fairgrounds, amusement parks and midways.

Patrons Actors

In the outdoor field, as in no other, the patrons themselves comprise part of the performance, customers exiting from a Fun-house, playing a concession, or eyeing exhibits at fairs.

The number of anniversaries in the outdoor field this year presages many more in the years ahead. If anything, people in the future will have more, not less, leisure time—and such time will be spent increasingly not glued to a theater seat nor to a living room before a TV or radio set.

Claiming Races Set For Freeport, L. I.

NEW YORK, June 20.—To keep interest among owners of low-cost automobiles from waning because of expensive souped-up entries, Jake Kedenburg, promoter of racing at Long Island's Freeport Stadium, has instituted claiming races. Car owners are required to sell their vehicle after a race for \$150, if a buyer materializes.

Tornado Razes Grandstand Roof at Lakeside Park, Atlanta

ATLANTA, June 20. — A tornado struck Lakewood Park here Thursday (11) and destroyed better than half of the grandstand roof. The tornado struck at 7 p.m. before night crowds had assembled. No one was injured. Damage was estimated at \$20,000 by

Mike Benton, general manager of the funspot.

Hurried clean-up work was necessary, as the "Howdy Doody" TV show characters, Clarabell and Buffalo Vic, were to appear on Saturday (13). The same portion of the grandstand had been destroyed 20 years previously, in 1933, by a tornado but later in the season, just prior to the annual fair which is held at the park. This time, the room will again be replaced in time for the fair, and new seating arrangements are under consideration for the grandstand.

The "Howdy Doody" characters gave four shows on Saturday (13) and were set at the park thru the co-operation of the Doughnut Corporation of America and a local sponsor, French's Ice Cream Company. A local promotion was used at the park whereby children presenting a French's ice cream wrapper and 10 cents could ride any amusement device. Healthy business was registered on all rides as a result.

The park will be the home of the Southeastern Fair-A-Ganza, October 1-11.

Portland, Ore., Rose Festival Hurt by Rain

PORTLAND, Ore., June 20.—Good crowds and bad weather characterized the 45th Portland Rose Festival, which closed Sunday (14).

An unusually large number of out-of-State visitors was noted among the celebrants, and police estimated that 250,000 saw the Friday (12) Rose Festival parade, traditional index to crowds. This figure was slightly below the estimate for last year's parade.

The weather turned out to be a contest between the Feder- (Continued on page 66)

Blue Laws No Problem to Mass. Spots

FITCHBURG, Mass., June 20.—No threat of blue law curtailment of the operation of amusement parks in Massachusetts on Sundays is foreseen by Henry G. Bowen, president of Whalom Park here and a prominent member of the New England Association of Amusement Parks and Beaches and the National Association of Amusement Parks, Pools and Beaches.

The possibility was forecast in a news story some weeks ago as the result of renewed activity on the part of the State's attorney general.

According to Bowen, the 1933 Legislature authorized operation of amusement parks and beaches on Sunday with a license from the city or town. Meanwhile, the Legislature has made about 100 exemptions from the blanket provision.

Sunday licenses also have to be obtained from the Department of Public Safety in the State. At times licenses have been refused for certain types of games.

Motorama Draw Put at 1,700,000

DETROIT, June 20.—Motorama, the touring industrial show sponsored by General Motors, has played to over 1,700,000 since it opened in New York early in the year, according to Harlow H. Curtrice, General Motors president. He said: "This was the first time we have ever scheduled our traditional New York Waldorf show across the country."

The show Sunday (14) completed a nine-day stand in Kansas City after appearing in New York, Miami, Los Angeles, San Francisco, and Dallas. The unit is moving back here for a number of special showings in the Motor City area, and will go back on the the summer.

HILDRETH ON SHOW NAMES

Abandonment Test Fixes Ownership of Shelved Titles

By MELVIN D. HILDRETH
Past President, Circus Fans Association

THE problem of show titles is of tremendous interest to every showman. Who owns the title? Can it be imitated? Does it have a value? Does it possess good will? In the amusement business it is quite apparent that a title can have value which sometimes exceeds the value of the physical assets.

One great circus in making arrangements to lease railroad cars from the government found that its physical assets were not sufficient to warrant the loan required. The government held that the tents were mere cloth, the seats were only lumber, the animals had a limited life and the performers exhibited their art only under contract. However, the officials held that the show possessed an asset of far greater value than its physical properties. And that asset was its title. The title was of sufficient value, they decided, to warrant the loan required to obtain the cars.

Thus, similarity in names does become important because confusion could very well affect the value of the title. In other court actions, the play, "Two Orphans," was held to be affected by another play of a similar

name, but "Charlie's Aunt" was held not to be affected by the title, "Charlie's Uncle." The name of Christy's Minstrels was held by a court to have value.

Similarity In Names

Suppose John Jones Circus & Brown Bros. Enormous Shows has been a household name in the territory it plays; then along comes James Smith Circus & Jones Bros. Great Shows. Is there such a confusion in the titles that the customers will go to one thinking that they are visiting the other?

Good will has been defined as "the probability that the old customers will resort to the old place." This definition has been expanded to embrace that fine opinion which customers have for a show identified by a particular name and the likelihood that they will continue their admiration for it. A judge defined good will as the advantage or benefit which is acquired by an establishment beyond its mere value and in consequence of public patronage and encouragement which it receives from habitual customers.

The amusement business is vastly different from ordinary commercial activities because the circus, for example, sells nothing tangible. The patron carries away nothing except a memory which is either pleasant or unpleasant. If it is pleasant, the circus has created by its per-

formance an element of good will which is vital to its continued success. If an imitator presents a less entertaining performance, the similarity of titles would undoubtedly affect the good reputation of the circus which the patron believes he is attending.

General Rule Quoted

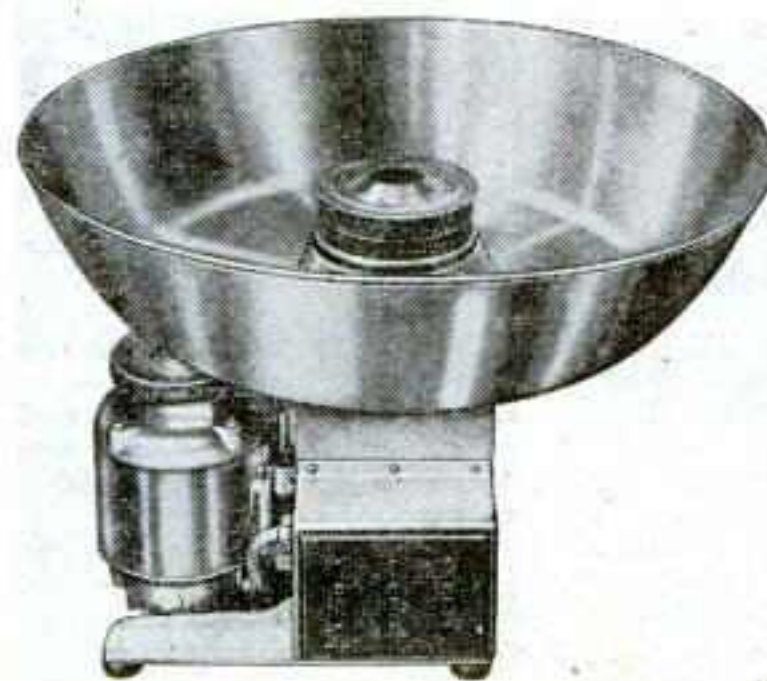
Relief often has been granted because of infringement of a trade name, including those, such as show titles, which are not used in connection with manufactured articles. The general rule has been stated as follows:

"When a person or business corporation has assumed the name of some other firm or corporation in the same line of business, or has adopted a name which closely resembles that of a business rival previously established, that the business of the latter is liable to be diverted and the public deceived on account of it. Thus, it has always been recognized as within the power or jurisdiction of a court of equity to restrain such person or new company from conducting business under the name assumed to the detriment of the older company...."

The point boils down to whether or not the purchaser of a ticket is deceived. It is the function of the courts to prevent the public from being deceived in dealing

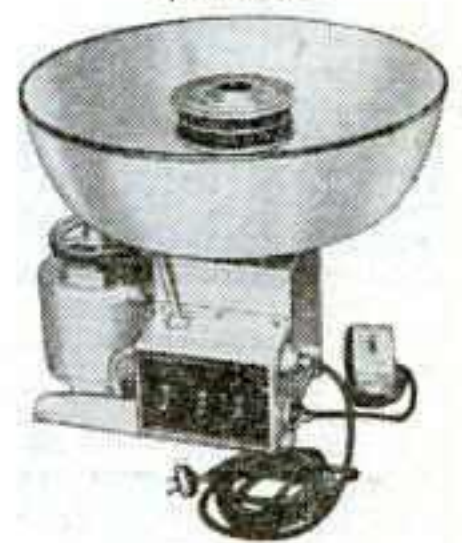
(Continued on page 66)

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Increase Income From Non-Fair Activities**

THE popularity of entertainment under the stars has grown substantially since World War II and an increasing number of fairs have recognized this trend by installing lights around their race tracks.

Taking their cue from baseball, football and other sports, fairs with nocturnal auto and horse-racing facilities have profited in two ways. Many have built weak fair nights into winners and have also increased income thru operation of a broader program of fairgrounds activities at other than fair time.

Lighting experts are well attuned to the demand for more nighttime outdoor recreation.

General Electric Company, a pioneer in outdoor illumination and whose equipment today lights up many major outdoor amusement centers, continues as a trailblazer in the field.

The firm has, for the asking, plans for almost any type sports plant, including mile, half-mile and quarter-mile race tracks. In addition, G-E engineers render a service of making localized and more detailed layouts when provided with a plat or map of the location.

Their engineers advise that the first step is to contact the local utility company and a competent electrical contractor. They warn that in addition to lighting the track area, it is well to keep in mind that driveways, walkways and other facilities must be reasonably lighted.

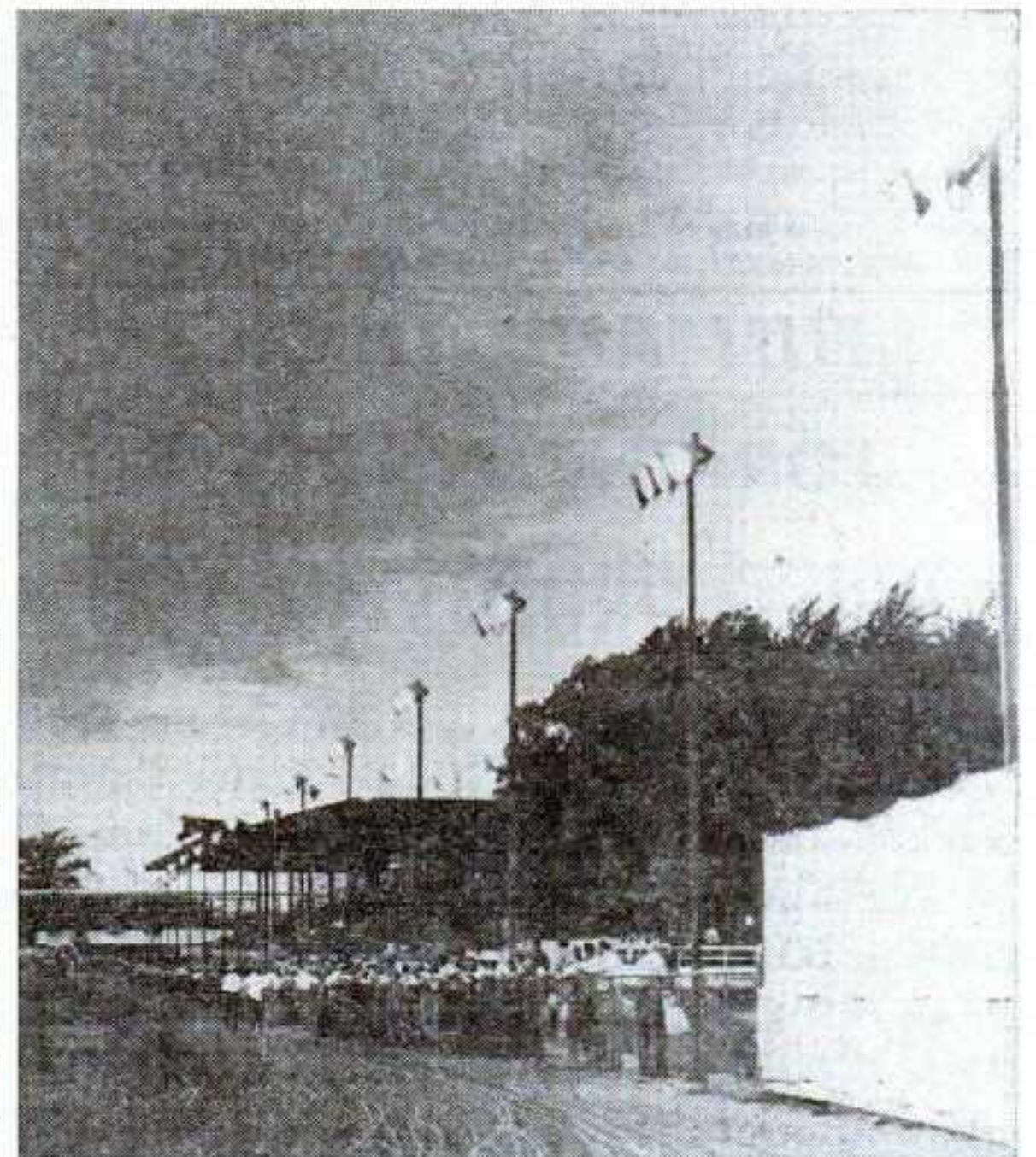
Major equipment needs for the

illumination of a half-mile track, according to the G-E layout, includes 228 floodlights and lamps, 11 poles, each equipped with its own transformer, and upwards of 15,000 feet of various type wire and cable.

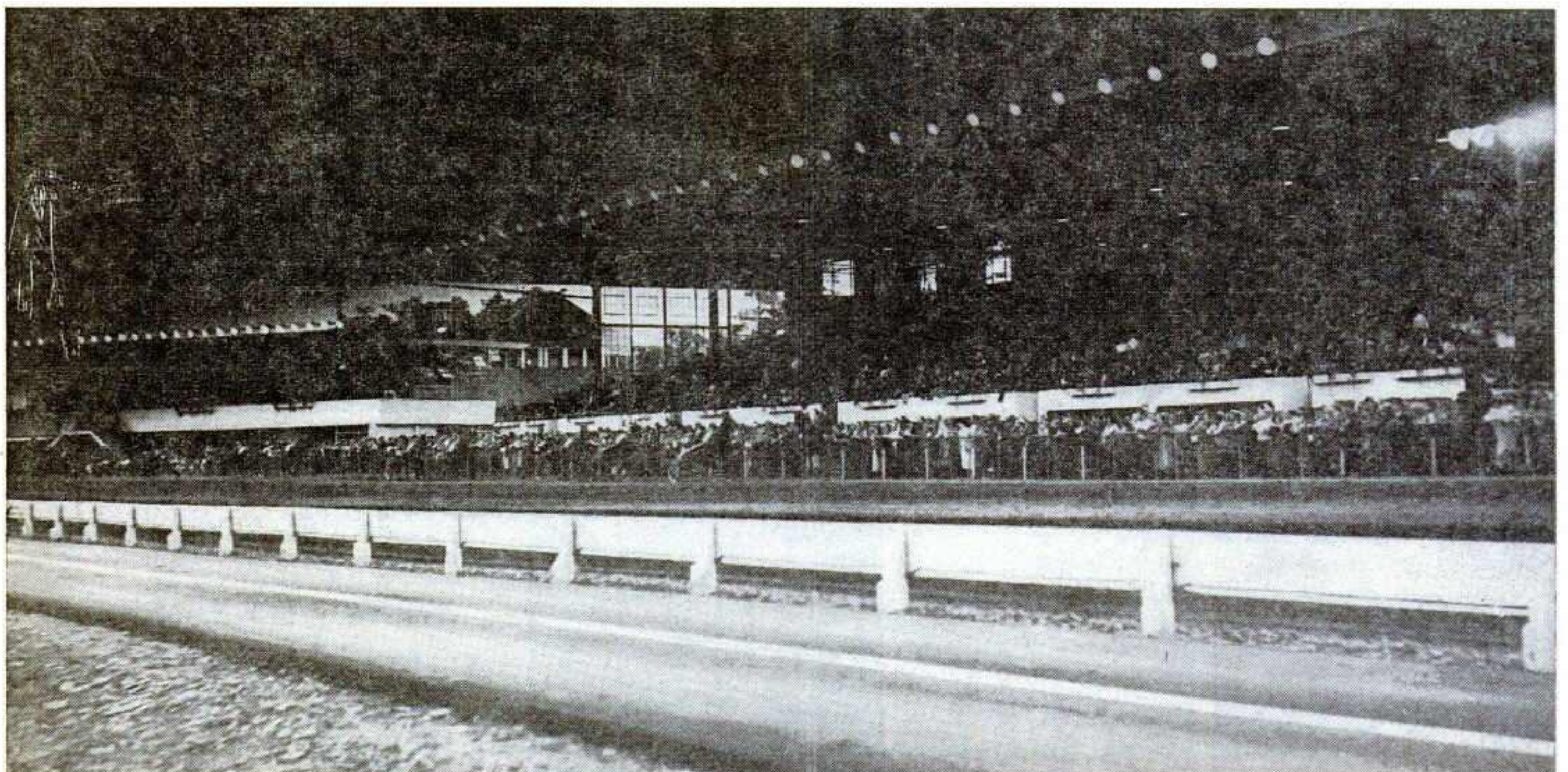
For a quarter-mile oval, with three to four floodlights per pole, 18 poles are specified, in addition to the other material.

Cost of lighting a track is obviously variable and for a half-mile oval can range from a few thousand up to \$200,000. Labor cost is an important factor and the variation of this is typical.

On the high side, costwise, are poles made of metal, underground wiring, elaborate control equipment and top-grade enclosed type floodlights. For a lower cost job, wood poles can be used, wire can be strung overhead and less expensive floodlights utilized.



The Hamburg Fair's homestretch is adequately illuminated by over a dozen pole-mounted light clusters.



Night harness racing has proved a winner at the Hamburg (N. Y.) Fair. Above is a typical grandstand turnout for the after-dark sport.

Talent Topics

Sol Solomon, veteran high diver and stuntman, left the U. S. recently and planned to Munich, Germany, to appear in a movie called "Carnival." He expects to return to this country sometime early in July. . . . **Charles (Curly) Brent**, former acrobat now turned poultry farmer, was the subject of a recent feature story in The Hartford (Conn.) Times. Brent, with his father-in-law, raise some 36,000 fryers each year.

Grits, clown at Kennywood Park, scored a front-page picture in a Pittsburgh gazette recently when he reclined on a 200-pound cake of ice to get relief from soaring temperatures. . . . **Janet and Paul**, aerialists, were recently featured at an East Pittsburgh parking lot for a week. . . . **Mike Berosini** worked the Braddock, Pa., fairgrounds recently with his high pole act.

Jesse Rogers, Ranger Joe of radio and television, appeared Sunday afternoon (14) at Riverside Park, Agawam, Mass., when the park staged its third annual children's cowboy-cowgirl competition. . . . **Terrell Jacobs** opened a week's personal-appearance stint Saturday (20) at Lake Com-pounce, Bristol, Conn., working his group of mixed cats as a free act feature twice daily. He appears next week at the P. T. Barnum Festival, Hartford, Conn.

Currently appearing at Palisades (N. J.) Amusement Park as the free act attraction are the **Coronas**, high-wire walking group. The group of five performers will appear at the park thru July 5.

Appearing this week Monday (22) at Olympic Park, Irvington, N. J., are **Roland Tiebor** and his seals, **Los Gitanos**, **Payo and May** and **The Great Galasso**.

Speedy Babbs (the "Man From Mars"), who was recently discharged from the hospital after suffering a broken back and two broken arms while setting up his equipment in Camden, N. J., for a mid-winter TV show, has had a relapse and is in Polyclinic Hospital, New York. Reason for Babbs' latest trip to the hospital was an internal hemorrhage. He lost a half gallon of blood and says he doesn't know how long he will be laid up. Babbs had planned to begin his outdoor dates June 30.

New York dailies carried United Press photographs Wednesday (10) of the **Rilke Brothers**, high-wire act, performing in Markt Schwaben, Germany, on a tight-rope stretched between two buildings. One brother is doing a head stand on a motorcycle and riding across the wire, while the other brother performs on a trapeze suspended from the moving cycle.

Dwight Moore's Mongrel Revue and **Tulare Lee**, comedy act, have been added to the acts to appear at the San Diego County Fair in Del Mar, Calif., by the Hollywood Theatrical Agency. These acts will join **Andy and Della Russell** in the Fiestacade to appear before the grandstand for four matinee and evening performances, July 1-4. Also featured on the four days will be the **Morro Landis Dancers**, **Carsony Bros.**, and **Trio Bassi** open June 29 with **Lawrence Welk** and his orchestra, followed by **Spade Cooley** and his band for

one day each, and remain until the Fiestacade closes July 4. **Newton (Carolina)** and **Jo Brunson**, of the Hollywood Theatrical Agency, are supplying the shows for the six days. Fair will have first three days of rodeo and closing day, Sunday, July 5, will feature **Joie Chitwood Auto Daredevils**.

Flying Melzoras, trapeze, recently scored big publicity breaks in both The Detroit Times and The Saginaw (Mich.) News. A three-column yarn, complete with two large pictures was carried in The Detroit gazette. Featured in the photos were **Mr. and Mrs. Anne Thomas**, **Barry Miller**, **William Lake**, and **Mrs. Thomas' niece, Janet Ann Thomas**. In the Saginaw paper, the Melzoras were featured in a series of routines.

Larry Ruhl, high performer, is busy whipping his swaypole act into shape at **Billy Senior's** winter quarters in Lovington, Ill. Ruhl, who will work this season for Senior, will be billed as the **Siratostar-Marvel**. . . . **Craig's Chimps** opened Tuesday (16) as the free attraction at State Fair Park, Milwaukee.

Chicago visitors last week included the **Arwoods**, balancing, who spent a couple of days in the Windy City, and **Billy and Rosalie Siegrist**, who were passing thru. . . . **Flying Valentines** open June 20 at Cedar Point, Sandusky, O., and will do two-a-day for one week.

Talent line-up for Circus Week at **Harry Bait's** Pontchartrain Beach, New Orleans, included **Art and Marie Henry**, dogs; **Pape and Renee**, perch; **Alex Konyot**, high school horse; **Josephine Berosini**, high wire; **Flying Melzoras**, trapeze, and **John Tiebor's Seals**. Tiebor was held over for the week beginning Monday (15) and **Landon's Middlets** will come in for the same week. **Josephine Berosini** will head for Dallas following the New Orleans date, as will the Landon troupe. All bookings were handled thru **Charles Zemater**.

Beatrice Dante and her chimp will sit tight for this summer at **Cecil J. Potts' Deer Forest**, Paw Paw Lake, Coloma, Mich., a spot that includes animals, a picnic grove and other resort attractions. Beatrice and her pet scored a good publicity break on the front page of the Benton Harbor, Mich., News Palladium, when she took the simian into a store to buy him some new shoes.

The **Moffetts**, who have been playing race tracks in the South and on the Gulf Coast with their bucking car, are preparing to leave for fair dates in Maine, New York and Canada, booked by the George A. Hamid office. They will resume indoor shows in late October, according to **Dolly Moffett**.

Jo Barnum, who appeared earlier this year with the Hollywood Ice Revue at Madison Square Garden and at the Roxy Theater, New York, again dons her skates to appear for New Yorkers in the **Elliott Murphy Aquashow**. Latest edition of the show, staged annually at Flushing Meadow Park, Queens, will also have an ice show when it opens June 23.

Capt. Harry Pickard and his seals, the **Novellos**, **Trampoloonies** and **Rolando** will appear at the Bridgeport, Conn., annual P. T. Barnum celebration starting Tuesday (30). Clowns on the bill will be **Al Florenz**, **Charlie Frank** and **Bert Turner**.

Leo Couture, high diver, sidelined for the present with a broken leg, info that his troupe will hit the road July 3 to play several dates in Minnesota. Couture has a stand-in for his routine. He expects to remove the cast from his leg soon but will be forced to use crutches for several weeks.

Free attractions at Wildwood Lakes Amusement Park, Raytown, Mo., last week included **Great Geyer**, sway pole; **Billie and Gene Lambert**, tumbling; **Fay's Boxing Cats**, **Marimba Starlets**, **Charley Rankin** and the **Larry Phillips** ork.

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Filmsters Flock to Kid Spot

**Beverly Park Caters to Movieland Trade;
Ancient Circus Vehicles Flash Kiddieland**

• By SAM ABBOTT

WHEN Bunker Spreckels, scion of a family famous in California history for its vast developments of real estate, utilities, and the sugar beet industry, was only three years old, he hosted a group of his tiny friends a birthday party at Beverly Park, Los Angeles. The moppets enjoyed the afternoon. They went on the rides, were given balloons, favors, and partook of ice cream. Bunker says he had a g-o-o-o-d time.

His mother, the former Kay Williams of cover girl fame and

Harris, Paul Henreid and Dick Lane.

The number attending a party at Bradley's varies. There may be as many as 50 or 60 or as few as 10; the average is 20. To attract such events the park offers 80 rides for \$5 and at small additional cost, balloons, favors, ice cream and cake are available at Harry Phillips, who has the refreshment stand on the lot. Bradley estimates that the cost of a party of 10 children will run about \$15. The adult customers, who book their events thru Mrs. Bernice Bradley at the park office, know they can not beat the price even in their own homes.

Beverly Park occupies an area only 400 by 200 feet and there are 12 rides and an auto parking lot in the section. Because of its compactness and the fact that the amusement area is fenced, there is little chance for any of the small fry to wander away. From past experiences the opposite has been the case. When it comes time for Bradley to close down about 5 or 5:30 in the afternoon, there is often a bit of squawling to remain at the fun spot.

Stars of Tomorrow

Parties for tomorrow's stars are big business with the Bradleys. And they fit right into the scheme for which the park was established by William Meyer, now owner of the Gold Coast Shows and Hollywood Kiddieland, a traveling organization, and the late Eldon Frock early in the '40's. Bradley took over the operation in May, 1945. He stressed the appeal to children more than ever.

The first move was to add flash that would appeal to nursery residents. An oil pump located in one corner of the lot was decorated to look like a cricket that opened and closed its mouth as the lever went up and down. Later he developed the Little Dipper, a Roller Coaster, for his clients. After the model, made first in plaster and using marbles for cars, a working structure was practically handmade. Altho he never intended going too much into the manufacture of these rides, 26 were constructed. The device is now produced by the Allan Herschell Company.

The flash that was created by the animated cricket was short lived. Buildings and billboards went up and it was hidden. But in 1950, Bradley was offered 11 ancient circus wagons by the United Tent & Awning Company in Los Angeles. They had the vehicles stored on a lot, which had been sold. Rather than see them marked for oblivion, Bradley brought them to Beverly Park, where they were used for decorations.

Circus Background

Once on display, there was bidding for their use. Motion picture companies, making films with circus backgrounds, rented them for varying lengths of time. In a matter of a few months, Bradley was completely repaid for his investment. The wagons were used in "Annie Get Your Gun," "The Reformer and the Red Head," "Showboat," and "My Pal Gus," to name only a few. Often the wagons were hauled to a studio and shot without Bradley knowing the playing title of the film for which they were used.

The park, with its rides neatly but compactly placed, has also served as the locale for movies. Much of "My Pal Gus" was shot in the park and a wagon removed to the studio for additional footage. While the calliope wagon seems to be the most popular, the wardrobe one has also earned its keep. Jim Kilian, of Circus Foods Corporation, packers of Circus Peanuts, used the calliope in the Tournament of Roses parade in Pasadena on New Year's Day. Roland Reed Productions recently used them

in television films, opening a new avenue of revenue for Bradley's equipment.

And it was against a background of ancient circus wagons that Bunker Spreckels and his friends enjoyed their party. The party business has grown to such an extent that the Bradleys limit the schedule to six on Saturday and rule them out altogether on Sunday. During weekdays, Tuesday thru Friday, there is an average of two parties a day. While this may not seem many, it is the basis for a crowd and tends to draw other children to the lot. The park is open from 2 until about 5:30 p.m. during the week and 10 a.m. to 5:30 p.m. on Sunday. On Monday the Bradleys take off—and visit other parks.

Ideal Set-Up

To say that Dave Bradley visits other amusement areas is not as unusual as it may sound. About the middle of 1951 he was named manager of Virginia Park in Long Beach. He served in this capacity until the zone was bought by the Long Beach Amusement Company late last year. But the experience at Virginia convinced Bradley of one thing in particular—his Beverly Park is an ideal set-up. In the Long Beach zone, closing hour is around midnight. At Beverly, he puts in daylight hours—and that is it.

Dave Bradley was born in Los Angeles 42 years ago. Until his graduation from college in 1934, he evidenced no particular interest in a show business career. It was assumed that he would enter the investment business and thereby follow in his father's footsteps. It was in the depths of the depression when Dave received his diploma and the investment business did not look too inviting. He became acquainted with Freddy Martin, then playing in the Cocoanut Grove at the Ambassador Hotel in Los Angeles. Martin offered him a job as manager and the offer was immediately accepted.

During the next five years, Bradley remained with Martin. The band made numerous cross-country trips and Bradley became intrigued with outdoor show business. He resolved to have either a ballroom or a park of his own.

After the tours with Martin, store makes trade brisk for Beverly Park.

Bradley went to San Francisco to become production manager of KYA. Then the Hearst interests sold the station and Bradley returned to Los Angeles.

The war was on and inasmuch as he had been rejected in the draft, Bradley went to work as a toolmaker at Lockheed Aircraft Company.

Bradley was married in 1940 to a girl from New Mexico whose family is in the cattle business. Before her marriage, Bernice was in charge of story research at the Walt Disney studio and it was at a studio party that they met.

Altho they have operated Beverly Park for nearly eight years and have handled thousands of kids, one would think the Bradleys would welcome the quiet of home without the patter of small feet. They are both fond of children and in December adopted twins, John and Laura, six years old. The real responsibility, Bradley contends, is Jida, the seven-year-old French poodle that has become quite a fixture around the park. Dave also adds that Jida can do everything but sell tickets and make change.

Bradley's location is at one of the busiest in the West, possibly

the nation. This alone has accounted for much of his trade. One Christmas the drugstore, the largest in the world is its billing, had Santa Clause arrive by helicopter. The event drew thousands of kids who drifted, when action lulled, over to the Bradleys. Then there was a stunt with Clyde Beatty Circus on the apothecary's parking lot that also drew kids from, it seemed, all over the world. They, too, gravitated to Beverly to fill every seat on every ride.

Because of the heavy traffic, the area has become quite commercial. But despite that, Bradley keeps moving on. So far he has completed three leases with the next one coming up in a couple of years.

While the park could, perhaps, use additional space, Bradley wonders if the friendly size of Beverly park is not what makes it the meeting spot. Certainly it is the location. The Bradleys at work are neighbors of the people they serve. Bunker Spreckels and his sister, Joan, do not have far to go when they entertain. The same is true of other famous children who are playing in the park today and on the screen tomorrow.



Owner Dave Bradley keeps his spot in shape for visits by movie stars' youngsters.

recently starred as the Pink Lady in "Fame and Fortune" at Metro-Goldwyn-Mayer studios, also had a good time. She was relieved of the responsibility of furnishing entertainment and looked on as the guests enjoyed wholesome, safe and healthful fun at a most reasonable cost.

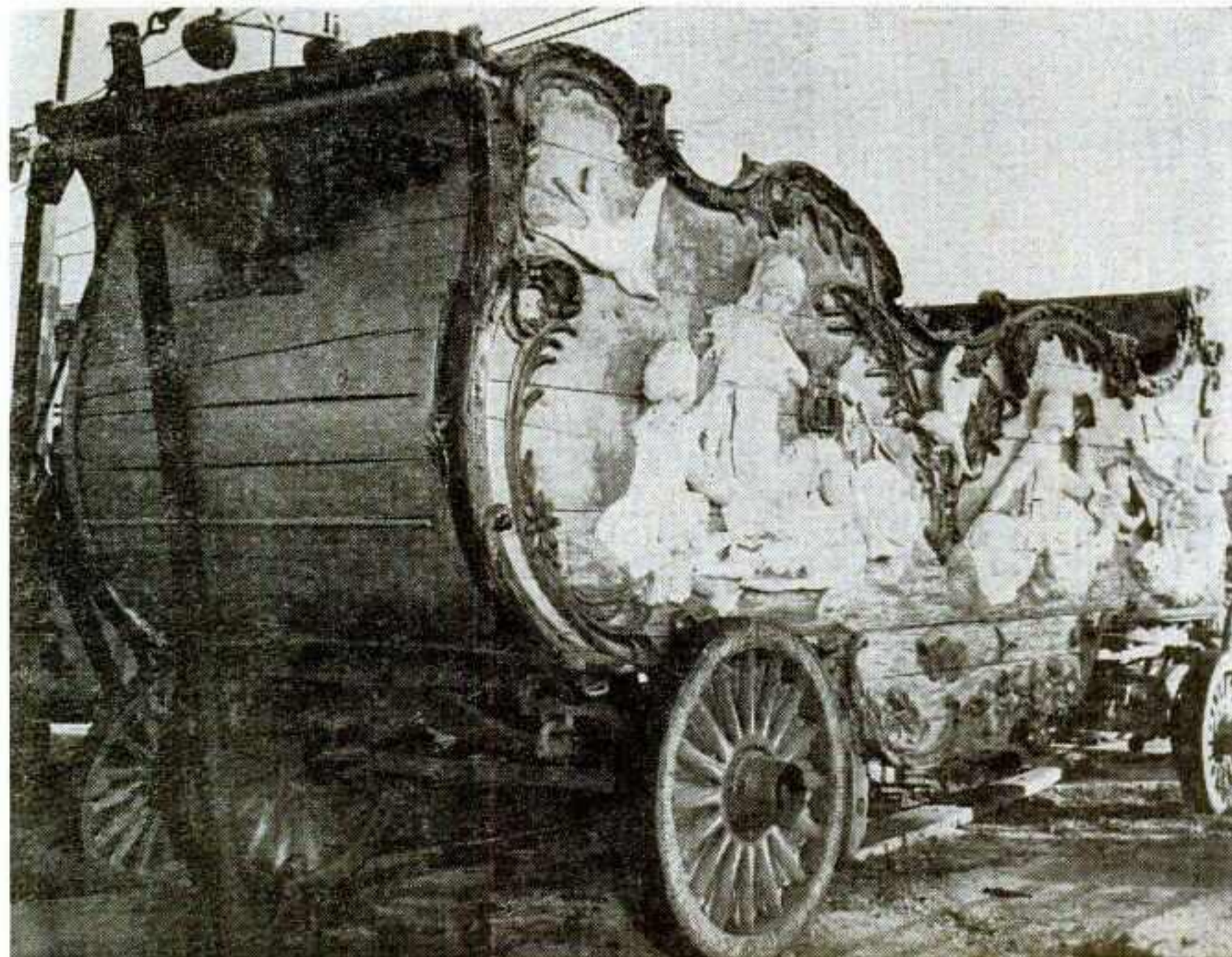
To many of the mothers, who divide their time between rearing families and starring in movies, television and radio, the cost is secondary. Their moppet friends have a g-o-o-o-d time and, above all, are safe. The latter factor is most important for their's is the responsibility of protecting the offspring of other famous people.

Famous Moppets

David E. Bradley Jr., owner and operator of Beverly Park at LaCienega and Beverly boulevards—just across the street from the world's largest drugstore—has had the answer to this particular problem for several years. His park has established itself as the play place of tomorrow's famous and those who have sponsored parties there read like a theatrical Who's Who. The list includes, to name only a few, such luminaries as Van Johnson, Kay Starr, Loretta Young, Charles Correll, Eve Arden, Burt Lancaster, Alice Faye and Phil



Location on a busy Los Angeles avenue and near the world's largest drugstore makes trade brisk for Beverly Park.



Old-time bally in the form of 11 antique parade wagons, including this Forepaugh circus handwagon, sparks interest in the modern Kiddieland.

Out in the Open

A. Joseph Geist, president of Rockaways' Playland, Long Island funspot, received a healthy plug for his park in the Wednesday (10) New York Herald Tribune with a four-column picture showing the park's Coaster. In the Coaster are nuns and blind children who were guests of the park. A similar picture also appeared in The New York Daily News.

F. E. Borg, manager of Fairyland Park, Miami, was guest of honor at a Tuesday night (8) surprise birthday party and celebration of his fourth year as manager of the spot given him by 22 employees of the park. The table was decorated in a park theme and the cake was a small replica of an amusement spot complete with a Merry-Go-Round, circus wagon and ticket box. **Mr. and Mrs. E. J. Reicher**, owners of Fairyland, were busy in Trenton, N. J., helping get Juan Caloca's new Kiddieland under-way, but wired congratulations.

Charles Zemater Sr., head of the Chicago booking office bearing his name, returned to his desk Tuesday (9) after spending several days at **Harry Bati's** Ponchartrain Beach Park, New Orleans. **Mrs. Zemater** accompanied her husband on the jaunt.

Gordon's Entertainment Bureau, Hartford, Conn., has been signed to supply three platform acts for the annual Bethlehem (Conn.) Fair, September 12-13.

James A. Carey, director of fairs for the New York State Department of Agriculture and Markets, was a New York visitor Tuesday (10). He met with **E. D. Kelmans**, president, Westchester County (N. Y.) Fair, and **Charles Bocheri**, manager, Mineola (N. Y.) Fair.

George A. Hamid was taken on a tour of the new \$6,000,000 Norton Company plant in Worcester, Mass., several days before a tornado destroyed the structure Tuesday (9). The occasion of Hamid's visit was the booking of a show for the company's picnic, an event he has handled for years. Because communications were badly damaged by the storm, it was almost a day before Hamid could determine that his brothers, **Al** and **Charlie**, who reside in the area, were safe.

Fred C. Murray passed thru New York Wednesday (10) on his way to Pensacola, Fla. He was returning from Coronation celebrations at Fredericton and Moncton, N. B., where he displayed fireworks for Interstate Fireworks Company, Springfield, Mass.

Happy Golden, veteran minstrel and vaude performer, who in recent years has been fronting a Boardwalk show at Sandy Beach Park, Russells Point, O., was forced to leave his post there last week to return to his home in Cincinnati, where his sister, **Rose**, is seriously ill in Ward J-3, General Hospital.

With the California State Fair, Sacramento, to mark its 100th anniversary in 1954, the publicity-promotion department, headed by **Bert Williams**, recently received authority to conduct a search for the relics of the last 99 years. A special exhibit is planned this year with a time-capsule to be provided by Kaiser Steel.

A 28-page brochure, Commercial and Industrial Facilities, recently was mailed prospective space buyers by the Los Angeles County Fair, Pomona, Calif. Information and procedures covering divisions and sections, where space is available, are covered in detail. These include home show, commercial and industrial buildings, radio and television, floral division, auto show, trailer village, sports plaza, home builders new products and the Mexican Village.

The mirror chrome plated capsule is practically guaranteed to last 20,000 years. It will weigh 225 pounds and be made of cast alloy steel with a bomb-nose screw top cap. The device will be air and water tight. It is planned to bury the capsule on the fairgrounds during the opening 1954 ceremonies.

Each is accompanied by a diagram map and information of the facilities and requirements, including rental costs. Center

spread is an aerial view of the 425-acre plant. Brochure also includes a pictorial map of the grounds showing the location of all buildings, and special areas with reference to parking lots and entrance gates.

Rain—five inches within two days—kayoed the recent Taber (Alta.) rodeo. Rodeo contestants put on a delayed show on opening afternoon but the second day's performance was canceled. Evening grandstand performances moved to the Canadian Legion hall. Gayland Shows packed up and called it quits on the first day, and the rodeo's plans for fireworks displays were canceled.

J. B. (Jack) Leweday, known in thrill show circles as **Capt.**

Jack O'Diamonds, has recuperated from injuries suffered in an auto crash last July, and is running auto races at Chavana's Ranch, near Laredo, Tex.

W. R. (Bill) Hirsch, secretary-manager of the Louisiana State Fair, Shreveport, was released from the hospital Tuesday (16) and is resting at his Shreveport home. Hirsch had been confined for several weeks.

Frank H. Kingman, secretary of the International Association of Fairs and Expositions and manager of the Brockton (Mass.) Fair, has authored a piece on annuals for the Encyclopedia Americana.

Mrs. George A. Hamid has returned to Worcester, Mass., and White City Park to arrange for the future operation of the funspot. The tornado of a week ago, which did considerable damage in the area but failed to touch the park, resulted in martial law and the canceling of all operations. **Mrs. Hamid** had left for New York just before the storm struck.

A. Hymes, Brooklyn, will handle the concessions with the Terrell Jacobs Wild Animal Circus during the Bridgeport, Conn., P. T. Barnum festival, June 30-July 4.

Booked for June 23-25 at Candlelight Stadium, Bridgeport, Conn., is the All-American Wild West Rodeo, Inc.

Fred Wright is currently entering his 28th year as superintendent of Eldridge Park, Elmira, N. Y., funspot, and other city parks and recreational areas. **Mary V. Strain**, secretary to **Ben A. Allen**, of Posters, Inc., Philadelphia, was married Saturday (20).

Swenson Okay in Cincy

CINCINNATI, June 20.—Aut Swenson's Thrillcade, in at Carthage Fairgrounds here for a one-nighter Thursday (18), jammed the grandstand on a cut-rate ticket deal. Crowd was estimated at close to 5,000, with ducat prices averaging 75 cents a head.

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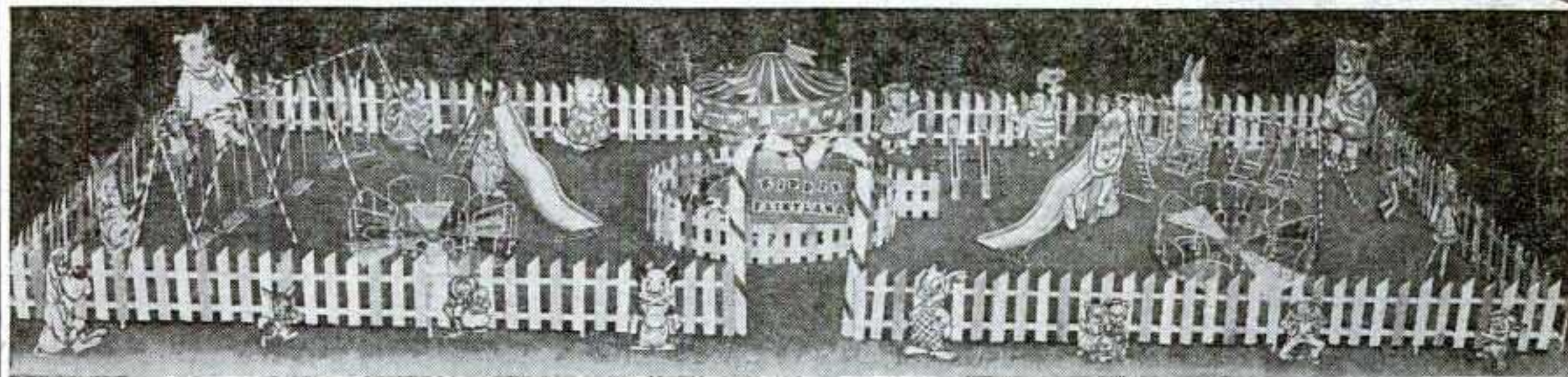
To keep your 60-inch Sperry and G.E. searchlights on the job, you need supplies and spare parts. Get 'em from us . . . prompt shipment at low prices. Warehouse stock of carbons in California saves shipping costs for West Coast buyers. On rush orders, telephone M. G. Irving at Norwood 7-2620.

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SAFE? Yes . . . because we know children! That's why safety is the first consideration in all Miracle Equipment. Result: not one serious accident ever reported on Miracle Equipment!

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DURABLE? Yes . . . because we know how hard children play! That's why all Miracle Equipment is built to keep maintenance at a minimum. Result: occasional painting is the only upkeep required for all Miracle Equipment.

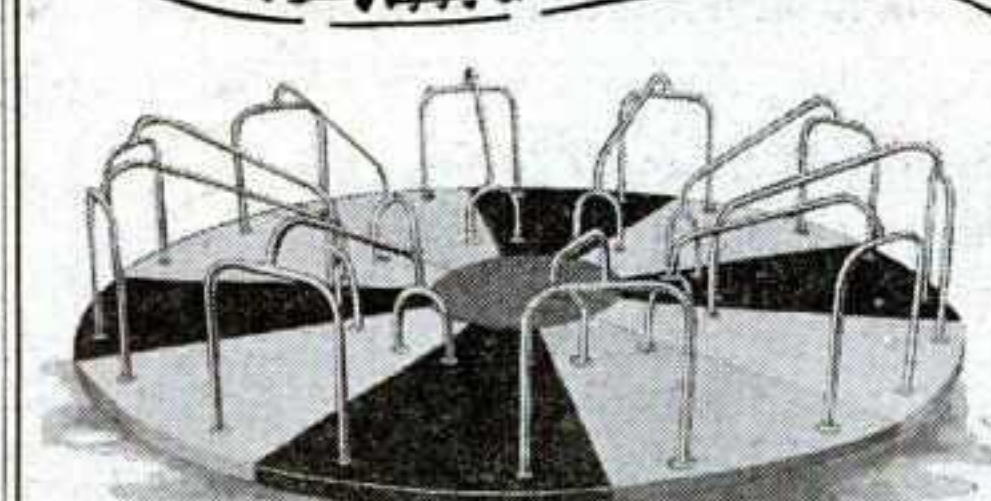
LOW COST? Yes . . . because we know what YOU can afford. That's why we have a Miracle KIDDIE FAIRYLAND "tailor-made" to fit your budget. Result: you receive a tremendous return from a relatively small investment.

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Running a Fair Is Fun

• By SAM ABBOTT

Harry Hofmann and wife, whom he met for the first time at the Hemet (Calif.) Annual, agree fair management is a pleasant way to make a living

FOR the past 30 years the Ramona Pageant has been an annual event in Hemet, Calif., where the Farmers Fair of Riverside County is located. The pageant, presented on several week-ends, is based upon the romantic story of Ramona by Helen Hunt Jackson. And each spring when it is offered, the town is so filled with throngs it is difficult to get near the natural amphitheater where it is staged.

Among the members of the cast is Harry Hofmann, secretary-manager of the fair since 1952. He has been connected with the pageant for 26 years, nine of which he

assignment, he conducts a year around publicity campaign, writing bulletins and mailing them with the aid of his full-time secretary. Other chores include working on the building program to complete the master plan, of which five buildings, excluding barns, have been constructed and estimated in value at \$500,000.

Working in close support of the California Division of Fairs & Expositions and the Western Fairs Association plan to make the fairgrounds useful thruout the year, the plant is now the scene of farm organization meetings, youth group dances, midget auto racing, riding club sessions, American Legion Fourth of July celebrations and Armistice Day programs, to mention only a few. The Ramona Pageant cast party, similar to the one at which he met his wife and abruptly proposed, is also on the schedule.

Becomes Secretary

Hofmann took over the secretary-manager's job only a year ago. His first event in 1952 was successful. Commercial and concession space sales were up \$2,500 over 1951. A record was established. There were more exhibitors, accounting for the increase in revenue at the unraised rates.

Diversifies Stunts

This manager may be utilizing stunts staged by other fairs but he is trying to do them differently.

As an example of his approach, the queen contest is one to find the most popular girl in the county to be crowned "The Farmer's Daughter." Basically, it is a queen contest, but the title puts it on a more informal basis. This year he is carrying the gimmick a little further. He plans to have the traveling salesmen of Riverside County select the "Farmer's Daughter."

But it takes things like this to create interest in the fair. Last year the attendance for the six-day run was 26,963. It included Labor Day, which had little effect on the gate because of the extremely hot weather.

The unpredictability of staging a fair has afforded Harry Hofmann much fun. He has had the usual headaches with it, too.

Last year Hofmann got a chuckle out of the livestock bidding held at the fairgrounds. The son of Mr. and Mrs. Earl Gilman, owners of the famed Gilman Hot Springs resort, put up his prized beef for sale. Unknown to one another, Gilman was upping the money offered only to have it raised higher by another bidder, Mrs. Gilman. When the sale was consummated at a good price, the steer, the money and the Gilmans were still in one big happy family.

Governor Officiates

At the first Hofmann-directed fair, Lt. Gov. Goodwin J. Knight addressed the fairgoers at a barbecued chicken dinner to kick off the event. Just before he made his talk, he presented a ribbon to Mrs. P. J. Hodge, winner of nine ribbons for 10 entries at that event and a veteran baking prize taker. She was asked to sign a release so that the picture could be used for advertising. Without reading the single spaced paper, she added her signature.

When advised that she had not read the paper, Mrs. Hodge said, "If it is for the fair, I'll sign anything."

This attitude made Hofmann feel good. He appreciates the co-operative spirit of those who attend or exhibit at the fair. He also points out that the average income of those who attend the Farmers Fair is \$4,958, \$1,800 above the State average.

The event known today as the Farmers Fair of Riverside County got its start in 1936 as the Hemet Utility Turkey Show and Congress. One of the pioneers was J. C. Loomis, who heads the present board and has done so for 15 years. The creation of the 46th District Agricultural Association for the city of Riverside was assumed by the city of Hemet. Staging of the turkey shows continued until 1941.

When the war came that year, the events were discontinued to return in 1946 as the Farmers Fair and Festival. In 1952, the first year of Hofmann's administration, the exposition adopted its present name.

Ideal Turkey Time

Prior to 1952 the fair had been held in October, subjected to cold nights as the wind blew over the snow-capped San Jacinto Mountains, separating this valley from Palm Springs. The time was ideal for displaying turkeys. As the event was expanded to include general agriculture, it was decided to hold it earlier. Last year it was set for the last part of August and the first of September to include Labor Day. The running time was extended from five to six days. This year's schedule returned the five-day run, August 26-30 inclusive.

Altho the city of Riverside is the seat of Riverside County, it has no fair. The 46th District Agricultural Association embraces all of the county and its two fairs—the Riverside County Fair and National Date Festival held in Indio in February, and the Farmers Fair.

While urban Riverside is becoming an industrial section, Hofmann decided to attract people from there by offering appealing exhibits. There are ample agricultural attractions should they want to see them as well. Working to accomplish this goal, the fair featured a Sportsmen's Show last year. This year, flycasting will be one of the features. Hofmann also plans a food show tied in with agricultural products, confident that this will interest residents of both the urban and rural areas. The horse show will again be on the program.

Life Story

The life of Harry Donald Hofmann is closely associated with the growth and development of the area. He was born in San Jacinto, just four miles from Hemet, 43 years ago. The son

of a wholesale produce merchant, he always had a hankering for show business. In 1927, when he was a Boy Scout, he assisted at the Ramona Pageant by blazing trails into the natural amphitheater so that visitors could follow them.

In 1931, Hofmann's father built the Soboba Theater, so named after the famous Soboba Hot Springs. Harry, then only 21, managed it for 10 years. His first move was to offer flesh shows on week-ends. The resort town of San Jacinto became the "vacation date" for many of today's names, arriving on Friday to play one show each that day and the next. Among those who were featured were Donald O'Connor, then a moppet member of the O'Connor family act; The Murtah Sisters, The Huberts and others.

While managing the theater, he became interested in ranching and raised both show and race horses. He entered his steeds in the horse shows in that region as well as thruout the State to capture prizes. In 1939 his entry, Soboba Miss, won her first race at Hollywood Park in Inglewood. Altho the filly paid \$197.50, Hofmann did not take too much home. He had been advised by his groom that as this was the first race, it might not be wise to play her heavily. The owner had \$6 across the board on the mare.

From early 1942 to 1945, Hofmann was with the Ryan School of Aeronautics in the personnel department. At the end of the war, he returned to his interest in horse shows and became acquainted with Tevis Paine, an outstanding showman in this field and son of the late Charles Paine, who guided the California State Fair in Sacramento for many years.

As Hofmann had done newspaper and publicity work since his high school days, he fell into that of special events and press relations. In 1948 he worked

with the Farmers Fair and Festival, then under the management of Fred Bruderlin, now an Army captain in Korea. Bruderlin was succeeded by William Leask, who took over the Hemet event after a stint in the same capacity at the Kern County Fair in Bakersfield. When Leask left in 1951, Hofmann was named to manage the fair for the following year.

Hofmann moved into the job from that of publicity. In 1951 he created "Pitchfork Pete," the symbol used by the fair on its stationery, newspaper and billboard advertising.

Hofmann has enjoyed every minute of his fair activities. And he has been in all phases of it.

Enjoys the Headaches

He has, too, enjoyed its many headaches. As manager he is often called from one end of the 23-acre fairground to decide upon a project that amounts to only a few cents. And while he is working on it, a matter involving dollars may suffer. He admits this does not appear right but, on the other hand, he feels that it is part of the game.

The pleasure of being a fair manager by far overshadows that of not being one for Hofmann. Serving in this capacity, he has his fingers in the publicity, the building program planning, the horse show judging and staging, and the presentation of shows. This is what he always wanted and he is happy.

Mrs. Hofmann is interested as well in the fair and the fair management business. At functions of the Western Fairs Association, she is a walking ad for the event. She designed a dress upon which "Pitchfork Pete" and the Farmers Fair of Riverside County are outlined in sequins.

Phillip Hofmann has not yet expressed his desire to be a fair manager. If and when he does, Alberta and Harry Hofmann will give him their parental blessing and encouragement.

They know it's fun.



Harry D. Hofmann, secretary-manager of the Farmers' Fair, Riverside County, Hemet, Calif., since 1952. He took over the management after serving in all departments.

played the part of Felipe." The story drips with romance. But for one of the players, at least, it can be said that he may have overplayed the part.

This accentuation of the script came in 1947 when a blonde blonde was sent from the Hollywood office of a leading picture magazine to "shoot" the pageant. Upon presenting her credentials, she was extended all privileges. This included an invitation to a cast party, following one of the presentations.

Felipe Proposes

The girl, Alberta Miller, was seated to one side of the large room where cocktails were being served. Thru a door opposite her entered Felipe, (Harry Hofmann), out of Indian loin cloth and not wearing the feather. He walked directly to her, tipped her cocktail glass with his and advised, "I'm going to marry you."

Miss Miller thought that the actor had had an over-exposure of gin in his martini and paid no more attention to the remark than she would to a flash bulb that failed to fire. But she learned later never to underestimate a Felipe.

They were married in 1948. And, today, running thru their comfortable home in the San Jacinto Valley is another Felipe, not quite four and listed on the county birth records under the anglicized Phillip.

This incident points out one thing in particular—Harry Hofmann is a headstrong fellow, and a man of action.

His debut into the fair management picture follows along the same line as his domestic romance. And to say that he is also wedded to his job is not overplaying the cliché.

Hofmann Showmanship

Hofmann believes that showmanship is the basis of every venture. This he is trying to inject more and more into his fair direction. In reaching for this goal, he tries to dress up everything to give it flash and to command attention. He is ever alert for ideas and spends time when not staging the fair to study others to see if they offer anything out of the ordinary. On the business side of his



The Hemet Fair is a community project, and Hofmann likes the co-operative spirit. The barbecued chickens being prepared here were for the 1952 kick-off dinner at which Lt. Gov. Goodwin Knight was principal speaker.



Farmers' Fair of Riverside County, Hemet, Calif., as viewed from the air. The grounds cover 23 acres and the buildings are valued at nearly \$500,000.

MR. CIRCUS: FLOYD KING

Veteran Personifies Big Top Business, Its Ups and Downs

By TOM PARKINSON

MORE than anyone active today, Floyd King is Mr. Circus—a personification of circus business with its ups and downs, a composite of all the owners.

Not that King is just an average; far from it. For his career sparkles with color and showmanship. It was 44 seasons ago that he first trouped. Since then he has carved a singular reputation not only as a show owner, but also as a leading general agent, a top press man and a skilled bill writer.

King has known the boom and bust that's part of show business. Twice he has amassed a fortune; twice he has lost everything, and now he's making that "impossible" third climb to the top.

Not the biggest or the smallest operator, he has hobnobbed and competed with all of them. He has known circus greats and ingrates. In one way or another, he has been privy to many of the key circus transactions of the past quarter-century.

When he has been on top, as he has been most of the time, his opposition has been something no other outfit could overlook. In other times, his abilities have been strong enough to comprise a thorn in the side of his biggest competitors. Like most individuals in the business, he has boosters and knockers. But to a man, they will declare that King is a true showman.

Keyed to Calliopes

Indicative, steam calliopes are the heart of his existence. Far more than most troupers he is captivated, literally and figuratively, by the steam pianos. It is a poor season when he doesn't own one. But more than that, his entire life is wrapped up in the kind of circus represented by the steamers. White top shows are his business, hobby and social life. The only other factors that figure are railroading and newspapering, neither much removed from circusing.

King's first concern is always routing. Year after year, he has demonstrated ability for putting his show into the best possible territory. Invariably, he finds the fresh towns and gets there on a pay day or at the peak of the crop marketing season.

As an owner, he can be counted on in good seasons to come up with new twists that set his show a notch above average in showmanship. For the bad times, he has that occupational skill of keeping a show going with no money.

He has a winning way with newspaper people, and this usually is reflected in their columns. Moreover, he is an inveterate reader of the papers, studying every sheet he can get each day. Nor does he lack the knack of building friendships at city halls, where he's often greeted as a returning celebrity.

College and Cherokee Ed

His story began in Hickman, Ky., where he was born during his father's stay as a Methodist minister. The next year the family moved to Memphis, and after completing public schools there, young King attended Trinity College, now Duke University.

Without telling his parents, Floyd pocketed his B. A. degree and joined Cherokee Ed's Wild West Show, a ragbag out of the William P. Hall farm, for 1909. He signed on as candy butcher and was entranced from the outset. The First of May had no way of knowing he was with a loser.

But it didn't take long to learn. Ten days out with the 10-car show and the boom fell. King woke up one morning with the thought that things were too quiet. He leaned over his bunk partner, a shell worker, to peer out of the car window. Scenery was the same as the previous day's; the show had folded. King reasons now that it should have been a winner, playing along the new Virginian Railroad line, but it wasn't. So he returned

to Memphis to face parental questioning as to his recent activities.

Recalls Press Agent's Lot

Watching help wanted columns, King spotted The News-Scimitar's ad for a copy boy. Back with Cherokee Ed, he'd noticed everyone on the show had much to do. Everyone, that is, but one man who turned out to be the press agent. This came back to him as he considered the ad, so Floyd was off to the newspaper office.

The city editor sized him up and put him to work, not as a copy boy but as a cub reporter. King's first assignment was to cover a lecture by an arctic explorer. He typed a yarn about the difficulties faced by a polar pioneer in a stuffy auditorium on a torrid Memphis summer night. It made the front page and Floyd was off on a career that took him to most beats on the city side, with the police run being his favorite, and finally to circus journalism. He switched to the Memphis Commercial-Appeal and stayed until the spring of 1912.

Replying to an ad in The Billboard, King sent some of his by-line stuff to Harold Bushea,

general agent of the Al G. Barnes Circus, and won the nod for the press agent's post. Los Angeles in 1912 was his first town, and he recalls offering big city papers cuts of circus art when they wanted photographs. But he clicked in the job and ballyhooed the show thru the Northwest and Canada. The 40-week season closed in El Paso, Tex., and King hopped from there to New York to be agent for a hall show called "White Sister." This job was okay until the Southern boy got into a Wisconsin winter. When the thermometer hit 15 below, King quit and headed for sunny Alabama to work for the Montgomery News.

Moves to Wallace

Meanwhile, R. M. Harvey, then agent for Hagenbeck-Wallace Circus, had observed King's press work for Barnes when the two shows were in opposition at Duluth, Minn. The men met in Chicago, and King signed as press man for the Wallace show. His six-season stay started in 1913.

On the Wallace opera was George Atkinson, graduate of vaude and blackface work, who was moved with the idea that

a pop song, "Oh, Johnny," would make a good title for burlesque. He and King talked of putting out such a winter unit. Nothing came of it the first year, but after another season the pair was in Tecumseh, Mich., opening their burly turkey. They dropped the first title plan in favor of "Uncle Sam's Belle's" because the Donaldson Lithograph Company had that paper in stock.

On the road, it was soon clear that smaller towns, except for tough ones like McKeesport, Pa., didn't want burlesque. King figured a musical would click, so he threw together some printing for an "Oh, Johnny" musical. With "Belle's," the 20-people troupe was playing upstairs opera houses for a 60 per cent split and grossing up to \$300. The patched-up musical grossed \$780 on a 70 per cent split in its Kittanning, Pa., trial. That convinced Atkinson, too, that the burlesque was thru, and in a week the musical was whipped into shape for the first of its three-winter tour. King also was agent for a road show owned by Vic Hugo, the Iowa showman.

Guides Brother's Entry

King was doing okay with circuses and hall shows, but he knew, too, that other show posts might be better than advance assignments. So when his brother, Howard, announced plans to troupe in 1916 as a press agent, Floyd advised him otherwise. Howard had been salesman for the wholesale division of Marshall Field & Co., Chicago. His show-wise brother steered him to John Robinson Circus and a job on inside tickets for 1916.

Howard had the Robinson red wagon in 1917 and the same position with Hagenbeck-Wallace in 1918.

By the end of 1918, Floyd had bundled \$5,000 in hall show profits and this was burning a hole in his pocket when he met William Godfrey in Chicago. Godfrey, fixer for Ringling, was at liberty because of the cutting that went with the combination of Ringling and Barnum. He told King he was about to buy the two-car Campbell Bros.' Circus from William P. (High Grass) Campbell. This show had a 70 with three 30s, a 50 with one 30, six ponies, two horses and other assorted show plunder priced at \$4,500. Godfrey was expecting Dode Fisk, whose 10-car show had folded in 1910, to go in with him.

In the curbstome conversation, King said he might be interested if Fisk backed out. Later the same day, Godfrey relocated King and announced the deal was open to King. Result was that King went to Enid, Okla., and got the show for \$2,500 down and \$2,000 later. Howard King was in on it with him, and Godfrey and Atkinson were in and out of the deal within a short time.

Out of Enid in 1919, the King's first circus used a smattering of old Campbell paper, but from the first the outfit was Sanger's Great European Shows. King, who puts importance on the selection of a title, said this one was chosen because a stock of paper from the earlier Mugivan and Bowers Sanger show was

(Continued on page 78)

JUST THE TICKET FOR BIGGER BEVERAGE PROFITS

Whatever you operate—amusement park, fair, carnival, rink, drive-in—the Canada Dry name will prove an extra drawing card.

Customers have been seeing Canada Dry advertising for over 28 years. They've been buying Canada Dry products. They've learned to count on Canada Dry quality. That's why using Canada Dry syrups is like money in your bank. You can't lose.

You can use any or all of Canada Dry's nine popular flavor syrups in your own dispensers... or call us for information about the handsome and efficient Canada Dry dispensers.

CANADA DRY WORLD FAMOUS DRY SYRUPS

For syrup information call your local Canada Dry Ginger Ale, Inc., office



1953 Fair Dates

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RETAIN THIS LIST

The next complete list of Fair Dates will be published in the issue of The Billboard to be dated July 25. Corrections and additions to this list will appear in the Fair Department of each issue of The Billboard.

Alabama

Alexander City—Piedmont Area Expo. Near Oct. 1. Frank Penton.
 Andalusia—Covington Co. Fair. Oct. 12-17. M. A. Boyette Jr.
 Anniston—Calhoun Co. Fair. Oct. 17-22. A. S. Mathews Jr.
 Athens—Limestone Co. Fair. Sept. 7-12. W. A. Owens.
 Athens—Limestone Co. Negro Agrl. Assn. Sept. 30-Oct. 3. Mrs. Odell Smith.
 Atmore—Ala. Flor. Fair Assn. Oct. 5-10. Sam E. Ford.
 Attalla—Etawah Co. Fair Assn. Oct. 5-10. Riley L. Hamby.
 Birmingham—Alabama State Fair Authority. Oct. 5-10. R.H. McIntosh.
 Childersburg—Talladega Co. Fair. Sept. 21-26. J. D. Warren.
 Florence—North Alabama State Fair. Sept. 21-26. C. H. Jackson, P.O. Box 165.
 Huntsville—Madison Co. Fair & Tenn. Valley Expo. Sept. 28-Oct. 3. Marie Dickson, P.O. Box 104.
 Jasper—Northwest Ala. Fair. Oct. 5-10. Christie W. Summers.
 Lexington—Lexington Community Fair. Oct. 1-3. Charles P. McMeans.
 Luverne—Crenshaw Co. Fair Assn. Oct. 5-10. W. J. Bell.
 Robertsdale—Baldwin Co. Fair. Oct. 9-13. James A. Hendrix.
 Scottsboro—Jackson Co. Fair. Oct. 5-10. J. P. James.
 Troy—Pike Co. Fair. Week of Oct. 19. I. J. Haxson.
 Tuscaloosa—Tuscaloosa Co. Fair. Oct. 19-24. Lawrence Dunn.

Arizona

Duncan—Greenlee Co. Fair. Oct. 9-11. Stanley W. Cean.
 Holbrook—Navajo Co. Fair. Sept. 18-20. J. H. Miller.
 Kingman—Mohave Co. Fair. Sept. 5-7. Harry R. Phillips.
 Phoenix—Arizona State Fair. Nov. 6-15. George W. Blake.
 Prescott—Yavapai Co. Fair. Assn. Sept. 18-20. Alice Townsend.
 Tucson—Pima Co. Fair. Oct. — William C. Skoug.

Arkansas

Batesville—Independence Co. Fair. Sept. 28-Oct. 3. A. L. Crouch.
 Benton—Saline Co. Fair Assn. Sept. 1-5. Milton Scott.
 Bentonville—Benton Co. Fair Assn. Sept. 22-25 (Tentative). V. Rose.
 Berryville—Carroll Co. Fair & Livestock Show. Sept. 9-12. Kathleen Simpson.
 Blytheville—N. E. Ark. Dist. Fair. Sept. 21-27. H. E. Hayford.
 Camden—Ouachita Co. Fair. Sept. 21-26. Bill Pryor.
 Clarksville—Johnson Co. Fair Assn. Sept. 23-26. Everette Stewart.
 Clinton—Van Buren Co. Fair Assn. Sept. 17-19. Owen H. Biles.
 Conway—Faulkner Co. Fair. Sept. 30-Oct. 3. W. B. Owen.
 Danville—Yell Co. Free Fair Assn. Sept. 30-Oct. 3. Onelia May.
 El Dorado—Union Co. Livestock Assn. Sept. 21-26. Thomas Reynolds.
 Eudora—Chicot Co. Fair Assn. Sept. 16-19. B. B. Duckworth.
 Fayetteville—Washington Co. Fair Assn. Sept. 22-25. John Smith.
 Foreman—Little River Co. Fair. Sept. 24-26. Marion Crank.
 Fort Smith—Ark.-Okla. Livestock Expo. Sept. 28-Oct. 3. Pat Condren. 613 Harrison.
 Glenwood—Pike Co. Fair Assn. Sept. 3-5. Robert S. Cabrey. Murfreesboro, Ark.
 Greenwood—Sebastian Co. Fair Assn. Sept. 17-19. Earl Pryor.
 Hamburg—Ashley Co. Fair Assn. Sept. 17-19. Tom Durham.
 Hamburg—Ashley Co. Fair Assn. Sept. 17-19. Tom Durham.
 Hampton—Calhoun Co. Fair Assn. Sept. 24-25. O. Prisman.
 Harrisburg—Poinsett Co. Fair Assn. Sept. 28-Oct. 3. Louis K. Collier.
 Harrison—Northwest District Fair. Sept. 17-19. Ruth Wilson.
 Hazen—Prairie Co. Fair Assn., Sept. 10-12. A. H. McDonnell.
 Heber Springs—Cleburne Co. Fair. Sept. 24-26. Wilford Logan.
 Hermitage—Bradley Co. Fair. Sept. 30-Oct. 3. Eula Baker.
 Hope—Third District Livestock Show. Sept. 28-Oct. 3. Bob Shivers.
 Hot Springs—Greland Co. Fair Assn. Sept. 28-Oct. 3. A. B. Jeffries.
 Huntsville—Madison Co. Fair Assn. Sept. 17-19. Odell Yocum.
 Imboden—Lawrence Co. Fair Assn. Sept. 10-12. Austin Stovall.
 Jasper—Newton Co. Fair Assn. Third week of Sept. Connie Greer.
 Little Rock—Ark. Livestock Show. Oct. 5-10. Clyde E. Byrd, 2601 Howard St.
 Lonoke—Lonoke Co. Fair. Sept. 3-5. John Mathews.
 Jonesboro—Craighead Co. Fair. Sept. 21-26. Herbert Sanderson.
 Magnolia—Columbia Co. Fair. Sept. 28-Oct. 3. W. E. Williamson.
 Malvern—Hot Spring Co. Fair Assn. Sept. 10-12. Warren Griswald.
 Marshall—Phillips Co. Fair. Sept. 21-26. L. P. Anderson.
 McCrory—Woodruff Co. Fair Assn. Oct. 14-17. I. N. Arnof.
 Mena—Polk Co. Free Fair. Sept. 10-14. Dick St. John.
 Monticello—Drew Co. Fair. Oct. 7-10. Jack Shelton.
 Morrilton—Conway Co. Fair Assn. Sept. 23-26. Millard Richardson.
 Mount Ida—Montgomery Co. Fair. Sept. 21-26. Bill Maddox, Oden, Ark.
 Mulberry—Crawford Co. Fair Assn. Sept. 24-26. C.D. Chastain.
 Newport—Jackson Co. Fair Assn. Sept. 23-24. Mollie Henkle.
 Ozark—Franklin Co. Fair Assn. Sept. 21-26. J. M. Hopper.
 Paragould—Greene Co. Fair Assn. Sept. 16-19. Dr. Charles Bowers.
 Paris—Logan Co. Fair Assn. Sept. 22-26. Van Pennington.
 Perryville—Perry Co. Fair. Sept. 21-26. Delton Price.
 Piggott—Clay Co. Fair Assn. Sept. 24-26. Ira Hartness.
 Pine Bluff—South Ark. Livestock Show. Sept. 14-19. Chas. Varn, c/o Chamber of Commerce.
 Pochontas—Randolph Co. Fair Assn. Sept. 10-12. A. C. DeClerk.
 Prescott—Nevada Co. Fair Assn. Sept. 23-25. Jada M. McGuire.
 Russellville—Pope Co. Fair Assn. Sept. 16-18. Richard H. Lee, c/o Chamber of Commerce.

Sparkman—Dallas Co. Fair. Sept. —. Mattie D. DeLaughter.
 Stamps—Lafayette Co. Fair. Sept. 28-Oct. 3. J. A. Thomas.
 Star City—Lincoln Co. Fair Assn. Sept. 10-12. Clyde E. Fish.
 Wynne—Cross Co. Fair Assn. Sept. 16-19. Harvey Welshans, Parkin, Ark.
 Yellville—Marion Co. Fair Assn. Sept. 10-12. Bill Niven.

California

Anderson—Shasta Dist. Fair. Sept. 10-13. Joseph J. Speer.
 Antioch—Contra Costa Co. Fair Assn. July 28-Aug. 2. Norman D. Sundborg, P.O. Box 25.
 Auburn—20th Dist. Agrl. Assn. Sept. 18-20. A. J. Cecchetti, P.O. Box 1031.
 Bakersfield—Kern Co. Fair & Assn. Sept. 28-Oct. 4. Albert Goode.
 Boonville—Mendocino Co. Fair & Apple Show. Sept. 25-27. H. J. June.
 Calistoga—Napa Co. Fair & Horse Show. July 3-5. Roy F. Schoepf, 1435 Oak St.
 Caruthers—Caruthers District Fair Assn. Oct. 15-17. Ella Martensium, R. 4, Fresno.
 Cedarville—Modoc Co. Fair Assn. Aug. 28-30. E. B. Mathews.
 Colusa—Colusa Co. Harvest Festival & Horse Show. Sept. 3-6. Wm. S. Randall.
 Crescent City—41st Dist. Agrl. Assn. Aug. 21-23. L. W. McClure, Box 26.
 Del Mar—22d Dist. Agrl. Assn. June 26-July 5. Paul T. Manner, Box 378.
 Eureka—8th Dist. Agrl. Assn. June 24-28. Ralph H. Barnes, 3750 Harris St.
 Ferndale—Humboldt Co. Fair Assn. Aug. 10-16. Dr. J. N. D. Hindley.
 Fresno—21st Dist. Agrl. Assn. of Calif. Oct. 2-II. T. A. Dodge, 1121 Chance Ave.
 Galt—Sacramento Co. Fair. July 16-19. Robt. M. Baker, P.O. Box 365.
 Grass Valley—17th Dist. Agrl. Assn. Aug. 27-30. Edith B. Scott, P.O. Box 1104.
 Gridley—Butte Co. Fair Assn. Aug. 27-30. Joseph E. Whitaker.
 Hanford—Kings Co. Fair Assn. Oct. 15-18. Jim King.
 Hayfork—Trinity Co. Fair Assn. Aug. 28-30. J. D. Berry.
 Hemet—Farmers Fair of Riverside Co. Aug. 26-30. Harry Hofmann.
 Hollister—33d District Agrl. Assn. Oct. 2-4. Thomas J. Medeiros.
 Lakeport—Lake Co. Fair Assn. Sept. 4-6. C. Philip Lewis.
 Lancaster—50th Dist. Agrl. Assn. Sept. 10-13. A. G. Marquardt, Box 1143.
 Lodi—Grape Festival & Natl. Wine Show. Sept. 18-20. C. S. Jackson, P.O. Box 848.
 Los Angeles—Great Western Livestock Show. Nov. 28-Dec. 3. A. M. Mathews.
 Madera—Madera Dist. Fair. Sept. 24-27. J. T. O'Shaughnessy, Route 1, Box 358.
 Mariposa—Mariposa Co. Fair. Sept. 5-7. Dale K. Campbell, P. O. Box 333.
 McArthur—Inter-Mountain Fair of Shasta Co. Sept. 5-7. George Ingram.
 Merced—Merced Co. Fair. Aug. 26-30. W. C. Voxberg, P.O. Box 1352.
 Monterey—7th Dist. Agrl. Assn. Aug. 27-30. George T. Wise, P.O. Box 1151.
 Napa—25th Dist. Fair. Aug. 12-16. Lowell Edgington.
 Northridge—San Fernando Valley Fair. Sept. 3-7. Max P. Schonfeld.
 Orland—Glenn Co. Fair. Sept. 16-20. R. E. Walker, 510 S. Plumas, Willows, Calif.
 Paso Robles—San Luis Obispo Co. Fair Assn. Aug. 20-23. L. W. Lewin.
 Petaluma—4th Dist. Fair. July 23-26. Dolph Young.
 Placerville—El Dorado Co. Fair. Sept. 11-13. Leslie W. Sanders, P.O. Box 144.
 Phontson—Alameda Co. Agrl. Fair. June 28-July 11. Wray L. Bergstrom, P.O. Box 127.
 Plymouth—26th Dist. Agrl. Assn. Aug. 28-30. George Plinker.
 Pomona—Los Angeles Co. Fair Assn. Sept. 18-Oct. 4. E. C. Shepherd.
 Quincy—Plumas Co. Fair. Aug. 13-16. Tulsa E. Scott.
 Red Bluff—30th Dist. Agrl. Assn. Aug. 7-9. Joseph A. Soares, P. O. Box 70.
 Roseville—Placer Co. Fair Assn. July 23-26. Nic Huddleston, P.O. Box 710.
 Sacramento—California State Fair. Sept. 3-13. E. P. Green, P.O. Box 2038.
 Salinas—Calif. Rodeo, Horse Fair & Stock Show. July 16-19. F. E. Dayton.
 San Francisco—Grand Natl. Livestock Expo. Oct. 30-Nov. 6. Nye Wilson, Geneva Ave., Rio Verde 55.
 San Jose—Santa Clara Co. Fair Assn. Sept. 14-20. Russell F. Pettit, 2530 South First St.
 San Leandro—Community Fair. Sept. 2-7. Mickey Sultz.
 San Mateo—San Mateo Co. Fair Assn. Aug. 14-22. William M. Wilson, P.O. Box 1027.
 Santa Ana—Orange Co. Fair Assn. Aug. 11-16. R. M. C. Fullenwider, 20391 Newport Blvd.
 Santa Barbara—Santa Barbara Fair & Horse Show. July 14-19. Horace W. Rupp.
 Santa Maria—Santa Barbara Co. Fair. July 22-26. Reldon Dunlap, P.O. Box 870.
 Santa Rosa—Sonoma Co. Fair Assn. July 31-Aug. 8. H. Jack Liebau, 333 5th St.
 Sonoma—Mother Lode Fair. Aug. 6-9. C. B. Mathews.
 Stockton—San Joaquin Co. Fair. Aug. 21-29. E. G. Vollmann, P.O. Box 1699.
 Susanville—Lassen Co. Fair & Livestock Show. Aug. 18-23. A. A. Jensen, P.O. Box 472.
 Tulare—Tulare Co. Fair Assn. Sept. 22-27. A. J. Elliott.
 Tullake—Tullake-Butte Valley Fair. Sept. 10-12. Sam W. Kellett.
 Turlock—Stanislaus Co. Dist. Fair. Aug. 10-15. C. A. Rigbee, P.O. Box 547.
 Ukiah—12th Dist. Fair. Aug. 30-23. Henri Warner, P.O. Box 711.
 Vallejo—Solano Co. Fair Assn. July 17-25. Al St. John.

Ventura—Ventura Co. Fair. Oct. 7-11. L. E. Ver Husem, P.O. Box 888.
 Victorville—San Bernardino Co. Fair Assn. Aug. 26-30. Oren Robertson.
 Watsonville—Santa Cruz Fair Assn. Sept. 24-27. E. F. Johnson.
 Woodland—Yale Co. Fair. Aug. 20-23. Stuart B. Waite, Box 826.
 Yreka—Siskiyou Co. Fair Assn. Aug. 28-30. Edward B. Mathews.
 Yuba City—Yuba-Sutter Fair. July 30-Aug. 2. Roy L. Welch.

Colorado

Akron—Washington Co. Fair & Rodeo. Aug. 27-29. Brandt Wenig.
 Brighton—Adams Co. Fair & Rodeo Assn. Aug. 21-23. Sam Schwab.
 Brush—Morgan Co. Fair. Aug. 20-22. Verne Stewart.
 Burlington—Kit Carson Co. Fair. Aug. 13-15. Earl Boren, Selbert.
 Castle Rock—Douglas Co. Fair Assn. Sept. 11-13. Charles E. Kirk.
 Cheyenne Wells—Cheyenne Co. Fair & Rodeo. Oct. 3-5. N. B. Davis.
 Cortez—Montezuma Co. Fair. Oct. 1-3. Dean P. Hanson.
 Craig—Moffat Co. Fair. Aug. 28-29. W. J. Gregory.
 Del Norte—Chamber of Commerce Livestock Fair. Oct. 28-30. Mrs. Walter Clemmons.
 Denver—Denver Co. Fair. Aug. 29-30. Robert D. Bekk.
 Durango—LaPlata Co. Fair. Oct. 2-4. Beverly Flansburg.
 Eads—Kiowa Co. Free Fair. Sept. 10-12. H. T. Robinson.
 Greeley—Weld Co. Junior Fair. Aug. 10-12. C. J. Mayer.
 Holyoke—Phillips Co. Fair Assn. Aug. 17-19.
 Hotchkiss—Delta Co. Fair Assn. Sept. 15-18. Mark R. Clay.
 Hugo—Lincoln Co. Fair. Aug. 27-29. Bob Igou.
 Julesburg—Sedgwick Co. Fair. Aug. 20-22. C. W. McMillan.
 Kiowa—Elbert Co. Fair. Aug. 24-26. Fred Bachman.
 Lamar—Southeast Colo. Free Fair & Rodeo. Aug. 29-30. Ray R. Cook.
 Littleton—Arapahoe Co. Fair. Aug. 21-22. Forrest P. Hammes.
 Longmont—Boulder Co. Fair Assn. Aug. 28-29. Carol E. Cook.
 Loveland—Larimer Co. Fair & Rodeo. Aug. 17-19. Denny Washington.
 Manassa—Conjoes Co. Fair. Sept. 4-5. Clatus N. Gilliland.
 Pagosa Springs—Archuleta Co. Fair. Aug. 28-30. Vernon Conforth.
 Paonia—Delta Co. Fair. Sept. 15-18. Jess Barrow.
 Pueblo—Colorado State Fair. Sept. 6-10. W. H. Kittle.
 Rocky Ford—Ark. Valley Fair & Watermelon Day. Sept. 1-3. Ted L. Chenault, P.O. Box 151.
 Springfield—Baca Co. Free Fair. Aug. 28-29. Chester R. Fithian.
 Sterling—Logan Co. Fair Overland Trail Round-Up. Sept. 1-3. Harold Stern.
 Trinidad—Trinidad Round-Up Assn. Sept. 6-7. James Cummings Jr.
 Yuma—Yuma Co. Fair & Rodeo. Aug. 24-26. Frank Herman.

Connecticut

Berlin—Berlin Fair. Oct. 2-4. Wm. Poppel, Kensington.
 Bethlehem—Bethlehem Fair. Sept. 12-13. Paul Johnson.
 Bridgeport—Fairfield Co. 4-H Fair. Aug. 21-23. Dorothy Keller.
 Broad Brook—Union Agrl. Soc. Sept. 29-30. D. Everett Neelans, Hazardville, Conn.
 Brooklyn—Brooklyn Fair. Sept. 18-20. Mrs. H. Freeman Strunk.
 Chester—Chester Fair. Aug. 29-30. William Stark.
 Danbury—Great Danbury Fair. Oct. 3-11. John W. Leahy.
 Durham—Durham Fair. Sept. 25-27. Lillian N. White.
 East Granby—Hartford Co. 4-H Fair. (Aug. 29-30 tent.) Elizabeth Liss.
 East Hampton—Haddam Neck Fair. Sept. 7. Leonard Selden.
 East Hampton—Marlborough Grange Fair. Aug. 29. Mrs. Gladys E. Dancause.
 Glastonbury—Glastonbury Grange Fair. Oct. 10. Henry H. Anders.
 Goshen—Goshen Fair Assn. Sept. 5-7. Theodore C. Ellis.
 Guilford—Guilford Fair. Sept. 18-19. Marie E. Griswold.
 Lyme—Hamburg Fair. Aug. 14-15. M. F. Breviller.
 Madison—Putnam Farmers Fair. Sept. 12. Meriden—Meriden Grange Fair. Sept. 18-19. Mrs. Berta B. Tinkham, 585 Main St.
 Middletown—Middletown Co. 4-H Fair. Aug. 21-22. Gladys Kelsey.
 Monroe—Fairfield Co. 4-H Fair Assn. 21-22. Dorothy Heller, RFD 1, Bridgeport.
 New Haven—New Haven Co. 4-H Fair. Aug. 14-15. Warren Breckett.
 North Haven—North Haven Fair Assn. Sept. 10-13. Gertrude Miller.
 Norwich—New London Co. 4-H Fair. Sept. 4-5. Doreen Krohn.
 Norwichton—Norwich Grange Fair. Sept. 18-19. Mrs. John L. Browning.
 Old Lyme—Old Lyme Country Fair & Horse Show. Aug. 1. N. R. Sheffield.
 Orange—New Haven Co. 4-H Fair Assn. Aug. 14-15. Kathryn Willenbrock.
 Pachaug—Pachaug Grange Fair Assn. Sept. 5-6. Edward L. Thornton, Jewett City, Conn.
 Portland—Portland Agrl. Fair. Sept. 19-20. Karl Newsum.
 Putnam—Woodstock Fair. Sept. 5-7. Donald Williams.
 Riverton—Union Agrl. Soc. Oct. 10-11. Grace D. Seymour, R.D. 2, Winsted.
 South Windsor—Wapping Fair. Sept. 12. Mrs. Elsie Porcheron.
 Southbridge—Windham Co. 4-H Fair. Aug. 15-16. Anne Martin.
 Southbury—Pomperaug Grange Fair. Aug. 7-8. Jerome C. Keech.
 Southington—Union Grange Fair. Sept. 11-12. Joseph Bell.
 Stafford Springs—Stafford Fair. Oct. 1-4. Louise Benton.
 Stafford Springs—Tolland Co. 4-H Fair Assn. Aug. 28-29. Barbara Richards, RFD 1, Willimantic.
 Terryville—Terryville Country Fair. Sept. 19-20. Frank Dzielinski.
 Torrington—Litchfield Co. 4-H Fair. Aug. 28-29. Beatrice Kasnany.
 Torrington—Hartwinton Fair. Oct. 3-4. Merie Plaskett.
 Wallingford—Wallingford Grange Fair. Sept. 18-19. Flora Hough.
 Waterbury—Cheshire Grange Fair. Sept. 12. Carl Bernhard.
 Willimantic—Tolland Co. 4-H Fair. Aug. 28-29. Barbara Richards.

Willimantic—Echo Grange Fair. Sept. 12. Willard Olds.
 Winsted—Winchester Grange Fair. Aug. 15-16. Mrs. Lester J. Ramsay.

Delaware

Harrington—Kent & Sussex Co. Fair. July 27-Aug. 1. T. B. Holloway.

Florida

Bonifay—Holcs Co. Fair. Oct. 22-24. John C. Russell.
 Callahan—Nassau Co. Fair. Oct. 21-24. Gordon B. Ellis, Hilliard, Fla.
 Crestview—Legion Harvest Fair. Sept. 28-Oct. 3. Harry A. King.
 DeFuniak Springs—Walton Co. Fair. Week of Nov. 11. John Creel.
 Live Oak—Suwannee Co. Fair Assn. Oct. 19-24. Floyd L. Eubanks.
 Marianna—Jackson Co. Fair. Nov. 2-7. W. W. Glenn.
 Orlando—Central Fla. Expo. Feb. 22-27. Crawford T. Bickford.
 Pensacola—Pensacola Interstate Fair. Oct. 10-25. J. E. Erenkel, Box 255.
 Plant City—Hillsborough Co. Jr. Agrl. Fair. Dec. 3-5. D. A. Storms.
 Quincy—Gadsden Co. Festival & Fair Assn. Oct. 15-17. Fred P. Brinkman.
 Tallahassee—North Fla. Fair Assn. Oct. 27-31. Lloyd Rhodes.
 Tampa—Fla. State Fair. Feb. 2-14. J. C. Huskisson, P.O. Box 1231.

Georgia

Americus—Americus Civic Fair Assn. Oct. 12-17. William E. Smith.
 Athens—Athens Agrl. Fair. Oct. 19-24. F. H. Williams.
 Atlanta—Southeastern Fair Assn. Oct. 1-11. J. W. Seay, P.O. Box 1006.
 Augusta—Exchange Club Fair. Oct. 26-31. Ben Paschal.
 Enbridge—Decatur Co. Fair. Oct. 12-17. T. R. Rich, Box 210.
 Brunswick—Exchange Club Five-County Fair. Nov. 2-7. Russell B. Henderson.
 Carrollton—West Ga. Fair Assn. Sept. 28-Oct. 3. H. O. Uphaw.
 Cartersville—Bartow Co. American Legion Fair. Sept. 21-26. Victor H. Waldrop.
 Cedartown—Northwest Ga. Fair Assn. Sept. 21-24. Thomas Adamson.
 Columbus—Chattahoochee Valley Expo. Oct. 12-17. Felix L. Jenkins.
 Conyers—Rockdale Co. American Legion Fair. Sept. 28-Oct. 3. J. W. McCollum.
 Cordele—Central Georgia Fair. Oct. 26-31. J. D. Rainey.
 Dalton—North Georgia Fair. Sept. 28-Oct. 3. Burt Scoggins.
 Douglas—Coffee Co. Fair. Oct. —. Fred Blair.
 Dublin—Oconee Fair Assn. Oct. 26-31. O. N. Lewis.
 Griffin—Spalding Co. Kiwanis Fair Assn. Sept. 21-26. O. H. Weaver.
 Eastman—Dodge Co. Legion Fair. Oct. 12-17. R. T. Ragan.
 Elberton—Dodge Co. Legion Fair. Oct. 12-17. R. T. Ragan.
 Habersham—Habersham Community Fair. Oct. 12-17. C. F. Scroggs.
 Hartwell—Am. Legion Hart Co. Fair. Sept. 21-26. C. W. Campbell.
 Macon—Georgia State Fair. Oct. 19-24. E. Ross Jordan, P.O. Box 739.
 Manchester—Tri-County Fair. Sept. 28-Oct. 12-17. P. D. Briscoe Jr.
 Montezuma—Macon Co. Fair. Oct. 5-10. Clarence H. Hair.
 Pembroke—Bryan Co. Fair Assn. Oct. 12-17. D. E. Medders.
 Rome—Cosa Valley Fair Assn. Oct. 12-17. Arthur C. Ragsdale.
 Savannah—Costal Empire Fair. Nov. 2-9. D. R. Coleman.
 Swainsboro—Emanuel Co. Fair. Oct. 5-10. Earl Varner.
 Thomaston—Upson Co. Fair. Sept. 28-Oct. 3. W. N. Miner.
 Valdosta—South Georgia Fair. Nov. 9-14. Howard Hall.

Idaho

Blackfoot—Eastern Idaho State Fair. Sept. 18-19. Ruth C. Hartkopf.
 Boise—Western Idaho State Fair. Aug. 25-29. Ambrose W. Johnson, Rousey Co.
 Bonners Ferry—Boundary Co. Fair. Sept. 17-19. J. L. Graves.
 Burley—Cassia Co. Fair & Rodeo. Aug. 20-23. S. Clark.
 Cambridge—Washington Co. Fair Assn. Aug. 28-30. Buck Howland.
 Downey—Marsh Valley Fair. Aug. 28-29. Arvilla McKay.
 Filer—Twin Falls Co. Fair & Rodeo. Sept. 19-20. Thomas Parks.
 Gooding—Gooding Co. Fair. Aug. 13-15. Abe Loewen.
 Homedale—Owyhee Co. Fair. Aug. 20-22. Harold McKunkin, Marsing.
 Jerome—Jerome Co. Fair. Aug. 26-28. Mrs. Eleanor Wiswall.
 New Plymouth—Payette Co. Fair. Aug. 20-22. J. E. Wagner.
 Nespecke—Lewistown Co. Fair Assn. Sept. 24-28. Gordon Dalley.
 Orofino—Clearwater Co. Fair. Sept. 18-20. Arlen W. Bruce.
 Pocatello—North Bannock Fair. Sept. 11-12. Lester Sellers.
 Ririe—Jefferson Co. Fair. Sept. 4-5. Carl M. Shaner.
 St. Maries—Benewah Co. Fair Assn. Sept. 17-19. Loren Kambitsch.
 Salmon—Lemhi Co. Fair. Sept. 11-13. Fred Summers.
 Weiser—Weiser Round-Up & Fair Assn. July 30-Aug. 1. C. Wade.

Illinois

Albion—Edwards Co. Fair Assn. July 21-24. Loy L. Thread.
 Aledo—Mercer Co. Agrl. Soc. July 28-31. C. O. Ford.
 Anna—Southern Illinois Fair Assn. Aug. 24-28. Robt. W. Brown.
 Altamont—Erlingham Co. Fair. Aug. 9-14. M. C. Alwert.
 Arthur—Moultrie-Douglas Fair. July 21-25. H. E. Hood.
 Augusta—Bannock Co. Fair Assn. July 16-19. L. Wayne Robison.
 Belleville—St. Clair Co. Fair Assn. Aug. 1-8. Geo. L. Gerken.
 Belvidere—Boone Co. Fair Assn. Aug. 14-16. Mrs. Frieda Spencer.
 Benton—Franklin Co. Fair Assn. July 27-31. R. E. Doty.
 Bloomington—McLean County Fair. Aug. 10-13. Charles Beeler.
 Brownstown—Payette Co. Fair Assn. July 27-31. Glenn Parades, St. Elmo.
 Cambridge—Henry Co. Fair. Aug. 11-14. Esther B. Werback.
 Carlyle—Clinton Co. Fair Assn. July 29-Aug. 1. Eldon Hazlet.
 Carlinville—Macoupin Co. Fair. July 29-Aug. 1. John T. Harding.
 Carmi—White Co. Fair Assn. Aug. 17-22. E. Berfield.
 Carrollton—Greene Co. Agrl. Fair. July 11-17. Nellie Woodson.
 Charleston—Coles Co. Fair. Aug. 2-8. Robt. R. Blackford.
 Chicago—Intl. Livestock Expo. Nov. 28-Dec. 5. William E. Ogilvie, Union Sockyards.
 Cullom—Cullom Fair Assn. Aug. 14-15. John Ferring.
 Decatur—Macon Co. Fair Assn. July 30-Aug. 1.
 Danville—Vermilion Co. Fair Assn. Aug. 2-7. Harvey Pearson.
 Du Quoin—Du Quoin State Fair. Aug. 30-Sept. 7. D. M. Hayes.
 Elgin—Kane Co. Fair Assn. July 30-Aug. 2. Albert H. Branch.
 Elizabeth—Elizabeth Community Fair. Aug. 5-7. R. J. Strauss.
 Fairfield—Wayne Co. Fair Assn. July 6-10. Sam Miller.

Fairbury—Fairbury Fair Assn. Aug. 25-26. R. J. Maur.
 Farmer City—Farmer City Fair Assn. Aug. 2-7. L. R. Stensul.
 Fisher—Fisher Fair Assn. July 23-23.
 Flora—Clay Co. Fair Assn. July 27-31. Loren Petty, Clay City.
 Franklin Grove—Community Fair. Aug. 27-29. LaVerne S. Baker.
 Freeport—Stephenson Co. Fair. Aug. 26-28. Roy Hefty, Orangeville.
 Georgetown—Vermilion Co. Fair Assn. Aug. 17-22. G. E. Blayney.
 Greenup—Greenup-Cumberland Co. Fair Assn. Aug. 24-28. W. E. Freeman.
 Greenville—Bond Co. Fair Assn. Aug. 24-28. T. T. Dewey.
 Griggsville—Western Illinois Fair. July 1-5. J. R. Skinner, Hillsdale.
 Hampton—Rock Island Co. Fair Assn. Aug. 19-22. Wayne Feaster, Hillsdale, Ill.
 Harrisburg—Saline Co. Fair. Aug. 3-8. L. Hancock.
 Highland—Madison Co. Fair Assn. Aug. 8-9. H. H. Wilson.
 Hampton—Rock Island Co. Fair. Aug. 19-22. Wayne Feaster, Hillsdale.
 Henry—Marshall-Putnam Fair. Sept. 1-4. R. H. Monier, Sparland.
 Jacksonville—Morgan Co. Fair Assn. Aug. 3-6. Wm. Cochran.
 Jerseyville—Jersey Co. Fair Assn. July 21-25. Melvin Spiegelman.
 Kankakee—Kankakee Co. Fair Assn. Aug. 9-14. Roy Robinson.
 Knoxville—Knox County Fair. Aug. 3-7. Ray Swanson.
 Lewistown—Pulaski Co. Fair & Racing Assn. Aug. 4-8. Chester Boone.
 Lincoln—Logan Co. Fair Assn. Aug. 8-14. Wilbur E. Layman.
 Marion—Williamson Co. Agrl. Assn. Sept. 7-12. Sam Dunaway.
 Marshall—Clark Co. Fair. Aug. 9-11. Fred Huffington.
 Martinsville—Martinsville Fair Assn. July 19-25. H. T. Bennett.
 Mason—Grundy Co. Dist. Fair. Aug. 3-7. W. Carter.
 McLeansboro—Hamilton Co. Fair Assn. July 1-5. H. Mead.
 Melvin—Ford Co. Fair Assn. Sept. 9-12. C. D. Thompson.
 Mendota—Tri-Co. Fair Assn. Sept. 8-7. Paul A. Stenger.
 Mendon—Adams Co. Fair Assn. Aug. 8-12. I. M. Brumback.
 Metropolis—Massac Co. Fair Assn. June 28-July 4. Paul T. Powell, Vienna.
 Milford—Iroquois Co. Agrl. & 4-H Club Fair. Aug. 4-7. Kenneth T. Rickart.
 M. Carmel—Wabash Co. Fair Assn. July 12-16. E. G. Pixley, West Salem.
 Morrison—Whiteside Co. Agrl. Assn. Aug. 18-22. W. M. Dearinger.
 Mt. Sterling—Brown Co. Fair. Aug. 4-7. Thomas G. Jackson.
 Mt. Vernon—Mt. Vernon State Fair Assn. July 1-5. E. C. Pierce.
 Nashville—Washington Co. Fair Assn. Aug. 17-21. Wilbur D. Smith.
 Newton—Jasper Co. Fair Assn. July 12-18. Milo Plyn.
 New Berlin—Sangamon Co. Fair Assn. July 29-Aug. 1. C. M. Reimer, R. R. 4, Springfield.
 New Windsor—New Windsor Fair Assn. Aug. 18-20. Lynn L. Keim.
 Oblong—Crawford Co. Fair Assn. Aug. 31-Sept. 4. O. B. Price.
 Odell—Odell Fair Assn. Sept. 9-12. Odell—Richland Co. Fair Assn. Aug. 4-7. Arol Preston.
 Oregon—Ogle Co. Fair. Sept. 3-7. E. D. Landers.
 Okauchee—LaSalle Co. Junior Fair. Aug. 11-13. Clarion Chapman, Earlville, Ill.
 Pana—Christian Co. Fair Assn. Sept. 3-7. Mervin O. Denton.
 Paris—Edgar Co. Fair Assn. July 26-Aug. 1. Ora Rafferty.
 Peconica—Winnebago Fair. Aug. 21-23. Wallace Belshaw.
 Peoria—Heart of Illinois Exposition. June 30-July 5. R. Y. Bartholomew, Exposition Gardens.
 Peotone—Will Co. Fair Assn. Aug. 28-30. Robt. W. Kupp.
 Petersburg—Menard Co. Fair. Aug. 25-28. C. L. Lewis.
 Pinckneyville—Perry Co. Fair Assn. July 13-17. Mrs. J. H. Stump.
 Pleasant Hill—Pike Co. Fair. Aug. 24-28. J. L. Laugharn.
 Pontiac—Livingston Co. Agrl. Fair Assn. Aug. 4-6. G. K. Gee.
 Princeton—Bureau Co. Fair Assn. Aug. 25-28. Wayne Slutz.
 Pleasant Hill—Pike Co. Fair Assn. Aug. 24-28. J. L. Laugharn.
 Roseville—Warren Co. Fair Assn. Aug. 25-28. John Fell.
 Rushville—Schuyler Co. Fair & Livestock Show Assn. July 1-4. Harvey Settles.
 Salem—Marion Co. Fair Assn. July 13-18. C. Glenn Jones.
 Sandwich—Sandwich Fair. Sept. 9-13. C. R. Brady.
 Shawneetown—Gallatin Co. Fair Assn. Aug. 31-Sept. 4. C. I. Oldham.
 Sparta—Randolph Co. Fair Assn. July 6-10. W. J. Brown.
 Springfield—Illinois State Fair. Aug. 14-22. James E. Tays.
 Stronghurst—Henderson Co. Fair. July 28-31. Ralph Butler.
 Sullivan—Moultrie Co. Fair Assn. Aug. 4-8. Paul Krows.
 Taylorville—Christian Co. Fair. July 19-24. J. W. Berry.
 Urbana—Champaign Co. Fair Assn. July 28-Aug. 2. Jesse Prather.
 Vienna—Johnson Co. Fair Assn. July 19-25. E. M. Gorden.



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Cayuga—Vermillion Co. Fair Assn. July 14-18. Allen H. Helt.
Centerville—Wayne Co. 4-H Club Fair. Aug. 2-7. Mrs. Doris Cleveger, Milton.
Columbia City—Whitley Co. 4-H Clubs, Inc. Aug. 27-29. Rose C. Kerch.
Columbus—Bartholomew Co. Fair Assn. July 12-17. F. M. Overstreet.
Connersville—Fayette Co. Free Fair Assn. Aug. 9-14. G. Ross Dorset.
Converse—Miami Co. Agrl. Assn. Aug. 11-15. G. L. Knox.
Corydon—Harrison Co. Agrl. Soc. Aug. 24-29. Dr. L. B. Wolfe.
Covington—Fountain Co. 4-H Club Fair. Aug. 3-6. Robert W. Himes.
Crown Point—Lake Co. Central States Fair. Aug. 22-29. J. Hiram Johnston.
Danville—Hendricks Co. 4-H & Agrl. Fair Assn. Aug. 4-5. Edgar Reitzel, Clayton.
Denver—Denver Community Assn. Aug. 24-29. Mrs. Elmer Hagan.
Ellettsville—Monroe Co. Fall Festival Assn. Sept. 17-19. Mrs. Bernice Hudson.
Elora—Davless Co. Fair. July 27-Aug. 1. Leland Sargent.
Evansville—Tri-State Agrl. & Ind. Expo. Sept. 22-27. C. J. Becker.
Fairview—Fairview Farmers' Fair. Aug. 1—Earl Furnish, Bennington, Ind.
Flora—Carroll Co. 4-H Exhibit Assn. July 27-30. Harold R. Berry, Delphi.
Fort Wayne—Allen Co. 4-H Clubs, Inc. Aug. 11-13. Mrs. Esther Indom.
Fort Wayne—Northeastern Ind. Fair at Port Wayne Speedway. Sept. 16-20. Park D. Williams.
Frankfort—Canton Co. Fair, Inc. Aug. 23-29. Russell Brant.
Franklin—Johnson Co. 4-H & Agrl. Fair Assn. July 27-Aug. 1. L. A. Winslow.
Franklin—Johnson Co. Free Fair. July 6-11. Frank P. Kasting.
Goshen—Elkhart Co. Fair. Aug. 3-8. Dart K. Bemenderfer.
Greencastle—Putnam Co. Fair & 4-H Club Assn. Aug. 3-8. Thomas R. Hendricks.
Greensburg—Decatur Co. Agrl. Fair Assn. July 27-31. Mrs. Otto Enos.
Greentown—Howard Co. 4-H Fair. Aug. 5-8. Charles Evans.
Greenfield—Hancock Co. 4-H Agrl. Assn. Aug. 11-15. Mrs. Thelma Newton.
Hamlet—Starke Co. 4-H Club Fair. Aug. 5-8. Tom Bell, Knox.
Hartford City—Blackford Co. Fair. Aug. 11-15. Fred Mador.
Huntingburg—Dubois Co. Fair Assn. Aug. 3-8. Kermit R. Ruttker.
Indianapolis—Indiana State Fair Sept. 3-11. Kenneth F. Blackwell.
Jasoville—Tri-Co. Fair Assn. July 21-25. J. R. McDonnell.
Kendalville—Mobile Co. Fair. Aug. 17-22. Clinton S. Rimmel.
Kentland—Newton Co. Fair. Sept. 1-4. M. Schub.
Lafayette—Tippecanoe Co. 4-H Exhibit Assn. Aug. 17-21. Mrs. Sarah J. Norris, Buck Creek.
Lagrange—Lagrange Co. Corn School, Inc. Aug. 3-8. Arnold L. Ford.
LaPorte—LaPorte Co. Agrl. Assn. Aug. 17-23. Robt. M. Morse.
Lawrenceburg—Dearborn Co. Fair, Inc. July 27-Aug. 1. Harold Carlton.
Logansport—Cass Co. Fair Assn. July 19-25. Wm. Thomas Jr.
Lyons—Lyons Com. Club Fair. Aug. 25-29. Robert Gillan.
Marion—Grant Co. Fair Assn. Aug. 4-8. Guy Harris.
Martinsville—Morgan Co. Fair Assn. Aug. 17-21. W. J. Hardy.
Mt. Vernon—Posey Co. Agrl. Improvement Center. July 21-24. Charles K. Mann.
Muncie—Delaware Co. Fair Assn. July 26-Aug. 1. Ray Brookman.
New Albany—Floyd Co. 4-H Club Corp. Aug. 10-12. Glen Barks.
New Bethel—Marion Co. Fair Assn. Aug. 10-15. Jerry Rabourn, Acton.
New Castle—Henry Co. 4-H Club Exhibit. Aug. 3-6. W. G. Smith.
North Vernon—Jennings Co. Fair Assn. July 5-11. Blas Fox.
Oakland City—Oakland City Com. 4-H Fair. July 28-Aug. 1. Paul Catt.
Osogood—Ripley Co. Fair. July 19-25. Rollin Crum.
Paoli—Orange Co. Fair Assn. July 28-Aug. 1. Raymond Farlow.
Peru—Miami Co. 4-H Club & Livestock Show Assn. Aug. 2-7. Mrs. Carl Years, Amboy.
Petersburg—Pike Co. Fair & 4-H Club Exhibit, Inc. July 22-25. E. P. Dougan.
Portland—Jay Co. Fair Assn., Inc. Aug. 2-7. Orren E. Holsapple.
Princeton—Gibson Co. Hort. & Agrl. Soc. Aug. 10-15. F. E. Strickland.
Roann—Roann Booster Club Fair. Sept. 23-26. Loren Tomlinson.
Rising Sun—Ohio Co. Farmers' Fair Assn. July 14-18. Wilford W. Hall.
Rensselaer—Jasper Co. Fair Assn. Aug. 17-21. Phil Wood.
Reynolds—White Co. Agrl. Assn. Aug. 4-8. Lucile Parrish, Monticello.
Rochester—Pulton Co. 4-H Fair Assn. Aug. 4-8. Bill Hadley.
Rockport—Spencer Co. Fair Assn. July 20-24. Max H. Schumacher.
Rockville—Park Co. Fair Assn. Aug. 10-15. Howard Bereman.
Rushville—Rush Co. Agrl. Assn. July 27-31. E. E. Privett.
Salem—Farmers-Merchants Fair Assn. Aug. 19-21. Raymond R. Tash.
Scottsburg—Scott Co. Agrl. Soc. Aug. 3-7. J. T. West.
Shelbyville—Shelby Co. Fair Assn. Aug. 2-7. Charles Campbell.
South Bend—St. Joseph Co. 4-H Fair. Aug. 5-8. Oscar Valentine.
Spencer—Owen Co. Fair Assn. Aug. 18-22. John Archer.
Sullivan—Sullivan Co. Fair. July 13-18. Fred Stevens.
Terre Haute—Wabash Valley Fair Assn. Aug. 16-23. E. J. Acree.
Valparaiso—Porter Co. Agrl. Soc. Aug. 4-8. John A. Jones.
Wabash—Wabash Co. Agrl. Fair Assn. Aug. 17-22. Dale J. Miller.
Warsaw—Kosciusko Co. Fair Assn. Aug. 17-22. Henry Butler.
Williamsport—Warren Co. 4-H Fair Assn. Aug. 11-15. Mrs. Cash Clawson, Attica.
Winamac—Pulaski Co. 4-H & Community Fair Assn. July 20-25. Malcolm Lawrence, Franceville.
Winchester—Randolph Co. 4-H Club Show. Aug. 6-7. Mrs. Clyde Gordon, Parker.
Windfall—Tipton Co. 4-H Fair, Inc. Aug. 4-6. Bessie Beckett, Tipton.
Worthington—Greene Co. Fair Assn. Aug. 4-8. Robert Pryor.

Iowa

Adel—Dallas Co. Fair Assn. Aug. 20-22. J. D. Brown.
Albia—Monroe Co. Pure Bred Sire Assn. Aug. 10-15. Lloyd M. Reid.
Algona—Kossuth Co. Fair. Aug. 19-22. L. W. Nitchals.
Alta—Buena Vista Co. Fair Assn. Aug. 10-13. G. A. Soderquist.
Allison—Butler Co. Fair. July 30-Aug. 2. Charles J. Miller.
Audubon—Audubon Co. Agrl. Soc. Sept. 14-18. D. C. Perley.
Atlantic—Cass Co. 4-H Fair Assn. Aug. 17-21. Geo. Hosfelt, Massena.
Avoca—Pottawattamie Co. Fair Assn. Aug. 10-15. H. E. True.
Bedford—Taylor Co. Fair Assn. July 26-Aug. 1. Guy H. Miller.
Bloomfield—Davis Co. Fair Assn. Aug. 18-21. C. C. Wagler.
Boone—Boone Co. 4-H Fair Assn. Aug. 17-20. T. N. Nelson.
Burlington—Burlington Hawkeye Fair. Aug. 3-8. James H. Bright.
Cedar Rapids—All-Iowa Fair. Aug. 16-23. Andrew C. Hanson.
Centerville—Appanoose Co. Fair Assn. Aug. 11-14. John M. Elliott.
Central City—Linn Co. Fair Assn. July 31-Aug. 2. T. W. Lewis.
Cherokee—Pilot Rock Plowing Match. Aug. 19-21. Robert Mortenson.
Clarinda—Page Co. Fair Assn. Aug. 12-15. Kenneth R. Pulk.
Columbus Junction—Louisa Co. Fair Assn. Aug. 17-20. H. M. Duncan.
Colfax—Jasper Co. Fair Assn. Aug. 17-20. Mrs. Fred Jensa, Monroe.
Coon Rapids—Pocahontas County Fair. Aug. 19-22. Boise McLaughlin.
Corning—Adams Co. Fair Assn. Aug. 5-8. Robert J. Gauthier.
Corydon—Wayne Co. Fair Assn. July 30-Aug. 2. A. L. Cobel.
Cresco—Howard Co. Fair. Aug. 27-30. R. Fitzgerald.
Davenport—Mississippi Valley Fair. Aug. 17-23. Frank Harris.
Decorah—Winneshiek Co. Fair Assn. Aug. 20-23. Leon R. Brown, Cresco.
Denison—Crawford Co. Fair Assn. Aug. 12-16. Bryan Weberg, Kiron.
Des Moines—Polk Co. 4-H Fair Assn. Aug. 12-13. Donald G. Harman.
Des Moines—Franklin Co. Fair. Aug. 29-Sept. 1. L. B. Cunningham, State House.
Derby—Derby Dist. Fair. Aug. 17-20. Harry E. Robison.
De Witt—Clinton Co. Club Show. Aug. 10-14. Norman J. Goodwin.
Donnellson—Lee County Fair. July 21-25. J. R. Doherty.
Eagle Grove—Eagle Grove. Dist. Jr. Fair. Aug. 24-26. Gerhard Hanson.
Eldon—Wapello Co. Agrl. Fair Assn. Aug. 24-27. L. N. Hall.
Eldora—Hardin Co. Agrl. Soc. Aug. 10-12. Wilson Hadley.
Elkader—Elkader Fair. Aug. 23-26. E. P. Seifert.
Emmetsburg—Palo Alto Co. 4-H Show. Aug. 17-19. H. E. Barringer.
Estherville—Emmett Co. Agrl. Show. Aug. 24-26. Donn Carnal.
Fairfield—Jefferson Co. Fair Assn. Aug. 10-13. Henry McCleary, Packwood.
Fonda—Pocahontas Co. Fair Assn. Aug. 22-24. B. F. Barber.
Fort Dodge—Webster Co. 4-H Fair. Aug. 11-13. Jake W. Bram.
Greenfield—Adair Co. Fair Assn. Aug. 17-20. Dean D. Carlos.
Grinnell—Poweshiek Co. Agrl. Fair. Aug. 10-13. Stanley Stover, Brooklyn.
Grundy Center—Grundy Co. Fair Assn. Aug. 5-8. C. H. Trepo.
Guthrie Center—Guthrie Co. Fair Assn. Sept. 8-11. C. W. Prince.
Hampton—Franklin Co. Fair Assn. Aug. 22-25. Kenneth Showalter.
Harlan—Shelby Co. Fair Assn. Aug. 25-27. Ward Shaw.
Humboldt—Humboldt Co. Fair Assn. Aug. 24-27. Levi Olson.
Ida Grove—Ida Co. Agrl. Soc. Aug. 9-12. Paul D. Peterson.
Independence—Buchanan Co. Fair. Aug. 11-14. W. J. Campbell, Jesup.
Indianola—Warren Co. Fair Assn. Aug. 3-6. Glen Felton.
Iowa City—Johnson Co. 4-H Fair Assn. Aug. 11-15. H. J. Montgomery.
Jefferson—Greene Co. Fair Assn. Aug. 3-6. R. K. Richardson.
Keosauqua—Van Buren Co. Fair. Aug. 4-7. Arthur J. Secor.
Knoxville—Marion Co. Fair Assn. July 29-Aug. 2. Chas. H. Voyce.
LeMars—Plymouth Co. Fair Assn. Aug. 17-19. Arlie A. Pierson.
Leon—Decatur Co. Fair Assn. Aug. 3-5. L. R. Aten.
Lorimer—Union Co. Fair Assn. Aug. 13-15. Bob Hammons.

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No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 Cards, \$4.75; 75 Cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75; Wood Calling Numbers, \$1; Printed Tally Card, 15; Colored Heavy Cards, #3, same weight as #1, in Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2, 10¢ ea.

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Scalloped Edge, Green only. M 2.00
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Thin, Transparent Plastic Markers, Brown, 3/4" inch. Per M 1.00
Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 5 colors, loose, not tabbed. M 2.25
Round white N.J. Cardboard Markers, 2 sizes: 1/2 inch diam., 1800 to lb.; larger size, 3/4" diam., 1000 to lb. Either size, lb. 85
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Malvern—Mills Co. Fair Assn. Aug. 4-7. Thos. W. Gidley Jr.
 Manchester—Delaware Co. Fair. Aug. 4-7. Truman Ingels.
 Manson—Cathoun County Fair. July 27-29. Bill Partlow.
 Maquoketa—Jackson Co. Fair Assn. Aug. 6-9. L. S. Leth.
 Marshalltown—Central Iowa Fair. Sept. 11-15. Leonard L. Grimes.
 Mason City—North Iowa Fair Assn. Aug. 11-16. Millard C. Lawson.
 Missouri Valley—Harrison Co. Fair. Aug. 18-20. Floyd M. Ward.
 Monticello—Great Jones Co. Fair Assn. Aug. 25-29. Claude Appleby.
 Mount Ayr—Ringgold Co. Fair Assn. Aug. 11-15. Stuart W. Hoover.
 Mount Pleasant—Henry Co. Agri. Assn. July 27-Aug. 1. N. H. Bainter.
 Merville—Woodbury Co. Fair Assn. Sept. 2-12. Wayne W. Luse.
 Nashua—Big Four Fair Assn. Aug. 21-23. Norton Bloom.
 National—Clayton Co. Fair Assn. Aug. 14-17. Elmer Stickfort, Garnaville.
 Nevada—Story Co. 4-H Fair. Aug. 17-20. Glenn Randau, R. F. D. 2, Ames.
 Northwood—Worth Co. Fair Assn. Aug. 17-19. A. T. Grosland.
 Onawa—Monona Co. Fair Assn. Aug. 24-27. Harold J. McNeill.
 Osage—Mitchell Co. Agri. Soc. Aug. 20-23. Harry D. Hedrick.
 Osceola—Clarke Co. 4-H Fair Assn. Aug. 12-15. Doyce Miller.
 Oskaloosa—Southern Ia. Fair Assn. Aug. 3-8. Clyde A. Hanna.
 Postville—Big 4 Fair. Sept. 4-7. Chuck Roth.
 Pringhar—O'Brien Co. 4-H Fair Assn. Aug. 17-19. John A. Longstreet.
 Rock Rapids—Greater Lyon Co. Fair. Aug. 15-18. Bob Sutton.
 Rockwell City—Cathoun Co. Expo. Aug. 6-8. Pauline Zuppann.
 Sac City—Sac Co. Fair Assn. Aug. 24-26. L. Freese.
 Sibley—Osceola Co. Fair. Aug. 31-Sept. 2. Don E. Skiver.
 Sioux Center—Sioux Co. Youth Fair. Aug. 11-13. D. A. Rohweder, Orange City.
 Spencer—Clay Co. Fair Assn. Sept. 14-19. Bill Woods.
 Spirit Lake—Dickinson Co. 4-H Club Congress. Aug. 19-21. E. Hendricks.
 Thompsons—Winnabago Co. Jr. Show. Aug. 19-21. C. E. Judd.
 Tipton—Cedar Co. Fair Assn. Aug. 11-14. Eugene R. Moore.
 Traer—Tama Co. Fair & Livestock Assn. Aug. 5-8. Wm. Tams.
 Vinton—Benton Co. Fair. Aug. 3-6. Dr. David H. Hibbs.
 Washington—Township Park Fair Assn. Aug. 12-13. Thomas Robb.
 Waterloo—Natl. Dairy Cattle Congress. Oct. 3-10. E. S. Estel.
 Webster City—Hamilton Co. Fair Assn. Aug. 5-9. R. B. Douglas.
 Waukon—Allamakee Co. Agri. Soc. Aug. 17-20. Lynn Probert.
 Waverly—Bremer Co. 4-H Fair. Aug. 11-13. Lyle Ormiston.
 West Liberty—Union Dist. Agri. Soc. Aug. 24-27. Robert F. Barclay.
 West Union—Fayette Co. Fair. Aug. 25-29. Ed Bauder.
 What Cheer—Keokuk Co. Fair Assn. Aug. 14-17. Arl Hart, Deita.
 Winterset—Madison Co. Fair Assn. Aug. 17-20. J. Earl Graves.

Kansas

Avolaene—Cent. Kan. Free Fair. Aug. 24-28. C. S. Peck.
 Alma—Wabaunsee Co. Fair Assn. Aug. 26-29. Mrs. A. A. Schultz, Alta Vista.
 Anthony—Harper Co.—Anthony Fair Assn. July 22-25. Dale Gates.
 Auburn—Auburn Grange Fair. Oct. 2-3. Mrs. Irene Brobst.
 Allen—Northern Lyon Co. Fair. About Sept. 1. Roy Schlessner.
 Ashland—Clark Co. Fair Assn. Aug. 25-27. R. L. Crosby.
 Beloit—Mitchell Co. Fair Assn. Aug. 11-14. O. C. Gentry.
 Belle Plaine—Belle Plaine Fair. Assn. Sept. 11. Dallas E. Davis.
 Belleville—Republic Co.—N. C. Kan. Free Fair. Aug. 31-Sept. 4. Homer Alkire.
 Berryton—Shawnee Co.—Berryton Grange Fair. Aug. 27-29. Ann Worthington.
 Big Springs—Douglas Co. Fair Assn. Sept. 2-4. Max Bahnmaler, Lecompton.
 Blue Rapids—Marshall Co. Stock Show & Fair Assn. Aug. 26-29. Mrs. R. D. Riegler, Waterville.
 Burden—Coley Co.—E. Cowley Fair Assn. Aug. 19-21. C. A. Harris.
 Burlington—Coffey Co. Fair Assn. Sept. 2. Russell W. Milliken.
 Caldwell—Sumner Co. Fair Assn. Sept. 3-5. Chester C. Heiser.
 Canton—McPherson Co. Fair Assn. Aug. 12-14. L. C. Hamilton.
 Cheney—Sedgewick Co. Fair. Aug. 30-23. Frank A. Ryniker.
 Clay Center—Clay Co. Free Fair Assn. Aug. 11-14. Ernest Tolin.
 Coffeyville—Inter-State Fair. Sept. 4-7. Lawrence M. Smith.
 Colby—Thomas Co. Fair Assn. Aug. 11-14. J. B. Kuska.
 Columbus—Cherokee Co. American Legion Fair Assn. Aug. 24-29. Joe W. Cook.
 Conway—Springer—Sumner Co.—Conway Springs Fair. Sept. 17-18. Lyle E. Golla.
 Cottonwood Falls—Chase Co. Fair and Agri. Soc. Aug. 6-8. Fred J. Arnold.
 Dighton—Lane Co. Free Fair. Aug. 5-7. E. Bryant, Jr.
 Dodge City—Ford Co.—Great Southwest Fair. Aug. 28-Sept. 1. Dean Kastens.
 Downs—Osborne Co.—Downs Celebration. July 23-25. Bill Harrison.
 Effingham—Atchison Co. Fair Assn. Aug. 25-28. R. D. Morgan.
 Eldorado—Butler Co. Fair Assn. Aug. 18-20. F. A. Bacon.
 Ellis—Ellis Co. Jr. Free Fair Assn. Aug. 9-23. Robert King.
 Emporia—Lyon Co. Fair Assn. Aug. 25-28. W. C. Grimwood.
 Fort Scott—Bourbon Co. Fair Assn. Aug. 25-29. James Batten.
 Garden City—Finney Co. Free Fair. Aug. 26-28. Hoy B. Etting.
 Gardner—Johnson Co. Free Fair Assn. Aug. 24-26. C. Roy Gay.
 Garnett—Anderson Co. Fair Assn. Aug. 26-28. Fred L. Coleman.
 Girard—Crawford Co. Fair Assn. Aug. 24-27. Marvin Green.
 Glasco—Cloud Co. Fair. Aug. 17-19. Kenneth Schwartz.
 Goodland—Sherman Co.—N. W. Kan. Fair. Aug. 18-21. H. R. Shimeall.
 Hartner—Barber Co. Fair Assn. Aug. 27-29. J. M. Molz.
 Harper—Harper Co. Agri. Fair. Aug. 19-21. R. E. Dresser.
 Herington—Ti County Fair Assn. Sept. 5-11. W. H. Mott.
 Hill City—Graham Co. Fair Assn. Aug. 6-8. Ralph C. Bethell.
 Hillsboro—Marion Co. Fair Assn. Sept. 1-4. Dr. W. M. Thies.
 Holton—Jackson Co. Fair Assn. Aug. 18-21. Henry H. Knouft.
 Horton—Tri-County Fair. Sept. 2-4. Jules A. Bourquin.
 Howard—Elk Co.—Howard Fair Assn. Aug. 19-21. Noel Mullendore.
 Hutchinson—Kansas State Fair. Sept. 20-25. Virgil C. Miller.
 Iola—Allen Co. Free Fair. Aug. 24-29. Orville L. Kretzmeier.
 Junction City—Geary Co. 4-H Show. Aug. 26-28. Paul B. Gwin.
 Kincaid—Kincaid Farmers Free Fair Assn. Sept. 24-26. J. A. Adams Jr.

Kingman—Kingman Co. Fair Assn. Aug. 24-26. Wilbur Sloan, Cleveland.
 Kinsley—Edward Co. 4-H Fair. Aug. 20-21. Hugh Cramer.
 Lane—Franklin Co.—Lane Co. Fair Assn. Aug. 16-18. Clarence Baffrey.
 Liberal—5-State Fair Assn. Sept. 2-7. Chas. E. Kulow.
 Longton—Elk Co. Fair Assn. Sept. 10-12. Bert Speer, Howard.
 Manhattan—Riley Co. Fair Assn. Sept. 1-3. Jack Jorgensen.
 Minneapolis—Ottawa Co. Fair Assn. Aug. 10-12. Mildred Shaffer.
 Mount City—Linn Co. Fair Assn. Aug. 20-22. John H. Morse.
 Ness City—Ness Co. Free Fair Assn. Aug. 13-15. Clyde A. Strobel.
 Newton—Harvey Co. Fair Assn. Aug. 25-28. Jack R. Turman.
 Norton—Norton Co. Fair. Aug. 10-14. M. R. Krehbiel.
 Oberlin—Decatur Co. Fair. Aug. 3-6. R. J. Brown.
 Onaga—Pottawatomie Co. Fair Assn. Aug. 16-18. Wayne N. Stallard.
 Osage City—Osage Co. Fair Assn. Aug. 19-21. Floyd T. Hepworth.
 Osawatimie—Osawatimie Free Fair. Aug. 12-15. Wayne Fixley.
 Osborne—Osborne Co. Rural Fair Assn. Aug. 17-21. L. E. Woolley.
 Oswego—Labette Co. Fair Assn. Aug. 4-6. J. B. Draper.
 Ottawa—Franklin Co. Agri. Soc. Aug. 26-28. Dean DeGarmo.
 Overbrook—Overbrook-Osage Co. Fair Assn. Aug. 27-29. Emery E. Fager.
 Paola—Miami Co. Fair Assn. Aug. 17-19. Wilbur Riley.
 Pratt—Pratt Co. Fair Assn. Aug. 13-15. Mrs. H. FitzSimmons.
 Richmond—Richmond Free Fair Assn. Aug. 19-21. John H. Roeckers.
 Rush Center—Rush Co. Agri. & Fair Assn. Aug. 10-12. Ed Cline, McCracken.
 Russell—4-H Russell Co. Fair Assn. Aug. 19-22. Joe Dauber Jr., Bunkerhill, Kan.
 St. Francis—Cheyenne Co. Fair Assn. Aug. 25-28. Harold D. Shull.
 Salina—Salina Co. Fair Assn. Sept. 1-4. Albert Frehse.
 Sedan—Chautauqua Co. Free Fair & Reunion. Oct. 1-3. Carl Ackerman.
 Smith Center—Smith Co. Fair Assn. Aug. 4-7. Jack Ayres.
 South Haven—Sumner Co.—South Haven Fair. Aug. 27-29. K. K. Killmer.
 Stafford—Stafford Co. Fair Assn. Aug. 19-21. Arthur Harzmann.
 Stockton—Rooks Co. Free Fair. Aug. 25-28. Geo. F. Ostmeier.
 Sylvan Grove—Sylvan Grove-Lincoln Co. Free Fair. Aug. 12-15. A. L. Naylor.
 Thayer—Thayer Picnic & Fair Assn. Sept. 2-4. H. Minnich.
 Topeka—Kansas Free Fair Assn. Sept. 13-18. Maurice E. Fager.
 Tonganoxie—Leavenworth Co. Fair Assn. Aug. 26-28. Henry F. Gelb.
 Wakefield—Wakefield Free Fair. Sept. 30-Oct. 2. William Steffen.
 Wakeeney—Trego Co. Free Fair. Aug. 18-21. Lew H. Galloway.
 Washington—Washington Co. Fair Assn. Sept. 10-12. John Rateuke.
 Wellsville—Franklin Co. Fair. Sept. 3-4. Hugh Cramer.
 West Mineral—Mineral Dist. Free Fair. Sept. 9-12. James D. Cashero.
 Weimore—Nemaha Co. Free Fair. Aug. 13-15. Raymond McDaniel.
 Winfield—Cowley Co. Free Fair. Sept. 1-4. Noble Bradbury.

Kentucky

Alexandria—Alexandria Fair. Sept. 5-7. J. W. Shaw, 644 Monmouth St., Newport.
 Barbourville—Knox Co. Fair. Aug. 24-29. W. C. Faulkner.
 Beattyville—Lee Co. Fair. Sept. 24-26. Lee Tyler.
 Booneville—Owsley Co. Fair Assn. Sept. 17-19. Fred W. Gabbard.
 Bowling Green—Warren Co. 4-H Fair. July 30-Aug. 1. Jess Mitchell.
 Brodhead Fair. Aug. 11-15. Jim Messer, Crab Orchard, Ky.
 Brandenburg—Meade Co. Fair. Aug. 13-15. R. F. Hamilton, Vine Grove, Ky.
 Brookville—Bracken Co. Fair. July 1-4. C. F. Haley.
 Burkesville—Cubertland Co. Fair. Aug. 13-15. Earl Kilbourne.
 Calix—Trigg Co. Fair. July 30-31. Keith S. Venard.
 Calhoun—McLean Co. Fair. Sept. 23-26. Leroy Northington.
 Campbellsville—Taylor Co. Fair Assn. Aug. 11-15. Mark B. Chandler Jr.
 Campton—Wolfe Co. Fair. Sept. 8-12. Hays Pigman.
 Carrollton—Carroll Co. Fair. Aug. 12-15. Harry Berge.
 Central City—Muhlenberg Co. Fair. July 29-Aug. 1. Billy Scott.
 Columbia—Adair Co. Fair & Horse Show. July 29-Aug. 1. L. H. Gore.
 Covington—Kenton Co. Fair. Aug. 5-6. C. A. Wicklund.
 Falmouth—Falmouth Fair. Aug. 17-22. Mrs. Nelson Breeze.
 Franklin—Simpson Co. Fair. Sept. 24-26. Woodrow Coats.
 Glasgow—American Legion Fair. July 22-25. Brents Dickinson.
 Granttown—Germanown Fair. Aug. 12-15. R. K. Ashbury, Augusta, Ky.
 Greensburg—Green Co. Fair. Aug. 18-23. Jimmie Monson.
 Hardinsburg—Breckinridge Co. Fair. Sept. 24-26. E. B. Kennedy.
 Harrodsburg—Mercer Co. Fair & Horse Show. July 27-Aug. 1. C. M. Shewmaker Jr.
 Hartford—Ohio Co. Fair. Sept. 10-12. J. R. Russell.
 Hodgenville—Larue Co. Fair. Aug. 26-29. Thomas Miller.
 Hopkinsville—Pennyroyal Fair. Oct. 1-3. Mrs. Granville Cayce.
 Hyden—Leslie Co. Fair. Sept. 10-12. Eugene W. Howard.
 Inez—Martin Co. Fair. Sept. 3-5. Mrs. Rushie G. Webb.
 Irvine—Estill Co. Fair. Sept. 15-16. Fred Brockman.
 Jeffersonton—Jefferson Co. Fair. Aug. 13-15. Louis Hartung.
 LaGrange—Oldham Co. Fair. Aug. 26-29. Mrs. Robert Robertson.
 Leitchfield—Grayson Co. Fair. Sept. 3-7. W. Wilson, Caneyville, Ky.
 Lawrenceburg—Lawrenceburg Fair—Horse Show. July 21-25. Walter Patrick.
 London—Laurel Co. Fair. July 29-Aug. 1. Ellie Asher.
 Louisville—Kentucky State Fair. Sept. 11-19. J. Dan Baldwin.
 Madisonville—Hopkins Co. Fair. Aug. 31-Sept. 3. Hammond Kingston.
 Mayfield—Purchase District. Fair. Aug. 17-22. M. W. Hartsfield.
 Mumfordsville—Hart Co. Fair. Sept. 3-5. L. G. Johnson.
 New Castle—Henry Co. Fair. Aug. 20-22. O. D. Perkinson.
 Nicholasville—Jessamine Co. Fair. July 13-18. Robert B. Purcell.
 Owenton—Owen Co. Fair. July 22-25. Ray Williams.
 Owingville—Bath Co. Fair. Aug. 26-28. Joe R. Thompson.
 Paducah—McCacken Co. West Ky. Fair. July 7-10. Mrs. Ruth L. Pawkes.
 Pikeville—Pike Co. Fair. Sept. 24-26. Harold G. Dowdy.
 Princeton—Caldwell Co. V. F. W. Fair. Aug. 6-8. C. A. Akin.
 Richmond—Madison Co. Horse Show. July 8-10. Harold Richardson.
 Russell Springs—Russell Co. Fair. Aug. 5-8. Frank H. Miltmire.
 Russellville—American Legion—Logan Co. Fair. Aug. 10-15. S. Jay Freeman.
 Salyersville—Magoffin Co. Fair. Last week in Sept. Prichard King.

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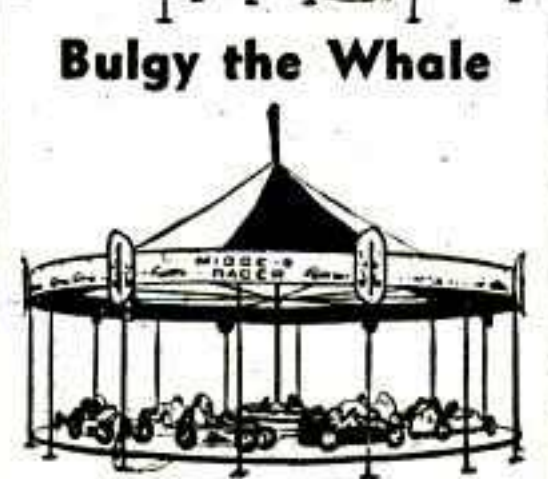


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SEASONING SPECIALISTS TO THE NATION

Sandy Hook—Elliot Co. Fair, Sept. 24-26.
E. D. Rice.
Scottsville—Allen Co. Fair, Aug. 13-15.
James Lones.
Shelbyville—Shelby Co. Fair, Aug. 3-8. Ray P. Weller.
Stanton—Powell Co. Fair, Aug. 24-29. J. W. Blue.
Sturgis—Union Co. Fair, July 21-25. Albert L. Thornsberry.
Taylorsville—Spencer Co. Fair, Sept. 25-26. J. Rene Harris.
Warsaw—Callatin Co. Fair, Aug. 26-29. R. P. Davis.
Williamstown—Grant Co. Fair, July 29-Aug. 1. Robert Hume.
Winchester—Clark Co. Fair Assn. Sept. 24-26. Charles D. Shouse.

Louisiana

Abbeville—La. Dairy Festival & Fair, Oct. 16-17. Roy Theriot.
Amite—Tangipahoa Parish Fair Assn. Oct. 1-5. Harvey E. Hutchinson Jr.
Bastrop—Morehouse Parish Fair, Oct. 14-17. John Madison Smith.
Clinton—East Feliciana Parish Fair, Oct. 23-25. W. Roy Chaney.
Columbia—Caldwell Parish Fair, Sept. 17-18. Geo. McNight.
Coushatta—Red River Parish Fair, Sept. 23-26. Lester Vetter.
Covington—St. Tammany Parish Free Fair, Sept. 25-28. Oliver J. Hebert.
DeRidder—Beauregard Parish Fair, Sept. 29-Oct. 3. John T. Wooten.
Donaldsonville—S. La. State Fair, Oct. 1-4. Adolphe Netter.
Erath—Vermillion Parish Agri. Fair, Oct. 2-4. K. A. Bolner.
Eunice—Southwest La. Fair Assn. Oct. 14-18. Mrs. Wilma Bedell, Box 148.
Farmerville—Union Parish Fair Assn. Oct. 7-10. S. D. Reech.
Ferriday—Concordia Parish Fair Assn. Oct. 20-24. Mrs. J. O. Glanton.
Franklin—St. Mary Parish Fair Assn. Oct. 1-4. Charles R. Prevost.
Franklinton—Washington Parish Fair Assn. Oct. 7-10. Frank Heyward Jr., Bogalusa, La.
Haynesville—Claiborne Parish Fair, Oct. 7-10. W. J. Sherman.
Houma—Terrebonne Agri. Fair, Assn. Sept. 25-27. Merlin T. Bascle.
Jena—LaSalle Parish Fair, Sept. 8-12. H. D. Gaddis.
Jennings—Jefferson Davis Fair & Oil Expo, Oct. 28-31. T. E. Owens.
Jonesboro—Jackson Parish Fair Assn. Sept. 22-26. W. W. McDonald Jr.
Livingston—Livingston Parish Fair, Oct. 14-17. Marvin Curtis.
Mansfield—DeSoto Parish Fair Assn. Oct. 14-17. May Huson.
Many—Sabine Parish Fair Assn. Sept. 17-19. George R. Cook.
Marksville—Louisiana Livestock & Pasture Festival, Oct. 5-11. Kermit J. Ducote.
Minden—Bossier-Webster Fair & Forest Festival, Oct. 12-17. Brodie Pugh.
Morgan City—Louisiana Shrimp Festival & Fair, Sept. 5-8. Lynn Fonteneau.
Natchitoches—Natchitoches Parish Fair, Oct. 12-17. A. J. Hargis.
New Iberia—Louisiana Sugar Cane Festival, Sept. 25-28. Geo. Hedger.
New Orleans—Mid-Winter Fair & Poultry Show, Nov. 13-15. Mrs. Clare Hicks.
New Roads—Pointe Coupee Fair, Oct. 9-11. Richard Patrick.
Oak Grove—West Carroll Parish Fair, Oct. 19-24. J. Wayland Smith.
Oberlin—Allen Parish Fair Assn. Oct. 8-10. G. C. Meaux.
Olla—North Central La. Dist. Fair, Oct. 5-10. H. Vinyard.
Opelousas—Louisiana Yambilee, Oct. 6-8. Billy M. Smith.
Pitkin—Pitkin Comm. Fair Assn. Sept. 28-Oct. 3. Hilda R. Sweat.
Plaquemine—Iberville Free Fair, Sept. 12-14. E. J. Buleigh.
Port Allen—West Baton Rouge Parish Fair Assn. Inc. Sept. 18-21. L. S. Marionneaux, Route 1.
Prairieville—Ascension Parish Negro Fair Assn. Sept. 25-27. Wm. Tillotson.
Ringgold—Bienville Parish Fair, Oct. 7-10. John T. Noles.
Ruston—Lincoln Parish Fair, Oct. 12-13. M. C. Mathews.
Ruston—North La. State Fair, Oct. 14-17. M. C. Mathews.
Shreveport—Caddo Parish Fair, Oct. 22-23. C. B. Carroll.
Shreveport—Louisiana State Fair, Oct. 24-Nov. 1. W. R. Hirsch, P. O. Box 1100.
Sulphur—Calcasieu-Cameron Fair, Oct. 19-24. Mrs. Harold Owens.
Thibodaux—Lafourche Parish Fair, Oct. 18-20. Sabin Blanchard.
Tallulah—Louisiana Delta Fair, Oct. 19-23. J. M. Gilfoil.
Verda—Grant Parish Fair Assn. Oct. 1-3. Odella Purvis, New Verda.
Vivian—Vivian Fair, Oct. 16-17. T. H. Burns.
West Monroe—Ouachita Valley Fair Assn. Oct. 12-18. John H. Birdsong, Monroe.
Winnfield—Winn Parish Fair, Sept. 30-Oct. 3. Howard Ryder.
Winnboro—Tri-Parish Fair, Oct. 14-17. W. B. Schriber.

Maine

Action—York Co. Agri. Assn. Sept. 11-12. Leon E. Credford, Shapleigh, Me.
Bangor—Bangor Fair, Aug. 3-8. John W. Moran.
Blue Hill—Blue Hill Fair, Sept. 5-7. Rodney H. Bartlett.
Cherryfield—Cherryfield Fair, Sept. 1-3. O. H. Small, Addison, Me.
Dover-Foxcroft—Piscataquis Valley Fair Assn. Aug. 29. C. G. Cushman.
East Pittston—E. Pittston Fair Assn. Aug. 21-22. Fred'k A. Fields, R.F.D. 2, Gardiner.
Farmington—Franklin Co. Agri. Soc. Sept. 22-26. Frank Knowlton.
Fryeburg—West Oxford Agri. Soc. Oct. 5-10. Myron Kimball.
Guilford—Guilford Fair Assn. Sept. 12. P. H. Jackson.
Lewiston—Maine State Fair Assn. Sept. 7-12. J. J. Bourisik.
Litchfield—Litchfield Fair, Sept. 11-12. Charles H. Harvey, R. 5 A. Gardner, Me.
Machias—Washington Co. Agri. Fair, Sept. 15-19. Herald J. Beckett, Eastport, Me.
Monmouth—Cochewagon Agri. Assn. Sept. 25-28. C. H. Maxim.
New Gloucester—Androscoggin Agri. Soc. Oct. 5-10. Wm. B. Harnden, Auburn, Me.
North Waterford—World's Fair Assn. Oct. 2-3. Wilbur L. Button.
Norway—Norway Fair, Sept. 14-18. Leroy C. Luice.
Presque Isle—Northern Maine Fair, Aug. 10-15. Robt. D. Andrews.
Skowhegan—Skowhegan State Fair, Aug. 15-22. Roy E. Symons.
Springfield—North Penobscot Fair, Sept. 5-7. Paul K. McKenney.
Topsham—Sagadahoc Agri. Soc. Oct. 13-15. Emery W. Booker, Brunswick, Me.
Union—Union Fair Assn. Aug. 25-29. Ivan Sherman.
West Cumberland—Cumberland Farmers Club, Sept. 22-Oct. 3. Harold P. Small.
Windsor—South Kennebec Agri. Soc. Sept. 2-7. E. R. Hayes.

Maryland

Annapolis—Anne Arundel Co. Fair, Sept. 30-Oct. 3. P. M. Rindout.
Bel Air—Harford Co. Fair Assn. Aug. 18-22. A. G. Ensor.
Bryan's Road—Charles Co. Farmers Assn. Fair, Sept. 30-Oct. 4. I. P. Evans.
Cumberland—Cumberland Fair Assn. Aug. 24-29. Carl F. Schmutz.

Frederick—Great Frederick Fair, Oct. 6-10. Guy K. Motter.
Gaithersburg—Montgomery Co. Fair, Aug. 25-29. R. N. Whipp, Rockville, Md.
Hagerstown—Hagerstown Fair, Sept. 21-26. John L. Swain.
La Plata—Charles Co. Fair, Sept. 25-27. P. D. Brown.
Leonardtown—St. Marys Co. Fair, Sept. 18-20. B. W. Poindexter, Lexington Park, Md.
Prince Frederick—Calvert Co. Fair, Oct. 7-9. Robert M. Hall.
Timonium—Maryland State Fair & Agri. Assn. Inc. Sept. 2-12. John M. Hell.
Upper Marlboro—S. Md. Agri. Fair Assn. Oct. 14-17. Helen R. Welch.
Westminster—Carroll Co. 4-H Fair, July 21-23. L. C. Burns.
Woodbine—Howard Co. Fair, Aug. 19-22. William H. Hill.

Massachusetts

Blackstone—East Blackstone Fair, Sept. 11-13. Jesse E. Deacon.
Blandford—Union Agri. & Hort. Soc. Sept. 6-7. Lee Wynn.
Brookton—Brookton Fair, Sept. 12-19. Frank H. Kingman.
Great Barrington—Barrington Fair Assn. Sept. 13-19. Edward J. Carroll.
Greenfield—Franklin Co. Agri. Assn. Sept. 13-16. R. H. Campbell.
Cummington—Hillside Agri. Soc. Aug. 28-30. Eleanor L. Williams.
Huntington—Littlefield Community Fair Assn. Oct. 2-3. Leon J. Keiso, Chester.
Lakeville—Middleboro Agri. Soc. Sept. 20-25. Thomas Sena.
Marshfield—Marshfield Agri. & Hort. Soc. Aug. 23-29. Horace C. Kenne.
Middlefield—Highland Agri. Soc. Sept. 4-5. Willard A. Pease, Chester, Mass.
Northampton—Three-County Fair, Sept. 6-12. John L. Banner.
Spencer—Spencer Agri. Assn. Sept. 5-7. Phillip A. Quinn.
Topsfield—Essex Agri. Soc. Sept. 6-12. Paul Corson.
West Springfield—Eastern State Expo, Sept. 20-27. Jack Reynolds.
Weymouth—Weymouth State Fair, Aug. 16-22. Milton Damsiger, S. Weymouth.

Michigan

Adrian—Lenawee Co. Fair Assn. Sept. 21-26. H. H. Hungerford.
Allegan—Allegan County Agri. Soc. Sept. 13-19. J. H. Starr.
Allenville—MacKinnon Co. Fair Assn. Sept. 11-13. A. R. Soblaskey.
Alpena—Alpena Co. Agri. Soc. Sept. 3-7. Glen Nugent, R. 1, Lachine.
Alma—Ottawati Co. Fair Assn. Aug. 19-21. John W. Baker, Ithaca.
Armadale—Armadale Agri. Soc. Aug. 27-30. Roy Conner, Richmond.
Atlanta—Montmorency Co. 4-H Fair, Aug. 27-29. Evelyn C. Sherwood.
Bad Axe—Huron Co. Fair, Aug. 11-15. William E. Logan.
Bay City—Bay Co. Youth Expo, Aug. 11-16. Harry Hough, R. 1, Munger, Mich.
Belleville—Wayne Co. 4-H Fair Assn. Aug. 11-16. P. R. Biebesheimer, Wayne, Mich.
Benton Springs—Berrien Co. Youth Fair Assn. Aug. 12-16. Mrs. Ted Sickman.
Big Rapids—Mecosta Co. Agri. Fair Assn. Aug. 18-22. Norman Mason.
Brown City—Brown City Agri. Assn. Sept. 18-19. John Sak.
Cadillac—Northern Dist. Fair, Sept. 7-11. Arvid E. Swanson, P. O. Box 267.
Caro—Caro Fair, Aug. 24-29. Carl F. Mantley.
Cassopolis—Cass Co. Fair, Aug. 9-15. Mrs. Oak Tumbleson, Box 72.
Centerville—St. Joseph Co. Fair, Sept. 20-27. Lester R. Schrader.
Charlevoix—Charlevoix Co. 4-H Fair, Sept. 1-5. Sidney Phillips.
Cheboygan—Northern Michigan Fair, Aug. 18-21. George D. Judd.
Chelsea—Chelsea Community Fair, Sept. 30-Oct. 3. Gertrude C. Young.
Coldwater—Branch Co. 4-H Fair, September. Luella Hamilton.
Corunna—Shiawassee Co. Agri. Soc. Aug. 17-18. Blair Woodman.
Croswell—Croswell Agri. Soc. Sept. 1-5. Parry Baer Jr.
Detroit—Michigan State Fair, Sept. 4-13. James M. Hare.
Durand—Shiawassee Co. Fair, Aug. 10-15. Blair Woodman.
Eagle—Eagle Township Fair, Sept. 3-5. Charles Higbee.
East Jordan—Charlevoix Co. Agri. Soc. Sept. 8-11. Ed Rebman, Boyne City, Mich.
Escanaba—Upper Peninsula State Fair, Aug. 18-23. Ray La Porte.
Ewart—Osceola Co. 4-H FFA Fair, Aug. 27-29. Arthur Gronlund.
Fowlerville—Fowlerville Agri. Soc. Aug. 4-9. Andrew Rudnicki.
Fremont—Fremont Community Fair, Oct. 8-10. Lyle Myers.
Gladwin—Gladwin Co. Jr. Fair Assn. Aug. 24-28. Mrs. Duane Huber.
Gladwin—Gladwin Co. Fair Assn. Sept. 2-4. Mrs. Duane Huber.
Goddardsville—Clair Co. Agri. Soc. Aug. 20-22. Irving Wyethm, Fed. Bldg., Port Huron.
Greenville—Montcalm Co. Fair Assn. Aug. 19-22. Mrs. Helen Ward, Coral, Mich.
Hale—Isosco Co. Agri. Soc. July 29-Aug. 1. Thurman Scofield.
Harrison—Clare Co. Agri. Soc. Sept. 15-19. Ray Harold, R. 3, Gladwin, Mich.
Hart—Oceana Co. Agri. Soc. Sept. 8-11. George W. Powers.
Hartford—Van Buren Co. Agri. & Hort. Soc. Sept. 7-12. Paul F. Richter Jr.
Hastings—Barry Co. Agri. Soc. Aug. 3-8. Forrest L. Johnson.
Hesperia—Hesperia Fair, Aug. 27-29. Eimer E. Arndt.
Hillsdale—Hillsdale Co. Agri. Soc. Sept. 27-Oct. 3. H. R. Kelley.
Huronville—Huronville Community Fair, Sept. 9-12. Robert Van Noord.
Imlay City—Eastern Michigan Fair, Aug. 4-8. Ralph Crego.
Iron River—Iron Free Fair, Aug. 8-15. Rose Sarlow.
Iron River—Iron Co. Agri. Soc. Aug. 25-26. V. C. Vaughan.
Ironwood—Gogebic Co. Fair, Aug. 13-16. W. B. Faulk, Bessemer, Mich.
Jackson—Jackson Co. Agri. Soc. Aug. 30-Sept. 4. Ilone Storms.
Kalamazoo—Kalamazoo Co. Agri. Soc. Aug. 24-29. Edward McNamara, Rickland, Mich.
Lake Odessa—Lake Odessa Fair, July 3-4. Wesley Phillips.
Lowell—Kent Co. 4-H Agri. Assn. Aug. 18-20. Einer G. Olstrom, Grand Rapids.
Ludington—Western Mich. Fair Assn. Sept. 3-7. Emmett E. Briggs, Scottville, Mich.
Manchester—Community Fair, Sept. 17-19. Robert Crandall.
Marne—Berlin Fair, Aug. 31-Sept. 4. R. M. Ossewaarde, R. 1, Coopersville, Mich.
Marshall—Calhoun Co. Fair, Aug. 24-29. E. E. Midiam, R. 1, Olivet, Mich.
Mason—Ingham Co. Agri. Soc. Aug. 17-22. Joy O. Davis, Box 8.
Midland—Midland Co. Fair, Aug. 18-22. H. D. Parish.
Monroe—Monroe Co. Fair Assn. Aug. 10-15. Marvin Smith, R. 1, Mich.
Morley—Morley Agri. Fair Assn. Sept. 17-18. John C. Mohler.
Mount Pleasant—Isabella Youth & Farm Fair, Aug. 25-29. Maynard S. Gilmore.
Norway—Dickinson Co. Free Fair, Sept. 4-7. Frank J. Molinare, Iron Mountain.
Onekama—Manistee Co. Agri. Soc. Aug. 24-27. Jack Harvey, Manistee, Mich.
Peck—Peck Agri. Fair, Sept. 24-26. Ray Frank, R. 3, Brown City, Mich.
Petosky—Emmet Co. Fair, Aug. 21-28. Winfield S. Hinds.

Pinconning—Pinconning Fair Assn. Sept. 11-12. Henry Uhlmann.
Pontiac—Oakland Co. 4-H Agri. Assn. Aug. 11-15. John K. Bray.
Richmond—Richmond Agri. Assn. Sept. 6-7. Vern Krause.
Saginaw—Saginaw Co. Agri. Soc. Sept. 13-19. C. H. Harnden, P. O. Box 508.
Saline—Saline Community Fair, Sept. 30-Oct. 3. Charles H. Osgood.
Sandusky—Sanilac Co. 4-H Fair, Aug. 18-22. Albert T. Hall.
Stalwart—Stalwart Agri. Soc. September. Mildred Warren.
Standish—Arenac Co. Agri. Soc. Aug. 18-22. Paul R. Pennock.
Traverse City—Northwestern Mich. Fair, Sept. 1-5. Arnell Engstrom.

Minnesota

Ada—Norman Co. Agri. Soc. June 25-27. G. M. Thompson.
Aitkin—Aitkin Co. Agri. Soc. Aug. 17-19. F. C. Kaplan.
Albert Lea—Freeborn Co. Agri. Soc. Aug. 24-27. Herman D. Jensen.
Alexandria—Douglas Co. Fair, Aug. 24-27. C. W. McDonald.
Anoka—Anoka Co. Agri. Soc. Aug. 14-16. Henry Hammer.
Appleton—Swift Co. Fair, Assn. Aug. 27-30. G. W. Emerson.
Arlington—Sibley Co. Agri. Assn. Aug. 13-16. Louis Kill.
Austin—Mower Co. Fair & Midwest Livestock Show, Aug. 11-16. P. J. Holand, Box 473.
Bagley—Clearwater Co. Agri. Soc. July 30-Aug. 2. Mrs. Margaret Davids.
Barnesville—Clay Co. Fair, July 9-11. Theo. Holum.
Barnum—Carlton Co. Agri. & Ind. Assn. Aug. 28-30. Claude R. Poston, Moose Lake.
Baudette—Lake of the Woods Co. Fair Assn. Aug. 5-7. Lloyd L. Wonsler.
Bayport—Washington Co. Agri. Soc. Aug. 7-9. Fred S. Lammers, Stillwater.
Bemidji—Beltrami Co. Fair, Aug. 6-8. G. E. Guyan.
Bird Island—Renville Co. Agri. Soc. Aug. 24-26. Harold Baumgartner.
Blue Earth—Faribault Co. Agri. Soc. Aug. 20-23. Harold A. Myers.
Breckenridge—Wilkin Co. Agri. Soc. July 30-Aug. 2. Cyril Wenner.
Brainerd—Crow Wing Co. Fair Assn. Aug. 6-9. B. C. Wilkins.
Caledonia—Houston Co. Agri. Soc. Aug. 26-29. Merle O. Almo.
Cambridge—Isanti Co. Agri. Soc. Aug. 12-15. R. S. Parker.
Canby—Yellow Medicine Co. Fair Assn. Aug. 14-16. Dewain L. Englund.
Cannon Falls—Cannon Valley Fair Assn. Aug. 27-30. R. J. Goodwin.
Clinton—Big Stone Agri. Soc. Aug. 14-16. Robert L. Wells.
Detroit Lakes—Becker Co. Fair, Aug. 6-7. G. W. Peoples, Box 707.
Duluth—South St. Louis Co. Fair Assn. Aug. 6-9. Robert L. Leslie, Route No. 1, Box 1146.
Elk River—Sherburne Co. Agri. Soc. Aug. 6-8. E. E. Bjure.
Fairmont—Martin Co. Agri. Soc. Aug. 13-16. John S. Livermofe.
Faribault—Rice Co. Agri. Soc. Aug. 13-16. Frank Duncan.
Farmington—Dakota Co. Free Fair, Aug. 13-16. W. E. (Gene) Moher.
Fergus Falls—Otter Tail Co. Agri. Soc. Aug. 26-29. Knute Hanson.
Fertile—Polk Co. Agri. Fair Assn. July 12-15. Reynold Erickson.
Fosston—Northwestern Minn. Agri. Assn. July 10-12. H. Algaard.
Garden City—Blue Earth Co. Fair, Aug. 17-19. Daniel James.
Glenwood—Pope Co. Agri. Soc. Sept. 18-20. Gilman P. Gandrud.
Grand Marais—Cook Co. Agri. Soc. Aug. 26-28. Mrs. O. H. Johnson.
Grand Rapids—Itasca Co. Agri. Assn. Aug. 20-23. Francis Mullins.
Hallock—Kittson Co. Fair Assn. July 2-5. Calvin R. Bouvette.
Herman—Grant Co. Agri. Assn. Aug. 28-30. Dean Brenner.
Hibbing—St. Louis Co. Fair Assn. Aug. 14-16. J. J. McCann.
Hopkins—Hennepin Co. Agri. Soc. July 17-19. Mike W. Zipoy.
Howard Lake—Wright Co. Fair, Aug. 13-16. Paul Eddy.
Hutchinson—McLeod Co. Agri. Assn. Sept. 14-19. Everett Oleson.
Le Center—LeSueur Co. Fair Assn. Aug. 10-12. R. D. Evans.
Jackson—Jackson Co. Fair Assn. Aug. 20-23. Anton C. Geiger, Box 507.
Jordan—Scott Co. Good Seed Assn. Sept. 10-13. R. J. Joachim.
Kasson—Dodge Co. Fair, Aug. 6-9. Harold J. Lynard.
Litchfield—Meeker Co. Agri. Soc. Aug. 18-20. D. E. Murphy.
Little Falls—Morrison Co. Agri. Soc. Aug. 14-16. D. T. Sergeant.
Littlefork—Northern Minn. Dist. Fair Assn. (Aug. 7-9 tent).
Long Prairie—Todd Co. Fair, Aug. 10-12. Logan E. McGow.
Luverne—Rock Co. Agri. Assn. Aug. 19-22. George A. Golla.
Madison—Lac qui Parle Co. Agri. Soc. Sept. 10-13. H. W. Swenson.
Mahonomen—Mahonomen Co. Agri. Soc. July 24-26. Jerry Risk.
Mankato—Tri-Co. Fair & Blue Earth Co. Agri. Assn. Sept. 22-23. Ben J. Jones.
Marshall—Lyon Co. Agri. Soc. Aug. 31-Sept. 3. J. F. Meade.
Montevideo—Chippewa Co. Free Fair, Aug. 20-23. S. O. Syverson, Box 49.
Mora—Kanabec Agri. Soc. Aug. 20-22. Victor Ellstrom.
Morris—Stevens Co. Agri. Soc. Aug. 21-23. Ralph E. Smith.
Motley—Morrison Co. Agri. Assn. Aug. 21-23. J. P. Jacobs.
New Ulm—Brown Co. Agri. Soc. Aug. 20-23. William A. Lindemann.
Northome—Koochiching Co. Agri. Assn. Aug. 3-5. Betty Boquist.
Owatonna—Steele Co. Free Fair, Aug. 18-23. Stan Muckle.
Park Rapids—Shell Prairie Agri. Assn. Aug. 17-19. Miss B. E. Breuer, Osage.
Perham—East Otter Tail Co. Fair, Aug. 6-9. C. B. Weber.
Plager—Cass Co. Agri. Soc. Aug. 18-20. E. J. Stark.
Pine River—Cass Co. Agri. Assn. Aug. 24-26. Wayne Huff.
Pine City—Pine Co. Agri. Soc. Aug. 10-12. E. J. Wamhoff, Hinckley.
Pipestone—Pipestone Co. Agri. Soc. Aug. 24-26. R. S. Owens.
Preston—Fillmore Co. Agri. Soc. Aug. 20-9. C. B. Weber.
Princeton—Mille Lacs Agri. Soc. Aug. 17-19. R. C. Angstrom.
Red Lake Falls—Red Lake Co. Agri. Soc. July 23-25. Glenn Fellman.
Redwood Falls—Redwood Co. Agri. Soc. Sept. 10-13. E. J. Henderson.
Roseau—Roseau Co. Agri. Soc. July 20-22. Charles Christianson.
Rush City—Chicano Co. Agri. Soc. Aug. 17-19. George W. Larson, North Branch.
Rochester—Olmsted Co. Agri. Assn. Aug. 19-23. Gordon E. Reynolds.
Saint James—Watsonwan Co. Fair Assn. Aug. 27-29. Hubert Ransom.
Saint Paul—Minnesota State Fair, Aug. 29-Sept. 7. D. K. Baldwin.
Saint Peter—Nicollet Co. Agri. Soc. Aug. 27-30. Dr. Roy A. Dean.
Sauk Rapids—Benton Co. Agri. Soc. Aug. 21-23. C. H. Varner, 104 E. St. Germain Street, St. Cloud.
Shakopee—Scott Co. Agri. Soc. Aug. 13-15. R. T. Schumacher.
Slayton—Murray Co. Agri. Soc. Aug. 20-23. W. M. Leebens, Fulda.

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Sauk Centre—Stearns Co. Agrl. Soc. Aug. 13-16. Wm. Blisser.
 Thief River Falls—Pennington Co. Agrl. Soc. July 29-Aug. 1. J. M. Roche.
 Two Harbors—Lake Co. Agrl. Soc., Inc. Sept. 4-5. Torstein Grinager.
 Tyler—Lincoln Co. Fair Assn. Aug. 20-23. Therkel Jorgensen.
 Wabasha—Wabasha Co. Agrl. Fair Assn. July 31-Aug. 2. Douglas P. Mossberg.
 Waconia—Craver Co. Agrl. Soc. Aug. 16-19. Louis E. Schreiber.
 Wadena—Wadena Agrl. Soc. Aug. 2-8. Don Brown.
 Warren—Marshall Co. Agrl. Assn. July 16-19. Kenneth S. Nelson.
 Waseca—Waseca Co. Fair Assn. Aug. 6-9. Leon J. E. Sexton.
 Whelan—Worcester Co. Agrl. Assn. Sept. 10-13. A. W. Vye.
 White Bear Lake—Ramsey Co. Agrl. Soc. July 30-Aug. 2.
 Willmar—Kandiyohi Co. Fair. Sept. 16-19. Albert E. Thompson.
 Windom—Cottonwood Co. Agrl. Soc. Aug. 24-26. H. J. Vossen.
 Worthington—Nobles Co. Fair Assn. Aug. 17-19. L. A. Hons.
 Zumbrota—Goodhue Co. Fair. Aug. 27-30. A. E. Colling Jr.

Mississippi

Aberdeen—Monroe Co. Fair. Sept. 29-Oct. 1. Robert C. Couch.
 Columbus—Columbus Fair. Oct. 5-10. Lee Pruffett.
 Fulton—Kawamba Fair & Livestock Assn. Sept. 28-Oct. 3. H. L. Holland.
 Forest—Scott Co. Fair Assn. Oct. 12-17. Ananias Ware.
 Greenville—Delta Fair & Livestock Show. Sept. 1-5. G. A. Vanderford.
 Jackson—Mississippi A. & I. State Fair. Oct. 12-17. J. M. Dean.
 Laurel—South Mississippi Fair. Sept. 28-Oct. 3. R. B. Jeffries.
 Macon—Noxubee Co. Fair. Aug. 24-29. T. J. Prince.
 Meridian—New Meridian Fair & Cattle Show. Oct. 12-17. C. B. Rawlings.
 Meadville—Franklin Co. Sept. 28-Oct. 3. J. A. Torrey.
 Meridian—Mississippi Fair & Dairy Show. Sept. 28-Oct. 3. Berney Smuckler.
 New Albany—Union Co. Fair Assn. Sept. 21-26. L. C. Williams.
 Philadelphia—Neshoba Co. Fair. Aug. 10-14. P. W. Hays, P. O. Box 267.
 Picayune—Pearl River Co. Livestock Assn. October. J. M. Sinclair, Poplarville, Miss.
 Pontotoc—Pontotoc Co. Fair Assn. Sept. 21-26. C. Randle.
 Starkville—Okibbena Fair. Oct. 5-10. O. F. Parker.
 Tunica—Mississippi-Alabama Fair & Dairy Show. Oct. 6-10. James M. Savery.
 Westpoint—Clay Co. Fair & Livestock Show. Sept. 14-19. T. F. Akers.
 Yazoo City—Yazoo Co. Fair Assn. Sept. 28-Oct. 3. J. N. Ballard.

Missouri

Albany—Gentry Co. Fair. Aug. 27-28. Robert L. Ross.
 Appleton City—Appleton City Fair & Stock Show. Aug. 18-21. C. D. Peeler.
 Aurora—Aurora Tri-County Fair. Sept. 30-Oct. 3. R. A. Buffaloe.
 Ava—Douglas Co. Fair Assn. Sept. 10-12. Robt E. Bowles.
 Bethany—Northwest Missouri State Fair. Sept. 5-11. L. M. Maple.
 Belle—Belle Fair. Sept. 10-12. Rainey L. Backus.
 Booneville—Boonslick Fair Assn. Aug. 18-20. Harry Stretz.
 Bowling Green—Pike Co. Fair Assn. Aug. 5-8. Avin E. Boise.
 Buffalo—Dallas Co. Fair Assn. Aug. 13-15. Roswell Wayne.
 Butler—Butler Fair Assn. Sept. 16-18. A. F. Hilgedick.
 Caruthersville—American Legion Fair & Assn. Sept. 30-Oct. 4. Harry E. Malheur, Box 103.
 California—Monteau Co. Fair Assn. Aug. 18-22. Harold Kinde.
 Cape Girardeau—Southeast Missouri Dist. Fair. Sept. 14-19.
 Carrollton—Carroll Co. Fall Festival. Sept. 10-11. Eva Cheney.
 Clinton—Henry Co. Agrl. & Mechanical Soc. Aug. 11-14. James Deakins.
 Cole Camp—Cole Camp Fair. Sept. 10-12. John W. Ragland.
 Columbia—Boone Co. Fair & Horse Show. Sept. 4-7. Ray Bruckner.
 Concordia—Concordia Fall Festival. Sept. 23-26. Dr. P. G. Goemann.
 Cuba—Cuba Community Fair. Aug. 6-8. Mrs. June Munzert.
 Dexter—Stoddard Co. Fair Assn. Sept. 21-26. James Q. Donaldson.
 Eldon—Eldon Community Fair. Aug. 5-8. Roy R. Clement.
 Farmington—St. Francois Co. Fair Assn. Sept. 10-12. Joe Grandhomme.
 Fayette—Howard Co. Fair Assn. Sept. 10-12. Mrs. W. D. Settle.
 Fredericktown—Madison Co. Fair. Aug. 19-22. Gerald B. Cook.
 Fulton—Callaway Co. Fair Assn. July 30-31. Russell Jennings.
 Galt—Galt Community Fair. Sept. 10-12. W. B. Huffine.
 Gilman City—Gilman City Fair Assn. Aug. 6-8. M. R. Hutcherson.
 Hermitage—Hickory County Fair Assn. Sept. 10-12. James B. Hardy.
 Humanville—Humanville Fall Festival. Sept. 11-12. Carl E. Besty.
 Hume—Hume Fair. Sept. 10-11. Logan S. Wilson.
 Huntsville—Huntsville Fall Fair. Sept. 11-12. John T. Sulliff.
 Ionia—Ionia Fair. Sept. 4-5. Alberta M. Pfaff.
 Ironton—Iron Co. Fair Assn. Aug. 26-29. George A. Tumbler.
 Jefferson City—Cole Co. Fair Assn. July 23-25. Charles Edmondson.
 Kahoka—Clark Co. Agrl. Fair. July 29-31. W. P. Stevenson.
 Kansas City—American Royal Livestock & Horse Show. Oct. 17-24. Harry Darby.
 Kennett—Kennett Fall Festival. Sept. 14-19. George P. Billbrey.
 Kirksville—Northeast Missouri Fair Assn. Aug. 14. N. C. Allen.
 Lamar—Lamar Fair & Ind Expo. Sept. 17-19. Bud Moore.
 Laredo—Laredo Community Fair. Sept. 3-5. J. M. Robertson.
 Lee's Summit—Jackson Co. Fair & Jr. Horse Show. Aug. 12-15.
 Linn—Osage Co. Fair Assn. Sept. 4-7. Francis Knollmeyer.
 Lucerne—Lucerne Stock Show. Aug. 28-30. Charles B. Studabaker.
 Mansfield—Ozark Summit Expo. Aug. 4-8. Gus Rushing, Box 214.
 Mansfield—Wright Co. Fair Assn. Sept. 2-5. F. A. Dennis.
 Marshall—Saline Co. Fair. Aug. 19-22. T. A. Reid.
 Marshfield—Webster Co. Fair. Aug. 26-29. Ella O. Jackson.
 Maryville—Northwest Missouri Horse Show. July 22-23. Leola Swaney.
 Mexico—Audrain Co. Fair. Assn. Aug. 4-7. James H. Higgs.
 Memphis—Scotland Co. Fair Assn. July 21-24. W. T. Ware.
 Mountain Grove—Tri-County Fair. Aug. 26-29. Frank H. Schallo.
 Montgomery City—Montgomery Co. Fair. July 23-25. R. W. Perrin.
 Neosho—Southwest Missouri Harvest Fair. Sept. 22-26.
 Nevada—Vernon Co. Youth Fair. Aug. 26-27. James E. McCall.
 Norborne—Norborne Farm & Farnyard Fair. Sept. 29-30. R. H. Robinson.
 Osceola—St. Clair Co. Fair Assn. Sept. 3-5. P. W. Hart.

Owensville—Gasconade Co. Fair Assn. Aug. 13-15.
 Paris—Monroe Co. Agrl. & Mech. Fair. Sept. 3-4. Russell L. Jackson.
 Platte City—Platte Co. Agrl. Mech. & Stock Show. July 23-26. J. F. Sexton.
 Potosi—Washington Co. Fair. Aug. 12-15.
 Princeton—Mercer Co. Fair Assn. Aug. 4-6. Ross L. Swofford.
 Prairie Home—Prairie Home Fair. Aug. 4-6. John Lee Eighthy.
 Richmond—Ray Co. Free Fair. Sept. 8-10.
 Rolla—Central Mo. Regional Fair. Aug. 12-15. James R. Smith.
 Safe—Safe Community Fair. Aug. 20-22. Emmett Dillon, St. James, Mo.
 Savannah—Am. Legion & Andrew Co. Fair. Aug. 5-9. Fred Chambers.
 Sedalia—Missouri State Fair. Aug. 23-30. Rollo F. Singleton, P. O. Box 111.
 St. Charles—St. Charles Co. Fair. Sept. 9-13. Kurt E. Schneider.
 Shelbyville—Shelby Co. Fair Assn. Aug. 4-7.
 Sikeston—Delta Agrl. Show. Sept. 4-6. W. S. Corrigan.
 Springfield—Osark Empire Fair. Aug. 15-21. Glen B. Boyd, P. O. Box 630.
 Ste. Genevieve—Ste. Genevieve Co. Fair. Sept. 4-5. P. A. Baechle.
 Stover—Stover Fall Festival. Sept. 24-26. Lloyd E. Alwin.
 Sullivan—Sullivan Community Fair. Sept. 16-19. G. J. Mathias.
 Thayer—Oregon Co. Fair. July 27-Aug. 1. George Hutchinson.
 Tipton—Tri-Co. Agrl. & Mech. Soc. July 22-25.
 Triplet—Northwest Fall Festival. Sept. 25-26.
 Unionville—Putnam Co. Agrl. Soc., Inc. Sept. 8-11. M. S. Wyckoff.
 Vandalia—Community Fair. Sept. 1-4. Pete Stincer.
 Vienna—Maries Co. Fair. Sept. 3-5. Raymond L. Brooks.
 Versailles—Morgan Co. Fair Assn. Sept. 2-5. James R. Scribner.
 Warrensburg—Johnson Co. Fair Assn. Sept. 10-12. E. F. Low.
 Warrenton—Warren Co. Fair Assn. July 30-Aug. 1. Marvin Stickrod.
 Washington—Washington Fair Assn. Aug. 13-16. Reynolds Hamlin.
 West Plains—Howell Co. Fair Assn. Aug. 26-29. George A. Tumbler.

Montana

Baker—Fallon Co. Fair. Sept. 4-6. E. R. Hoff.
 Billings—Midland Empire Fair & Rodeo. Aug. 10-15. Harry L. Piton, Box 1302.
 Chinook—Blaine Co. Fair. Assn. Aug. 15-16. Floyd Bowen.
 Deer Lodge—Powell Co. Fair. Aug. 21-23. Ted Rule.
 Dodson—Phillips Co. Fair. Aug. 8-9. William B. Black.
 Forsyth—Rosebud Co. Fair. Aug. 18-20. Harley Roath.
 Fort Benton—Chouteau Co. Fair. Sept. 11-13. W. J. Shirley.
 Glasgow—Valley Co. Fair. Aug. 30-Sept. 1.
 Glendive—Rocky Mountain Assn. of Fairs. Aug. 24-26. Howard M. Willson.
 Great Falls—North Montana State Fair. Aug. 3-8. Leo C. Dailley, P. O. Box 1524.
 Hamilton—Ravalli Co. Fair. Sept. 3-5. Glenn Chaffin.
 Havre—Hill Co. Fair & Rodeo. July 20-22. Earl J. Bronson.
 Kalispell—Northwest Montana Fair. Sept. 15-17. Earl U. Jones.
 Lewistown—Central Montana Fair. July 30-Aug. 1. C. W. Cooley.
 Libby—Western Lincoln Co. Fair. Aug. 21-23. Clarence Moody.
 Livingston—Park Co. Fair. Aug. 28-30. Howard E. Crane.
 Miles City—Eastern Montana Fair. Aug. 27-29. J. H. Bohling, P. O. Box 870.
 Plains—Sanders Co. Fair. Aug. 29-30. Garth P. Hower, Lone Pine.
 Shelby—Marias Fair. July 23-26. Clifford D. Coover.
 Sidney—Richland Co. Fair & Rodeo. Aug. 27-29. Donald G. Nutter.
 Terry—Prairie Co. Fair. Aug. 22-23. Ford E. Martin.
 Twin Bridges—Madison Co. Fair. Aug. 21-23. Ed Atkins, Whitehall.

Nebraska

Albion—Boone Co. Fair. Sept. 16-19. Floyd Gilmer.
 Arlington—Washington Co. Fair. Aug. 26-28. H. C. McClellan.
 Auburn—Nemaha Co. Fair Assn. Aug. 20-22. G. E. Codington.
 Aurora—Hamilton Co. Fair Assn. Aug. 31-Sept. 3. H. E. Toof.
 Bartlett—Wheeler Co. Agrl. Soc. Sept. 4-6. Clay Kugler.
 Bassett—Rock Co. Fair Assn. Aug. 7-9. Earl L. Anderson.
 Beatrice—Gage Co. Fair & Agrl. Soc. Aug. 24-27. E. P. Goble.
 Beaver City—Purnas Co. Fair Assn. Aug. 17-19. Earl Lester, Edison.
 Benkelman—Dundy Co. Agrl. Soc. Aug. 24-26. Lloyd Boswell.
 Bladen—Webster Co. Agrl. Assn. Aug. 6-8. Mrs. Elizabeth Boyd.
 Bloomfield—Knox Co. Agrl. Soc. Aug. 28-30. C. B. Alexander.
 Bridgeport—Morrill Co. Fair Assn. Sept. 5-8. D. E. Mayer.
 Broken Bow—Custer Co. Agrl. Soc. Aug. 25-28. M. L. Gould.
 Burwell—Nebraska's Big Rodeo & Garfield Co. Frontier Fair Assn. Aug. 12-15. Paul Banks.
 Central City—Merrick Co. Fair Assn. Aug. 17-22. Agnar Anderson.
 Chambers—Holt Co. Fair. Sept. 1-4. Edwin A. Wink.
 Chadron—Dawes Co. Fair. Aug. 24-26. Harry Kuska.
 Clay Center—Clay Co. Agrl. Assn. Aug. 21-23. Lisle Hanna.
 Columbus—Platte Co. Fair. Sept. 1-4. W. L. Boettcher.
 Concord—Dixon Co. Fair Assn. Aug. 26-28. Roy E. Johnson.
 Crete—Saline Co. Fair Assn. Aug. 20-23. George Peeken.
 Culbertson—Hitchcock Co. Fair Assn. Aug. 20-23. Ervin Coyle, McCook.
 David City—Butler Co. Agrl. Soc. Aug. 20-22. J. C. Byers.
 DeSmet—Thayer Co. Fair Assn. Aug. 20-22. M. E. Beckler.
 Dunning—Blaine Co. Fair Assn. Sept. 3-6. Vernon Johnson.
 Elwood—Gasper Co. Free Fair. Aug. 12-14. M. R. Morgan.
 Eustis—Eustis Fair & Corn Show. Aug. 3-5. Dean Hueftle.
 Fairbury—Jefferson Co. Fair. Aug. 4-7. Emil R. Schoen.
 Franklin—Franklin Co. Agrl. Soc. Sept. 1-4. Cliff Ashburn.
 Fremont—Fremont 4-H Club Fair. Aug. 12-14. C. W. Mottler.
 Fullerton—Nance Co. Fair. Aug. 17-20. E. M. Black.
 Gordon—Sheridan Co. Fair & Rodeo. Sept. 11-13. George B. Comer.
 Geneva—Fillmore Co. Fair Assn. Aug. 18-21. Howard W. Hamilton.
 Grant—Perkins Co. Fair Assn. Aug. 19-22. W. E. Cannady, Madrid.
 Harrison—Sioux Co. Fair Assn. Aug. 27-29. Melvin Meier.
 Hartington—Cedar Co. Fair Assn. Aug. 22-24. James A. Waiz.
 Hastings—Adams Co. Fair Assn. Aug. 3-7. John Fitzgibbon.
 Hemingford—Box Butte Co. Fair Assn. Aug. 20-22. Paul Stull.
 Holdrege—Phelps Co. Agrl. Soc. Aug. 11-14. Edgar Borg, Funk.
 Homer—Dakota Co. Agrl. Soc. Aug. 20-22. James Alloway.
 Humboldt—Richardson Co. Agrl. Soc. Sept. 16-18. L. E. Watson.

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Mitchell—Scotts Bluff Co. Agrl. Soc. Sept. 7-12. W. W. Hickman.
 Neligh—Antelope Co. Fair Assn. Aug. 28-31. Clinton Stonebraker.
 Nelson—Nuckolls Co. Fair Assn. Aug. 3-5. H. McAdamson.
 Norden—Keya Paha Co. Agrl. Soc. Sept. 11-13. Leonard McCormick.
 North Platte—Lincoln Co. Fair. Aug. 16-20. H. B. Mannera.
 Oakland—Burt Co. Agrl. Soc. Aug. 25-28. Edgar Hansen, Lyons, Neb.
 Ogallala—Keith Co. Agrl. Soc. Aug. 20-22. Ray G. Nelson.
 Omaha—Ak-Sar-Ben Livestock Show & Rodeo. Sept. 25-Oct. 4. J. J. Isaacson.
 Ord—Loop Valley Agrl. Soc. Aug. 4-6. Stanley Nolte.
 Orleans—Harlan Co. Fair Assn. Aug. 13-15. James Mitchell.
 Osceola—Polk Co. Agrl. Soc. Aug. 3-6. Victor Sterup.
 Pawnee City—Pawnee Co. Agrl. & Mech. Assn. Sept. 23-25. J. Tom Sawyer.
 Pierce—Pierce Co. Agrl. Soc. Aug. 29-Sept. 1. Herman Scheer.

St. Paul—Howard Co. Agrl. Soc. Sept. 8-11. H. E. Elstermeier.
 Scribner—Dodge Co. Fair Assn. Sept. 16-18. Virgil Swanson.
 Seward—Seward Co. Fair Assn. Aug. 17-19. Norman Gerkenmeyer.
 Sidney—Cheyenne Co. Fair. Aug. 22-26. W. E. Cunningham.
 Spalding—Greely Co. Fair Assn. 3d week of Aug. Don C. Smith.
 Spencer—Boyd Co. Fair Assn. Aug. 24-26. Louis Klanna.
 Springfield—Sardis Co. Fair Assn. Aug. 20-22. Elmer Wittmus, Papillion.
 Stanton—Stanton Co. Agrl. Soc. Sept. 13-15. Wm. F. H. Beyer.
 Stapleton—Logan Co. Agrl. Soc. Aug. 28-30. V. K. Magnuson.
 Stockville—Frontier Co. Agrl. Soc. Aug. 27-30. Ted Current.
 Syracuse—Otoe Co. Fair. Aug. 26-27. Frank Sorrell.
 Tecumseh—Johnson Co. Free Fair. Aug. 11-14. Lloyd D. Halsted.
 Valentine—Cherry Co. Fair & Rodeo. Aug. 22-23. William A. Cumbow.

Wahoo—Saunders Co. Fair Assn. Aug. 24-26. B. E. Noerenberg.
 Walhill—Thurston Co. Fair. Sept. 2-5. Alfred D. Raun.
 Waterloo—Douglas Co. Fair. Sept. 16-19. R. S. Herrington.
 Wayne—Wayne Co. Fair Assn. Aug. 26-29. Al Bahe.
 Weeping Water—Cass Co. Free Fair. Aug. 25-28. Joe Bender.
 West Point—Cumings Co. Agrl. Soc. Aug. 30-Sept. 3. Ed M. Baumann.
 York—York Co. Fair Assn. Aug. 12-14. E. H. Littrell.

Nevada
 Elko—Elko Co. Fair & Livestock Show. Sept. 4-7. Jim Olin. P. O. Box 648.
 Ely—Nevada Fair of Industry. Aug. 27-29. P. F. Hoover.

New Hampshire
 Canaan—Mascoma Valley Fair Assn. Aug. 28-30. Wm. A. Shepard.
 Center Sandwich—Sandwich Town & Grange Fair Assn. Oct. 12. Doris L. Benz.
 Contoocook—Contoocook Valley Fair Assn. Sept. 4-7. Charles A. Jones. Andover, N. H.
 Deerfield—Deerfield Fair Assn. Oct. 1-4. W. C. Maxwell, RFD 1, Raymond, N. H.
 Dover—Dover Agrl. Fair Assn. Aug. 12-16. William H. McCann.
 Keene—Chehire Fair Assn. Aug. 27-30. Frank Glasier.
 Lancaster—Lancaster Fair. Sept. 4-7. A. J. Kenney.
 Madbury—Madbury Grange Fair Assn. Sept. 10-13. Charlotte Horr, Dover, N. H.
 North Haverhill—Pink Granite Fair Assn. Aug. 17-18. Everett Sawyer.
 Northwood—Northwood Fair. Aug. 21-23. Hugh J. Prestley.
 Plymouth—Union Grange Fair Assn. Sept. 16-19. Delbert B. Gray, W. Rumney, N. H.
 Rochester—Rochester Agrl. & Mech. Assn. Sept. 20-26. Albert H. Brown, Stafford, N. H.
 Sandwich—Sandwich Grange Fair Assn. Oct. 12. Doris Benz.
 Sunapee—Lake Grange Fair. Sept. 7. Florence Rollins.

New Jersey
 Aurling—Gloucester Co. 4-H Fair. Aug. 13-14. John Glass, Woodbury, N. J.
 Branchville—Sussex Co. Farm & Horse Show. Aug. 4-8. John W. Rabb, Newton, N. J.
 Bridgeton—Cumberland Co. Co-op Fair Assn. Sept. 15-19. Dan Dandrea.
 Burlington—Burlington Co. Farm Fair. July 30-Aug. 1. D. L. Kensler, Mt. Holly, N. J.
 Dunhams Corner—Middlesex Co. Fair Assn. Aug. 19-22. Fred C. Hoyl, New Brunswick, N. J.
 Fair Hills—Somerset Co. 4-H Fair. Aug. 14-18. Stanley Voorhes, Somerville, N. J.
 Flemington—Flemington Agrl. Fair Assn. Sept. 1-7.
 Freehold—Monmouth Co. 4-H Fair. Aug. 17-18. Leonard B. Williams.
 Lakewood—Ocean Co. Fair. Aug. 5-6. Fred Scammell, Toms River, N. J.
 Morristown—Morristown Co. Fair Assn., Inc. Aug. 18-22. Alexis L. Clark.
 Ocean City—Cape May Co. 4-H Fair. July 29-31. Mrs. Harry Downes, Clermont, Cape May C. H.
 Pomona—Atlantic Co. 4-H Fair. Aug. 20-22. Doris Gustafson, Mays Landing, N. J.
 Prokness—Passaic Co. 4-H Fair Assn. Aug. 13-15. Mrs. Marie Morgan, Paterson.
 Trenton—New Jersey State Fair. Sept. 27-Oct. 4. Norman L. Marshall, P. O. Box 669.
 Uniontown—Warren Co. Farmers' Fair. Aug. 12-14. C. Fred Lorenzo, Belvidere, N. J.
 Washington Crossing State Park—Mercer Co. 4-H Fair. Aug. 14-15. Joseph B. Turpin, Trenton.

New Mexico
 Alamogordo—Otero Co. Fair Assn. Sept. 18-19. Joseph Roessler.
 Albuquerque—New Mexico State Fair. Sept. 26-Oct. 4. Leon H. Harms, P. O. Box 1693.
 Belen—Valencia Co. Fair Assn. Sept. 12-14. Fred D. Juning Jr., P. O. Box 178, Los Lunas, N. M.
 Clovis—Curry Co. Fair Assn. Sept. 16-19. John W. Gaume.
 Deming—Luna Co. Fair Assn. (Tri-State Fair) Oct. 8-11. Lewis Sanders.
 Farmington—San Juan Co. Fair Assn. Sept. 18-21. Mrs. Janet Sage.
 Lovington—Lea Co. Fair Assn. Sept. 16-19. T. C. Berkina.
 Portales—Roosevelt Co. Fair Assn. Sept. 21-25. W. G. Vinzant.
 Roswell—Eastern N.M. State Fair. Oct. 6-10. Roy F. Davis.
 Springer—Colfax Co. Fair Assn. Sept. 18-20. Mrs. Helen Dickson.

New York
 Afton—Afton Driving Park & Agrl. Assn., Inc. Aug. 17-22. Frederick Crane.
 Altamont—Tri-Co. Fair. Aug. 24-29. Stuart T. Lombough.
 Angelica—Cattaraugus Co. Agrl. Soc. Aug. 5-8. C. L. Stillwell.
 Avon—Genesee Valley Breeders Assn. Sept. 4-5. John Steeles.
 Ballston Spa—Saratoga Co. Agrl. Soc. Sept. 1-4. Wendell Townley.
 Batavia—Genesee Co. Agrl. Soc. Aug. 25-29. Jay Keller, Bergen, N. Y.
 Bath—Steuben Co. Agrl. Soc. Aug. 10-15. J. Victor Faucett, Box 470.
 Booneville—Boonville Fair Assn., Inc. Aug. 2-8. Charles H. Pickbehm.
 Brookfield—Brookfield-Madison Co. Agrl. Soc. Aug. 26-29. Raymond F. Burdick.
 Caledonia—Caledonia Fair. Aug. 11-15. Victor Scroger.

Canandaigua—Ontario Co. Agrl. Soc. Aug. 4-8. Dr. L. C. Webster.
 Chatham—Columbia Co. Agrl. Soc. Sept. 4-7. William A. Dardena.
 Cobleskill—Cobleskill Agrl. Soc. Sept. 14-19. Dr. D. W. Beard.
 Cortland—Cortland Co. Agrl. Soc., Inc. Aug. 25-29. Harry B. Tanner.
 DeRuyter—Tioughnioga Carnival & Fair. July 23-26. Ray E. Wells.
 Dundee—Dundee Fair Assn. Sept. 22-24. L. R. Hammer.
 Dunkirk—Chautauqua Co. Fair. Sept. 7-12. Carlton J. Larson, P. O. Box 170.
 Fonda—Montgomery Agrl. Soc. Sept. 5-9. F. L. Lowe.
 Gouverneur—Gouverneur Fair. Aug. 10-14. E. J. W. Watson.
 Greenwich—Washington Co. Fair. Aug. 17-22. Phil J. Houlton, Hoosick Falls, N. Y.
 Hamburg—Erie Co. Agrl. Soc. Aug. 17-22. Frank A. Slade, Buffalo.
 Hemlock—Hemlock Lake Union Agrl. Soc. Sept. 2-5. Ralph D. Barnard.
 Henrietta—Monroe Co. Fair. Aug. 18-22. Albert Lochner, North Greece, N. Y.
 Horseheads—Chemung Co. Agrl. Assn. Aug. 16-22. Robert S. Turner.
 Ithaca—Tompkins Co. Agrl. & Hort. Soc. Aug. 10-16. Richard K. Blatchley.
 Kingston—Ulster Co. Agrl. Soc. Aug. 19-20. Albert Kardt.
 Little Valley—Cattaraugus Co. Agrl. Soc. Sept. 1-5. J. W. Watson.
 Lowville—Lewis Co. Agrl. Soc. Aug. 17-22. Asa Gordon, Turin, N. Y.
 Malone—Franklin Co. Agrl. Soc. Aug. 24-29. Stuart A. Child.
 Middletown—Orange Co. Fair Assn. Aug. 10-16. Fred Germalin.
 Morris—Otsego Co. Fair Assn. Sept. 1-5. Edward Tripp.
 Norwich—Chenango Co. Agrl. Soc. Aug. 11-14. Percy Woodruff.
 Owego—Tioga Co. Fair. July 26-Aug. 1. Earl Baddeleire.
 Palmyra—Putnam Union Agrl. Soc. Aug. 25-29. W. Ray Converse.
 Peekskill—Indian Point Park—Westchester Co. Fair. Sept. 6-12. E. D. Kellmans.
 Penn Yan—Yates Co. Agrl. Soc. Aug. 5-8. Oliver Wilcox, P. O. Box 12.
 Pike—Wyoming Co. Fair Assn. Aug. 24-27. Henry M. Wagenbliss, Warsaw, N. Y.
 Plattsburg—Clinton Co. Fair. Aug. 10-15. W. H. Day.
 Rhinebeck—Dutchess Co. Fair. Sept. 1-5. R. C. Murray, Box 142.
 Sandy Creek—Sandy Creek, Richland, Oriskany, Boylston Agrl. Soc. Aug. 18-22. Seymour Hicks, Parish, N. Y.
 Scaghticoke—Schaghticoke Fair. Sept. 7-12. Gordon L. Banker, R. D. 1, Troy.
 Syracuse—New York State Fair. Sept. 5-12. Harold L. Cress, Solway, N. Y.
 Trumansburg—Trumansburg Fair. Sept. 16-19. Verner L. Timerson.
 Vernon—Vernon Agrl. Soc. Sept. 23-27. James F. Burke.
 Walton—Delaware Valley Agrl. Soc. Aug. 25-29. Paul G. Williams.
 Waterloo—Seneca Co. Agrl. Soc. Aug. 11-15. Donald L. Huff.
 Watertown—Jefferson Co. Agrl. Soc. Aug. 25-29. Charles Gusewich, Adams, N. Y.
 Westbury—L. I.—Mineola Fair & Ind. Expo. Oct. 10-18. Charles Bochart.
 Westport—Essex Co. Agrl. Soc. Aug. 19-22. Keston B. Lobdell, Wadhams, N. Y.
 Whitney Point—Broome Co. Agrl. Soc. Aug. 3-8. Osmer J. Brooks.

North Carolina
 Ahoskie—Atlantic Dist. Fair Assn. Oct. 13-17. C. E. Robbins.
 Asheboro—Center of North Carolina Fair. Sept. 21-26. W. C. York.
 Beaufort—Carteret Fair, Inc. Sept. 28-Oct. 3. R. E. Kelly.
 Burlington—Alamance Co. Veterans' Agrl. Fair, Inc. Sept. 14-19. Robert N. Ganno Jr., Box 423.
 Charlotte—Southern States Fair. Oct. 6-10. Dr. J. S. Dorton.
 Carthage—Moore Co. Agrl. Fair. Oct. 26-31. Tom Caddell.
 Cherokee—Cherokee Indian Fair. Sept. 22-26. William E. Ensor Jr.
 Clinton—Sampson Co. Fair. Sept. 21-27. T. L. Johnson Jr.
 Durham—American Legion Fair Assn. Sept. 21-26. R. Zach Long.
 Dunn—Dunn Am. Legion 4-County Fair. Sept. 21-26. J. O. West.
 Edenton—Chowan Co. Am. Legion Fair. Oct. 26-31. J. Willis McClenney.
 Elizabeth City—Seven Co. Fair. Oct. 26-30. Norman Y. Chambliss, Rocky Mount.
 Enfield—Enfield Firemen's Agrl. Fair. Oct. 5-10. W. B. Burchette.
 Fayetteville—Cumberland Co. Agrl. Fair. Sept. 28-Oct. 3. Elbert C. Jackson.
 Gastonia—Spindle-Center Agrl. Fair. Sept. 20-25. R. M. Spangler, Hummels Wharf.
 Goldsboro—Wayne Co. Agrl. Fair. Sept. 14-19. Oleand P. Peele.
 Greensboro—Greensboro Agrl. Fair, Inc. Oct. 6-10. Mrs. Clyde Kendall, Box 5127.
 Greenville—Pitt Co. Fair Assn. Oct. 12-17. J. H. Moye.
 Hamlet—Richmond Co. Agrl. Fair. Oct. 5-10. J. C. Worley.
 Henderson—Vance Co. Colored Fair. Oct. 12-17. Robt. B. Hawkins.
 Henderson—Golden Belt Fair, Inc. Oct. 5-11. C. M. Hight.
 Hickory—Catawba Fair Assn. Sept. 28-Oct. 3. Corbin Green, P. O. Box 776.
 High Point—High Point Fair. Sept. 21-26. T. C. Potts.
 Kings Mountain—Beth-Ware Com. Fair. Sept. 16-19. John H. Rudisill Jr.
 Lenoir—Caldwell Co. Agrl. Fair. Sept. 15-19. Max A. Culp.
 Lexington—Davidson Co. Agrl. Fair, Inc. Sept. 28-Oct. 3. Curtis A. Leonard.
 Littleton—Littleton Tri-Co. Fair. Oct. 6-10. T. R. Walker.
 Louisburg—Franklin Co. Fair. Oct. 5-10. Dr. Arthur Hynes Fleming, P. O. Box 66.
 Madison—Madison Agrl. Fair Assn. Sept. 28-Oct. 3. A. Hutton Tucker.
 Monroe—Union Co. Fair Assn., Inc. Oct. 19-24. M. W. Williams.
 New Bern—Tri-Co. Agrl. Fair. Oct. 12-17. W. A. Godley.
 Pittsboro—Chatham Co. Colored Fair. Sept. 14-19. H. G. Bryant.
 Raleigh—North Carolina State Fair. Oct. 20-24. Dr. J. S. Dorton.
 Reidsville—Reidsville Fair Assn., Inc. Sept. 28-Oct. 3. Mrs. K. Price Oliver.
 Rocky Mount—Rocky Mount Agrl. Fair. Sept. 28-Oct. 3. Norman Y. Chambliss.
 Roanoke Rapids—Halifax & N. Hampton Co. Fair. Sept. 21-26. Fay Gilsdorf, Camden, N. C.
 Rutherfordton—Rutherford Co. Agrl. Soc. Sept. 14-19. John H. Jones.
 Sanford—Lee Co. Agrl. Fair. Sept. 28-Oct. 3. Moses L. Snipes.
 Shelby—Cleveland Co. Fair. Sept. 22-26. Dr. J. S. Dorton.

Shelby—Cleveland Co. Negro Fair. Oct. 7-10. A. W. Foster.
 Snow Hill—Greene Co. Fair. Sept. 28-Oct. 3. Horace Moore.
 Spring Hope—Nash Co. Fair. Sept. 21-26. Hobart Brantley.
 Statesville—Iredell Co. Agrl. Fair. Sept. 21-26. Clyde Smyre, P. O. Box 333.
 Taylorsville—Alexander Co. Agrl. Fair. Sept. 21-26. Grover C. Dobbins.
 Trenton—Jones Co. Agrl. Fair Assn. Oct. 19-24. Mrs. Lurley W. Hines.
 Warrenton—Warren Co. Fair. Sept. 21-26. R. D. Miles.
 Washington—Beaufort Co. Fair. Sept. 7-12. Blount S. O'Neil.
 Wilson—Wilson Co. Fair, Inc. Oct. 12-17. Ernest P. Batton.
 Winston-Salem—Winston-Salem Fair. Oct. 13-17. G. C. McNair.
 Zebulon—Zebulon Five-County Fair. Sept. 28-Oct. 3. R. Vance Brown.

North Dakota
 Beach—Golden Valley Co. Fair. Sept. 11-12. Walt Mattison.
 Cando—Towner Co. Fair. June 25-27. Harry Hanson.
 Carrington—Poster Co. Fair. Sept. 15-18. H. C. Duntley.
 Cooperstown—Griggs Co. Fair. June 29-July 1. George Simons.
 Fargo—Red River Valley Fair Assn. Aug. 31-Sept. 5. A. D. Scott.
 Fessenden—Wells Co. Free Fair. July 7-10. Tony Lill, Cathy, N. D.
 Flinton—Burke Co. Fair. July 6-8. B. E. Bair.
 Forman—Sargent Co. Fair. Sept. 7-9. Beth Wucherpfennig.
 Grand Forks—Greater Grand Forks Fair. July 19-26. Ralph Lynch.
 Hamilton—Pembina Co. Fair. July 16-18. Franklin Page.
 Jamestown—Stutsman Co. Fair Assn. July 2-4. G. A. Ottinger.
 Langdon—Cavalier Co. Fair. July 11-15. Dick Forkner.
 Lisbon—Ransom Co. Fair. July 23-25. L. E. Llyquest.

Ohio
 Andover—Andover Street Fair. Sept. 11-12. George R. Sanford.
 Ashland—Ashland Co. Agrl. Soc. Sept. 29-Oct. 3. H. G. Dotson, P. O. Box 329.
 Athens—Athens Fair. Aug. 23-27. L. C. Baker.
 Attica—Attica Ind. Seneca Co. Fair. Aug. 12-15. Grover C. Meyers.
 Barlow—Barlow Agrl. Assn. Sept. 25-26. F. H. Proctor.
 Bellefontaine—Logan Co. Fair. Aug. 24-28. C. E. Johnston.
 Bellville—Bellville Ind. Agrl. Soc. Sept. 16-19. E. O. Kochhelsler, R. D. 1, Butler, O.
 Beres—Cuyahoga Co. Fair Assn. Aug. 19-23. Wm. H. Kroesen.
 Bowling Green—Wood Co. Fair Assn. Aug. 10-15. John L. Clarke.
 Burton—Geauga Co. Fair Assn. Sept. 3-7. Thane Atwood, Middlefield.
 Bucyrus—Crawford Co. Fair Assn. Aug. 4-8. James F. Gebhardt, R. 3, Sycamore.
 Burton—Geauga Co. Agrl. Soc. Sept. 3-7. Thane Atwood, Middlefield, O.
 Cadiz—Harrison Co. Agrl. Assn. Sept. 17-19. Lane H. Borger.
 Caldwell—Noble Co. Agrl. Soc. Sept. 3-5. J. K. Walkenshaw.
 Canfield—Mahoning Co. Fair Assn. Sept. 3-7. E. R. Zeiger, 1404 Central Tower, Youngstown 3.
 Canton—Stark Co. Fair Assn. Sept. 7-11. Mrs. Fern Saal, 933 N. Market Ave.
 Carrollton—Carroll Co. Agrl. Soc. Sept. 30-Oct. 3. E. Weaver Casper, Sandy Valley, Malvern, O.
 Celina—Mercer Co. Fair Assn. Aug. 16-21. W. F. Archer.
 Chillicothe—Ross Co. Fair Assn. Aug. 24-28. Charles J. Betach.
 Cincinnati—Carthage Fair. Sept. 16-19. Clarence A. Peters, 124 W. Court Street, Cincinnati.
 Circleville—Pickaway Co. Fair Assn. Sept. 16-19. Henry L. Reid Jr.

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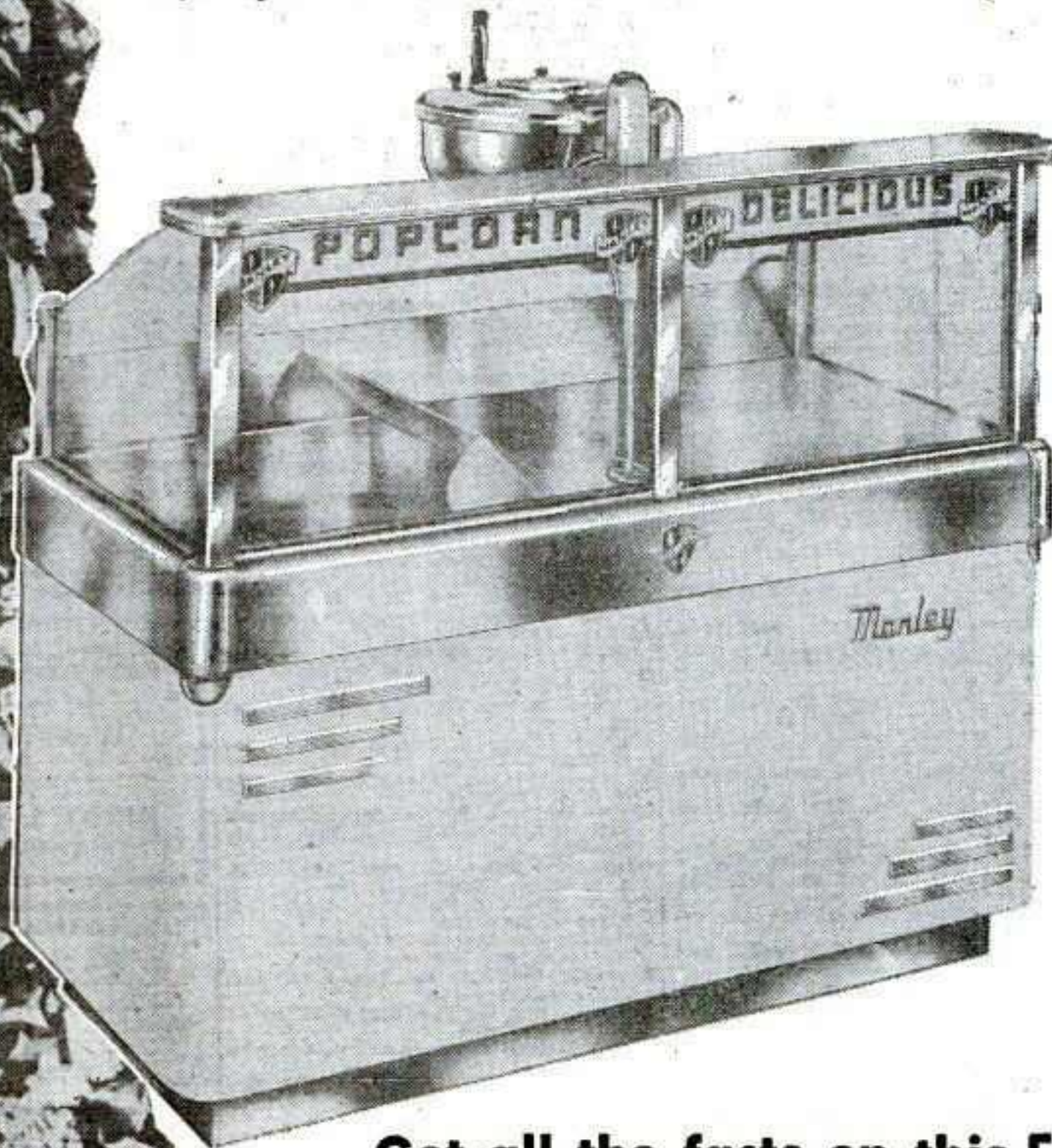
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- Cireleville—Cireleville Pumpkin Show, Oct. 21-24. Ned H. Dresbach.
Columbus—Ohio State Fair, Aug. 28-Sept. 4. H. S. Foust.
Coshocton—Coshocton Co. Fair Assn. Oct. 7-10. C. V. Croy, R. 1, Trinway.
Croton—Hartford Co. Fair Assn. Aug. 11-15. Wm. Arter.
Dayton—Montgomery Co. Fair, Sept. 7-10. Goldie V. Scheibie.
Delaware—Delaware Co. Fair, Sept. 22-26. W. B. Deal.
Dover—Tuscarawas Co. Fair Assn. Sept. 23-26. W. G. Findley, New Philadelphia.
Eaton—Preston Co. Fair Assn. Sept. 15-18. Wm. B. Pryor, Eaton.
Findlay—Hancock Co. Fair Assn. Sept. 7-9. C. Ray Moore.
Fremont—Sandusky Co. Agr. Soc. Sept. 6-11. Russell S. Hull.
Georgetown—Brown Co. Soc. Oct. 7-10. Luther Kestel.
Gallipolis—Gallia Co. Fair Assn. Aug. 13-15. Wm. R. Smith, Bidwell.
Greenville—Great Darke Co. Fair, Aug. 22-28. Chester A. Riegel, Route 4.
Hamilton—Butler Co. Agr. Soc. Sept. 27-Oct. 2. Bartow Truster, Seven Mile O.
Hicksville—Agricultural Fair of Defiance Co. Aug. 23-28. S. G. Blosser.
Hilliards—Franklin Co. Fair Assn. Aug. 19-22. Arch A. Alder.
Hillsboro—Highland Co. Fair Assn. Sept. 9-12. Clarence Larkin.
Jefferson—Ashtabula Co. Fair Assn. Aug. 11-15. E. F. Walburn.
Kenton—Hardin Co. Agr. Soc. Sept. 29-Oct. 2. Mrs. I. E. Wetherill.
Lebanon—Warren Co. Fair Assn. Sept. 1-5. Corwin Nixon.
Lancaster—Fairfield Co. Agr. Soc. Oct. 14-17. Russell W. Alt, R. R. No. 1, Baltimore, O.
Lisbon—Columbiana Co. Agr. Soc. Aug. 25-29. Clarence Crosser, R. F. D. 4.
Lima—Allen Co. Fair Assn. Aug. 22-27. Harold W. Poling, Box 1015.
Logan—Hocking Co. Fair, Sept. 23-26. Edward G. Miller, R. No. 3.
London—Madison Co. Fair Assn. Aug. 23-27. Robt. Hines, R. 2, Mt. Sterling.
Loudonville—Loudonville Agr. Soc. Oct. 6-8. Donald L. Nash.
Lucasville—Scioto Co. Fair Assn. Aug. 4-8. A. S. Moulton.
McConnelsville—Morgan Co. Agr. Soc. Sept. 9-12. Ray G. Smith, Route, No. 2.
Mansfield—Richland Co. Fair Assn. Aug. 12-15. Glenn Guthrie, 357 Bartley Ave.
Marietta—Washington Co. Agr. & Mech. Assn. Sept. 6-9. V. C. Schriver.
Marysville—Union Co. Fair Assn. Sept. 16-19. Otto E. Rausch, R. 1, Plain City.
Marion—Marion Co. Fair Assn. Aug. 22-27. Clifford Campbell, R. 1, Morral.
Maumee—Lucas Co. Fair Assn. Aug. 4-9. O. W. Disher, Waterville.
Medina—Medina Co. Agr. Soc. Sept. 9-12. C. W. Mapes, R. D. 8.
Millersburg—Holmes Co. Fair Assn. Aug. 22-25. Verle H. Spreng, Lakeville.
Montpelier—Williams Co. Agr. Soc. Sept. 13-19. Woody Schlegel.
Mount Vernon—Knox Co. Agr. Soc. July 27-31. Henry G. Richards.
Mt. Gilead—Morrow Co. Fair Assn. Aug. 19-22. Glenn Brown.
Napoleon—Henry Co. Fair Assn. Aug. 19-22. James D. Murray.
Norwalk—Huron Co. Fair, Sept. 15-19. Mrs. Elfreda Crayton.
Old Washington—Guernsey Co. Fair Assn. Sept. 30-Oct. 3. Thos. Gracey, Cambridge.
Owensville—Clermont Co. Agr. Soc. Aug. 19-22. J. W. Evans.
Ottawa—Putnam Co. Fair Assn. Oct. 7-10. P. E. Kuhl.
Painesville—Lake Co. Agr. Soc. Aug. 25-29. J. E. Belcher, Mentor, O.
Paulding—Paulding Co. Agr. Soc. Sept. 2-5. A. E. Allensworth.
Pikeston—Pike Co. Fair Assn. Aug. 13-15. Frank B. Cooper.
Plain City—Plain City Fair, Aug. 5-8. Walter Minshall.
Proctorville—Lawrence Co. Agr. Soc. July 29-Aug. 1. Owen Griffith, Ironton, O.
Pomeroy—Meigs Co. Fair Assn. Aug. 18-21. C. L. Heaton.
Randolph—Randolph Co. Fair Assn. Sept. 11-12. R. P. Hamilton.
Richwood—Richwood Fair, Sept. 5-8. Dana D. Lowe, R. 3, Marysville.
Rockspring—Meigs Co. Agr. Soc. Aug. 18-21. C. L. Heaton, Pomeroy, O.
St. Clairsville—Belmont Co. Agr. Soc. Sept. 9-12. W. R. Butcher Jr.
Seaman—Seaman Fall Festival, Sept. 23-26. H. M. Satterfield.
Sidney—Shelby Co. Agr. Soc. Aug. 2-7. Robert F. Kaser.
Smithfield—Jefferson Co. Fair Assn. Aug. 19-22. W. E. Rose, R. 1, Rayland.
Springfield—Clark Co. Fair Assn. Aug. 19-22. Bryan P. Sandles.
Tiffin—Seneca Co. Agr. Soc. Aug. 23-27. Ralph D. Stacy, R. 4.
Troy—Miami Co. Fair Assn. Aug. 16-21. L. J. George, Covington.
Van Wert—Van Wert Co. Fair, Sept. 7-11. N. E. Stuckey.
Upper Sandusky—Wyandot Co. Agr. Soc. Sept. 15-19. Ross A. Winter.
Urbana—Champaign Co. Agr. Soc. Aug. 9-14. Howard Goddard, R. 4.
Wapakoneta—Auglaize Co. Agr. Soc. Aug. 9-14. Harry Kahn.
Warren—Trumbull Co. Fair Assn. Aug. 4-8. Frank M. Neal, Nutwood.
Washington, C. H.—Fayette Co. Agr. Soc. July 28-Aug. 1. Frank E. Ellis.
Wauseon—Fulton Co. Agr. Soc. Sept. 7-11. C. C. Ackerman.
Wellington—Lorain Co. Agr. Soc. Aug. 24-28. Clair L. Hill.
Wellston—Jackson Co. Fair Assn. July 22-25. Carl G. Dahlberg.
West Union—Adams Co. Fair Assn. Aug. 18-21. Charles S. Kirker.
Wilmington—Clinto Co. Fair Assn. Aug. 11-15. A. A. Veith.
Woodfield—Monroe Co. Fair Assn. July 28-30. Ralph P. Schumacher.
Wooster—Wayne Co. Fair Assn. Sept. 15-19. W. J. Buss.
Xenia—Greene Co. Agr. Soc. Aug. 4-8. Mrs. J. Robert Bryson, Route No. 3, Cherry Hill, Xenia.
Zanesville—Muskingum Co. Agr. Soc. Aug. 18-22. Perl D. Elliott, New Concord, O.
- Oklahoma**
Ada—Pontotoc Co. Fair, Sept. 17-19. Bill Bevers.
Altus—Jackson Co. Fair Assn. Sept. 9-12. Leonard Salomon.
Alva—Woods Co. Free Fair, Sept. 9-12. Orval McNally, Waynoka, Okla.
Anadarko—Caddo Co. Free Fair, Sept. 22-25. Dorothy Williams.
Apache—Apache District Free Fair, Aug. 26-29. Lyle Dunlop.
Bartlesville—Washington Co. Fair Assn. Sept. 21-25. John D. Pope.
Beaver—Beaver Co. Free Fair, Assn. Sept. 9-12. Mrs. Alice Shook.
Blackwell—Kay Co. Free Fair, Assn. Sept. 8-12. W. R. Hutchison, Newkirk, Okla.
Boise City—Cimarron Co. Fair Assn. Sept. 22-25. Eugene Williams.
Bristow—Creek Co. Free Fair, Sept. 23-26. A. E. Gurley.
Buffalo—Harper Co. Fair Assn. Sept. 10-12. Peyton Burkhardt.
Chandler—Lincoln Co. Free Fair Assn. Sept. 9-12. Oran Stipe.
Cherokee—Alfalfa Co. Free Fair, Sept. 8-11. Wayne E. Eakin.
Cheyenne—Roger Mills Co. Fair Assn. Sept. 10-12. Gerajd W. Cupp.
Chikasha—Grady Co. Fair Assn. Sept. 15-17. Bob Lamar.
- Clinton—S.W. Fair & Racing Assn. Sept. 9-12. A. R. Patrick, Arapaho, Okla.
Collinsville—Collinsville Tri-Co. Fair Assn. Sept. 17-19. John Fox.
Cordell—Washita Co. Fair Assn. Sept. 16-19. James V. Son.
Dewey—Washington Co. Free Fair, Sept. 21-25. Johnny D. Pope, Bartlesville, Okla.
Duncan—Stephens Co. Fair Assn. Sept. 8-13. Edward Gregory.
Durant—Bryan Co. Fair Assn. Sept. 16-19. John Stogner.
Enid—Garfield Co. Fair Assn. Sept. 18-25. Roy W. Davis.
Fairview—Major Co. Fair Assn. Sept. 15-17. Harold Miller.
Guthrie—Logan Co. Free Fair, Sept. 16-18. Harold Casey.
Guyton—Texas Co. & Panhandle Dist. Free Fair, Sept. 15-19. Robert Sheets.
Hobart—Kiowa Co. Free Fair, Sept. 16-19. Eva A. Stokes.
Holdenville—Hughes Co. Free Fair, Sept. 3-5. Jesse M. Barbe.
Hugo—Choctaw Co. Fair Assn. Sept. 10-12. Robert Massengale.
Hydro—Hydro Dist. Fair, Aug. 27-29. Mrs. Graca R. Felton.
Idabel—McCurtain Co. Fair Assn. Sept. 8-11. R. P. Dugan.
Jay—Delaware Co. Fair, Sept. 10-12. Dean Barrett.
McAlester—Pittsburg Co. Fair Assn. Sept. 9-12. M. W. Priddy Jr.
Madill—Marshall Co. Fair Assn. Sept. 17-19. Dale Oment.
Medford—Grant Co. Fair Assn. Sept. 21-26. J. D. Edmonson.
Mountain View—Mountain View Free Fair, Aug. 26-29. Karl K. Koba.
Muskogee—Oklahoma Free State Fair, Sept. 20-27. M. E. Twedell.
Newkirk—Kay Co. Fair Assn. Sept. 6-12. W. R. Hutchison.
Norman—Cleveland Co. Free Fair Assn. Sept. 2-5. Vernon J. Frye.
Nowata—Nowata Co. Fair Assn. Sept. 20-25. L. C. Chessmore.
Okmah—Okfuskee Co. Fair, Sept. 15-19. Cecil L. Dowell.
Oklahoma City—Oklahoma State Fair & Exposition, Sept. 26-Oct. 3. C. G. (Pete) Baker, P. O. Box 974.
Oklahoma City—Oklahoma Co. Free Fair, Sept. 21-23. Harry F. James.
Okmulgee—Okmulgee Co. Free Fair, Sept. 14-17. Mrs. W. L. Spears.
Pawhuska—Osage Co. Fair Assn. Sept. 14-18. A. A. Sewell.
Pawnee—Pawnee Co. Free Fair, Sept. 16-19. Bert Wilson.
Perry—Noble Co. Fair Assn. Sept. 13-16. D. R. Pruitt.
Pauls Valley—Garvin Co. Free Fair, Sept. 16-19. Alton Perry.
Ponca Creek—Grant Co. Free Fair, Sept. 21-25. J. E. Edmondson, Medford, Okla.
Sallisaw—Sequoyah Co. Fair, Sept. 16-18. Guy E. Stoy.
Shattuck—Ellis Co. Free Fair, Sept. 21-23. Don W. Rader.
Sapulpa—Sapulpa District Fair, Sept. 21-23. A. E. Gurley, Bristow, Okla.
Shawnee—Pottawatomie Co. Fair Assn. Sept. 21-24. Otto Krause.
Stillwater—Payne Co. Fair Assn. Sept. 21-24. Geo. E. Stroup.
Taloga—Dewey Co. Free Fair, Sept. 10-12. Donald Tallent.
Tulsa—Tulsa State Fair, Oct. 3-9. Clarence C. Lester, P. O. Box 5175.
Vinita—Craig Co. Fair, Sept. 23-26.
Walters—Cotton Co. Free Fair, Sept. 10-12. J. M. Hart.
Watonga—Blaine Co. Fair Assn. Sept. 14-17. Vance L. Deaton.
Waurika—Jefferson Co. Fair Assn. Sept. 16-18. Hugh DeWoody.
Wewoka—Seminole Co. Fair Assn. Sept. 14-17. H. D. Martin.
Woodward—Woodard Co. Fair, Sept. 17-19. Bill Taggart.
- Oregon**
Albany—Linn Co. 4-H Fair, Aug. 31-Sept. 1. O. E. Mikesell, Lebanon, Ore.
Burns—Harney Co. Fair, Sept. 11-13. George W. Bain.
Canby—Clackamas Co. Fair, Sept. 1-4. J. E. Blenkhorn, Oregon City.
Cannonville—Gilliam Co. Fair, Sept. 18-20. Ernest J. Kirsch.
Deer Island—Columbia Co. Fair Assn. Aug. 13-15. Jewett A. Bush, Clatskanie, Ore.
Eugene—Lane Co. Fair, Sept. 14-19. H. P. Welch.
Gold Beach—Curry Co. Fair, Aug. 21-23. Eben Dougherty.
Grants Pass—Josephine Co. Fair, Aug. 12-15. Millard B. Hodges.
Gresham—Multnomah Co. Fair, Aug. 17-23. Duane Hennessy, P. O. Box 406.
Heppner—Morrow Co. Fair, Sept. 3-5. N. C. Anderson.
Hermiston—Umatilla Co. Fair Assn. Aug. 20-23. Fred Hagelstein.
Hillsboro—Washington Co. Fair, Aug. 26-30. Mrs. Mary Hadley.
John Day—Grant Co. Fair, Sept. 16-19. William E. Farrell, Canyon City, Ore.
La Grande—Union Co. Fair Assn. Sept. 17-19. Mrs. Vivian Hartie.
Lakeview—Lake Co. Fair & Round-Up, Sept. 5-7. Lane Thornton.
Medford—Jackson Co. Fair Assn. Aug. 18-22. R. W. Fowler.
Moro—Sherman Co. Fair Assn. Sept. 11-13. Mary O. Coons.
Myrtle Point—Coos Co. Fair Assn. Aug. 13-16. J. H. Clarno.
North Portland—Pacific Intl. Livestock Expo. Oct. 20-24. Walter A. Holt, P. O. Box 96.
Odell—Hood River Co. Fair, Aug. 12-14. A. L. Marble, Hood River, Ore.
Ontario—Malheur Co. Fair, Sept. 2-5. Harry V. Sandquist.
Prineville—Crook River Round-Up & Fair Assn. Aug. 7-9. Orrin Mills.
Redmond—Deschutes Co. Fair Assn. Aug. 21-23. Darrell Smith.
Rickreall—Polk Co. Fair, Aug. 27-29. Josiah Willis, Dallas, Ore.
Roseburg—Douglas Co. Fair, Aug. 4-8. Ivan Pickens.
Salem—Oregon State Fair, Sept. 5-12. Leo G. Spitzbart, P. O. Box 621.
Tillamook—Tillamook Co. Fair, Aug. 12-15. H. G. Smith.
Tygh Valley—Wasco Co. Fair, Aug. 27-30. Howard L. Corner, Maupin, Ore.
- Pennsylvania**
Abbottstown—E. Berlin—Adams Co. Fair, Aug. 11-15. Mary E. Elder.
Albion—Albion Community Fair, Sept. 17-19. C. Carlton Harry.
Allentown—Great Allentown Fair, Sept. 20-26. Reba D. Schall.
Arendtsville—South Mountain Com. & Fair Assn. Sept. 8-12. Harry McDannell.
Beaver Springs—Beaver Community Fair, Sept. 23-26. Frank Gill.
Bedford—Bedford Fair Assn. Aug. 9-15. R. Eichelberger.
Bloomsburg—Bloomsburg Fair Assn. Sept. 28-Oct. 3. Harry B. Correll.
Butler—Butler Fair & Agr. Assn. Aug. 10-15. C. M. Miller.
Carlisle—Carlisle Fair, Assn. Aug. 17-22. Beauford S. Swartz, P. O. Box 325.
Centre Hall—Grange Encampment & Centre Co. Fair, Aug. 29-Sept. 3. R. G. Homal.
Clarks Summit—Newton-Ransom Fair Assn. Aug. 30-Sept. 4. Joseph G. O'Harra.
Claysburg—Greenfield Tp. Community Farm Show, Sept. 17-19. Mary Burket.
Clearfield—Clearfield Co. Fair, Aug. 3-8. Joseph Homzietger.
Cochranston—Cochranston Community Fair, Sept. 9-12. Harold L. Blair.
Connellsville—Pleasant Valley Grange Community Fair, Sept. 8-12. Eugene V. Keefer.
Conshohocken—Spring Mill Fair, July 9-18. C. H. Johnston Jr. Box 171.
- Cookport—Green Tp. Community Fair, Sept. 10-12. Lyle Wise.
Coopersburg—S. Lehigh Home Fair, Oct. 1-3. William R. Cooper.
Dallastown—Great Dallastown Fair, Aug. 24-29. John H. Kell.
Dalmatia—Lower Mahanoy Tp. Community Fair, Oct. 8-10. Ruth E. Tressler.
Dayton—Dayton Agr. Assn. Aug. 24-29. Mrs. Maime Jordan, R. D. No. 2.
East Greenville—Upper Perkiomen Fair, Sept. 1-3. V. S. Ensminger.
Ebensburg—Cambria Co. Fair Assn. Sept. 7-12. Walter Good.
Edinboro—Edinboro Community Fair, Sept. 16-19. A. A. Adams Jr.
Elizabethtown—Kiwamis Community Farm Fair, Sept. 16-19. Lewis E. Bentsel.
Ephrata—Ephrata Fair, Sept. 23-26. Mrs. S. M. Mobler.
Forksville—Sullivan Co. Agr. Fair, Sept. 2-5. Lawrence Higley.
Gratz—Gratz Fair Assn. Sept. 22-26. Harry W. Davis.
Greensburg—Harrold Community Fair Assn., Inc. Aug. 19-22. Mrs. Jacob L. Errett, R. O. 6, Box 82.
Greentown—Green Dreher Community Fair, Aug. 27-29. Henry G. Botjer.
Haford—Haford Agr. Soc. Sept. 10-12. Elton Robins.
Hatfield—Montgomery Co. Fair, Aug. 24-30. Jole Chitwood.
Holidaysburg—Holidaysburg Community Fair, Oct. 7-9. Robert Walker.
Home-Ox Hill Community Agr. Fair, Sept. 7-9. David W. Simpson.
Honesdale—Wayne Co. Fair Assn. Sept. 14-19. R. W. Gammell.
Hopewell—Northern Bedford Co. Fair, Oct. 1-3. Mrs. Blaine Cessna.
Hughesville—Lycoming Co. Fair Assn. Aug. 3-8. Clarence F. Stolz.
Huntingdon—Huntingdon Co. Agr. Assn. Aug. 17-22. J. Nevin Fouse.
Indiana—Indiana Co. Fair, Aug. 31-Sept. 5. Bertha E. Jones.
Iona—South Lebanon Community Fair, Sept. 29-Oct. 2. A. L. Lamm.
Jamestown—Pymatung Joint Community Fair, Sept. 10-12. J. D. Ryburn.
Jennerstown—Jenners Fair, Aug. 3-8. A. O. Lape, Jenners, Pa.
Kimberton—Kimberton Fair, July 22-Aug. 1. Kenneth Smiley.
Kutztown—Kutztown Fair Assn. Aug. 17-22. Elmer A. F. Kline.
Lampeter—W. Lampeter Community Fair, Sept. 23-25. Wayne B. Rentschler.
Laurelton—Union Co. West End Fair Assn. Sept. 9-12. Charles W. Leichman.
Lehighton—Lehighon Fair, Sept. 7-12. C. E. Hornberger.
Littitz—Littitz Com. Show Assn. Sept. 14-19. Wm. N. Young.
McConnelsburg—Fulton Co. Fair Assn. Sept. 2-5. Henry W. Daniels.
Mansfield—Mansfield Fair, Aug. 12-15. Philip W. Farrer.
Meadville—Crawford Co. Fair, Aug. 25-29. Roland Tittemore.
Mechanicsburg—Grangers Picnic Fair, Aug. 23-Sept. 7. J. Robert Richwine.
Meyersdale—Somerset Co. Fair Assn. Aug. 3-8. H. A. Finegan.
Milford—Delaware Valley Fair Assn. Aug. 20-22. Gladys Biltz.
Mill City—Falls-Overfield Fair Assn. Sept. 17-19. Mrs. Doris Gregory, R. R. 2, Dalton, Pa.
Millersburg—Farmers' Fair Assn. Sept. 8-12. Robert E. Hoke.
Montandon—Tri-Township Fair, Sept. 23-26. John B. Frederick.
Mount Cobb—Jefferson Community Fair, Aug. 27-29. Agnes C. Hreha.

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Myerstown—Myerstown Community Fair, Oct. 7-9, John R. Sherman.
 Nazareth—Nazareth Agr. Fair Assn, Aug. 3-8, Joseph Sherman.
 New Bethlehem—Farmers & Merchants' Agr. Assn, Aug. 12-14, Loudon Stuart.
 Newfoundland—Greene Dreher Fair Assn, Aug. 27-29, Henry G. Botjer, Greentown, Pa.
 New Holland—New Holland Farmers Fair, Sept. 30-Oct. 3, S. O. Zimmerman.
 New Stanton—Stanton Community Fair, Aug. 12-15, Mrs. John P. Fleming, RD 1, Hunkers, Pa.
 Northampton—Twin Co. Agr. Assn., Inc., Sept. 16-19, Eugene R. Milham.
 North East—North East Community Fair, Sept. 16-19 (tentative), Mrs. Jean B. Sprague.
 Oley—Oley Valley Community Fair, Sept. 24-26, Carl W. Blank.
 Oriental—P.O.S. of A. Fair, Aug. 19-22, Wallace Rockenbrock, Mount Pleasant Mills, Pa.
 Penbrook—Harrisburg—Penbrook Lions' Club Family Fair, July 13-18, Adam Hoover, Penbrook.
 Pittsburgh—Allegheny Co. Free Fair & Indust. Expo, Sept. 3-7, John L. Hernon, 411 Courthouse.
 Port Royal—Junata Co. Agr. Soc. Sept. 7-12, Dwight B. Hower.
 Reading—Reading Fair, Sept. 13-20, Charles W. Swoyer.
 Red Lion—Red Lion Gala Week Fair, July 20-25, R. M. Spangler, Hummels Wharf, Pa.
 Selingsgrove—Selingsgrove Fair, July 20-26, Roland E. Fisher.
 Shade Gap—Shade Gap Fair, July 27-Aug. 1.
 Spartanburg—Spartanburg Com. Fair Assn, Sept. 10-12, C. J. Burton.
 Stoneboro—Stoneboro Fair, Sept. 3-7, Carson Mertz.
 Tioga—Tioga Valley Fair, Aug. 25-29, Carl H. Forrest.
 Tioga—Tioga Valley Fair, Aug. 5-8, Carl H. Forrest.
 Tionesta—Forest Co. Fair Assn, Aug. 25-27, Karl W. Flowers.
 Towanda—V. W. Farm Fair, Aug. 3-8, Howard Bailey.
 Townville—Townville Community Fair Assn, Sept. 3-5, Mrs. Donald G. Snyder.
 Trotter—Dunbar Tp. Community Fair, Sept. 9-12, Kenneth Mowry, Leisenring, Pa.
 Troy—Troy Agr. Soc. July 27-Aug. 1, H. D. Holcombe.
 Turbotville—Turbotville Community Fair, Sept. 16-18, Charles F. Glass.
 Unionville—Unionville Community Fair, Oct. 15-17, Robert G. Struble, Kennett Square, Pa.
 Washingtonville—Montour-Delong Fair, Oct. 7-9, E. P. Fowler.
 Washington—Washington Co. Agr. Fair, Aug. 25-29, Charles R. Morrison.
 Watsburg—Watsburg Agr. Soc. Sept. 1-5, H. M. Burrows.
 Waynesburg—Greene Co. Fair, Aug. 10-16, West Alexander—West Alexander Agr. Assn, Sept. 16-19, Scott E. Egan.
 Wind Ridge—Richhill Agr. Soc. Aug. 6-8, Floyd Campbell.
 Yellow Creek—Northern Bedford Co. Fair Assn, Oct. 1-3, Mrs. Blaine Cessna, R. 1, Hopewell, Pa.
 York—York Inter-State Fair, Sept. 15-19, Samuel S. Lewis.

Rhode Island
 East Greenwich—Rocky Hill Fair, Aug. 25-30, Warren P. Moorhead.
 Kingston—Rhode Island State Fair Assn, Aug. 13-22, James C. Muldowney, Green Inn, Narragansett, R. I.

South Carolina
 Anderson—Anderson Fair, Oct. 5-10, I. V. Hulme, P. O. Box 176.
 Bennettsville—Marlboro Co. Fair Assn, Sept. 28-Oct. 3, J. M. Jackson.
 Camden—Kershaw Co. Fair Assn, Oct. 12-17, J. D. Crawford.
 Camden—Kershaw Co. Negro Fair Assn, Oct. 19-24, James Alken.
 Charleston—Charleston Agr. & Ind. Fair Assn., Inc. Nov. 2-7, W. M. Prampton.
 Chester—Chester Co. Am. Legion Fair, Oct. 5-10, Jake S. Colvin.
 Columbia—South Carolina State Fair, Oct. 19-24, Paul V. Moore, P. O. Box 393.
 Columbia—S. C. State Colored Fair, Oct. 26-31, Mrs. H. C. Reese.
 Elloree—Elloree Colored Fair, Sept. 28-Oct. 3, P. H. Tilley.
 Florence—Eastern Carolina Agr. Fair, Oct. 26-31, J. T. Lazar.
 Greenville—Greenville Co. Am. Legion Fair Assn, Oct. 12-17, W. W. Wilkins.
 Greenwood—Greenwood Co. Fair Assn, Oct. 5-10, John L. Wash.
 Kingstree—Williamsburg Co. Fair, Sept. 14-19, H. C. Crawford.
 Lancaster—Lancaster Co. Fair Assn, Oct. 12-17, Robt. B. Knight.
 Laurens—Laurens Co. Fair Assn, Oct. 26-31, Gus Metzger.
 Manning—Clarendon Co. Agr. Expo, Nov. 2-7, James E. Gamble.
 Marion—Marion Co. Fair Assn, Oct. 19-24, D. M. Harper.
 Newberry—Newberry Co. Am. Legion Fair, Oct. 26-31, Frank Sutton.
 Orangeburg—Orangeburg Co. Fair Assn, Oct. 26-31, W. A. Schaffley.
 Orangeburg—Orangeburg Co. Colored Fair, Oct. 5-10, W. C. Lewis.
 Rock Hill—York Co. Fair Assn, Oct. 12-17, H. D. Black.
 Spartanburg—Piedmont Interstate Fair, Oct. 12-17, Tom M. Craig.
 Sumter—Sumter Co. Fair, Nov. 2-7, J. Cliff Brown.
 Union—Union Co. Fair, Oct. 18-24, Hydrick L. Kirby Sr.
 Walterboro—Colleton Co. Fair Assn., Inc., Oct. 19-24, Joseph L. Schwab.

South Dakota
 Aberdeen—Brown Co. Fair, Aug. 26-29, Arthur Cahow.
 Alcester—Union Co. Fair, Aug. 12-13, Robert Hammerstrom.
 Cheyenne Agency—Cheyenne River Fair, Sept. 6-7, Frank Ducheneaux.
 Edgemont—Fall River Co. Fair, Aug. 30-31, J. Cole.
 Gettysburg—Potter Co. Fair, Aug. 24-26, Darrel Pahl.
 Huron—South Dakota State Fair, Sept. 7-12, Kenneth E. Balgeman.
 Kimball—Brule Co. Fair, Aug. 14-16.
 Martin—Bennett Co. Fair, Aug. 27-29, James H. Rogers.
 Mitchell—Corn Palace Festival, Sept. 21-26, W. T. Will.
 Nisland—Butte Co. Fair, Aug. 20-22, R. W. Milberg, Newell, S. D.
 Onida—Sully Co. Fair, Assn, Aug. 24-26, John F. New.
 Parker—Turner Co. Fair Assn, Aug. 30-Sept. 1-2, Laurence Montgomery.
 Rapid City—Black Hills Range Days, Horse Show & Expo, Aug. 13-16, Stan Lieberman.
 Rosebud—Rosebud Sioux Indian Fair, Aug. 29-31, Neil Chauncy.
 Sioux Falls—Sioux Empire Fair Assn., Inc., Aug. 24-29, Al Halverson, Box 841.
 Tripp—Hutchinson Co. Fair Assn, Sept. 2-5, Eugene H. Hoff.
 Webster—Day Co. Fair, Aug. 27-29, W. H. Cameron.

Tennessee
 Alexandria—DeKalb Co. Fair Assn, Aug. 5-8, George Corley, Oak Ridge, Tenn.
 Athens—McMinn & Megis Twin-County Fair, Sept. 14-19, Mrs. Jim Buttram.
 Brownsville—Haywood Co. Colored Fair, Oct. 12-17, F. E. Jeffries.
 Centerville—Hickman Co. Fair, Sept. 9-12, J. L. Flinn.
 Chattanooga—Chattanooga Hamilton Co. Fair Assn, Sept. 21-26, Mrs. Maude H. Atwood.

Clarksville—Montgomery Co. Negro Fair, Aug. 20-22, Pope G. Garrett, Sr.
 Clarksville—Montgomery Co. Fair, Early in Sept., Mrs. Louise B. Booth.
 Clinton—Anderson Co. Fair Assn, Sept. 3-5, Robert B. Johnson.
 Columbia—Maury Co. Fair, Sept. 7-12, B. H. Hardwick.
 Cookeville—Putnam Co. Agr. Fair Assn, Sept. 3-5, Tom Gentry, Box 526.
 Covington—Tipton Co. Fair, Sept. 14-21, Stanley Shoaf.
 Crossville—Cumberland Co. Fair Assn, Aug. — Mrs. Frank Turner.
 Dickson—Dickson Co. Fair, Aug. 26-29, W. A. McIntire.
 Dyersburg—Dyer Co. Fair Assn, Sept. 7-12, George O. Wilson.
 Fayetteville—Bj. State Fair Assn, Aug. 20-22, William T. Bright.
 Fayetteville—Lincoln Co. Fair Assn, Sept. 14-19, G. L. Taylor.
 Gainesboro—Jackson Co. Fair Assn, Sept. 17-19, Anna Ruth Upchurch.
 Gallatin—Gallatin Colored Fair, Aug. 27-29, Edw. V. Anthony.
 Gallatin—Sumner Co. Fair, Aug. 19-22, J. P. Hugin.
 Greeneville—Green Co. Agr. & Ind. Fair, Sept. 3-5, Bonniabelle Barkley.
 Greeneville—Ottway Greene Co. Fair, Sept. 15-19, Mary M. Chapman.
 Harriman—Roane Co. Fair Assn, Sept. 8-10, W. B. Stout.
 Henderson—Chester Co. Fair, Sept. 9-12, R. C. Darnall.
 Huntingdon—Carroll Co. Fair, Sept. 21-26, J. F. Walters.
 Jackson—West Tenn. Dist. Fair, Sept. 14-19, A. U. Taylor.
 Jackson—Madison Co. A & M Fair, Sept. 21-26, J. E. McNeely.
 Kingsport—East Tenn. District Fair, Aug. 24-29, A. B. Coleman.
 Knoxville—Tennessee Valley Agr. & Ind. Fair, Sept. 14-19, Pat W. Kerr, P. O. Box 6066.
 Lawrenceburg—Middle Tenn. District Fair, Oct. 5-10, Col. J. Robert Hood.
 Lebanon—Wilson Co. Fair, Sept. 9-12, A. W. McCartney.
 Lebanon—Wilson Co. Negro Fair Assn, Aug. 20-22, W. T. Bernard.
 Lewisburg—Marshall Co. Fair, Aug. 20-22, Conway Cobb.
 Linden—Perry Co. Fair, Sept. 3-5, Mrs. Charles Ary.
 Maryville—Blount Co. Fair, Aug. 31-Sept. 5, Ernest A. Smith.
 Maynardville—Union Co. Fair, Sept. 10-12, Garlin C. Bridges.
 Memphis—Mid-South Fair, Sept. 24-Oct. 3, G. W. Wynne.
 Moss—Clay Co. Fair, Aug. 24-29, B. E. Hestand.
 Murfreesboro—Mid-State Fair, Sept. 10-12, William H. Butler.
 Nashville—Tennessee State Fair, Sept. 21-26, L. E. Griffin, P. O. Box 90.
 Paris—Henry Co. Livestock Products Show, Sept. 30-Oct. 2, Joe Taylor.
 Parsons—Decaturville—Decatur Co. Fair Assn, Sept. 21-26, B. C. Dalley, Parsons.
 Pulaski—Giles Co. Fair, Sept. 14-19, J. Marlin Goodman.
 Rogersville—Hawkins Co. 4-H Fair Assn, Oct. 8-10, Ed Testerman.
 Savannah—Hardin Co. Agr. Fair, Sept. 14-19, F. B. Carrington.
 Sparta—White Co. Fair, Sept. 9-12, T. Stanton Hale.
 Spencer—Van Buren Co. Fair Assn, Sept. 2-5, C. B. Rogers.
 Springfield—Robertson Co. Fair Assn, Sept. 16-19, L. S. Morton.
 Tracy City—Grundy Co. Fair Assn, Aug. 20-22, Wayne K. Wilson.
 Trenton—Gibson Co. Fair, Sept. 7-12, Mrs. Rachel Holt.
 Waverly—Humphreys Co. Fair Assn, Sept. 9-12, Henry Gentry.
 Westmoreland—East Summer Fair, Sept. 11-12, Gustine Simmons.
 Woodbury—Cannon Co. Fair, Aug. 27-29, Mrs. James H. Cummins.

Texas
 Amarillo—Tri-State Fair, Sept. 21-26, Rex Baxter.
 Angleton—Brazoria Co. Fair, Oct. 6-10, L. E. Bumgarner.
 Baytown—Baytown Fair, Sept. 30-Oct. 3, Nelson McElroy.
 Beaumont—South Texas State Fair, Oct. 15-24, Karl D. Schwartz, P. O. Box 3150.
 Bellville—Austin Co. Fair Assn, Oct. 15-17, Anita Machemehl.
 Boerne—Kendall Co. Fair Assn, Aug. 28-30, A. McD. Gillett.
 Bowie—Montague Co. Fair Assn, Sept. 17-19, Mrs. Earl Sansom.
 Brenham—Washington Co. Fair, Oct. 1-3, W. C. Holle.
 Bridgeport—Lions Club Wise Co. Fair, Sept. 23-25, Martin Hoefle.
 Caldwell—Burleson Co. Fair Assn, Oct. 8-10, Kenneth B. Clark.
 Carthage—Panola Co. Rodeo, Aug. 13-15, Alf Jernigan.
 Center—Shelby Co. Fair Assn, Oct. 6-10, Jack Motley.
 Cleburne—North Central Texas Fair & Rodeo Assn, Sept. 7-12, E. L. Reid.
 Corsicana—Corsicana Livestock Show & Rodeo, Sept. 29-Oct. 3, R. W. Knight, P. O. Box 426.
 Crockett—Houston Co. Fair, Oct. 6-10, H. E. Munden.
 Dallas—State Fair of Texas, Oct. 10-25, B. Cox, P. O. Box 7755.
 Dimmitt—Castro Co. Fair Assn, Sept. 10-12 or 17-19, Robt. Curtin.
 Edna—Jackson Co. Fair, Sept. 15-17, Claudius Branch.
 Fredricksburg—Gillespie Co. Fair Assn, Aug. 21-23, Wm. Pestmecky.
 Giddings—Lee Co. Fair Assn, Oct. 8-10, Monroe Hannes.
 Gainesville—Cooke Co. Fair Assn, Aug. 31-Sept. 5, Leroy Robinson.
 Harlingen—Valley Mid-Winter Fair, Nov. 22-29, Ed Slaughter.
 Hempstead—Waller Co. Fair Assn, Sept. 24-26, R. E. Lea.
 Huntsville—Walker Co. Fair Assn, Oct. 6-10, Maurice Turner.
 Iowa Park—Texas-Oklahoma Fair Assn, Sept. 28-Oct. 3, Ted Overby, Box 412.
 Johnson City—Blanco Co. Fair, Aug. 7-8, George E. Byars.
 Lamesa—Dawson Co. Fair Assn, Sept. 17, DeWayne Davis.
 Levelland—Hockley Co. Fair Assn, Sept. 17-19, Pat J. Ryan.
 Liberty—Trinity Valley Expo, Oct. 14-17, Paul Crutchfield.
 Livingston—Polk Co. Fair, Oct. 1-3, J. M. Mathis.
 Longview—Gregg Co. Fair, Sept. 28-Oct. 3, Francis Faris.
 Lubbock—Panhandle South Plains Fair, Sept. 28-Oct. 3, A. B. Davis, P. O. Box 561.
 McKinney—Collin Co. Free Fair Assn, Sept. 30-Oct. 3, Leon Dollens.
 Marshall—Central East Texas Fair & Livestock Expo, Sept. 7-12, Joe L. Mock, P. O. Box 312.
 Mesquite—Dallas Co. Fair, Sept. 22-26, Earl C. Cogburn.
 Mount Pleasant—Titus Co. Fair & Dairy Show, Aug. 24-29, Sam Williams.
 Nacogdoches—Nacogdoches Co. Fair & Livestock Expo, Sept. 30-Oct. 3, Ben Rittercamp, P. O. Box 305.
 Navasota—Grimes Co. Fair, Oct. 22-24, M. S. Croft.
 New Boston—Bowie Co. Fair Assn, Sept. 1-5, Weldon McCord.
 Palestine—Anderson Co. Fair, Oct. 12-17, C. O. Miller Jr., P. O. Box 508.
 Pampa—Top of Texas Rodeo & Fair, Aug. 2-8, Paul Crouch.
 Paris—Red River Valley Expo, Oct. 12-17, J. W. McCoy.
 Plainview—Plainview Fair, Oct. 8-10, W. B. Smith.

DOWNEY

"Teleskopik" LIGHT TOWERS

"LIGHTING THE MIDWAYS FROM COAST TO COAST"

THE "ONE" PROVEN AND PRACTICAL LIGHT TOWER

SHOWMEN: Light Up, Flash and Beautify your Midways. The Downey "Teleskopik" Light Towers are endorsed by the LEADING State, County and District Fairs as the most practical. Make a Hit at your dates by lighting the Amusement Areas with the Finest Light Towers on the market. Absolutely fool-proof, attractive in the Air, throwing plenty of light from any height, easy to put up and take down (2 men can easily erect them completely in 30 minutes), light in weight (less than 600 pounds), parts interchangeable, no loose nuts, bolts or screws. Durable and will last a Lifetime.

MANY HUNDREDS NOW IN USE ON THE LEADING CARNIVAL MIDWAYS — From the Largest Railroad Shows to the Smallest Outfits.

EVERY USER IS THOROUGHLY SATISFIED—Not one Single Complaint in the seven years we have been manufacturing these Light Towers.

IN USE WITH PERFECT SATISFACTION at Amusement Parks, Fair Grounds, Kiddie Lands, Drive-Ins, Expositions, Amusement Centers, Stadiums, Parking Lots, etc. SEND FOR BROCHURE, giving full description, details, prices and terms.

(A) Photo of mockup showing general construction features of light cluster section. Tower mounts twelve 15 in. No. 3000-A Steber Aluminum Reflectors burning 500 watt bulbs. Six 8 foot fluorescent strips burn two 40 watt bulbs on each strip (white light, colored light or color combinations optional with user.)



SHOW OWNERS * FAIR MANAGERS
 PLACE YOUR ORDERS NOW
 AT THE PRESENT LOW PRICE

*"Let there be Light and Beauty
 at your 1953 Fairs and Celebrations."*



(B) Showing Downey winch for raising and lowering top pole to required elevation. Each turn of winch lowers or elevates pole by one foot to any height between 21 ft. and 41 ft. Perfected cable mechanism employed in raising and lowering towers protect against fouling.

DOWNEY SUPPLY COMPANY
 392 ARCADE BLDG. Phone: CHestnut 0444 ST. LOUIS 1, MO.

New Automatic Target Retriever BRINGS BIG PROFITS!



Picture shows how targets are automatically retrieved to the operators at the front counter while customers are firing continuously at the other targets on the range.

FEATURES:

1. Complete unit consists of target, target carriage and power unit.
2. Unit completely automatic, electrically controlled by low voltage (15 volts D. C.)
3. Tracks are all metal with wooden ties.
4. Carriage weighs approximately 40 pounds . . . designed for a 48-inch target butt.
5. Automatic stop positions at both ends of target to ease of operation.
6. Target may be stopped at any position on the track to accommodate archer.
7. Units may be added according to needs of park.
8. Can be easily moved from one location to another.

The San-Wal Retriever Target for archery ranges is making a big sensation at Jantzen Beach Park in Portland, Oregon. This target automatically retrieves arrows to operator while customers are firing continuously at other targets on the range.

Lack of interruption for retrieving arrows multiplies the value of play many times and novelty attracts midway traffic.

The Retriever Target was developed and is being marketed by the San-Wal Company. Eyerly Aircraft, of Salem, Oregon, well-known manufacturers of amusement park rides, is manufacturing the Retriever Target for the San-Wal Company.



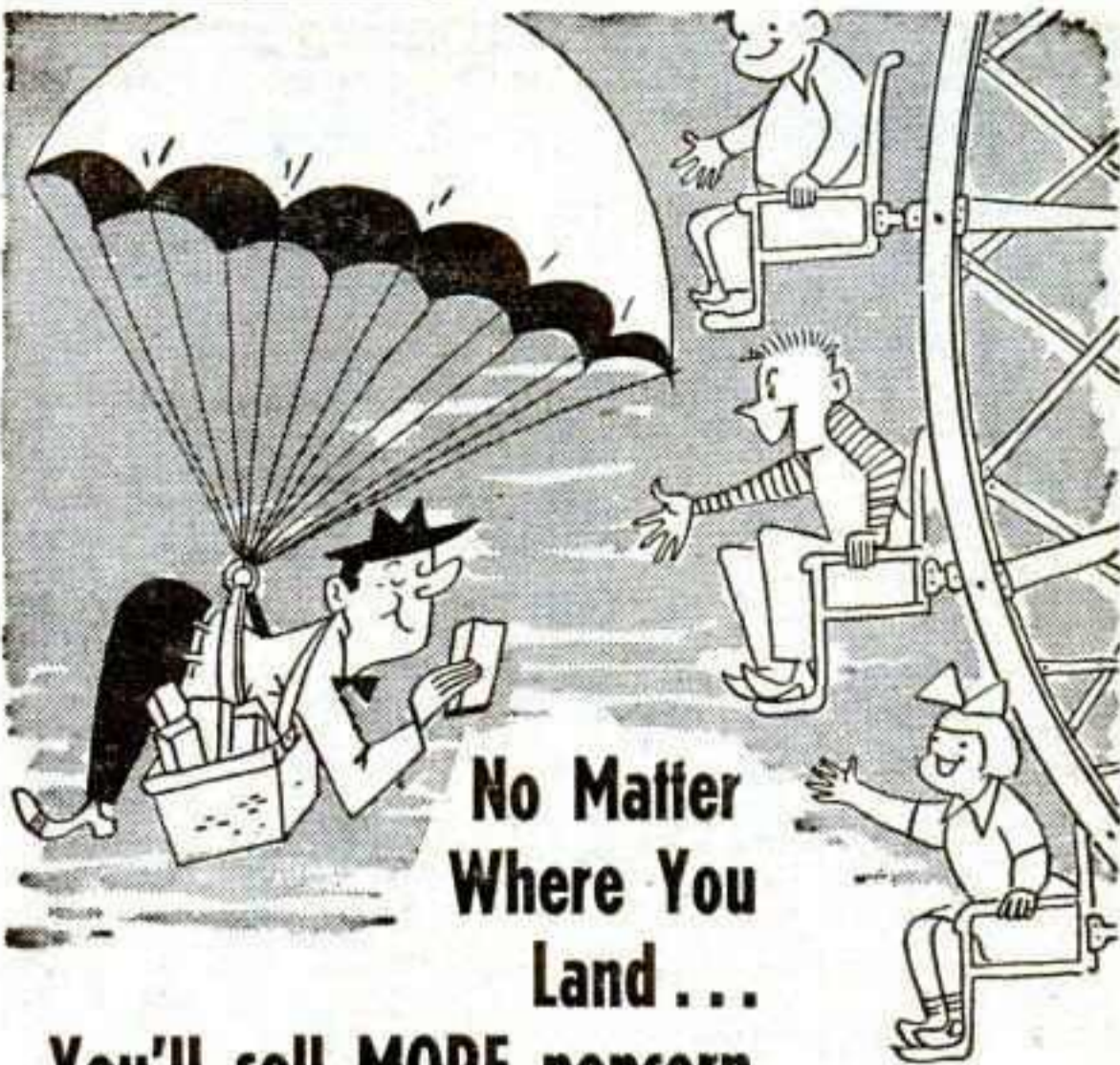
Picture shows four targets presently installed at Jantzen Beach Park in Portland, Oregon. The average length of target is 48 feet, but units can be made to fit any particular need. Targets can be stopped at any position along the rails to accommodate range desired by the archer.

JANTZEN BEACH PARK PRAISES RETRIEVER TARGET

"Retriever Targets are proving an attractive addition to our Midway and getting a big play from our public. We feel this range and the targets are a good investment and will prove to be a money maker this season." . . . Earl Swanson, Manager, Jantzen Beach Park.

WRITE to: SAN-WAL COMPANY
 P. O. Box 668, Portland 7, Oregon, for full details, OR Telephone: Blackstone 1-2553

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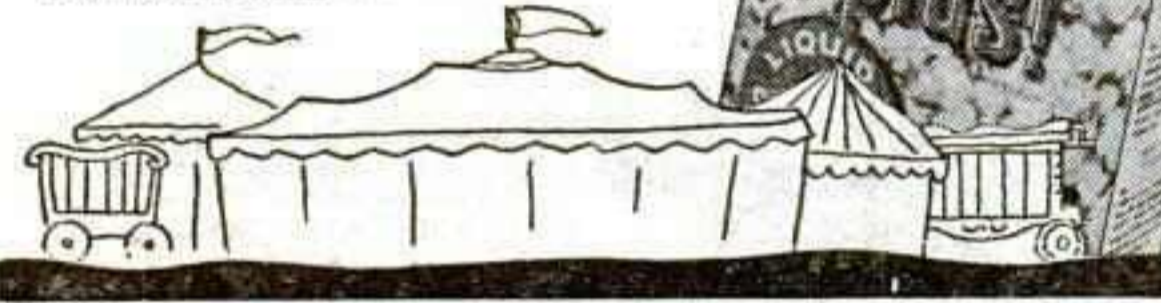
Popsit Plus, the liquid popping oil, gives popcorn BUTTERLIKE appearance, flavor and aroma...

More Profits, Too

- ★ Popsit Plus pops More corn completely—fewer Duds—Less Cost per bag.
★ Popsit Plus is liquid in all weather—Easier to measure—No preheating.

AND local warehouses renew your stock quickly, gallon size cans are easy to handle and carry, easy to use anywhere.

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MINIATURE STREAMLINERS

MOST ATTRACTIVE, RELIABLE AND EASY TO OPERATE. Two sizes, 12 and 20 inch gauge. Prompt delivery at present.



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We have added another model to our famous Baby "Q" Jumping Horse Carry-Us-Alls. Our new SUPERIOR 30 FOOT TEEN AGER MODEL is more elaborate, has more flash and more equipment. Ideal machine for road and Kiddie Lands. Time sales arranged. We trade. Prices start at \$5,750.00. For particulars phone, wire or write.

C. W. PARKER AMUSEMENT CO. Leavenworth, Kansas, U. S. A.

Richardson—Richardson Community Fair, Aug. 25-29. P. R. Hickman.
Rosenberg—Fort Bend Co. Fair, Sept. 30-Oct. 3. J. W. Oberhoff.
Seguin—Guadalupe Co. Agrl. Fair, Oct. 1-3. F. M. Stewart.

Utah
Brigham City—Box Elder Co. Peach Days, Sept. 11-12. D. M. Mason.
Cedar City—Southern Utah Livestock Show, Sept. 18-12. Alex Williams.

West Virginia
Belington—Belington Community Festival & Fair, Sept. 18-19. D. U. Haney.
Clay—Clay Co. Fair Assn. Aug. 24-29. Opal Summers.

Virginia
Amherst—Amherst Co. Fair Assn. Oct. 5-10. Charles G. Tracey.
Bedford—Bedford Co. Fair, Sept. 21-28. Eugene J. Sharpe.

Washington
Battleground—Clark Co. Fair, Aug. 27-30. R. E. Tribe, R. S. Box 356, Vancouver.
Bremerton—Kitsap Co. Fair, Aug. 27-30. R. E. Hensel.

Wisconsin
Antigo—Langlade Co. 4-H Club Fair, Aug. 21-23. Ira V. Goodell.
Athens—Athens Agrl. Assn. Aug. 28-30. George Boneske.

Washington (cont.)
Battleground—Clark Co. Fair, Aug. 27-30. R. E. Tribe, R. S. Box 356, Vancouver.
Bremerton—Kitsap Co. Fair, Aug. 27-30. R. E. Hensel.

Washington (cont.)
Chehalis—Southwest Washington Fair, Aug. 26-30. Mrs. Pearl Miller.
Colville—Northwestern Wash. Dist. Fair Assn. Sept. 18-20. Bernard Bakken.

Washington (cont.)
DeWitt—Jefferson Co. Fair, Aug. 12-16. Horace L. Burt.
Elroy—Elroy Fair Assn. July 31-Aug. 2. Lawrence Amberg.
Ellsworth—Pierce Co. Fair Assn. Aug. 21-23. H. G. Seyforth.

Elms—Grays Harbor District Fair, Aug. 26-23. Heston O. Weyrich Montesano, Wash.
Friday Harbor—San Juan Co. Fair Assn. Sept. 11-13. Cecil Carter.
Kennewick—Benton Co. Fair, Aug. 28-30. Ray Marsh.

Elms (cont.)
Langley—Inland Co. Fair Assn. Aug. 28-30. Benj. M. Herring, Route 1, Box 261.
Longview—Columbia Empire Fair, Aug. 18-22. Perry Culp.

Elms (cont.)
Lynden—Northwest Wash. Dist. Fair, Aug. 19-22. Peter Meenderink.
Menlo—Pacific Co. Fair Assn. Aug. 20-22. Mrs. M. Sexton, R. 1, Raymond.

Elms (cont.)
Monroe—Evergreen State Fair, Sept. 9-12. Paul Hollomon, Snohomish.
Moses Lake—Grant Co. Fair, Sept. 11-13. George Dougherty.

Elms (cont.)
Mount Vernon—Skagit Co. Fair Assn. Aug. 27-29. Mrs. Julia Tewel.
Odesa—Lincoln-Adams-Grant Co. Livestock Show, Aug. 28-29. T. C. Anderson.

Elms (cont.)
Olympia—Thurston Co. Fair Assn. Aug. 21-22. Ed Ayer.
Pomeroy—Garfield Co. Fair, Sept. 11-12. V. H. Robinson.

Elms (cont.)
Port Angeles—Clallam Co. Fair Assn. Aug. 27-30. Mrs. Nellie Parr.
Port Townsend—Jefferson Co. 4-H Club Fair, Sept. 4-8. Mrs. Ward B. Williams.

Elms (cont.)
Puyallup—Western Washington Fair Assn. Sept. 19-27. J. H. McMurray.
Republic—Ferry Co. Grange Fair Assn. Sept. 4-6. G. M. Wilcox, Malo.

Elms (cont.)
Seattle—Washington Jr. Poultry Expo, Oct. 20-21. John G. Wilson, 814 Second Ave. Bldg.
Spokane—Spokane Interstate Fair, Sept. 4-7. P. H. Welch.

La Crosse—La Crosse Inter-State Fair, Assn. Aug. 5-9. Joseph W. Frisch.
Ladysmith—Rusk Co. Fair, Aug. 27-30. F. J. Manning.
Lancaster—Grant Co. Agrl. Society Co-Op Fair, Sept. 10-13. A. S. DeBuhr.

La Crosse (cont.)
Lodi—Lodi Union Agrl. Soc. Sept. 24-27. J. B. Hamre.
Luxemburg—Kewaunee Co. Agrl. Soc. Sept. 5-7. Elroy C. Hoppe.

La Crosse (cont.)
Madison—Dane Co. Jr. Fair, July 23-26. Blance Losinski, Mt. Horeb.
Manitowoc—Manitowoc Co. Fair, Aug. 19-23. A. F. Rank.
Marshfield—Central Wisconsin State Fair, Sept. 4-9. W. A. Uthmeier, box 48.

La Crosse (cont.)
Mauston—Juneau Co. Agrl. Soc. Aug. 13-16. Francis E. Pfaff.
Medford—Taylor Co. Co-Op. Youth Fair, Aug. 20-23. Joe J. M. Tusa.
Menomonee—Dunn Co. Agrl. Soc. Aug. 13-16. Lyle C. Pollock.

La Crosse (cont.)
Merrill—Lincoln Co. 4 H Free Fair, Aug. 17-20. William Steckling, Route 6.
Milwaukee—Wisconsin State Fair, Aug. 22-30. Willard M. Masterson.
Milwaukee—Milwaukee Jr. Fair, Aug. 12-13. J. M. Mackey, 9035A, Watertown Pl. Rd., Milwaukee 13.

La Crosse (cont.)
Mineral Point—Southwestern Wisconsin Fair, Sept. 4-7. C. L. Winn.
Mondovi—Buffalo Agrl. Soc. July 30-Aug. 2. Harry Fitzgerald.
Monroe—Green Co. Agrl. Soc. Aug. 5-9. Wm. A. Brown, Box 376.

La Crosse (cont.)
Nellville—Clark Co. Agrl. Soc. Aug. 6-9. Harold Huckstead.
Oskosh—Winnebago Co. Fair & Expo. Sept. 1-6. Taylor G. Brown.
Phillips—Price Co. Agrl. Soc. Aug. 27-30. L. F. Wiemer.

La Crosse (cont.)
Plymouth—Shelby Co. Fair, Sept. 4-7. W. H. Eldridge.
Portage—Columbia Co. Fair Assn. July 30-Aug. 2. Harold Lochner.
Rhineclander—The Hodag Fair, Aug. 27-30. J. M. Reed.

La Crosse (cont.)
Rice Lake—Barron Co. Co-Op Agrl. Soc. Aug. 27-30. Harry Vruwink, Barron.
Richland Center—Richland Co. Agrl. Soc. Sept. 17-20. H. R. Madson.
Rosholt—Rosholt Free Comm. Fair Assn. Sept. 5-7. R. L. Wolstead.

La Crosse (cont.)
Saxon—Iron Co. Fair Assn. Aug. 28-30. Mrs. Florence Hardie, Cedar.
Seymour—Outagamie Co. Fair Assn. 6-9. Michael Burns.
Shawano—Shawano Co. Agrl. Soc. Sept. 4-7. Louis W. Cateau.

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Tomah—Monroe Co. Fair. Assn. July 24-27. Ed. T. Liddane.
 Union Grove—Racine Co. Agrl. Soc. Aug. 6-9. Arnold Dittbrenner. Rochester, Wis.
 Viroqua—Vernon Co. Agrl. Soc. Sept. 24-27. Jerome Riedy.
 Wausau—Marathon Co. Agrl. Soc. Aug. 12-16. C. J. McAleavy.
 Wausaukee—Marquette Co. Fair Assn. Aug. 14-16. Victor H. Quick. Marinette, Wis.
 Wautoma—Waushara Co. Fair. Assn. Aug. 13-16. Burnett Johnson.
 Webster—Central Burnett Co. Fair Assn. Aug. 20-22. Wm. C. Bockmeyer.
 Westfield—Marquette Co. Youth Assn. Aug. 13-16. Howard Schultz.
 Weyauwega—Waupaca Co. Agrl. Soc. Sept. 10-13. A. Stroschein.
 Wilcox—Kenosha Co. Fair Assn. Co-Op. Aug. 13-16. Henry S. Frank.

Vegreville—Vegreville Exhn. Assn. July 27-29. E. F. Morton.
 Vermilion—Vermilion Exhn. July 23-25. S. C. Heckbert. Box 1999.
British Columbia
 Abbotsford—Central Fraser Valley Fair. Sept. 15-16. L. J. Kettle.
 Armstrong—Interior Prov. Exchn. Assn. Sept. 14-17. Mat. Hassen.
 Castlegar—Castlegar Fair. Aug. 28-29.
 Chilliwack—Chilliwack Agrl. Assn. Aug. 20-22. E. Jack Vowles.
 Cloverdale—Lower Fraser Valley Agrl. Assn. Sept. 18-19. H. E. Lock.
 Coombs — Arrowsmith Agrl. Assn. Sept. 11-12. A. J. Mason, Hilliers, B. C.
 Courtenay—Comox Agrl. Assn. Sept. 4-7. Stan McCowan.
 Duncan—Cowichan Agrl. Exhn. Sept. 10-12. W. R. Barker.
 Gibson's Landing—Gibson Agrl. Soc. Aug. 14-15. Mrs. M. LeFevre.
 Haney—Maple Ridge Fair. Aug. 14-15. J. P. W. Greenhill.
 Invermere—E. Kootenay Agrl. Exhn. Sept. 4-5.
 Ladysmith—Ladysmith Agrl. Soc. Sept. 23-24. Rev. C. McDiarmid.
 Langley—Langley Agrl. Assn. Sept. 11-12. J. K. Rwers, Milner, B. C.
 Lilooet—Lillooet Fair Assn. Sept. 17-18. F. E. Wilson.
 Mission City—Mission & Dist. Agrl. Assn. Aug. 21-22. James Muir.
 Nanaimo—Nanaimo Agrl. Soc. Sept. 16-19. Lois Morgan.
 Nelson—W. Kootenay Agrl. Soc. Sept. 10-12. C. B. Mutchler.
 Port Alberni—Alberni Dist. Fall Fair. Assn. Sept. 16-12. Miss P. Dorofay.
 Port Moody—Port Moody Fair Assn. Aug. 20-21. J. D. Spence, Ioco, B. C.
 Prince George—Prince George Agrl. Assn. Sept. 4-7. Mrs. R. B. Carier.
 Queensl—Cariboo Agrl. Assn. Sept. 11-12. Mrs. B. Magnuson, Bouchie Lake, B. C.
 Rossland—Golden City Fair Assn. Sept. 8-9.
 Saanichton—N. & S. Saanich Agrl. Assn. Sept. 5-7. E. Oakes.
 Salmon Arm—Salmon Arm Agrl. Assn. Sept. 24-25. D. G. F. Barton.
 Vancouver—Pacific National Exhn. Aug. 26-Sept. 7. Ida E. Rae.
 Williams Lake—Cariboo Fair Assn. Aug. 27-28. Patricia Renner.

Portage la Prairie—Portage Indust. Exhn. Assn. July 6-8. Keith Stewart.
 Russell—Russell Agrl. Soc. July 16-17. J. A. Burgess.
 Swan River—Swan Lake Agrl. Soc/ July 23-24. S. J. Wray.
New Brunswick
 Albert—Albert Fair. Sept. 23-24. W. Andrew Stuart.
 Bathurst—Gloucester Co. Fair. Sept. 2-5. Allison Branch, South Bathurst.
 Campbellton—Campbellton Exhn. Sept. 2-5. A. P. N. MacLaughlin.
 Chatham—Chatham Exhn. Sept. 7-12. H. R. Trear.
 Fredericton—Fredericton Exhn. Sept. 7-12. W. R. Crewdson.
 Gagetown—Queens Co. Fair Assn. Sept. 15-17. Fred Hyatt.
 St. Stephen—St. Stephen Exhn. Aug. 24-29. W. T. Syroid.
 Stanley—Stanley Fair. Sept. 1-4. T. Allan Best.

Beamsville—Beamsville Agrl. Soc. Sept. 10-12.
 Beaverton—Beaverton Exhn. Sept. 17-19.
 Beeton—Beeton Agrl. Soc. Sept. 29-30.
 Bellville—Bellville Agrl. Soc. Aug. 17-20. Thos. Walker.
 Binbrook—Binbrook Agrl. Soc. Sept. 11-12.
 Blackstock—Blackstock Agrl. Soc. Oct. 16-17.
 Blyth—Blyth Exhn. Sept. 22-23.
 Bobcaygeon—Bobcaygeon Agrl. Soc. Oct. 2-3.
 Bolton—Bolton Agrl. Soc. Oct. 2-3.
 Bracebridge—Bracebridge Agrl. Soc. Sept. 10-11.
 Brampton—Brampton Agrl. Soc. Sept. 17-19.
 Brighton—Brighton Agrl. Soc. Aug. 25-26.
 Burford—Burford Agrl. Soc. Oct. 13-14.
 Burks Falls—Burks Falls Agrl. Soc. Sept. 16-17.
 Bruce Mines—Bruce Mines Exhn. Sept. 10-11.
 Brussels—Brussels Exhn. Oct. 1-2.
 Caledon—Caledon Exhn. Sept. 25-26.
 Caledonia—Caledonia Exhn. Oct. 1-3.
 Campbellford—Campbellford Agrl. Soc. Sept. 29-30.
 Carp—Carp Exhn. Oct. 2-3.
 Centreville—Centreville Agrl. Soc. Sept. 1-2.
 Charlton—Charlton Exhn. Sept. 8-9.
 Chatsworth—Chatsworth Agrl. Soc. Oct. 1-2.
 Chesley—Chesley Agrl. Soc. Sept. 11-12.
 Chesterville—Chesterville Exhn. Sept. 1-2.
 Clarence Creek — Clarence Creek Exhn. Sept. 18-19.
 Clarksburg—Clarksburg Agrl. Soc. Sept. 16-17.
 Clifford—Clifford Exhn. Sept. 15-16.
 Clute—Clute Agrl. Soc. Sept. 1-2.
 Coe Hill—Coe Hill Agrl. Soc. Sept. 8-9.
 Collingwood—Collingwood Exhn. Sept. 24-26.
 Comber—Comber Agrl. Soc. Sept. 10-12.
 Cookstown—Cookstown Agrl. Soc. Sept. 17-18.
 Delta—Delta Fair. Sept. 7-9. T. M. Grant.
 Desboro—Desboro Agrl. Soc. Sept. 17-18.
 Drayton—Drayton Exhn. Sept. 19-21.
 Dresden—Dresden Exhn. Sept. 1-3.
 Drumbo—Drumbo Agrl. Soc. Sept. 30-Oct. 1.
 Dunchurch—Dunchurch Agrl. Soc. Sept. 22-24.
 Dundalk—Dundalk Agrl. Soc. Sept. 9-10.
 Durham—Durham Agrl. Soc. Sept. 8-9. T. R. McFadden. Box 139.
 Elmira—Elmira Exhn. Sept. 4-7.
 Emo—Emo Agrl. Soc. Aug. 17-19.
 Emsdale—Emsdale Agrl. Soc. Sept. 8-9.
 Englehart—Englehart Agrl. Soc. Sept. 8-9.
 Erin—Erin Agrl. Soc. Oct. 9-12.
 Etwell—Etwell Agrl. Soc. Sept. 23-24.
 Exeter—Exeter Exhn. Sept. 23-24.
 Fergus—Fergus Agrl. Soc. Sept. 18-19.
 Feversham—Feversham - Agrl. Soc. Sept. 17-18.
 Florence—Florence Agrl. Soc. Sept. 22-23.

Fordwich—Fordwich Exhn. Oct. 2-3.
 Forest—Forest Agrl. Soc. Sept. 25-26.
 Ft. William—Pt. Arthur—Canadian Lakehead Exhn. Aug. 10-15.
 Fort William—Port Arthur—Canadian Lakehead Exhn. Aug. 10-15. Wilfred Walker.
 Galt—South Waterloo Agrl. Soc. Sept. 24-26. Hugh C. Elliott.
 Georgetown—Georgetown Agrl. Soc. Sept. 11-12.
 Glencoe—Glencoe Agrl. Soc. Sept. 8-9.
 Gorrie—Gorrie Agrl. Soc. Oct. 2-3.
 Grand Valley—Grand Valley Agrl. Soc. Oct. 2-3.
 Hanover—Hanover Agrl. Soc. Sept. 16-17.
 Harriston—Harriston Agrl. Soc. Sept. 23-24.
 Harrow—Colchester South & Harrow Agrl. Soc. Sept. 24-26. J. L. Chapstick.
 Highgate—Highgate Agrl. Soc. Oct. 9-10.
 Holstein—Holstein Agrl. Soc. Sept. 24-25.
 Huntsville—Huntsville Agrl. Soc. Sept. 17-18.
 Hymers—Hymers Agrl. Soc. Sept. 5-7.
 Ingersoll—Ingersoll North & West Oxford Agrl. Soc. Sept. 8-9. J. C. Montgomery.
 Iron Bridge—Iron Bridge Agrl. Soc. Sept. 15-16.
 Kemble—Kemble Exhn. Sept. 22-23.
 Kingston—Kingston Agrl. Soc. Sept. 29-Oct. 3. Mrs. E. E. Conley.
 Kincardine—Kincardine Agrl. Soc. Sept. 17-18.
 Kilmount—Kilmount Agrl. Soc. Sept. 4-5.
 Kirkton—Kirkton Agrl. Soc. Oct. 1-2.
 Lakefield—Lakefield Agrl. Soc. Sept. 11-12.
 Lansdowne—Lansdowne Agrl. Soc. Aug. 31-Sept. 2. L. W. Moxley.
 Leamington — Leamington Exhn. Aug. 10-15.
 Lindsay—Lindsay Central Exhn. Sept. 22-26. Bert McLean.
 Lions Head—Lions Head Agrl. Soc. Sept. 16-17.
 Listowel—Listowel Agrl. Soc. Sept. 28-29.
 Lombardy—Lombardy Exhn. Sept. 18-19.
 London—Western Fair. Sept. 14-19. W. D. Jackson.
 Lucknow—Lucknow Exhn. Sept. 29-30.
 Madoc—Madoc Agrl. Soc. Oct. 6-7.
 Magnetawan—Magnetawan Agrl. Soc. Sept. 10-11.
 Manitowaning—Manitowaning Agrl. Soc. Sept. 10-11.
 Marmora—Marmora Agrl. Soc. Sept. 5 and 7.
 Massey—Massey Agrl. Soc. Sept. 15-16.
 Matheson—Matheson Exhn. Sept. 15-16.
 Markham—Markham Fair. Oct. 1-3. R. H. Crosby.
 McKellar—McKellar Agrl. Soc. Sept. 15-17.
 Merlin—Merlin Agrl. Soc. Sept. 23-24.
 Merrickville—Merrickville Agrl. Soc. Sept. 25-26.
 Metcalfe—Metcalfe Agrl. Soc. Sept. 17-19.
 Midland—Ting & Tay Agrl. Soc. Sept. 17-19. Robert G. Nesbitt.
 Mildmay—Mildmay Agrl. Soc. Sept. 14-15.
 Milton—Milton Exhn. Sept. 25-26.

Wyoming
 Afton—Lincoln Co. Fair. Aug. 28-29. Orrin Jenkins.
 Basin—Big Horn Co. Fair. Aug. 18-20. Dr. M. B. Walker.
 Buffalo—Johnson Co. Fair. Aug. 18-21. Bill Perry.
 Casper—Central Wyoming Fair & Night Rodeo. Aug. 12-15. R. S. (Bob) Latta.
 Cheyenne—Western Plains Fair. Aug. 20-22. Clarence Schleski, Buras, Wyo.
 Douglas—Wyoming State Fair & Rodeo. Sept. 2-5. Gordon L. Roush. P. O. Box 567.
 Gillette—Campbell Co. Fair & Rodeo. Aug. 27-29. Fred Oedekoren.
 Lusk—Niobrara Co. Fair. Aug. 21-23. Clarence Magus.
 Newcastle—Western Gateway Fair & Rodeo. Aug. 21-23. Garth Percival.
 Powell—Park Co. Fair. Aug. 21-23. Paul McCalmon.
 Rawlins—Carbon Co. Fair. Aug. 27-29.
 Tom Orton, Elk Mountain, Wyo.
 Riverton—Fremont Co. Fair. Aug. 26-28.
 W. L. Duncan, Lander, Wyo.
 Rock Springs—Sweetwater Co. Fair. Aug. 20-22. Warren T. Ferrell.
 Sundance—Crook Co. Fair. Aug. 28-30. Willie Keyser.
 Torrington—Goshen Co. Fair Assn. Aug. 26-28. W. H. Woodworth.
 Wheatland—Platte Co. Fair & Rodeo. Aug. 29-30. John Ballard.

Manitoba
 Brandon—Prov. Exhn. of Manitoba. June 29-July 2. S. C. McLennan.
 Carberry—Carberry Agrl. Soc. July 9-11. H. L. Dempsey.
 Carman—Dufferin Agrl. Soc. July 9-11. Art J. Hand.
 Dauphin—Dauphin Agrl. Soc. July 20-22. Emma H. Ringstrom.
 Deloraine—Deloraine Agrl. Soc. July 17-18. A. Ready.
 Melita—Arthur Agrl. Soc. July 9. K. H. Williams.
 Morris—Morris Agrl. Soc. July 3-4. J. G. Friesen.

Nova Scotia
 Antigonish—Antigonish Co. Agrl. Soc. Sept. 22-23. Rod Mac Sween.
 Bridgewater—Lunenburg Co. Exhn. Sept. 29-Oct. 2. W. J. Crouse.
 Caledonia—Queens Co. Fair Assn. Sept. 22-25. G. R. Chute.
 Digby—Digby Co. Agrl. Soc. Sept. 16-17. H. G. Yorke, Bear River, N. S.
 Lawrencetown—Annapolis Co. Exhn. Sept. 22-25. R. H. Gibson.
 Musquodoboit—Halifax Co. Exhn. Sept. 22-24. Ira White.
 North Sydney—Cape Breton Co. Exhn. Sept. 7-11. Charles Munn.
 Oxford—Cumberland Co. Exhn. Sept. 15-18. Claude Thompson.
 Pictou—Pictou & N. Colchester Exhn. Sept. 8-11. J. R. S.
 Shelburne—Shelburne Co. Agrl. Soc. Sept. 23-25. F. W. Bower, Lower Ohio, N.S.
 Truro—Central N. S. Exhn. Sept. 1-4. Alex. Thomson.
 Windsor—Windsor Exhn. Sept. 15-18. J. Watson Maxner.
 Yarmouth—Yarmouth Co. Agrl. Soc. Sept. 8-11. Nell F. MacLeod.

Ontario
 Aberfoyle—Aberfoyle Agrl. Soc. Sept. 22-23.
 Acton—Acton Agrl. Soc. Sept. 18-19.
 Almonte—Almonte Agrl. Soc. Sept. 10-12.
 Alvinston—Alvinston Agrl. Soc. Oct. 6-7.
 Ancaster—Ancaster Agrl. Soc. Aug. 28-29.
 Apsley—Apsley Exhn. Sept. 8-9.
 Arthur—Arthur Agrl. Soc. Sept. 29-30.
 Avonmore—Avonmore Agrl. Soc. Sept. 15-16.
 Aylmer—Aylmer & East Elgin Co. Fair. Aug. 24-26. T. L. Barnecott.
 Ayton—Ayton Agrl. Soc. Sept. 25-26.
 Barrie—Barrie Agrl. Soc. Oct. 1-3.
 Bayfield—Bayfield Exhn. Sept. 30-Oct. 1.
 Beachburg—Beachburg Agrl. Soc. Sept. 21-23.

Alberta
 Calgary—Calgary Exhn & Stampede. July 6-11. M. E. Harinett.
 Camrose—Camrose Agrl. Soc. Aug. 3-5. John E. Stuart.
 Edmonton—Edmonton Exhn. July 13-18. Barbara E. Bannerman.
 Lethbridge—Lethbridge & Dist. Exhn. June 22-24. C. E. Parry.
 Medicine Hat—Medicine Hat Exhn. & Stampede. July 18-19. Ed Elford.
 Red Deer—Red Deer Agrl. Soc. July 30-Aug. 1. D. W. Robertson.
 St. Paul—St. Paul Agrl. Soc. July 31-Aug. 1. Max Dzenick.

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SNOW CONE MACHINES AND SUPPLIES
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 ECHOLS HIGH SPEED WITH GASOLINE ENGINE AND SNOW CASE..... 170.00

SNOW CONE SUPPLIES
 PLAIN SNOW CONE CUPS, 4-oz., RR, case 5000, \$17.50.
 SNO-KONE CUPS (Printed Design), case 5000, \$18.50; 10 M or more, \$17.50 case.
 SYRUPS—ready to use—case 4 gallon (All Flavors), \$6.40 per case; 5 G., \$1.75.
 CONCENTRATES: All Flavors, \$1.75 Qt.; GALLON, \$6.00; 4 Qts., \$6.50.
 WAGNER MEAS-U-RITE Syrup Dispensers; 1 Gal. CROCK Dispensers, \$5.50 ea.
 FLAT WOOD Snow Cone Spoons—\$1.25 M; Case 10 M, \$11.00.
 Snow Cone CUP TRAYS—ALUMINUM—Holds 6 Cups—\$2.50 each.



Cretors #41 Popping Unit
NONE BETTER—NONE AS GOOD

Fast, efficient and trouble-free. Pops corn direct in seasoning and salt. Weight equalizing device on pan makes dumping easy. Dump handle interchangeable for right or left hand operation. Extra heavy bottom and light sidewalls of popping pan keep heat where needed . . . assures maximum popping volume. White enamel base. Enclosed transmission. Gears run in oil. Option of manufactured gas or bottled gas. Equipped for gasoline fuel at extra cost. 110 volt, 60 cycle electric motor power.

POPPING CAPACITY:
 2 lbs. of raw corn per popping.



DIMENSIONS:
 Overall height to top of pan, 26".
 Base 11 1/4" x 17 1/2".



Nashville DELUXE Floss Machine, \$295.00
 F.O.B. St. Louis, Mo.

FLOSS MACHINES AND SUPPLIES

Electric Candy Floss Machine—Better Made. \$295.00
 Whirlwind Floss Machine—Best Made 275.00
 Ready Rolled Floss Cones. Case 4,000 15.00
 4 by 12 Floss Papers. Case 5,000 7.00
 Rolacone—Rolls Floss Papers 24.95
 FLAVORS for Floss, Anise, Black Walnut, Vanilla. Each 3.50
 COLORS for Floss: RED, Orange, Yellow, 1# Can. 4.25
 GREEN 1#, \$6.75; 1/4 lb. cans, \$1.50; Green 1/4 lb. can. . 2.50
 We carry PARTS for Whirlwind and Nashville Floss Machines.

DISPENSER OF SYRUP
Measures One Ounce of Syrup

FOR USE WITH ALL concentrated fruit and cola syrups.

IDEAL FOR SNO-ONE flavors.


FAUCET MEASURES one ounce of syrup at each operation. insures perfect drink and full profit from every bottle.

FITS STANDARD BOTTLE
 Faucet attaches to standard 38MM gallon bottle, replacing bottle cap.

DISTINCTION
STAINLESS STEEL
 Faucet is made from stainless steel—clean and sanitary.

EASY CLEANING
 Faucet can be quickly and easily taken apart for washing.

DISPENSER
 clamps to any counter or back bar.



"Put on the Dog"
STAR STEAMRO JR.—Electric combination Hot Dog Steamer and Bun Warmer.
150 HOT DOGS and warms 40 buns.
 Sell More "HOT DOG" with this outfit.
Only \$55.00



MISCELLANEOUS SUPPLIES
 POPCORN: BAGS: OILS: BOXES: Glassine CONES: FLOSS CONES READY ROLLED: FLOSS FLAVORS: FLOSS COLORS: Floss SUGAR A.A. CON. is the BEST for FLOSS: CARAMEL DIP for APPLES: GLUCOSE: FLAT NAPKINS: HOT and COLD DRINK CUPS: PEANUTS—ROASTED or RAW: FLOSS RIBBONS and BANDS: BEACH UMBRELLAS \$22.50. Syrup DISPENSERS: Many other items—Tell us your requirements—we will be pleased to send details and LOWEST PRICES.

DUE TO PAPER SHORTAGE, WE RECOMMEND STRONGLY THAT YOU ORDER BAGS NOW WHILE AVAILABLE. KEEP THIS AD FOR FUTURE NEEDS AND REFERENCE.

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C.R. FRANK
 National Distributor
 2020 OLIVE ST. ST. LOUIS 3, MO.

ACTS OF MERIT

We can place you among the many affairs and dates we have scheduled for the balance of the 1953 season.

TO FAIR SECRETARIES

for New York, Ohio, Pennsylvania and Canada.

PARK MANAGERS

We have a complete selection of Shows—from the single to giant productions—for your attraction.

ALSO SPECIAL FIREWORKS DISPLAYS WITH FULL INSURANCE

You can always be SURE of a good attraction when it's booked through us.

WANT INDEPENDENT SHOWS
for Ridgway, Penna., FIREMEN'S CELEBRATION Week of August 10th

RAY S. KNEELAND
Amusement Booking Service
75½ W. Chippewa, Buffalo 2, N. Y.

SOUTHEASTERN FAIR-A-GANZA
ATLANTA, GEORGIA
October 1-11 Inclusive
Two Saturdays & two Sundays
Space available for legitimate merchandise and catering concessions.
Cook House, Long Range, Palmistry, Photos, and center locations.

Contact:
MORRIS LIPSKY
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1300 Norton St., Columbus, O.

MILLERSBURG FARMERS' FAIR
Sept. 9, 10, 11 and 12, 1953
CONCESSIONS SOLICITED
No Increase in Rates
Robert E. Hoke, Secretary
Millersburg, Pa.

WANTED CARNIVAL UNION COUNTY FAIR
AFTON, IOWA
Aug. 13-14-15
Contact
LEO KASTER
AFTON, IOWA

WANT CARNIVAL
For Week—Allen Co. Fair
Scottsville, Ky., Aug. 10-15.
Contact:
CECIL PATTERSON

PARTNER WANTED
Reliable man with car or truck for nicely framed A-1 Photo Gallery. Stuffed Animals, Comics, Etc.
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CONCESSIONAIRES
Come to the
Lycoming County Fair
Hughesville, Pa.
August 3, 4, 5, 6, 7, 8, 1953
CLARENCE F. STOLZ, Secretary

DISPLAY FIREWORKS of Distinction
Whether your Fair, Celebration or Event calls for a \$50 display or a \$5.00 spectacle, you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Send for our free catalog NOW. Write, wire or phone.
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R. R. 26 Jacksonville, Ill.
Phone R-4913 or 1351

WANT AMUSEMENT RIDES FOR FRANKLIN COUNTY FAIR
WINCHESTER, TENN.
Hoskins A. Shadow, Sec.
Will consider clean Carnival.
September 3-4-5.

- Milverton—Milverton Agri. Soc. Sept. 25-26.
- Mitchell—Mitchell Agri. Soc. Sept. 29-30.
- Moraviantown—Moraviantown Agri. Soc. Sept. 29-Oct. 1.
- Mount Forest—Mount Forest Exhn. Sept. 12, 14.
- Murillo—Murillo Agri. Soc. Sept. 11-12.
- Navan—Navan Agri. Soc. Sept. 4-5.
- Neustadt—Neustadt Exhn. Sept. 18-19.
- New Hamburg Exhn. Sept. 18-19.
- New Liskeard—New Liskeard Agri. Soc. Sept. 17-19.
- Newington—Newington Exhn. Sept. 8-9.
- Niagara Falls—Niagara Exhn. Sept. 10-12.
- Murray A. Henry.
- Norwood—Norwood Agri. Soc. Oct. 9, 10 and 12.
- Oakwood—Oakwood Agri. Soc. Sept. 21-22.
- Ohaweken—Ohaweken Agri. Soc.—Six Nations Indian Fair. Sept. 24-26. Mrs. Jos. C. Hill.
- Orangeville—Orangeville Agri. Soc. Sept. 15-16.
- Orilla—Orilla Exhn. Sept. 10-12.
- Orono—Orono Agri. Soc. Sept. 11-12.
- Oshawa—Oshawa Agri. Soc. Aug. 19-22.
- Ottawa—Central Canada Exhn. Assn. Aug. 22-29. H. H. McElroy.
- Owen Sound—Owen Sound Agri. Soc. Sept. 28-30. Arthur Lemon.
- Paisley—Paisley Agri. Soc. Sept. 7-8.
- Palmerston—Palmerston Agri. Soc. Oct. 5-6.
- Paris—Paris Agri. Soc. Oct. 2-3.
- Perth—Perth Agri. Soc. Sept. 4-5.
- Peterborough—Peterborough Ind. Exhn. Sept. 15-19. G. A. Gillespie.
- Petrolia—Petrolia Agri. Soc. Oct. 2-3.
- Pictou—Pictou Agri. Soc. Aug. 22-26.
- Port Perry—Port Perry, Reach & Scugog Soc. Sept. 5-7. R. D. Woon.
- Porquus Junction—Porquus Junction Agri. Soc. Sept. 10-11.
- Port Elgin—Port Elgin Agri. Soc. Sept. 10-11.
- Port Hope—Port Hope Agri. Soc. Sept. 4-5.
- Powassan—Powassan Agri. Soc. Sept. 15-16.
- Providence Bay—Providence Bay Agri. Soc. Sept. 17-18.
- Renfrew—Renfrew Agri. Soc. Sept. 15-18.
- Riceville—Riceville Agri. Soc. Sept. 11-12.
- Richmond—Richmond Agri. Soc. Sept. 24-26.
- Ridgetown—Ridgetown Dist. Agri. Soc. Aug. 25-27. R. W. Green.
- Ridgetown—Ridgetown Agri. Soc. Aug. 25-27.
- Ripley—Ripley Agri. Soc. Sept. 25-26.
- Rocklyn—Rocklyn Exhn. Oct. 7-8.
- Rockton—Rockton Exhn. Oct. 10-12.
- Rodneath—Rodneath Agri. Soc. Sept. 24-25.
- Roseneath—Roseneath Agri. Soc. Oct. 2-3.
- Rosseau—Rosseau Agri. Soc. Sept. 9-10.
- Russell—Russell Agri. Soc. Sept. 11-12.
- Schomberg—Schomberg Exhn. Oct. 9-10.
- Seaford—Seaford Exhn. Sept. 24-25.
- Simcoe—Simcoe Co. Agri. Soc. Oct. 5-10.
- Harold I. Pond.
- Shannonville—Shannonville Exhn. Sept. 11-12.
- Shedden—Shedden Exhn. Sept. 22-23.
- Smithville—Smithville Exhn. Sept. 25-26.
- South Mountain—South Mountain Agri. Soc. Sept. 10-11.
- South River—South River Agri. Soc. Sept. 24-25.
- Spencerville—Spencerville Agri. Soc. Sept. 15-16.
- Sprucedale—Sprucedale Agri. Soc. Sept. 14-15.
- Stirling—Stirling Agri. Soc. Sept. 15-16.
- Stratford—Stratford Agri. Soc. Sept. 21-23.
- Frank H. Bell.
- Streetsville—Streetsville Agri. Soc. Oct. 2-3.
- Sunderland—Sunderland Agri. Soc. Sept. 15-16.
- Sundridge—Sundridge Agri. Soc. Sept. 22-23.
- Sutton—Sutton Agri. Soc. Aug. 6-8.
- Sutton—Sutton Agri. Soc. Aug. 6-8. Fred M. Wilmut.
- Tara—Tara Agri. Soc. Sept. 23-24.
- Tavistock—Tavistock Agri. Soc. Sept. 11-12.
- Teeswater—Teeswater Exhn. Oct. 6-7.
- Theford—Theford Agri. Soc. Oct. 1-2.
- Thessalon—Thessalon Agri. Soc. Sept. 8-9.
- Tilsonburg—Tilsonburg & Dist. Agri. Soc. Sept. 21-23. Jack M. Climie.
- Tiverton—Tiverton Exhn. Oct. 1-2.
- Toronto—Canadian National Exhn. Aug. 28-Sept. 12. R. J. Dixon.
- Trout Creek—Trout Creek Agri. Soc. Sept. 9-10.
- Tweed—Tweed Agri. Soc. Sept. 22-23.
- Uxbridge—Uxbridge Exhn. Sept. 29-30.
- Wallacetown—Wallacetown Agri. Soc. Oct. 1-2.
- Warren—Warren Agri. Soc. Sept. 15-16.
- Waterdown—Waterdown Agri. Soc. Sept. 22-23.
- Welland—Welland Co. Agri. Soc. Sept. 14-19. R. H. Travers. R. R. 3. Fenwick, Ont.
- Williamstown—Williamstown Exhn. Sept. 22-23.
- Woodbridge—Woodbridge Agri. Soc. Oct. 10-12. W. M. Myers. P. O. Box 168.
- Woodstock—Woodstock Agri. Soc. Aug. 27-29.
- Wyoming—Wyoming Agri. Soc. Sept. 16-19.
- Wellesley—Wellesley Agri. Soc. Sept. 15-16.
- Zurich—Zurich Exhn. Sept. 28-29.

- St. Francois-du-Lac—Yamaska Agri. Soc. Aug. 6-8. A. Trudeau.
 - St. Leonard—Nicolet Agri. Soc., Div. A. Aug. 11-12. Lorenzo St. Arnaud, St. Westias, Que.
 - St. Tomuad—Levis Agri. Soc. Sept. 2-4. T. Carrier. Pintendre, Que.
 - St. Scholastique—St. Scholastique Agri. Soc. Sept. 9-13. Paul Morin, St. Eustache, Que.
 - St. Stantislav—Champlain Agri. Soc. July 31-Aug. 2. Raoul Mongrain.
 - St. Victoire—Richelieu Agri. Soc. Aug. 28-30. J. U. Girouard, St. Ours, Que.
 - Saint Hyacinthe—Saint Hyacinthe Regional Fair. Aug. 3-6. Alphonse Deschenes.
 - Saint Jean—Saint Jean Agri. Soc. Sept. 5-7. J. R. St. Arnaud.
 - St. Pascal—Kamouraska Agri. Soc. Aug. 21-24. M. Alphonse Raymond.
 - Shawville—Shawville Fair. Sept. 23-26. Mrs. Lawrence D. Young.
 - Sherbrooke—Canada's Great Eastern Exhn. Aug. 29-Sept. 4. A. C. Ross.
 - Sherbrooke—Sherbrooke Winter Fair & Fat Stock Show & Sale. Oct. 12-15. A. C. Ross.
 - Trois-Rivieres—Trois-Rivieres Regional Exhn. Aug. 22-28. H. Paul Martin.
 - Valleyfield—Valleyfield Fair. Aug. 13-15. Mme. George Belair.
 - Victoriaville—D'Arthabaska Agri. Soc. Aug. 13-16. J. Vincent Lanouette, Box 219.
 - Waterloo—Shefford Agri. Soc. Aug. 7-9. Allan Grainger.
- Saskatchewan**
- Assiniboia—Assiniboia Agri. Fair. July 10-11. Walter McMorine.
 - Carnduff—Carnduff Agri. Soc. July 22-23. W. A. Prith.
 - Estevan—Estevan Agri. Soc. July 2-4. W. R. Cantlon.
 - Gravelbourg—Gravelbourg Agri. Soc. July 2-4. Mrs. M. L. Dorais.
 - Kelvington—Kelvington Exhn. July 31. Robert Boyes.
 - Lloydminster—Lloydminster Agri. Exhn. Assn. July 20-22. George K. Ross. Box 560.
 - Melfort—Melfort Agri. Soc. July 16-18. C. D. Manson.
 - Moose Jaw—Moose Jaw Exhn. Co. Ltd. June 29-July 1. Mrs. V. Hyland. Ste. 2. Central Chambers.
 - Nipawin—Nipawin Agri. Soc. Aug. 4-5. Mrs. C. W. Roberts.
 - North Battleford—North Battleford Exhn. Aug. 3-5. N. W. Symonds.
 - Radisson—Radisson Agri. Soc. July 28-29. J. R. Ibbotson.
 - Regina—Regina Exhn. July 27-Aug. 1. T. H. McLeod.
 - Prince Albert—Prince Albert Exhn. Aug. 6-8. D. F. Kelly.
 - Saskatoon—Saskatoon Ind. Exhn. Ltd. July 20-25. E. N. MacEachern.
 - Yorkton—Yorkton Agri. & Ind. Exhn. Assn. Ltd. July 13-15. William H. Wilkinsson.

Rose Festival
Continued from page 46

Weather Bureau and a private forecasting firm employed by the Rose Festival Association, the rivals about breaking even on wrong guesses. However, they were unanimous in being wrong for the day of the big parade in forecasting fair weather. Rain fell during virtually all of the five-mile, two-hour, 50-float parade. Best weather during the week of events was during the last day, Saturday (13), for the Junior Festival Parade and the water carnival on the Willamette River.

Ski jumping in June was a feature two-night attraction in Multnomah Stadium, when 22 participants competed in an International Champion Ski Jump on a slide erected on a 167-foot tower and covered with straw and shaved ice! The heavy cruiser U. S. Helena headed a detachment of naval vessels in the Portland harbor for Festival Week. Leading dignitary was Douglas McKay, who resigned as governor of Oregon to become Secretary of Interior under President Eisenhower.

Extension Started On Chatham, N. B., Exhibition Building

CHATHAM, N. B., June 20.—Work is to begin at once on a 42-foot extension to the Chatham Exhibition Building. It will be completed on time for the Miramichi Agricultural Exhibition, Labor Day week.

At a recent meeting of the Agricultural Association, the contract was let to Charles Claxton, Millerton. The entire area is to be excavated and concrete foundations installed. The basement will contain rest rooms and a heating unit.

The ground floor of the extension will provide additional exhibit space. The dance floor will be enlarged and a new stage will be wider and deeper, with improved dressing rooms. Extended canteen facilities will also be included.

Shriners Sponsor Bridgeport Show

BRIDGEPORT, Conn., June 20.—The Pyramid Temple of Shriners here is sponsoring an outdoor show at Candlelight Stadium, June 27, for one performance.

Acts booked in include Renee and Jim, Torellis Circus, the Six Atomics, Evers and Doloros, Del Reyes, Shooting Mansfields, Young China and the Laflottes. There will also be exhibition drills, band concerts and a sheriff's posse of 20 Palamino horses.

M. D. Hildreth on Show Names
Continued from page 47

with one concern in the belief that it is another.

Unused Titles Considered

There is another situation which is quite important. Suppose that the circus represented by a title has ceased to exist. The title is on the shelf. Another individual, probably of the same or similar name, produces a show having a title nearly equivalent to the original. Certainly, the name of the shelved circus, because of its past reputation, does linger in the memory of former patrons. Therefore, the imitator profits by the reputation of a show no longer in actual existence.

The problem is one of abandonment by the original user.

Abandonment is the giving up of ownership whereby the thing given up ceases to be the property of any person. It can then be picked up by the first taker. Abandonment results only when there is an intention to part with the ownership, and it must be voluntary.

Prohibition Parallel

During prohibition a number of brands of whisky were forced off the market by reason of the law. Upon repeal, various individuals attempted to appropriate the old brand names on the theory of abandonment. Almost uniformly, the courts held that there was no intent to abandon, the original owners of the brands retained ownership.

In an amusement title, it is quite obvious that in many cases it is the intention of the owner to return to the field when conditions permit. He does not permanently abandon the title; there is no intention to do so. Therefore, another individual assuming the title, even though the show is not on the road, undoubtedly would face litigation.

There must be an intent to part permanently with the right to the title, otherwise there is no abandonment. Only when the intention to abandon and relinquish possession of the title is clear does the abandonment become complete.

Time Not Only Factor

Time is not an essential element of abandonment. Mere lapse of time and non-use, accompanied by no other element of intent, generally has been held not to constitute abandonment. However, non-use and lapse of time are facts to be given weight as governing intention to abandon. For example, if the owner of a title fails to assert any claim

to it, this probably would be indicative of intent. Each case, of course, must depend upon its own circumstances. In most cases, the question of intent to abandon is to be ascertained by the jury from a consideration of all the facts.

In 1909 Ringling Bros.' Circus sued Sells-Floto, endeavoring to halt the use of the Sells name, which Ringling claimed thru its ownership of the Forepaugh-Sells title. The U. S. Federal District Court in Denver held that the Sells Floto Circus could use the name because Willie Sells, adopted son of one of the original Sells brothers, had been associated with the Sells Floto show. However, the court held that Sells Floto no longer could use the picture of the original Sells brothers.

Forepaugh, Howes

The season of 1911 was the final time the Forepaugh-Sells Circus toured. The title was not used from then until 1935, when it was added to the Hagenbeck-Wallace title. Obviously, its use indicated an intention to continue a claim to the title.

Howe's Great London Circus title was used regularly for many years to about 1880. Thereafter, it was used at intervals by various managements. In 1908, Jerry Muginav maintained that the title had been abandoned, and he assumed use of it.

The Howe's title was last used in 1923, when it was used on a two-car show, apparently by rental from Muginav's American Circus Corporation. Howe's Famous Hippodrome Show was the title used in 1952 by Arthur Sturmak. Again, there is some indication of abandonment.

In 1937 the title of Ringling's Barnes-Sells Floto circus was expanded in some instances to Al G. Barnes, Sells Floto & John Robinson Combined Circuses. It is reported that this was done to protect Ringling's claim to the John Robinson title.

Copyright Act Applies

A title applying to a traveling amusement enterprise crossing State lines undoubtedly could receive protection under the Service Mark Provision of the Copyright Act of 1946. In reporting the sale of his circus property recently, B. C. Davenport described the Wallace Bros.' title as a copyrighted holding.

It may be inferred that a title is a precious possession to be protected by all proper means from those who might endeavor to profit from its good reputation.

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ACT TO FILL IN HOLES

Museums Move to Build Up Collections of Circusana

CIRCUS people nodded knowingly when Cecil B. DeMille lamented that he had been unable to find any circus fiction worthy of adaptation as the script for his film, "The Greatest Show on Earth." They knew that the great majority of material written about circuses lacked the spark of authenticity and that the two or three exceptions already had been filmed.

DeMille came to his conclusion after checking with the Hertzberg Collection at the San Antonio Public Library. That collection and other circus museums have shown that accurate material is lacking. Now they are doing much to fill that void, to aid writers and researchers in finding factual circus information.

Now more than ten years old, the Hertzberg Collection probably is the most active, particularly in the field of research for writers. It was established after the death of Harry Hertzberg, San Antonio fan and former president of the Circus Fans Association. Its 20,000 items range from a Gentry Bros. ticket wagon to a piece of Tom Thumb's wedding cake. Most of it is comprised of route books, programs, heralds, contracts, biographical material, photographs and lithographs from more than a century of circus.

Hobby With Purpose

Mrs. Vivienne Mars, curator of the collection, points out that Hertzberg's was a hobby with a purpose. His 22 years of collecting were aimed at assembling the kinds of material from which students could obtain accurate information about the shows. Mrs. Mars considers this type of research the most important aspect of the collection's activity.

Much material now has been written from research done in the Hertzberg Collection. The author of "Gus the Great" obtained information there. Source material for a history of the American circus from 1785 to 1872 came, in part, from San Antonio, and the library supplied facts about the first circus train for use in a history of transportation in America. A San Francisco resident has obtained answers to hundreds of questions about Buffalo Bill Cody's European tour. Warner Bros. studio has received much background information about Cody, Pawnee Bill, Wild Bill Hickok, each having circus connections, for use in its Western movies.

More Queries Answered

Several established writers of children's books work regularly with the library. A minister obtained elusive information about the man Barnum exhibited as the sole survivor of a volcano eruption on the island of Martinique. Makers of dolls, jewelry and novelties have been provided with authentic circus designs for their products.

Barnum is said to have purchased the Traitor's Gate of the Tower of London and shipped it to his American Museum. A student of English history asked the Hertzberg Collection for information on this to aid in his research. Individuals and business firms have been aided in

many ways by the wealth of information available at San Antonio. Magazine articles, college theses and news stories have been authenticated with the aid of the Hertzberg Collection.

New Catalog System

Mrs. Mars has undertaken a huge task in preparing Hertzberg material for library use. All types of specialized circus material are culled from items in the collection and assembled in separate files. Thus data from old programs is added to the biographical files, and if a route book picture shows that Forepaugh-Sells had a certain parade wagon in 1905, that item is added to that vehicle's history in the wagon files. She is continually adding to a "Who's Who in the Circus," and welcomes biographical information about anyone who has been with a circus.

Her greatest task has been the development of a new cataloging system designed to serve the highly specialized material and yet remain within the framework of librarians' standard Dewey Decimal System. Only with an adequate cataloging system and a cross index can users of the collection be directed quickly to the types of data they want from the whole mass of material.

Other Collections

There are other circus museums in the nation and the promise of new ones. The Museum of the American Circus at Sarasota, Fla., is one of the State-supported Ringling museums, and it has the benefit of equipment and printed matter loaned or given by Ringling Bros. and Barnum & Bailey Circus. It also has acquired much material elsewhere and expects to add the Two Hemispheres bandwagon to its display of old parade equipment.

The New York Public Library has an extensive collection of circus items and trade papers. One of the oldest collections is that at Princeton University, and it is made up largely of material given by James T. McCadden, brother-in-law of James A. Bailey and a showman himself. Some other circus material is preserved by local libraries and historical societies as well as the Library of Congress.

In the planning stage is a circus museum for Baraboo, Wis., where backers hope to acquire buildings originally used as Ringling winter quarters. The group already has the Columbia bandwagon and other items for display.

Circus Business Changes

There is good reason for the comparatively sudden appearance of circus museums. Public interest in the circus always has been high and this has been increased by changes in the circuses themselves.

In the past 20 years circus business has gone thru a major transition, with the degree of change being equalled only by the 1870s, when shows switched from wagon to rail transportation. People realized that the era typified by draft horses, wood-carved wagons and numerous rail shows was gone. Equipment and methods which had been commonplace were becoming rare, and a rush began to preserve records and mementoes of the earlier set-up.

Not only did equipment change, but most of the old titles disappeared and new ones took their places. There was a wholesale change in the list of show owners. With these changes came new

public interest in old shows, and writers sought to feed that interest but found the data difficult to assemble. Even current circus stories usually could not be well written unless the author could afford to spend much time with circuses, and few could do that.

One result of these changes was the great increase, which began in the 1930s, in the number of circus fans and private collectors of circus material. Another was the belated effort to save those few old parade wagons which had survived bonfires and time. A third result has been the publication of a number of good quality circus biographies. And a fourth result, probably the most important, was the establishment of the museums.

While the modern circus thrives, the older circus has become part of American historical lore. Like showboats, minstrels and vaudeville, the old-time circus is limited now almost entirely to museums and the private collections which, like Hertzberg's, will some day be added to the public displays.

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Rodeo Dates

ARKANSAS
Little Rock—Rodeo. Oct. 5-10. Clyde E. Byrd.
Magnolia—Rodeo. Aug. 4-8.
Pine Bluff—Rodeo. Sept. 14-18.
Springdale—Springdale Rodeo. July 1-4.

CALIFORNIA
Eureka—Eureka Rodeo. June 26-28.
Fortuna—Rodeo. Aug. 1-2. R. E. Stewart.
Los Angeles—Sheriff's Rodeo. Aug. 23. Frank D. Grace.
Salinas—California Rodeo. July 16-19. R. J. Wallace.
Willits—Willits Rodeo. July 4-5. W. D. Ford.

COLORADO
Boulder—Boulder Rodeo. July 26-27.
Colorado Springs—Pikes Peak or Bust Rodeo. Aug. 4-8. R. J. Watson.
Durango—Spanish Trails Fiesta. July 31-Aug. 2. J. Franklin McKelvey.
Greeley—Greeley Rodeo. July 3-4.
Littleton—Junior Rodeo. Aug. 21-22. Forrest F. Hammes.
Monte Vista—Monte Vista Rodeo. July 29-31. J. H. Beatty.

IDAHO
Boise—Boise Rodeo. July 2-5.
Burley—Burley Rodeo. Aug. 20-22.
Caldwell—Night Rodeo. Aug. 4-8. Telpher E. Wright.

Filer—Filer Rodeo. Sept. 2-5.
Grangeville—Rodeo. July 3-5.
Gooding—Gooding Rodeo. Aug. 13-15.
Idaho Falls—Idaho Falls Rodeo. Aug. 12-15.

Jerome—Jerome Rodeo. Aug. 27-29.
Lewiston—Lewiston Roundup. Aug. 28-30. Joe M. Skok.
Nampa—Snake River Stampede. July 14-18. Virginia Smith.
Pocatello—Frontier Days. July 16-18. Mrs. Muriel Ruggles.
Preston—Preston Rodeo. July 30-Aug. 1.
Rexburg—Rexburg Rodeo. July 3-4.
Soda Springs—Soda Springs Rodeo. Aug. 8-9.
Weiser—Weiser Rodeo. July 30-Aug. 1.

IOWA
Sidney—Rodeo. Aug. 18-22.

KANSAS
Abilene—Abilene Rodeo. Aug. 24-27.
Phillipsburg—Phillipsburg Rodeo. July 30-Aug. 2.
Pretty Prairie—Rodeo. Aug. 4-6.

Louisiana
Alexandria—Rodeo. Aug. 25-29.

MISSOURI
Brookfield—Rodeo. Sept. 5-7.
Camdenton—Camdenton Rodeo. July 9-12.

MONTANA
Billings—Midland Fair Rodeo. Aug. 11-15. H. L. Fliton.
Butte—Butte Rodeo. July 15-18.
Lewistown—Lewistown Rodeo. July 30-Aug. 1. Henry J. Otten.
Livingston—Livingston Rodeo. July 4-5.
Red Lodge—Red Lodge Rodeo. July 3-5.
Shelby—Rodeo. July 23-26 (tentative). Clifford R. Coover.

NEBRASKA
Burwell—Burwell Rodeo. Aug. 12-15.
Omaha—Ak-Sar-Ben Rodeo. Sept. 25-Oct. 4. J. J. Isaacson.
Valentine—Fair Rodeo. Aug. 23-24. Hugh Potter.

NEVADA
Elko—Elko Rodeo. June 26-28.
Reno—Reno Rodeo. July 3-5. Ray Peterson.

NEW MEXICO
Deming—Deming Rodeo. Oct. 8-11.
Gallup—Gallup Rodeo. June 27-28.
Santa Fe—July 9-12.

NORTH DAKOTA
Mandan—July 3-5. J. I. Rovig.
Sanish—Sanish Rodeo. July 3-5. Doug McGrady.

OKLAHOMA
Ada—Ada Rodeo. Aug. 11-15.
Chickasha—Chickasha Rodeo. July 15-18.
Hinton—Hinton Rodeo. Aug. 3-6.
Vinita—Vinita Rodeo. Aug. 26-30.

OREGON
Klamath Falls—Klamath Roundup. July 2-4. Dick Kenny.
Molalla—Molalla Buckaroo. July 3-5. Ernest W. Clark.
Pendleton—Pendleton Roundup. Sept. 10-12. Charles Erwin.
Prineville—Crooked River Roundup. Aug. 7-9. J. A. Cain.
St. Paul—St. Paul Rodeo. July 3-5. Gene Smith.

SOUTH DAKOTA
Deadwood—Days of '76. July 31-Aug. 2. Nell Perrigoue.
Huron—Huron Rodeo. July 3-5.
Moberly—Moberly Rodeo. July 3-5. Bob Brown.
Rapid City—Black Hills Range Days. Aug. 13-16. Paul Bruza.

TEXAS
Amarillo—Amarillo Rodeo. July 2-5.
Clarksville—Clarksville Rodeo. July 30-Aug. 2.
Coleman—Coleman Rodeo. July 8-11.
Kerrville—Jaycee Rodeo. July 1-4. Ed Honea.
Lamesa—Lamesa Rodeo. July 23-25.
Llano—Llano Rodeo. June 4-6. Raymond Winkel.
Pecos—Pecos Rodeo. July 2-5.
Pampa—Top o' Texas Rodeo. Aug. 4-8. E. O. Wedgeworth.
Ranger—Ranger Rodeo. July 22-25.
Rock Springs—American Legion Rodeo. July 3-5. S. L. Guthrie.

UTAH
Lehi—Lehi Rodeo. June 24-27.
Logan—Logan Rodeo. Aug. 20-22.
Nephi—Nephi Rodeo. July 9-11.
Vernal—Vernal Rodeo. June 26-27.

WASHINGTON
Ellensburg—Ellensburg Rodeo. Sept. 5-7. George Prescott.
Omak—Omak Stampede. Aug. 8-9. R. C. Rader.
Spokane—Spokane Rodeo. July 16-18. Clayton Kauffman.
Toppenish—Toppenish Rodeo. July 3-5.
Walla Walla—Southeastern Wash. Rodeo. Sept. 5-7. Leslie L. Stewart.

WYOMING
Buffalo—Buffalo Rodeo. Aug. 19-21. Tud Smith.
Cody—Cody Stampede. July 3-4. D. R. Stout.
Casper—Casper Rodeo. Aug. 12-15. R. S. Latta.

Cheney—Cheney Frontier Days. July 21-25. Willard Murfin.
Douglas—Wyoming State Fair Rodeo. Sept. 2-5. Gordon L. Roush.
Evanston—Cowboy Days. Sept. 6-7. A. C. Williams.
Gillette—Gillette Rodeo. Aug. 27-29. Fred Oedekoren.
Guernsey—Old-Timers' Rodeo. July 4-5. Carroll J. Schard.
Jackson—Jackson Rodeo. July 25. J. E. Amschel.
Lander—Lander Rodeo. July 4-5. Bertha L. Norman.
Newcastle—Newcastle Rodeo. Aug. 21-23. Clarence E. Nagus.
Wheatland—Wheatland Rodeo. Aug. 29-30. John Ballard.

CANADA
Calgary, Alta.—Calgary Stampede. July 6-11. I. W. Parsons.
Cardston, Alta.—Cardston Rodeo. July 14-15. Bert Gibb.
Medicine Hat, Alta.—Rodeo. July 16-18. E. V. Eiford.

COMING EVENTS

California
Salinas—Salinas Big Week. July 16-19. R. J. Wallace, Box 1648.

Colorado
Durango—Spanish Trails Fiesta. July 31-Aug. 2. Franklin McKelvey.
Gunnison—Cattleman's Days. July 17-19. M. J. Verzuh.

Connecticut
Bridgeport—Shriners Diamond Jubilee. June 27. Pyramid Shrine.

Georgia
Atlanta—Southeastern Gift Show. July 19-22. P. B. Steward, 1036 Peachtree St. N.E.

Illinois
Bunker Hill—Home-Coming. July 10-11. R. E. Bigg.
Chicago—Int'l Assn. of Auditorium Managers. Congress Hotel. July 5-8. Clarence B. Hoff, Kansas City (Mo.) Auditorium.
Chrisman—Home-Coming. July 6-11. Stanley R. Kent.
Davis—Celebration. July 30-Aug. 1. William Braut.
East Dundee—Firemen's Festival. July 22-25. Max C. Freeman, Dundee.
Kansas—Kansas Centennial. July 15-19. Clayton Ankerman.
Morrisonville—Home-Coming & Picnic. July 15-16. Keith Kastelein.
Mount Vernon—Veterans' Reunion. June 28-July 4. G. G. Purcell.
Olney—Am. Legion Celebration. June 29-July 5. Phil H. Heyde, Box 229.
Salem—Soldiers-Sailors Reunion. July 27-Aug. 1. Omar J. McMackin, 310 N. Broadway.
Stockton—Lions Club Celebration. July 16-18. Frank C. Niemeyer.
Shelbyville—Civic Assn. Celebration. July 30-July 5. Wm. Wilson.
Victoria—Victoria Celebration. July 16-17.
Wenona—Wenona Centennial. July 26-Aug. 2. Alyce Holmstrom.

Indiana
Charlestown—Lions' Club Celebration. June 22-27. Jerome Peters.
Hymara—Old Soldiers Reunion. July 9-11. Charles Davis, Shepherd Russell Post.
Marshall—Home-Coming & Fish Fry. July 8-11. Louis F. Jackson.
Orleans—Am. Legion Home-Coming. July 6-11. Gene Compton.
Rensselaer—Am. Legion Celebration. Week of July 4. E. C. Henry.
West Baden Springs—Am. Legion Celebration. June 30-July 4. C. H. Radcliff.

Iowa
Clinton—Lyons Comm. Birthday Party. July 15-18. Stanley Mayer, Ia. State Bank Bldg.

Kansas
Chanute—VPW Annual Celebration. Week of July 4. Cash Wagner.
Downs—Downs Celebration. July 22-25. Paul R. Gorey.

Kentucky
Lexington—Junior League Horse Show. July 13-18. Mrs. Lawrence Crump, 458 W. 3d St.

Massachusetts
Gloucester—Am. Legion Centennial Celebration. June 29-July 4. Paul Ruddock, Jamaica Plain, Boston.

Michigan
Baroda—Berry Festival. July 6-11. Am. Legion.
Glenn—Pancake Festival. June 26-28. Mrs. John Nyman.
Perrinton—Firemen's Home-Coming. July 24-25. George Cutler.
Port Huron—Blue Water Festival. July 14-19. Floyd B. Walters.
Sebewaing—Centennial Celebration. July 2-5. Fred C. Martini.
Waterford—Annual C.A.I. Fair. July 17-19. B. W. Martin, Box 5.

Minnesota
Henderson—Sauer Kraut Days. July 31-Aug. 2. Elmer E. Brahs.
Minneapolis—Minneapolis Aquatennial. July 17-26. Emerson N. Townsend, 116 Times Bldg.

Missouri
Canon—Lewis Co. 4-H Show. July 24-25. Jesse Franks.
Craig—Annual Reunion. July 23-26. Don Whetsel.
Eldorado Springs—Picnic & Celebration. July 20-22. George W. Nafus, 206 S. Main St.
Hillsboro—Horse Show & Festival. July 31-Aug. 2. D. A. Parkman.
Humansville—Reunion. July 29-Aug. 1. Ralph Burnett.
Huntsville—Horse Show. July 6-7. John T. Sutliff.
Independence—Historical Pageant. June 22-27. Mayor Weatherford.
Louisburg—Old Settlers Reunion. July 23-24. Harry W. Atchley.
Macon—Junior Fair. July 23-24. C. H. Alspaugh.
Maryville—Northwest Mo. Horse Show. July 22-23. Mrs. Lester Swaney.
Maitland—Blue Grass Festival. June 24-27. Dale A. Marlon.

Montana
Whitefish—Golden Anniversary & Gala Days. July 23-25. A. F. Evey.

New York
Dansville—Firemen's Carnival. June 29-July 4. Karl Middleton, Hotel Dansville.
Limestone—Old Home Week Celebration. July 27-Aug. 1. Circus Saints & Sinners, Bradford, Pa.

July 4th Celebrations

Arkansas
Corning—Frank Johnson, Young Men's Civic Club.

California
Watsonville—July 3-5. John W. Sheffield, Box 470.

Colorado
Greeley—July 3-4. C. J. Mayer, Chamber of Commerce.

Florida
Live Oak—Suwannee Valley Reunion. July 3-5. Mahone Reese.

Illinois
Chicago (Soldier Field)—July 4.
Girard—D. E. Putman, Girard, Ill.
Hardin—July 3-4. Am. Legion. Art Kamp.
Hoopston—July 3-4. Paul McCreary, Am. Legion.

Iroquois—July 3-4. Tommy Saco, 203 N. Wabash Ave., Chicago.
Madison—E. J. Miller, City Hall.
Olney—Am. Legion, Phil H. Heyde.
Pana—July 3-5. Harold Gallmeier, Am. Legion.
Potomac—July 4-5. AMVETS.
Sterling—Paul Philip, Business Men's Assn.
Watska—July 3-5. Alfred Wall.
White Hall—July 1-4. Robert Waller, Lions Club.

Indiana
Brazil—Rotary Club.
Freetown—July 2-4. Wayne Goble, Odd Fellows.
Linton—
Roachdale—July 2-4. Wm. E. Etcheson, Lions Club.

Iowa
Audubon—Morra Jensen.
Oelwein—July 3-5. Am. Legion. Paul Scholer.
Independence—W. J. Campbell, Buchanan Co. Fair Assn.

Kansas
Dodge City—July 4-5. Dodge City Speedway, Box 954.
Shawnee—July 1-5. Jimmie Stepena, Am. Legion.
Wamego—July 2-4. Lester Fowkes.

Massachusetts
Lowell—July 3-4. VPW on the Common. Jeff Harris, Box 88, Revere, Mass.

Michigan
Manistee—July 3-4. National Forest Festival. Eugene D. Emunson.
Sebewaing—July 2-5. Centennial Celebration. Fred C. Martini.

Livingston Manor—Fire Dept. Celebration & Old Home Week. July 6-11. Leonard Sherwood.
Narrowburg—Tuxten Centennial. July 26-Aug. 1. Jim Purcell.
New York—Furniture Show, 71st Regt. Armory, July 6-10. Orkin Expo., 8 W. 40th St.
Port Byron—N. Central N. Y. Firemen's Convention-Celebration. June 23-27. John D. Myers, Newark.

Ohio
East Canton—Lions Club Home-Coming. July 8-11. George Marlow.
Fairport Harbor—Mardi Gras. June 30-July 4. Mrs. Olive Hunyadi, 222 High St.
Fort Recovery—Harvest Jubilee. July 6-11. B. B. Burke, Box 175.
Gibsonburg—Vol. Fire Dept. Home-Coming. July 24-27. Clarence E. Mathna.
North Industry—Vol. Fire Dept. Home-Coming. July 21-25. George Marlo, Canton, O.
Wellsville—Firemen's Home-Coming. June 29-July 4. Jack E. Phillips, 337 Main St.

Oklahoma
Pawhuska—Osage Co. Cattleman's Assn. Conv. & Ranch Tour. June 26-27. Clarence Paden, Chamber of Commerce.
Pawhuska—Int'l. Round-Up Clubs Cavalcade. July 24-26. Frank I. Raley.

Pennsylvania
Barnesboro—Am. Legion Celebration. June 29-July 4. Fritz Morley.
Beach Creek—150th Anni. Celebration. July 13-18.
Farrell—Am. Legion Celebration. July 6-11. Ray Young.
Indiana—Sequel Centennial Celebration. June 28-July 4. Harold W. Thomas.
Jersey Shore—Firemen's Old Home Week. June 22-27.
Malvern—Fire Co. Fair. July 8-18. Chas. Hartshorne, 159 Woodland Ave.
Mount Pleasant—Vol. Fire Dept. Celebration. June 22-27. Ken Crusan.
Muncy—Firemen's Celebration. July 6-11. New Galilee—Firemen's Carnival. July 27-Aug. 1. J. A. Pusetti, Box 67.
Phoenixville—Friendship Fire Co. Celebration. June 24-July 4. Ben Stevens.
Pittsburgh—Police Circus, Forbes Field. July 30-Aug. 1. Chester B. Morley, 332 City-County Bldg.
Picture Rocks—Firemen's Celebration. June 29-July 4.
Punxsutawney—Old Home Week & Firemen's Celebration. June 29-July 4. Fred E. Smith.
Salisbury—Firemen's Celebration. July 19-25. George E. Bowersox Jr.
Saxonburg—Vol. Firemen's Carnival. July 20-25. George K. Smith.
Shade Gap—Soldiers & Sailors Fair. July 27-Aug. 1. A. L. Blackmon.
Tower City—Old Home Week Celebration. June 21-27. Del Hand.
Tremont—Firemen's Diamond Jubilee Celebration. June 29-July 4. Al Kutzer.
Troy—Am. Legion Celebration. June 29-July 4. H. C. Morris.

South Dakota
Custer—Gold Discovery Days. July 24-26. W. J. McCracken.
Deadwood—Days of '76. July 31-Aug. 2. Nell Perrigoue.
Dell Rapids—Cootie Days. July 31-Aug. 1. Madison—Yankee Doodle Days. July 31-Aug. 1.

Texas
Valley Mills—Annual Reunion. July 8-11. J. C. Howard.

Vermont
Hartland—Sportsmen Show. July 2-5. Mrs. Morgan Adams, White River Junction.

Virginia
Galax—Annual Carnival. June 29-July 4. Elbert L. Lundy, Box 124.
Lively—Firemen's Carnival. July 13-18. G. A. Saunders.
Louisa—Firemen's Fair. July 4-11. L. S. Key, Charlottesville, Va.

Wisconsin
Cedarburg—Festival of Music. June 27-28. Palmer Schneider.
Neillsville—Centennial Celebration. July 1-4. John R. Bergemann.

Wyoming
Laramie—Jubilee Days. July 10-12. Skip Stimpson, Chamber of Commerce.

Minnesota
Blue Earth—Duluth—July 4-5. Bruce Smith, Am. Legion.
Montevideo—July 3-5. Fiesta Days, Howard E. Gamble, Chamber of Commerce.
Park Rapids—July 3-5. Am. Legion, G. L. Hewitt, Dorset, Minn.

Missouri
Carthage—July 1-4. Ross Ryan, Jr. Chamber of Commerce.
Eminece—July 3-4. Charles C. Swiney.
Green City—July 2-4. Vincent Gasper, Am. Legion.
Houston—July 2-4. Am. Legion, Paul Nelson.
Licking—July 2-4. Chamber of Commerce, G. E. Derickson.
Owensville—July 4-5. V.F.W. Picnic, Armin Rute.

Montana
Red Lodge—July 3-5. Red Lodge Rodeo, Harley W. Weydt.

Nebraska
Schuyler—July 3-4. V.F.W., Frank E. Stibal.

New York
Lyons Falls—July 3-4. J. E. Farney, Firemen's Assn.
Moravia—James Mulberry, Am. Legion.

North Dakota
Golden Valley—July 3-4. G. V. Civic Club, E. E. Weigum.

Ohio
Ashville—July 2-4. Edwin W. Irwin, 277 E. Main St.
Aniwerp—July 4-5. P. S. Rockefeller.
Covington—July 4th Celebration & Street Fair. J. E. Turner.
Germanatown—July 2-4. Booster Club Festival, Dick Egan.
Grafton—July 1-4. Homer Konczal, Firemen's Assn.
Troy—Chamber of Commerce.
Woodville—July 1-4. Peter J. Schnoor, Firemen & Am. Legion.

Oklahoma
Pawnee—July 2-4. Chamber of Commerce.

Pennsylvania
Indiana—J. M. Buterbaugh, Lions Club.
Edinboro—July 1-4. Fire Dept., A. Adams.
Martinsburg—July 1-4. Melvin G. Hartman, 405 E. Allegheny St.
Phoenixville—Firemen's Fair. July 4.

South Dakota
Edgemont—American Legion.
Gregory—July 3-4.
Moberly—July 3-5. Moberly Rodeo Assn., W. S. Morrison.
Scotland—B. L. Farus.

Tennessee
Harriman—July 1-4. W. B. Stout.

Texas
Brady—July 2-4. Brady Jubilee, Joe T. Ogden.
Fredericksburg—July 3-5. Horse Races, Wm. M. Petmcke.
Navasota—July 3-4. Watermelon Festival, M. S. Croft.

Virginia
Tazewell—July 3-4. Horse Show, H. S. Kinser.

Wisconsin
East Troy—July 3-5. Howard Mitchell, Legion and Lions.
Evansville—July 3-5. John Wyse.
Hudson—July 3-5. Jr. Chamber of Commerce, J. J. Bauernfeind.
Menasha—July 2-5. H. J. Berro, Centennial & Home-Coming Corp.
Merrill—July 2-5. Am. Legion. Address Box 1, Waukesha, Wis.
Sparta—July 3-5. A. C. Roberts, 146 N. Water St.
Waukesha—July 2-5. M. T. Gordon and John Erickson.
Wausau—July 3-5. Mike Geuem Jr., Chamber of Commerce.

Wyoming
Guernsey—July 4-5. Old-Timers Celebration, Carroll J. Schard.

DOG SHOWS

California
Berkeley—July 4. W. Lockwood, 5715 Keith Ave., Oakland, Calif.
Ontario—July 12. Jack Bradshaw, Los Angeles.
Richmond—July 5. Ruth Davidson, Box 1804.
Santa Rosa—July 26. Mary Miller, 3647 Wilson Ave.

Connecticut
Farmington—July 19. Foley, 2009 Ranstead St., Philadelphia.

Illinois
Hinsdale—July 26. C. Kimbara, 1001 Grove St., Evanston, Ill.
Kankakee—July 12.

Massachusetts
Holyoke—July 19. Hudson Kalloch, Hyannis, Mass.

Michigan
Detroit—July 19. Mrs. L. Schwalk, 10124 Cameron Ave.
Grand Rapids—July 12. Maxine Spade, 1322 Sigbee St.

New Jersey
Riverside—June 28. Foley, 2009 Ranstead St., Philadelphia.
Sparta—July 26. Foley, 2009 Ranstead St., Philadelphia.

New York
New York—July 26. Foley, 2009 Ranstead St., Philadelphia.
Oneonta—June 27. Foley, 2009 Ranstead St., Philadelphia.
Rome—June 28. Foley, 2009 Ranstead St., Philadelphia.
Tuxedo Park—July 25. Foley, 2009 Ranstead St., Philadelphia.

Ohio
Chagrin Falls—July 26. V. Brumenshenkel, Willoughby, O.

Oregon
Portland—July 12. Helen Maring.
Salem—July 19. Helen Maring, Portland, Ore.

Pennsylvania
Williamsport—July 19. Foley, 2009 Ranstead St., Philadelphia.

Vermont
Montpelier—July 12. Hudson Kalloch, Hyannis, Mass.
WASHINGTON—
Vancouver—July 12. Helen Maring, Portland, Ore.

Wisconsin
Madison—June 28. Mrs. J. McManus, Oregon, Wis.
Manitowoc—June 27. Eva Hollenbeck.

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CLOSE-UPS: DICK BARSTOW

Versatile R-B Director Literally on His Toes

By FRANK LUPPINO JR.

In 1927 a young lad, then billed in newspaper publicity stories as the Iron-Toed Boy, walked four and a half miles on Boston streets on his toes. The feat made Ripley's syndicated feature this April, some 26 years later, at a time when the same lad finished the staging of the current Ringling Bros. and Barnum & Bailey Circus for its Madison Square Garden opening. The Ringling chore was a feat which not only kept him literally and figuratively on his toes, but also gave him the responsibility of keeping some 1,500 circus personnel in the same position.

The lad, Dick Barstow, had misgivings about being able to walk the distance in Boston back in 1927 to better a record set there by another performer. But he decided it was worth a try, and give it a try he did, and succeeded.

In 1949 the same Dick Barstow had misgivings about being able to aid in the staging of the Ringling circus, but he decided to give it a try, and along he went to Florida to aid John Murray Anderson in the chore of whipping the show into shape. He worked with Anderson as his assistant for three years, then in 1952 he took over the responsibility alone. For an assistant he had his sister, Edith, who has assisted him since (Continued on page 75)



DICK BARSTOW

Work Begins On Bristol's New Plant

BRISTOL, Va., June 20.—Board of directors of the Tri-State Fair, to be held here August 17-22, this week finalized acquisition of the former airport here as the site for the forthcoming annual. Airport grounds comprise 85 acres, and an 80 by 100-foot hangar on the property is being converted into the fair's women's building. Work has already started in readying the new plant, with greatest progress being shown on the new race track.

R. C. McCarter, fair president, announced this week that the advance sale of season gate tickets, which began Monday (15), got off to a good start, with more than 2,000 of the ducats sold in the first four days. The tickets are being sold by various civic groups in connection with a Queen of the Fair contest.

Eddie Young's Sterling Crown Show will be on the Bristol fair's midway, with the Gus Sun Booking Exchange holding the contract on the grandstand. Howard's Water Circus this week was added to the grandstand attraction lineup. Tony Vitale has been pacted to furnish the fireworks.

Jack Finch has been awarded the contract to decorate the grounds and buildings, McCarter says. H. A. Haga, farmer and cattle breeder, will have charge of the livestock exhibits.

Last fair held in Bristol, on the Virginia side, was 45 years ago. A fair on the Tennessee side was last held 15 years ago. The nearest fair now is Kingsport, Tenn., 22 miles away.

3 Tracks Operated By Kedenburg

NEW YORK, June 20.—Jacob Kedenburg, president of the Kedenburg Racing Association, currently is promoting stock car racing at three Long Island tracks.

Thursday night events are staged at Dexter Park, Woodhaven, Queens. Friday nights find the oval in use at Municipal Stadium, Freeport, Nassau, and Saturday action is provided at both Freeport and at the Islip Speedway, Suffolk.

Stuart Donaldson is secretary-treasurer of the organization, Gus Hager is racing director and Don Abrew handles press relations.

Lethbridge, Alta., Posts 6G Premiums

LETHBRIDGE, Alta., June 20.—Prize money totaling \$6,786, including \$1,000 for 4-H Club work, is being offered at the Lethbridge and District Exhibition, which opens Monday (22). Prizes totaling \$500 were offered for the best floats, decorated cars, bands, horses and outfits, children's fancy dress, pets and decorated bicycles in the opening day parade.

Swift Current Appoints

SWIFT CURRENT, Sask., June 20.—Mrs. Maud Elliott has been appointed secretary and office manager of the Frontier Days org which works with the Swift Current Agricultural Society in presentation of the annual exhibition and Frontier Days celebration.

Whale Dates Flounder, But Plans Continue

NEW YORK, June 20. — Mrs. Haroy, the 65-ton embalmed whale which was brought to this country for exhibition purposes, still is in the ranks of the unemployed.

Her owner, Leif Soegaard, who brought the whale to the U. S. in April, still is conducting negotiations to exhibit his prize catch. Several parties this week were reported negotiating with him regarding exhibition rights. Max Tubis, Atlantic City pier operator, said that he was considering the possibility of displaying the mammal at his pier this summer.

Meanwhile, the whale reposes in the New York Central Railroad yards in Weehawken, N. J., while its owner negotiates. Soegaard previously turned down offers to exhibit the whale in the New York yards at 34th Street and/or 60th Street in Manhattan. He was seeking a Times Square location and was interested particularly in the location recently made available by the razing of the Republic Theater. The destruction of the theater was not previously coming along fast enough to enable him to start the exhibition as rapidly as he desired. Altho the building has now been razed, other offers have involved Soegaard, who at press time, had not finalized any of them.

Car Not Adapted

He has also held up the necessary adaptation of the railroad car to meet U. S. coupling requirements. He intended making the change while the car and whale was on exhibit locally. The car can be removed from the two groups of four-axle, eight-wheel trucks which support the car at each end.

The move of the car body with the whale from the Weehawken yards to Times Square via car float and heavy hauling equipment would cost a reported \$3,000. Based on European grosses, Soegaard feels certain that his mammal will prove to be a heavy grosser in this country as well, once exhibitions begin.

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- ★ Thermostatic-controlled, variable heat selector . . . steams dogs fast at 350, 700 or 1400 watts.
- ★ Stainless steel construction . . . black, baked enamel base.
- ★ 24" long, 17½" high, 14½" deep.
- ★ IMMEDIATE DELIVERY

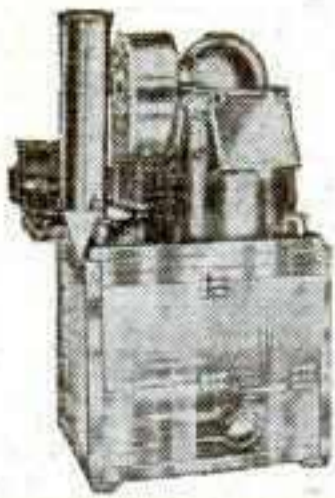
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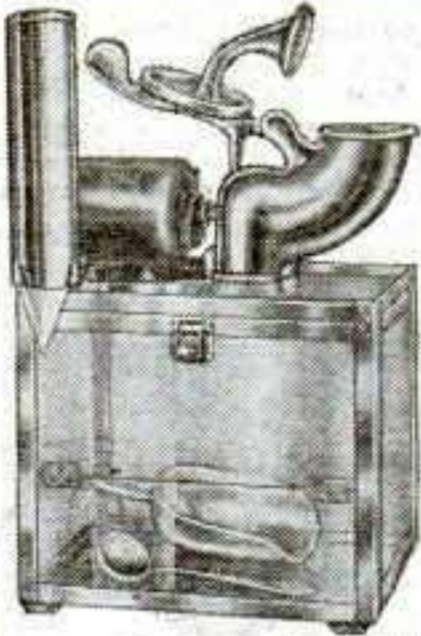
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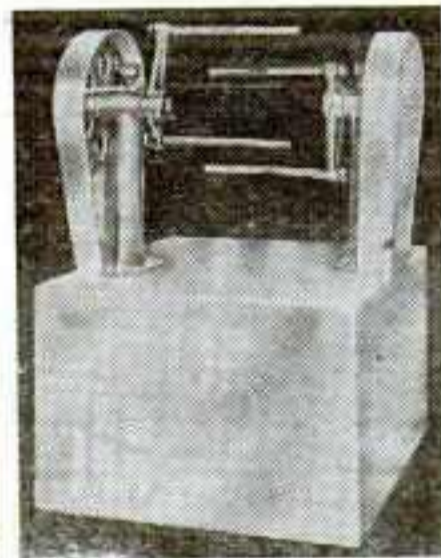
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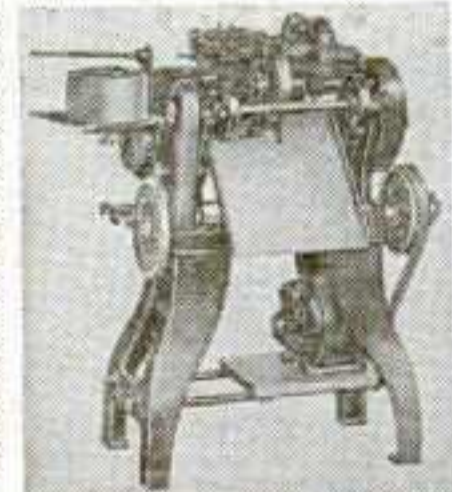


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PHIL COOK

**MSA Exec Secretary
Is Orator and \$ Raiser**

A non-conformist in matters of parental authority in his youth, Phil Cook left home to traverse the rocky path of outdoor show business for more than 40 years until, at present, he is wholly occupied with organizational endeavors. As executive secretary of the Miami Showmen's Association, the diminutive Phil is functioning in and helping to create the golden age of the Florida organization with full opportunity to exploit his oratory, fund-raising and glad-handing talents.

Phil revolted at 14 and left home, after smashing a piggy bank to obtain funds, when his father insisted that he quit high school and become a rabbinical student to follow in the footsteps of his grandfather. The lad was more attracted to the exploits of such famous lawyers as Charles Evans Hughes and William Howard Taft. Given a choice, he would have attempted to emulate their careers, but since this was not to be, he headed for Julian, Pa., to work in a brick factory.

The frustration of his youth still shows up in Phil's demeanor. He



PHIL COOK

is well read and well versed in such exacting sciences as parliamentary law. His diction is concise and his vocabulary large, and he makes good use of these innate talents, demonstrating them with

(Continued on page 75)

**Site Is Readied
For Mineola Fair**

WESTBURY, L. I., N. Y., June 20.—Preparations for the Mineola Fair and Industrial Exposition, October 10-18, are under way, according to Alfred Valentine, president.

Additional parking space has been prepared at Roosevelt Raceway, site of the fair, and 15,000 cars can be accommodated. Plans for this year's fair insure ample space for exhibitors.

Valentine has completed organization of the 45 agricultural exhibition departments, and announced that the staff is now prepared to receive applications for entries in all departments.

**Charleston, W. Va.
Reorganizes Board,
Names New Officers**

CHARLESTON, W. Va., June 20.—Kanawha County Farm and Industrial Exposition, Inc., has succeeded the Kanawha State Park Association as sponsor of the annual country fair here and has named a new slate of officers for the annual.

J. F. Murrin, local businessman, was named president. Other officers include Bertram C. Payne first vice-president; Brooks Daugherty, second vice-president; Rheta C. Edwards, secretary and Ernest A. Bartels, treasurer.

Board of directors includes Louise Bryant, Rex Crouser, Mrs. Charles Ellis, Harper Grimm, J. A. Mooney and Virgil C. Tate.

**9 Openings in as
Many Days Set for
'Dancing Waters'**

NEW YORK, June 20.—Harold Steinman this week announced that nine openings will be staged for his "Dancing Waters," imported water spectacle, in as many days this month.

The spectacle preems at Atlantic City's Steel Pier today. It will be a pier feature thruout the season. Another unit will open with Elliott Murphy's Aquashow Tuesday (23) at Flushing Meadows, L. I., N. Y. A third unit is set for the three-day special show to be staged by the Kiwanis in Madison Square Garden, Monday thru Wednesday (22-24).

Other appearances include a showing under canvas in Galveston, Tex., beginning Friday (26), and the opening of a six-week run at Asbury Park, N. J., beginning Monday (29).

The units are also set for a number of fair dates.

**Murphy Water
Show in Bow**

NEW YORK, June 20.—Elliott Murphy's Aquashow begins its 1953 season at Flushing Meadow next Tuesday (23). The show will present 16 numbers, including four production presentations.

Burt Milton, Murphy's assistant, said that this will be the first time in the history of outdoor show business that ice skating and water ballet have been combined. A 40-foot by 60-foot rink will be employed for the ice skating segments of the show.

The show will also feature "Dancing Waters," the device that circulates some 38 tons of water in variable artistic fountain form. Fireworks will be displayed at Tuesday and Thursday performances of the nightly show. General admission is scaled from 60 cents to \$1.25, with reserved seats available at \$2.40. This is the first year that reserved seats have been available for this show.

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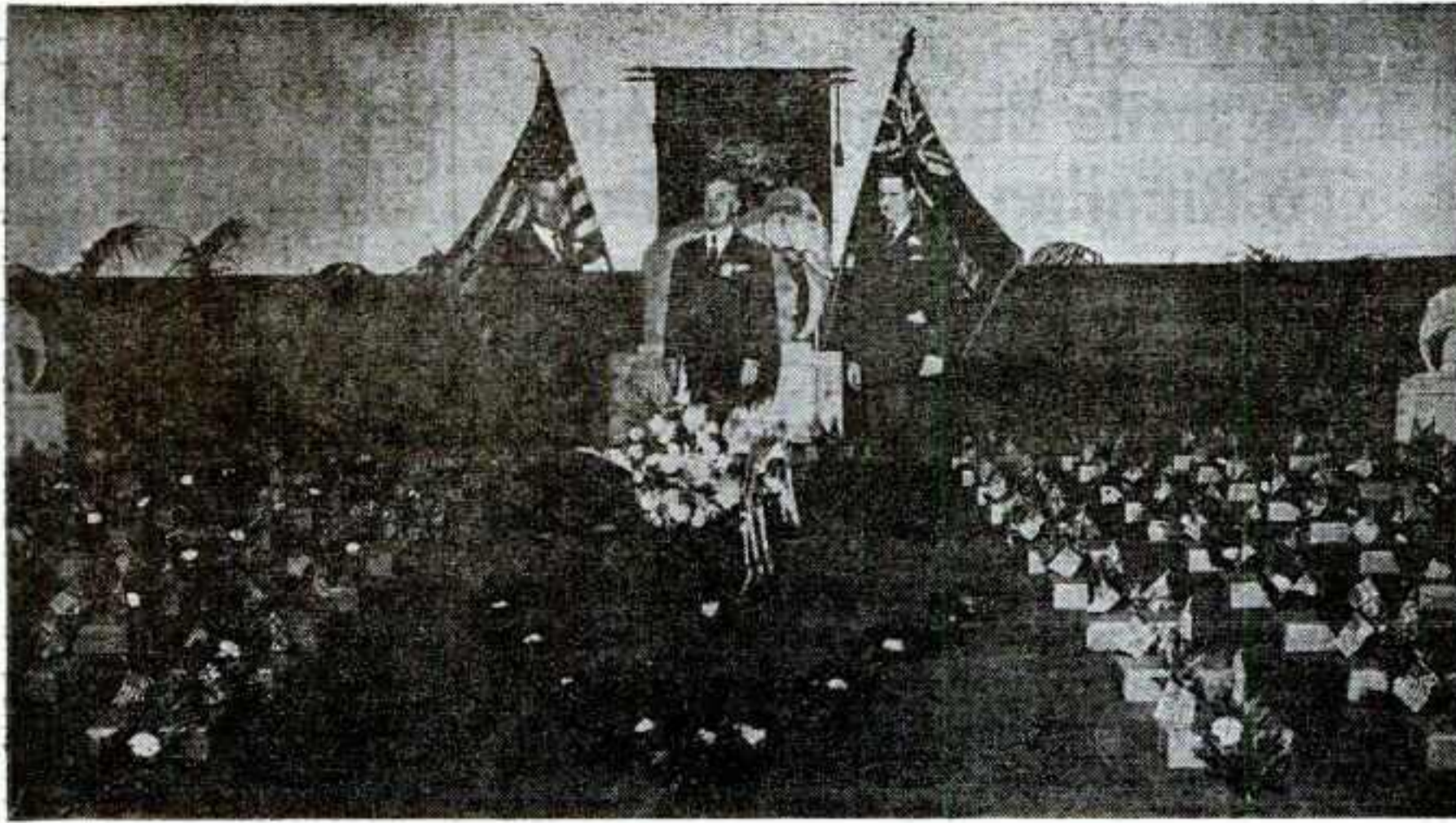
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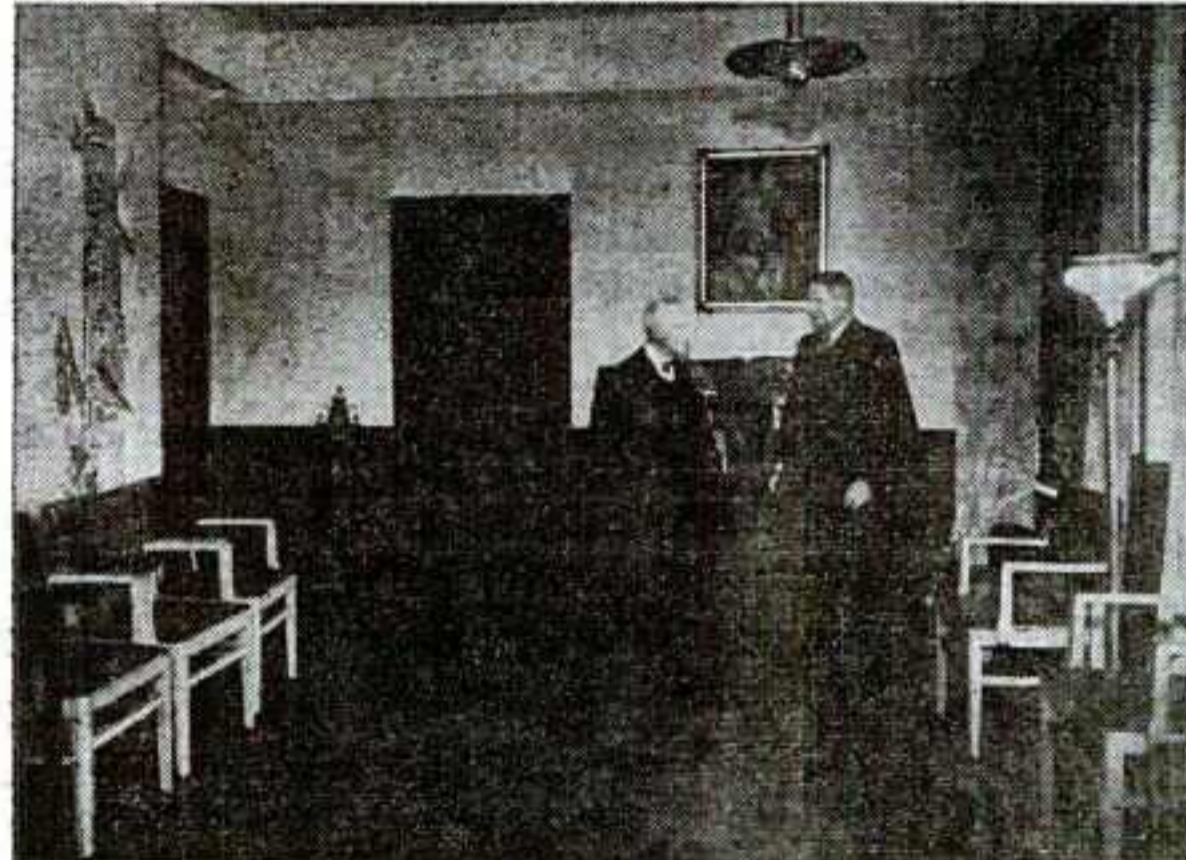
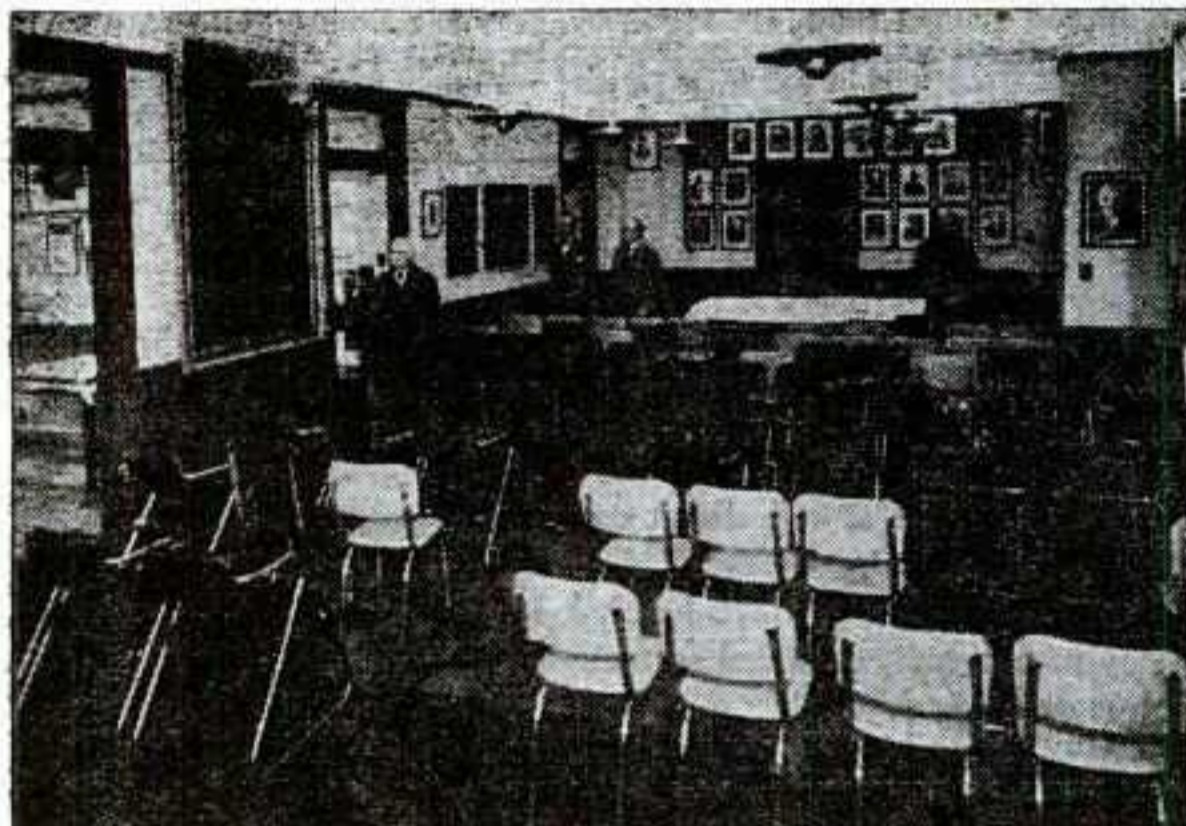
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American Cancer Society

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A simulated version of Showmen's Rest Cemetery plot, above, serves as background for the League's annual Memorial Services held during the Chicago outdoor meetings. Hundreds turn out each year to attend these services and pay tribute to the club's deceased members. In the photo are Dr. Charles Copeland Smith, Carl J. Sedlmayr and Bernie Mendelson.



The League's Chicago clubrooms are the center of the organization's business and social activities. Upper photo shows the main room set up for a regular weekly membership meeting. Below are Walter F. Driver, treasurer emeritus, and S. T. Jessop, '52 president, in the board of governor's meeting room.

FED 'EM, TOO

Club Operated Soup Kitchen In Depression

MANY an outdoor showman hit by the depression of the early '30's would have had to take an extra hitch in his belt if it hadn't been for the Showmen's League of America and its informal program of free lunches and suppers.

Money was tight, shows were folding and a large number of showmen were not only out of work but were missing more than their share of three squares a day.

Without fanfare and in the true spirit of the League, more fortunate members came to the rescue. Altho pressed for cash themselves, many made liberal donations toward the purchase of food. Others with cooking ability lent their talents to the program and all members quickly learned that a hot meal was usually available at the League clubrooms, then at 165 West Madison Street, Chicago.

Thousands of lunches and suppers were provided members during '31 and '32 and helped many a showman to bridge the worst part of the depression.

Chitwood Show Set for July 4 L. A. Coliseum

LOS ANGELES, June 20.—Joie Chitwood's Auto Daredevils will be featured at the 21st annual American Legion Fireworks Show in the Coliseum here July 4, Harry Myers, producer, said. The Chitwood crew will offer their Tournament of Thrills, a 17-event program.

Harry Woolman, Redondo Beach resident and Hollywood stuntman, will pilot the 1953 sedan in its 80-foot leap, a high point in the program.

Proceeds from the \$50,000 show are earmarked for veterans' rehabilitation and hospital service work by the Legion.

Books Blue Grass For Olney Event

OLNEY, Ill., June 20.—Phil H. Heyde, who is putting in his eighth year as director of the American Legion Fourth of July Celebration here, June 29-July 5, reports that he has signed the Blue Grass Shows as midway attraction for the date.

Before the grandstand on the afternoon and night of the Fourth will be Jinx Hoaglan's attractions, and Robert Steele's Pioneer Days is being brought in for the following day. A large fireworks display will close activities the night of the Fourth.

Alta. Rodeo Draws 4,000

CRAIGMYLE, Alta., June 20.—Oldest consecutively-held rodeo in Alberta, the 37th Hand Hills Stampede, was favored with ideal weather and drew an attendance of 4,000. Top winners were: Saddle bronk, Bill MacLean, Kit-scoty, Alta.; bareback, Wilf Ger-litz, Black Diamond, Alta.; calf roping, Ken Lance, Oklahoma City, Okla.; steer riding, Ellie Lewis, Penticton, B. C.; wild horse race, Cliff Vandergrift, Turner Valley, Alta.; best all-round cowboy, Ellie Lewis, Penticton, B. C.; chuck wagon racing, Johnny Phelan outfit, Red Deer, Alta.

Attendance of 25,000 At O. Strawberry Fete

HOLLAND, O., June 20.—Attendance of 25,000 was recorded at the recent annual three-day Strawberry Festival here. Dates for the 1954 event will be June 11-13, with a pre-festival ball scheduled for June 10. Chairmen are Howard M. Schlegel, executive committee; Helen Dunn, publicity; James A. Gunn, advertising displays, and Albert E. Lormer, entertainment.

As usual, the 1954 event will include a parade, beauty contest, competition for the perfect strawberry blonde, strawberry market,

2 Drivers Die in Reading Smash-Up

READING, Pa., June 20.—Two racing drivers were killed and a third was seriously injured during a race at the fairgrounds here Sunday (14).

Killed were George Lloyd, 27, and Robert Rolland, 26, both of Reading. The injured driver, David Haldeman, Boyertown, Pa., was taken to Reading General Hospital.

The accident occurred during the fourth lap of a 15-lap feature event which was being run on the half-mile dirt track before some 4,000 spectators. Haldeman's car hit the infield dirt, bounced off the inside guard rail and careened across the track. Other cars swerved left and right to avoid Haldeman's car and Rolland's car skidded, struck the inside guard rail and crashed thru into the infield, hitting a light pole.

Lloyd's car, a moment later, crashed against Rolland's and both cars burst into flames. Both drivers were trapped in their cars.

strawberry dishes and carnival attractions. The display committee has already signed contracts with many advertisers for next year.

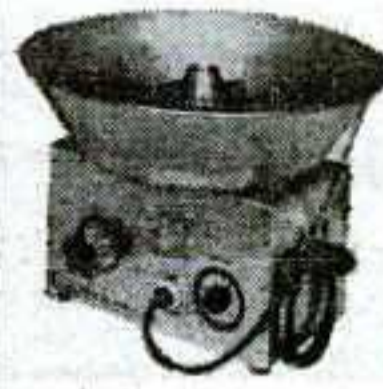
The festival is sponsored by the Strawberry Festival Organization, an incorporated non-profit organization. It is primarily concerned with development of the community park, purchased with funds from previous festivals.

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DICK SLAYTON:

Versatile Background Aid To Ringling Kid Show Boss

By FRANK LUPPINO JR.

A U. S. Army captain may not seem to be linked with the captaincy of the Ringling-Barnum Side Show, but with solid experience in providing entertainment for thousands as a backdrop, Dick Slayton has the perfect entre for either position.

Dick had an introduction to the entertainment business thru a family that ranged from his mother, who headlined in Broadway shows, to an uncle, who was a child flicker star in the days of the old Edison Studios. But Dick, like many people, got into the profession as a result of military service.

Discharged in Frankfurt, Germany, in 1950, while a captain in the U. S. Army, Slayton went to work providing talent for U. S. personnel stationed in various parts of Europe. His civilian job, as an entertainment specialist, found him in Paris, Copenhagen, Amsterdam and other top European cities, seeking talent to entertain troops.

Novel Wire Stunt



DICK SLAYTON

At one time he was signing talent and shows for 130 U. S. military clubs in Europe. His performers ranged from ice star Belita to high wire acts like Harry Davis. Dick tells of the time Davis provided a free act in the Alps,

Two Major Studios Get Okay to Film Calgary Stampede

CALGARY, June 20.—Permission has been granted Metro-Goldwyn-Mayer and RKO Pathe film companies to photograph short subjects at the Calgary Stampede this year and one report is that M-G-M's movie may be 3-D.

A new Indian campsite has been laid out on the grounds and seeded to grass. New restroom accommodation for Indian families is being constructed. An old apartment building on one corner of the grounds has been torn down and new gateways and roadways are being built.

Advance ticket sale for the Stampede, which got under way early in February, has been the largest in the show's history.

walking 120 feet of wire stretched between Zugspitze mountain and another Alpine peak, as part of a publicity stunt. The altitude was 9,700 feet and the drop, if Davis slipped, was 3,000 feet. The act proved its merit to Dick, and altho he utilized Davis' services, he brought Davis down to earth with
(Continued on page 75)

He Fought Three Days and Nights

COLD, BATTLE-WEARY, fighting for every mile of wintry road, the Marines were re-deploying toward Hungnam. A rifle company was guarding a mountain pass vital to the withdrawal of two regiments. The company became surrounded. If help didn't come, 6,000 men were lost.

Into this situation, Lieutenant Colonel Davis boldly led his Marine battalion. Over eight miles of heavily defended icy trail they attacked, and across three ridges deep in snow.

They fought three days and nights, often hand-to-hand.

But finally Colonel Davis reached and freed the company. He opened the pass and held it till the two regiments got by. Then he led his own gallant battalion into safety.

"Korea and World War II have taught me," says Colonel Davis, "that courage is common to all armies; it's the better equipped side that has the edge. You're giving our men that edge every time you invest in a U. S. Defense Bond. Bonds are personal savings for you. They also help produce more and better combat equipment to protect the brave men who are protecting us all."



Lieutenant Colonel
Raymond G. Davis, USMC
Medal of Honor



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(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

- Alamo Expo.: Liberal, Kan.
- American Beauty: Warrenton, Mo.; Osceola, Ia.; July 2-4.
- American Eagle: West Moreland, Tenn.; Red Boiling Springs 29-July 4.
- American Midway: Grand Saline, Tex. Amusement Co. of America: Appleton, Wis.
- A. M. P.: Hooversville, Pa.; Oakland, Md., 29-July 4.
- Baker United: Spencer, Ind.; Linton 29-July 4.
- Badger State: East Grand Forks, Minn.
- Beam's Attrs.: Connellsville, Pa.; Mason-town 29-July 4.
- Becht, Lee: Franklin, O.; Norwood 29-July 4.
- Bee's Old Reliable: Winchester, Ky.; Green-up 29-July 4.
- Belle City: Cedarburg, Wis., 25-28; Evansville 30-July 5.
- Bernard & Barry: (Adelaide St. P. O.) Toronto, Ont., Can., 22-July 8.
- B. & H.: Kershaw, S. C.
- Big State: Fryor, Okla.
- Blue Grass: Muncie, Ind.; Olney, Ill., 29-July 4.
- Blue Ribbon: Menominee, Mich.
- Blue Valley: Gardner, Kan.; Smithville, Mo., July 1-4.
- Byers Bros.: Black Duck, Minn., 22.
- Bogle, F. C.: (Fair) Barnes, Kan.; Manhat-tan 29-July 2; Wamego July 3-4.
- Bohn & Sons United: Selling, Okla.; Wood-ward 28-July 4.
- Boone Valley: Cherokee, Ia., 22-24; Coon Rapids 25-27.
- Borderland: Alpine, Tex.
- Brewer's United: Rusk, Tex.; Wright City, Okla., 29-July 4.
- Brodbeck & Schrader: Fort Collins, Colo.
- Brown & Wallace: Franklin, Va.
- Buck, O. C.-Model: Chicopee, Mass.; Keene, N. H., 29-July 4.
- Burke, Harry: Lafayette, La.
- Burkhart's: Warrenville, Ill.; Henry 29-July 4.
- Capital City: La Follette, Tenn.
- Carpenter Bros.: Bettsville, O.; Columbus Grove 29-July 4.
- Casey, E. J.: Virden, Man., Can., 24-25; Dauphin 26-27; Swan River 30-July 1; (Fair) Morris 3-4.
- Cavalcade of Amusements: South Beloit, Ill.
- Cavalcade of the West: Everett, Wash.
- Central American: Junction City, Kan.
- Central States: McCook, Neb.

- Cetin & Wilson: Warren, Pa.; Springfield, O., 29-July 4.
- Chanos, Jimmie: Richmond, Ind.; Green-ville, O., 29-July 4.
- Cherokee Am. Co., Parsons, Kan., Pitts-burgh July 4.
- Coleman Bros.: Pittsfield, Mass.
- Collins, Wm. T. No. 1: (Fair) Cando, N. D., 25-27; (Fair) Rugby July 3-4.
- Collins, Wm. T. No. 2: Boyd, Minn., 23-24; Granite Falls 26-28; St. Cloud 29-July 5.
- Continental: St. Albans, Vt.
- Crafts Expo.: Reedley, Calif., 23-28; Oak-land July 1-5.
- Cross Road: Lakewood, Mich., 22-24.
- Cumberland Valley: Winchester, Tenn.; Tullahoma 29-July 4.
- Cunningham's Expo.: Bridgewater, Pa.
- Dan-Louis: Irvington, Ky.
- Deatro: Salamanca, N. Y.; Phelps 29-July 4.
- Dobson's Amery, Wis., 22-24; St. Paul, Minn., 26-28.
- Down River Am. Co.: Berkley, Mich.; Ecorse 30-July 5.
- Douglas Greater: Dallas, Ore.; Toppentah, Wash., 29-July 5.
- Drago, Nos. 1: Huntington, Ind.
- Drago, No. 2: Brookston, Ind.; Walkerton 29-July 4.
- Drew, James H.: Grayson, Ky.; Point Pleasant, W. Va., 29-July 4.
- Dumont: West Chester, Pa.
- Dyer's Greater: Maquoketa, Ia., 23-30.
- Oelwein July 3-5.
- Eastern Am. Co.: Lincoln, Me.
- Eddie's Expo.: Neville Island, Pa.; Clarion 29-July 4.
- Empire State: Roan Mountain, Tenn.; Richlands, Va., 28-July 4.
- Emshoff: Appleton, Wis., 26-28; Sparta July 2-5.
- Evans United: Plattsburg, Mo.; Lyndon, Kan., July 3-4.
- Ferris, Carl D.: Norwich, N. Y.
- Festival of Fun: Owosso, Mich.
- Fleming, Mad Cody: Decatur, Ga.; Cordele 29-July 4.
- F. & M.: El Paso, Ill.; DeSoto, Mo., 29-July 4.
- Foley & Burk: Richmond, Calif.; Pleasanton 29-July 11.
- Franklin, Don, No. 1: Eldorado, Kan.; Red Oak, Ia., July 1-4.
- Franklin, Don No. 2: (Fair) Stockdale, Tex.
- G. & B.: Friendsville, Md.; Terra Alta 29-July 4.
- Gem City: Clinton, Ill.
- Gentsch, J. A.: New Albany, Miss.; Martin, Tenn., 29-July 4.
- Georgia Am. Co.: Douglasville, Ga.
- Gladys Am. Co.: Callao, Va.
- Gladstone Expo.: Danville, Ky.; Eminence 29-July 4.
- Gold Bond: Oakhosh, Wis.
- Gold Medal: Paducah, Ky.; Peoria, Ill., 29-July 4.
- Golden Nugget: Bowbells, N. D., 24-25.
- Golden West: Chisholm, Minn.; Coleraine July 2-4.
- Gooding Am. Co. No. 1: (Oakland Park Ave.) Columbus, O.
- Gooding Am. Co. No. 2: Steubenville, O.
- Gooding Am. Co. No. 3: Washington, Pa.
- Gooding Am. Co. No. 4: Cleveland, O.
- Gooding Am. Co. No. 5: North Webster, Ind.
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- Gooding Am. Co. No. 8: Maple Heights, O.
- Gooding Am. Co. No. 9: Cleveland, O.
- Goree, C. A.: Denver, Colo.
- Grand American: Eldora, Ia., 24-27; Water-loo 29-July 4.
- Hale's: (4th & Freeman) Kansas City, Kan.
- Hammond, Bob: Houston, Tex.; Belton 30-July 4.
- Hannum, Morris: (Cahill Field) Philadel-phia, Pa.
- Happy Attrs.: Byesville, O.; Marietta 29-July 4.
- Happyland: Ypsilanti, Mich., 26-July 5.
- Harrison Greater: Rich Square, N. C.; Pocomoke, Md., 28-July 4.
- Hartsock Bros.: Kirksville, Mo.; Hurdland July 4.
- Heth, L. J.: New Castle, Ind.

(Continued on page 97)

Circus Routes

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- Bailey Bros.: Bremerton, Wash., 24-25; Renton 26-27; Auburn 29.
- Beatty, Clyde: Spokane, Wash., 22-23; Ken-nedick 24; Yakima 25; Sunnyside 26; The Dalles, Ore., 27; North Bend 29; Eugene 30; Corvallis July 1; Salem 2; Portland 3-5.
- Cole & Walters: Ocheyedan, Ia., 24.
- Diano Bros.: Sheldon, Ia., 23; Estherville 24; Algona 25; Ames 26; Grundy Center 27; Oelwein 29; Waverly 30.
- Gould, Jay: St. Louis Park, Minn., 22-23; Olivia 24-26; Lafayette 27-28.
- Hagen Bros.: Toledo, O., 22-23; Akron 24-25; Warren 26; Youngstown 27; Batavia, N. Y., 30; Rochester July 1; Canandaigua 2; Penn Yan 3; Watkins Glen 4-5.
- Hagan-Wallace: Wynona, Sask., Canada 24; Lanigan 25; Watson 26; Melfort 27; Prince Albert 29.
- Hunt Bros.: Poughkeepsie, N. Y., 23; Pawling 24; Danbury, Conn., 25; Katonah, N. Y., 26; Pleasantville 27; Syosett, L. I., 29; E. Northport 30; Huntington State, July 1.
- Kelly-Morris: McKinley Heights, O., 23; Salem 24; Massillon 25.
- King Bros.-Cristiani: North Bay, Ont., Can., 23; New Liskeard 24; Kirkland Lake 25; Cochran 26; Timmins 27; Rouyn, Que., 29.
- Kelly-Miller: Sutton, W. Va., 23; Weston 24; Elkins 24; Buckhannon 25; Philippi 26; Grafton 27.
- Mills Bros.: E. Orange, N. J., 23; Mountain View 24; White Plains, N. Y., 25; Norwalk, Conn., 26; Fairfield 27; Wallingford 29; New Britain 30; Williamantic July 1; New London 2; Cranston, R. I., 3; Middletown, Mass., 4.
- Odyson: Maple Creek, Sask., Can., 23; Gull Lake 24; Morse 25; Lumsden 26; Wynyard 27.
- Packs, Tom: Nashville, Tenn., 22-26; Evansville, Ind., 27-28; St. Louis, Mo., 30-July 5.
- Polack Bros. (Eastern): (Civic Center) Butte, Mont., 25-27; (Rodeo Grounds) Livingston 29-30; (Ball Park) Ogden, Utah, July 3-4.
- Polack Bros. (Western): (Fairgrounds) Merced, Calif., 23-24; (Fairgrounds) Modesto 26-27; (Memorial Stadium) 30-July 2.
- Ringling Bros. and Barnum & Bailey: Trois Rivieres, Que., Can., 23; Cornwall, Ont., 24; Montreal, Que., 25-28; Valleyfield 29; Kingston, Ont., 30; Belleville July 1; Guelph 2; Oshawa 3; Hamilton 4.
- Von Bros.: LeRoy, N. Y., 23; Holly 24; Spencerport 25; Avon 26; Honey Falls 27; Manchester 29; Williamson 30; Wolcott July 1.

Ford Backs Thrill Date In Chicago

CHICAGO, June 20.—Tournament of Thrills, scheduled to play one-night performance here in Soldier Field, July 17, will go into the date backed by an extensive promotion campaign on the part of the Ford Motor Company.

According to Earl Newberry, thrill show op, 125,000 cut-rate tickets, which save the bearer 50 cents on the \$1.50 admission, will be distributed in two ways. The 60 Ford dealers in the Chicago area will include two of the ducats in each of its July customer statements. Further distribution will be gained by placing two tickets in each pay envelope of employees at both Ford's big aircraft motor plant and assembly center here.

In addition, the car manufacturers have turned over 60 of its 24-sheet billboards for exploitation of the thrill show. Show will be the first to play the big lakefront stadium in over five years.

Gresham, Ore., Sets Free Stageshow, Space Sales Up 75%

GRESHAM, Ore., June 20.—A free stage show again will be used to pull crowds to the Multnomah County Fair this year, Manager Duane Hennessy announced. Show will be built around standard circus acts, plus a band. Producer will be Monte Brooks Attractions of Portland and San Francisco.

Hennessy said commercial space sales in the newly completed Hall of Exhibits, which has 76 booths, is up 75 per cent over a year ago, when an old building with 40 booths was used.

With completion of a new agriculture building for grange, food and agricultural displays, a program of remodeling and new construction is about complete, Hennessy said. Grounds have been completely rewired with replacement of all major power poles, roads have been repaired and flowers and shrubs set out.

San Jose, Calif., Frames Exhibit Hall, 2 New Barns

SAN JOSE, Calif., June 20.—Santa Clara County Fair is rushing construction work on its new 400 by 120 foot all-purpose exposition hall, scheduled for completion in time for the September 14-20 fair. The structure, in addition to being used during the fair, will be utilized for other functions during the off-season.

Other construction work here includes two new animal barns, each 42 by 360 feet, and two new dormitories to house 4-H and FFA competitors. In addition, the swine and sheep buildings will be re-located in a more central area.

The new large exhibition hall has already been reserved by an Autorama and for a convention of the Jehovah Witnesses.

B. Fielding, Ex N. Y. License Boss, Succumbs in N. Y.

NEW YORK, June 20.—Benjamin Fielding, 44, former city commissioner of licenses and commissioner of welfare, died Monday (15). He was stricken at his Loews, Inc., office where he was an executive with that firm.

He was best known as license commissioner during the first administration of Mayor William O'Dwyer. He assumed office January 31, 1946, and took active part in licensing matters. He frequently made personal inspections of licensed premises in the city, and at one time closed several Coney Island revues.

On another occasion, he investigated a shortage of low and medium-priced tickets for the Ringling Bros. and Barnum & Bailey Circus showings at Madison Square Garden. As a result, he forced 28 ticket brokers to return 28,000 low-cost tickets used primarily for children.

Move to Start Annual Near Corvallis, Ore.

CORVALLIS, Ore., June 20.—An additional county fair for Oregon loomed this week with negotiations for a 10-acre tract southwest of this city for a Benton County Fair. Jay Reynolds, county fair board chairman, said the property would cost \$12,000.

Benton County, in the populous Willamett valley and site of Oregon State College, is one of the few counties in Oregon that do not hold fairs. Funds for a fair have accumulated to the credit of the county from the State's share of wagers on horse racing and from a 1-20 of a mill tax, and are usable only to stage a fair.

Bingo Hearings Continue in N. J.

TRENTON, N. J., June 20.—Conflicting views were advanced here this week over the propriety of legalizing bingo, raffles and other minor games of chance.

New Jersey lawmakers held a public hearing of the Senate Judiciary Committee here Monday (15) to select one of three proposals to amend the State Constitution.

Upholders of the chance games saw no reason why bingo should be banned while horse track betting enjoyed legal sanction. Representatives and spokesmen for the American Legion and Legion Auxiliary of the State, Veterans of Foreign Wars and Spanish War Veterans told of the charitable works performed by their organizations, and others, from proceeds realized from the sources under dispute.

One opponent not only spoke against bingo, but also asked the committee to ask the Legislature to make pari-mutuel race track betting illegal. A conclave of New Jersey Presbyterian church leaders at Princeton, N. J., Wednesday (17) adopted a report opposing legislation of church-charity bingo.

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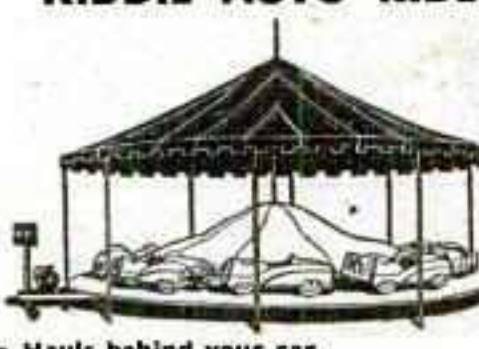
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GUENTHER'S 37TH YEAR

Accenting of Family Fun Keeps Olympic Booming

By FRANK LUPPINO JR.

IRVINGTON - MAPLEWOOD, N. J., June 20.—The most impressive thing about Olympic Park, Robert A. Guenther's 40-acre funspot here, is not its rides, free shows and daily band concerts. It is the over-all cleanliness and family atmosphere that prevails. For as President Guenther says, "It's a family park for families."

This slogan, plus the constant effort to live up to its attributes, has paid off in increased attendance, repeat business and an over-all sense of satisfaction for the park's owners.

Close to Newark

The park, just a block from a main traffic artery and some seven miles from the heart of near-by Newark, N. J., provides a country-like atmosphere and a restful haven for the neighboring populace. The transition from noisy city streets to the shady serenity of the park is apparent immediately to any patron after he once pays the 14 cents admission charge and enters the park.

As one approaches the park, an illuminated-by-night sign says "Smile." And the same sign is seen thruout the park on buildings and atop rides. Not only patrons, but the management itself is fully entitled to smile—the patrons because there is much to amuse them at a moderate cost, and the management because they can smile with satisfaction on the wholesale atmosphere and varied entertainment they provide.

The park celebrated its 37th

year of operation this month. It has been under the helm of Henry A. Guenther Sr., who purchased the land in 1916, and his two sons, Robert and Henry Jr., since its founding. Prior to the Guenther purchase, the area could hardly be construed as an amusement park, as it operated primarily as a picnic grove with an opera house and an occasional itinerant ride.

The park abounds with spreading trees, shady walks, excellent rest room accommodations and picnic facilities. Green and white picnic tables and benches are adequately provided in an area that is constantly policed. Signs thruout the park direct visitor to whatever meets his fancy, whether it be fun or food, pool or playground.

Aware of Customer

Distortion mirrors are also placed in the open against trees and carry overhead lights. In front of one of the rest-room

buildings one expects that a large multi-paned window is another refugee from a Funhouse, but instead it carries a sign, "Powder Your Nose Here." This is a sample of the type of service that Olympic Park provides its patrons.

After one passes thru the picnic grove and past major rides like the Skooter, Coaster, the five-abreast Merry-Go-Round (billed as the largest in the country), Ferris Wheel and other rides, one expects that the park limits have been reached. But it is only the beginning. For located on a lower slope is found the park's 200 foot by 400 foot swimming pool, an outdoor stage with grandstand and bleacher seating for 3,000, and enough rides to make one think that it's not the same park but a second one built next to the first.

The outdoor stage and its accompanying seating facilities are billed as the "Circus." Four free

(Continued on page 76)

SILBERT SHINES

Disk Jock Builds Top Saturday at Palisades

NEW YORK, June 20.—Unperturbed by the worst weather breaks in years, Irving Rosenthal, operator of Palisades (N. J.) Amusement Park, and his principal tub-thumper, Bert Nevins, have gone on fashioning promotions which the park management has termed the "best ever" in drawing crowds.

Best recent example was the Saturday (13) appearance of WMGM disk jockey Bill Silbert. Silbert's personal appearance, plus pre-show plugging, were credited with attracting most of the 25,000 persons, mostly teen-agers, who showed up.

Rosenthal said that card holders in Silbert's Saints and Spinners Club, which has a reported membership of 21,000, were admitted free to the park. Silbert did his regular radio stint between 6 and 7 p.m.

Several dozen personalities made guest appearances with Silbert. They included Eddie Fisher, Julius La Rosa, Rusty Draper, Art Lund, Betty Cox, Sandy Solo, Roger Coleman, Tommy Edwards, Bob Milano, Steve Lawrence,

Doran Davis, Sonny Curtis, Ross Landi, Jackie Paris, Vince Massy, Bob Santa Maria and the Joel Herron ork.

Ten booths were made available to recording companies for the display of their records. Booths were manned by RCA, Victor, M-G-M, Columbia, Capitol, Jubilee, London and Mercury, Rosenthal said.

Another big promotion is slated for today, with Paramount Pictures star Lisabeth Scott on hand to cut a birthday cake for an outing of 8,000 Ford employees, celebrating the 50th anniversary of the motor car company.

Coney Island, N. Y.

Last week-end (13-14) made exactly 9 out of 10 Saturdays and Sundays of rain and unseasonable chill for an altogether bad financial season's start for ops and concessionaires.

The all-absorbing rezoning question and worry had another opposing champion for Coney ops in Brooklyn's boro prexy, John Cashmore, who came out strongly in favor of the preservation of the amusement area at a meeting on June 11 and succeeded in causing the Board of Estimate to reject the proposed restrictions that had the backing of Park Commissioner Robert Moses, which, if his plans were carried out, would have meant the beginning of the end for concessions. Moses suffered only a partial setback, however, since the board coupled its vote with approval of the rest of the rezoning suggested by Moses. Except for the exempted amusement area running 200 feet back of the Boardwalk from West Eighth to West 23d streets, the board's action changes virtually all of Coney from unrestricted to retail and residence zones. This was in line with Moses' general plan for rehabilitation from what he has termed a "honky-tonk village" with a seaside residential area containing apartments, buildings, housing projects, parks, playgrounds and a \$5,000,000 aquarium. The compromise leaving the amusement area untouched was drafted at the meeting. Argued Mr. Cashmore, "If we're going to eliminate the popcorn and peanuts from Coney, then we're going to have something different from what we want and from what made Coney the playground of the world." The new changes became effective June 20.

Dan Lane's Irish House on the Bowery is without its long time singing-waiter policy of entertainment because of the 20 per cent income tax. The replacement is a large juke box. . . . Gus Wolff, who besides conducting a phone

U. S. OPS OGLE EUROPE'S RIDES

NEW YORK, June 20.—In past years, some U. S. and Canadian amusement park operators have purchased rides from Europe. However, with one of the wettest seasons currently plaguing them here, they may make plans to take rides to Europe after reading of boom business being enjoyed over there. Tivoli Park, Copenhagen funspot, for instance, Saturday (13), drew over 50,000 paid admissions. Up until midnight, there were triple lines waiting in front of most rides. The park's Scenic Railway, with five three-car trains running with a capacity of 105 passengers, couldn't keep up with the riders standing in line.

Avon, Conn., Funspot Gets New Owners

HARTFORD, Conn., June 20.—A long-pending deal involving ownership transfer of Cherry Park, Avon, Conn., was finalized Monday afternoon (15) with Howard Deming selling the 21-acre tract to a group of Hartford men represented by Attorney Michael Radin.

Deming had owned the park area since 1938, purchasing the property from Michael Delaney, of Hartford. In its earlier years the tract was used by farmers and tobacco growers primarily for fairs and exhibits.

The track consists of a half-mile dirt track for auto and horse racing and a six-mile asphalt runway for auto racing held there more recently.

Grandstands and bleachers have seating capacity of 8,600. Future plans of new owners were not disclosed.

Tornado Skips White City Spot At Worcester

Hamids Offer All Facilities to Aid Stricken in Area

WORCESTER, Mass., June 20.—White City Park, owned by George A. Hamid Sr., escaped damage from the tornado that whipped thru this area causing millions of dollars of damage.

Mrs. Hamid, who had been at the park prior to coming to New York to attend the joint National Showmen's Association and Auxiliary meeting that night, finally was able to reach city officials in Worcester by telephone. They reported that the park had suffered no damage, altho the tornado had passed completely around and within a quarter-mile of the park as it cut its swath of destruction toward the Coast.

Complete co-operation was offered by Mrs. Hamid to city officials. She authorized park personnel to aid the city in whatever emergency work was assigned. She also offered park facilities to the city and Red Cross in the event they wished to utilize buildings in the park for hospital or emergency sleeping quarters. In addition, the park's eating and refreshment facilities were offered to help provide food and cooking facilities to help feed homeless victims of the storm.

She also offered to donate all week-end profits taken in at the park Saturday and Sunday (13-14) to charitable organizations involved in aiding the helpless victims of the disaster in that area.

BUGABOO

Bad Weather Pattern Chills New Eng. Ops

BOSTON, June 20.—Funspot ops in the area are wondering if last year's pattern of cold or rainy Sundays is going to be repeated this season, and on the basis of performance so far, they're worried.

With a few pre-season Sundays indicating lush business to come, ops started the season optimistically. Even the poor opening on Decoration Day, due to weather conditions, didn't dampen their spirits. But the record since has been pretty downright discouraging, and the old bug-a-boo of last season's invariably rainy Sundays seems to be showing up again.

Revere, Nantasket, Salisbury, Norumbega, Mass., and Hampton, N. H., were jammed Saturday (6) when the mercury hit 94, breaking the record for the day. Sunday (7) expectations were great, but driving rain saw only a handful braving the funspots. Sunday (14) gave ops another headache. The mercury dipped down to 40, and topcoats and blankets came out of the mothballs. With a record of three of the biggest Sundays of the season down the drain, ops are trying hard to make friends with the weatherman.

group games." Martin's wife, Pearl, assists. Their son, Irwin, is a marine stationed at Floyd Bennett Field. . . . The McCullough Brothers, George, Ted, Jim and Leonard, have moved their Merry-Go-Round, the one that edged their smaller kiddie ride park at Surf and West Eighth, to Prospect Park, Brooklyn, where George and Jim are in charge. James Jr., altho but a 23-year-old, is so expert in mechanics that he has been made chief of all maintenance departments besides guiding the operation of another Carousel on the Boardwalk. Ted supervises the larger of the kiddie parks at Surf and West 15th as well as a parking lot on the same site. Here also is another Carousel, with Leonard at the head. Continuing as souvenir concessionaire at W. 15th is Sam Steinberg.

Good Press Is Aid to Business At Rockaways

NEW YORK, June 20.—Rockaways' Playland, Queens amusement park, has been receiving plenty of press agents' delight recently, which may be contributing to the current wave of good week-day business the park is enjoying. Weekday grosses are currently 20 per cent ahead of 1952.

A sign on the front of the Warner Theater, currently housing Cinerama, proclaims that the opening film sequence on a Roller Coaster was filmed at the park. Some 80 technicians have just completed shooting portions of another 3-D picture at the park. This flicker will utilize about 15 minutes of scenes and background shots of the funspot.

TV station WNBT is currently co-operating with the park in the selection of a Miss WNBT and is supplying top station names for judges and masters of ceremonies for activities being screened from the park.

The current issue of Photo Magazine devotes several pages to the park, and the park has been garnering consistent picture space in local dailies.

Western Names to Play Circle A

PHILADELPHIA, June 20.—The Jolly Joyce Agency has lined up an array of Western names for the Circle A Ranch at near-by Deer Park, N. J. The season got under way Sunday (21) with Sunset Carson and his troupe, with Buddy Messner Sunday (28).

July 4 week-end will find a championship rodeo featured, with Clarabelle the Clown from the "Howdy Doody" show coming in on July 12; Webb Pierce and His Gang on July 19; Stony Cooper and Wilma Lee for July 26. Elton Britt comes in August 2, and with other Sunday dates still to be filled, Joyce Agency has Hank Snow set for the August 16 spot.

Flood Hits Des Moines Kiddieland

DES MOINES, June 20.—Kiddieland Amusement Park on the Des Moines airport road suffered \$15,000 damage and was closed for over a week as a result of a flood from the near-by Raccoon River. It was the second time in two years the spot has been flooded.

Sidney Pearlman, secretary of the park, estimated it would cost at least \$15,000 to repair the damage. A new neon-lighted front was washed away but most of the equipment was moved or anchored.

Manager Harry Richmond and a crew of 15 employees worked four hours before the flood water hit and moved most of the equipment out. Six Shetland ponies, the train ride, several small rides and concession equipment were hauled out by semi-trailer trucks. Permanent fixtures were chained to 10-foot aluminum poles driven in the ground.

Philadelphia Zoo Gets Indian Rhino

PHILADELPHIA, June 20.—Philadelphia Zoological Garden has received a new young Indian rhinoceros, a gift from the governor of the Indian Province of Assam. The zoo already has a pair of African black rhinos.

Kelmans Takes Over Funspot at Rockaway

NEW YORK, June 20.—E. D. Kelmans this week announced that he had taken over the operation of Rockaway Amusement Park, Inc., the former Seaside Park at Rockaway Beach, N. Y.

Kelmans said that the operation of the funspot would be expanded, with new rides, games and food concessions added for the balance of the season. In keeping with his usual practice, Kelmans will book in all units, with the park company itself participating in a minimum of operation.

Scheduled features will include free picnic areas, bathroom facilities and television both day and night.

Kelmans, who also operates Indian Point Park, Peekskill, N. Y., has been active in the Rockaways and Coney Island areas in the past.

The weather continues to hamper operations at Indian

Point, with all week-ends to date hit by generally unfavorable operating conditions. The outing spot has some hedge against the weather in that parties booked on the Hudson River Day Line and with bus companies show up, rain or shine.

Last Sunday (14), the first of a series of bus parties from Philadelphia, 140 miles away, arrived at the park. In addition, there were parties in from New Haven, Conn., another distant point.

Per capita spending at Indian Point is reported high when good weather prevails and the crowds are able to get to the various attractions.

Jungleland, a novel zoo set-up with most of the animals uncaged, is being promoted heavily. The photogenic qualities of the small animals make it a natural for television, and several programs have used zoo features recently.

Star Fireworks Biz Has 34% Increase

DANVILLE, Ill., June 20.—Business for the Star Fireworks Manufacturing Company here shows a 34 per cent increase this year over the corresponding period of 1952, according to Al Colleen, president.

The firm has signed 23 centennial celebrations in Iowa, Indiana, Georgia, Wisconsin, Illinois and Minnesota to date, said Colleen. Largest contract calls for a \$4,000 display at Oshkosh, Wis. Another large one calls for a \$2,000 display for the national Veterans of Foreign Wars convention in Milwaukee, August 5. The display is being sponsored by the Miller Brewing Company, Milwaukee.

Dick Slayton

Continued from page 72

work in clubs and at Army installations.

In Garmisch, Germany, scene of the 1936 Olympic winter games, the Army requisitioned 13 hotels for the use of U. S. personnel on leave and recreation. Dick provided the floorshows, orchestras and entertainment for the hotels, and had as many as 10,000 soldiers viewing in one evening the talent that he had lined up.

Dick's knowledge of languages enabled him to deal easily with foreign acts of all types. He converses fluently in Spanish and German and has also mastered French and Italian.

Spots His Ring

After the 1946-1950 European stint, Dick returned to the U. S. While clearing customs, an officer informed him that a check of his luggage did not show all the items listed on Dick's declaration form. A personal check by Dick proved the officer was correct and that a camera, a watch and a ring, personally made for Dick by a German goldsmith, were missing. Two years later, in 1952, Dick spotted the ring, which prominently bore his initials, in a New York pawnshop window. He identified the ring and its interior engraving to the pawnbroker and was able to recover the ring for its pawned value, \$20, which was nowhere near its actual value. Which goes to prove, according to Dick, that everybody, and in this case, everything, eventually turns up in New York.

Named Manager

After serving two years as a Side Show ticket seller, in 1952 Dick was upped to assistant manager. His luck and managerial ability, plus his knowledge of acts and attractions, enabled him to step into the Side Show manager's slot this year and he looks forward to his fourth season touring with the Big One. It also affords him an opportunity to renew acquaintanceships with his many friends in the business throughout the country. In addition to his managerial chores, Dick also handles the show's special announcements at the Garden runs in New York and Boston, and at various times on the road.

Likes the Circus

But he pays high tribute to the people of the circus. Their's is the most fascinating profession in the world and presents the greatest challenges, according to him. He says circus performers learn fast and they are always willing to co-operate, are conscientious about their work, and work in all kinds of conditions without a grumble. Dick pointed out that from a tanbark underpath in the Garden, the performer may be working in ankle high mud the following week or on gravel or cinders, a condition most un-conducive to the rhythmic walking, acting and polished dancing that he expects them to display.

Likes the Circus

He also expects that they are sometimes worked too hard and too long. The 1953 presentation, for instance, was whipped into shape in less than three weeks. He started rehearsals in winter quarters on February 27, with no

MSA Exec Secretary Is Orator and \$ Raiser

Continued from page 70

little or no urging and upon any and all occasions.

Early Introduction

As a youth, Phil was enterprising. He falsified his age to pass as 16 and get his first job in the brick yard where he labored for \$9 a week—a few bob more, incidentally, than his father was making. This beginning might have patterned his life along prosaic lines had he not risked and lost his \$46 savings at a carnival. He went to Harry Copping, the head of the show, and explained that he would rather be on the winning side. He was accepted to add local flavor to the organization. He elected to remain when, in return for his week's work, he earned his savings back plus an additional \$15.

From then until March of last year, when he was named to the Miami post, Phil tramped with literally dozens of traveling shows, in addition to spending a few seasons at Coney Island. Thru an ad, he joined Benny Mercer on the Ben Williams Shows, again aging himself four years for a total of 19. He worked rolldowns and in 1916 he was still on that show and working for Phil Isser.

In 1917 he was touring the maritime provinces in Canada. Thereafter, and in more or less chronological order, Phil tramped with Pollack's 20 Big Shows, Con T. Kennedy Shows, Andy Rubble Shows, Jim Benson Shows operated by Eddie Brenner and Walter K. Sibley, the Lou Dufour Shows which latter became the W. T. Stone Shows, the Tip Top Shows with Joe End and Bill Wunders, the Jim Bruce Shows, John H. Marks, Shows, Rubin & Cherry Shows, Dick Gilsdorf, Art Lewis Shows, B & V Shows, Kirkwood Shows, Lawrence Greater Shows, the Endy and Press Shows when they combined, the Majestic Shows, Royal American Shows and World of Mirth Shows.

Well Acquainted

It is this background that has fitted Phil so well for his present job. He knows literally hundreds of people personally, and because of this he is able to spend less time on introductions and more time on selling the Miami club. When it comes to jackpots, Phil can hold his own with the best in the all-night lobby sessions and, like the persistent salesman, his stamina is such that he will be on his feet and bouncy when the others have crawled off in search of sleep. It could be that some of the signed membership applications he brings back from each road trip are signed in just such a fashion with the privileged ones, as Phil describes his victims, affixing their marks as a prelude to escape.

Phil was lucky during the depression, grinding out a living at New York's Coney Island where he sold tickets on the Virginia Reel. A good day's gross for the big ride at the time would run around \$250, Phil recalls. His best experiences on the road had to do with his operating a set of diggers for Bob Parker. He started off with the Majestic Show and wound up with the World of Mirth Shows where he stayed for four years and until rulings made it impossible to transport and operate the machines.

Three tries at marriage have failed to work out for Phil. He first married in 1920 and was divorced a year later. A son born of that union was killed in the last war. He married again in 1939 and operated a liquor store in the Bronx for three years before calling it quits for the second time. A third, and Phil swears a final

try, was made a year ago but divorce intervened before the year was out.

Happy Where He Is

Phil says he has no desire to return to activity in the carnival field. Actually, he is not far from full-time participation, with his duties as Miami secretary calling for frequent road trips during the season and around-the-clock participation during the winter when the membership is back in town.

Currently, Phil is in Miami inspecting each piece of material designed for inclusion in the organization's new home, demonstrating the kind of thoroughness that typifies all of his undertakings.

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E. D. KELMANS
152 W. 42nd St. New York
Phone: Wisconsin 7-547

Versatile R-B Director Literally on His Toes

Continued from page 69

and who has the choreography responsibilities for the Big One. He not only has again succeeded, and done an excellent job in the staging of the mammoth show, but has also earned an offer of the job for life, if he wants it.

No Life Contract

But Dick isn't about to sign any contracts for life. He likes to work and make suggestions only as long as any job offers a challenge. He will again, with Edith, direct next year's Big One, but he doesn't commit himself any further than that.

After work at Boston, Washington and Philadelphia, where he restages the performance for its under-canvas season, Barstow turns his talents to other activities. But by next month, he'll start planning for the 1954 presentation of "The Greatest Show on Earth."

For the 1954 show he has hundreds of ideas. They're all in his head and he mulls them over until the proper time to bring them out and combine them with later ideas, developments and suggestions that he will obtain from his travels around the world. He brought out a couple of thoughts and explained that they were just thoughts, and which might not materialize. But circus lovers might be interested in knowing that he is considering ways to integrate water fountains and aqua-displays into the spectacles which bear his trade-mark. He also is mulling the idea of introducing ice, via portable rink equipment, into the Big One's spectacles. He strives always to get action in the entries, action on all sides, and action right from the opening to the finale, and feels new presentation methods will aid in this desire.

Learns the Hard Way

Dick is not one to tell others what to do until he can get an idea of the limitations with which they are faced. He learned how to handle himself on a trampoline when it fell to him to direct Betty Hutton and James Stewart in a trampoline scene from the Academy Award winning picture, "The Greatest Show on Earth." He broke two ribs learning what you can do and what you can't do on a trampoline before he felt qualified to tell others what to do.

To him, the direction of Hutton and Stewart was easier than his chore of getting the circus personnel in trim for the tour. For with circus people, the task of of getting a juggler to dance, or a virile acrobat to make rhythmic gestures while wearing a teddy-bear costume, is a bit more difficult, especially when they don't understand the language you're speaking, says Barstow. He lacks the problem with a smattering of some 37 foreign tongues, aided to a great degree by grunts, groans, waves of the hand, and actual

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INTRO NEW DEVICE

Archery Retriever Target Speeds Play

PORTLAND, Ore., June 20.—Something new for amusement park midways is the Retriever Target for archery ranges, developed and marketed by San-Wal Company, this city. Eyerly Aircraft, Salem, Ore., manufacturers of amusement park rides, is producing the Retriever Target for the San-Wal Company.

The device, which has targets mounted on tracks, retrieves arrows for the operator at the front counter while customers fire continuously at other targets on the range. Lack of interruption for retrieving arrows multiplies the value of the play many times.

The device is sold as a unit consisting of track, target carriage, and power unit. Each unit is individually operated, completely automatic and electrically

controlled by low voltage, 15 volts DC current. The average track length for the majority of amusement parks now operating the Retriever Target is 48 feet, but the unit can be made to fit any particular need.

Tracks are all metal with wooden ties. The carriage weighs approximately 40 pounds and is designed for a 48-inch target butt. The target has automatic stop positions at both ends of the track that immediately stops it. The operator merely throws the switch after removing the arrows and the target is on its way back to normal position ready for firing. The target can be stopped at any position along the track to accommodate young and old archery fans.

NEW TRY TO PUT WHAMMY ON WEATHER

NEW YORK, June 20.—Plagued for nigh onto 10 week-ends by cold and rainy weather, a local amusement park decided this week to try psychology on both the weather and its prospective patrons. Rockaways' Playland started a series of ads in local dailies in which copy reading "Avoid wet weather, come week-days," prominently appears. The Queens funspot evidently is of the opinion the weather will try to pull a switch on them and provide good week-end weather in order to louse them up. If so, they'll stand to gain. If the weather doesn't give the park a break on week-ends, the ad will undoubtedly lure additional patrons to the park during the week.

Guenther's 37th Year in Biz

Continued from page 74

acts are presented twice daily, at 4 p.m. and again at 9:30 p.m. Not only is an excellent stage provided where all can see unobstructed performances (free seating in bleachers, 25 cents in the grandstand), but the acts are provided with individual dressing rooms and, most important to them, a band to provide accompanying music.

Basile Band Featured

Joe Basile, who also leads his band in the picnic grove's bandstand for three hours every afternoon and evening, cuts the show. In the picnic grove concerts during the week and for the free-act show, he uses eight musicians. During the week-ends, he augments the band and conducts his 20-man aggregation in special concerts devoted to music by famous composers.

The park provides free parking for some 2,000 cars. It is also served by bus lines which swing into a loop directly in front of the main entrance. Bus fares from near-by Newark, N. J., are 15 cents. Several restaurants, cafeterias and luncheonettes provide food for those who do not bring their lunches. The park also has several bars.

The artesian-fed pool is a big attraction at the park. By virtue of its size, even on busiest days swimmers are not crowded. Some 4,000,000 gallons of water are required to fill the pool, and signs around the park point out that the pool's water is purer than that the patron drinks at home. In addition to sand beaches for sun bathing, slow-tempo music is beamed at the swimmers thru strategically

located speakers. Refreshment facilities are also provided within the pool enclosure and benches are also provided outside the pool area for those who wish to sit in the shade and observe the bathers.

Free Bottle Warming

As if concerts, free acts and modern, rest-room facilities weren't enough, the park gives full value to its family trade by even providing a free bottle-warming service for mothers who bring their babies.

In addition to the Coaster, Scooter, Merry-Go-Round and Ferris Wheel, the park also has a Moon Rocket, Tumblebug, Flying Scooter, Tilt-a-Whirl, Looper, Octopus, Giant Aeroplane, Caterpillar, Train, Whip, Cuddle-Up, Twister and kiddie rides. In the kiddie ride section are a Boat Ride, Swing, Merry-Go-Round, Water Boat, Train, Plane and Dude Ranch Ride. There is also a pony ride, complete with rail fence and a Western decorative scheme.

There is also an adult motorboat ride as well as a motor car speedway at the park. Miniature golf, archery, basketball and several Arcades are also park attractions. Concessions are liberally represented in the park and many are of the push-button flasher type. The park also has a roller rink, 60 by 180 feet, which operates Tuesday, Friday and Saturday nights. It also operates in the winter.

Fireworks on Holidays

The park provides fireworks on the Fourth of July and Labor Day. Set pieces are exclusively used in deference to near-by housing. Advertising and promotion is done via newspapers, posters, billboards, newspapers and radio. Some 500 persons find employment at the park.

The park opens for full-scale operation around May 15 each year. The help situation is somewhat acute, inasmuch as students are not available when the park begins operating each year and since year-round employment is readily available in the vicinity in a variety of industries, obtaining seasonal help is difficult.

Robert A. Guenther serves as park president; his brother, Henry A. Guenther Jr., is vice-president. Their mother, Mary A. Guenther, is treasurer, and Albert E. Fuchs is secretary. Henry A. Guenther, the park founder and a former president of the National Association of Amusement Parks, Pools and Beaches, has been inactive in the park's management in recent years due to illness.

Daniel Pedersen is ride superintendent; Arthur Kuhn heads the park's police staff; William Erne is chief electrician, and John Bedell is the pool manager.

The Guenther sons, their mother and staff foresee no change in park policies in the future. They are perfectly satisfied with their policy of providing a family park and supplying entertainment at reasonable prices. The policy unquestionably is sound as repeat business continues and 500,000 paid admissions are racked up yearly. They also stand to increase their family-type trade as additional housing developments spring up around them and puts additional thousands of prospective customers within walking distance of their park, once a long horsecar ride away from city patrons.

Four Detroit Spots Join In Video Promotion Deal

DETROIT, June 20.—A tie-in between four amusement parks and Big Bear Markets, local supermarket chain, has been worked out to provide six special remote shows on WXYZ-TV for Dee Parker, the "Auntie Dee" of local video, who has achieved top rating among the youngsters in the area.

Edgewater Park, thru manager Milton Wagner, has set three personal appearances—June 26, July 21, and August 21. Tie-in here includes 1,000,000 free ride tickets good afternoons, Monday thru Friday, until September 1. Objective is to develop afternoon business for the park, and Wagner feels that the "Auntie Dee" show is a natural for the juvenile trade.

Both Big Bear and the park will cross-plug the ticket giveaway by the use of spots on radio, live TV tags on the show itself and on Big Bear's Wednesday show, "Movie Matinee," as well as in newspapers.

Jefferson Beach, operated by Wagner and Harry Stahl, on the other side of the city, has set a remote show for August 7, and is providing tickets similarly. These,

like the Edgewater tickets, will each be good for 4 rides—2 major and 2 kiddie rides—and are being distributed thru the Big Bear outlets.

Belair Kiddieland, operated by Community Theaters, headed by Adolph and Irving Goldberg, and the Detroit Kiddieland, managed by Charles Zack, has set similar Dee Parker appearances for July 10 and July 24 respectively.

The cost on the promotion, which was handled by the W. B. Doner & Company, Detroit agency, is estimated at \$5,000, excluding costs of special promotion, publicity, and afternoon operating cost of the parks on the heavy free ticket load.

Pleasure Beach Reconstruction Plans Revealed

BRIDGEPORT, Conn., June 27.—Mayor Jasper McLevy here disclosed that the city plans to reconstruct a portion of the midway that was destroyed by fire several weeks ago at municipally operated Pleasure Beach Park. A \$75,000 fire swept thru the Penny Arcade, the King's Castle and 12 concession stands. Damage to city-owned buildings was estimated at \$25,000, with the remainder of the losses by concessionaires. Approximately 85 per cent of the city's loss is covered by insurance.

The mayor indicated that some of the concession stands will be rebuilt, but extensive renovation, including repair of the trussed roof over the midway, will not be undertaken. The Roller Coaster, which underwent major repairs this spring, was slightly damaged. It will be returned to operating condition.

Fire officials believed that defective wiring caused the fire.

Lake Compounce, Riverside Park Vie for Crowds

HARTFORD, Conn., June 20.—The Connecticut Valley's two major outdoor locations, Lake Compounce, Bristol, Conn., and Riverside Park, Agawam, Mass., have settled down to summer operations, with extensive newspaper publicity and promotion accompanying both schedules.

Riverside's summer schedule includes Kiddieland opening every afternoon at 1; midway open nightly, plus Wednesday, Saturday and Sunday matinees, with bargain matinees scheduled for Wednesdays and Saturdays; free circus act on midway, evenings at 8:30 and 11, and matinees, 4; auto races, two nights weekly, jalopies, Tuesdays, and stock cars, Saturdays.

Russ Schurer's orchestra is providing Saturday night dance music in the amusement park's ballroom, with Sunday afternoon entertainment, starting at 2:30, by the Trail Herders.

The Saddle Sweethearts, musical unit, and Bob Munstedt, one-man novelty program, were featured with Trail Herders this week-end.

Work Starts On Trestle to Rockaway

NEW YORK, June 20.—Work started last week on the construction of a new trestle for the extension of the city subway system to the Rockaway peninsula on Long Island. Mayor Impellitteri said that dredges would first have to prepare for the laying of foundations before above-water construction would begin.

The trestle will replace one that was burned out several years ago, a result of which caused the Long Island Railroad, owner of the spur line serving the Rockaways, to abandon the line and later transfer its ownership to the city.

When subway service is begun, the resort area will have a direct connection to other subway lines and enable New Yorkers to reach the area easily as they now reach Coney Island. Rockaways' Playland, an amusement park centrally located on the peninsula and currently celebrating its 25th year of operation, will undoubtedly benefit from the new transit facilities, as will several kiddie parks in the area. Heavy real estate development is also going on in the area, and additional recreation facilities will undoubtedly be created.

Pa. Municipal Spot Adds Kiddie Train

NEW CASTLE, Pa., June 20.—Cascade Park, formerly privately operated and now a municipal spot, opened its season under management of Paul Vesco. The spot had added a kiddie train from the Miniature Train Company, Rensselaer, Ind. Ride's track route includes a stretch alongside the Baltimore & Ohio Railroad, and the model is painted like B&O equipment.

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R-B Registers Big At N. J., Conn. Stops

MANCHESTER, N. H., June 20.—Ringling Bros. and Barnum & Bailey Circus is chalking up some good stands since it entered New England. Show arrived here an hour late Wednesday (17) but played to better than a half-filled big top that afternoon and a similar turnout in the evening.

Bridgeport, Conn., normally a good town, came up with two overflow crowds Monday (15).

Kelly-Miller Tabs Steady Biz in Ohio

WAVERLEY, O., June 20.—Al G. Kelley & Miller Bros.' Circus is getting steady business in Ohio, some towns coming up with good crowds, others with solid business. The one performance here Sunday (14) was viewed from stands that were three-quarters filled. Show started 25 minutes late.

Show was hampered by a poor location at Jackson on the day previous. Lot was over a mile from town and parking facilities inadequate. Despite this, tent was half filled for both shows. McArthur came up with strong crowds the day previous. Night show was an overflow and the afternoon performance was just slightly less.

Honest Bill Newton Dies In Oklahoma

FAIRVIEW, Okla., June 20.—William (Honest Bill) Newton, 74, former circus owner, died May 25 in a local hospital following a series of operations he had undergone since retiring from local Chamber of Commerce work in February.

In years gone by Newton, the son of a circus owner, had operated several circuses, including the Honest Bill and Orange Bros.' shows. His last show connection had been as general superintendent of E. E. Coleman's M. L. Clark & Sons' Circus in 1945.

Newton had received both State and national recognition for his Chamber of Commerce work, having served locally as secretary from 1946 until his retirement. He was originator of a drive to publicize Northwestern Oklahoma tourist attractions, and had taken an active role in other civic projects, including the tuberculosis society, Salvation Army and polio foundation. In 1949 he received a distinguished service award from the State Chamber of Commerce for more than 30 years of service in the field.

Newton was born in Delmont, Wis. He graduated from the University of Minnesota and studied law at Indiana University. Since his return from World War I he had made Oklahoma his home. During World War II he served four years in the merchant marine. Surviving are his widow, Louise, and two brothers, Jesse, Wautoma, Wis., and Edward, Plainfield, Wis. Services were held May 29 at Fairview Methodist Church. Burial took place in Fairview Cemetery with Masonic graveside services.

Hagen Registers Big At Hoosier Capitol

INDIANAPOLIS, June 20.—Hagen Bros.' Circus chalked up four strong crowds at its two-day stand here Saturday and Sunday (13-14). Despite heavy rain Saturday morning, seats were three-quarters filled at the matinee and full at night. The full tag was hung out for both the Sabbath shows.

Rushville yielded two good crowds Monday (15) when ideal

Competition in the latter town was strong. A rodeo is scheduled to come in soon along with a Shrine-sponsored circus.

Plainfield, N. J., played Thursday (11). Show played day-and-date with World of Mirth Shows, but drew two strong overflow turnouts.

Jacobs Unit Gets 9½G for Barnum Cele

BRIDGEPORT, Conn., June 20.—The P. T. Barnum Festival Committee disclosed this week that the Terrell Jacobs Animal Circus, which will form the backbone of the June 30-July 4 celebration here, would receive \$9,500 for its five-day stay.

The Jacobs unit will play two tent performances on both Tuesday (30) and Wednesday (1). No performances will be given under canvas on Thursday (2). Instead, the show will visit hospitals, orphanages and homes for the aged, giving free performances. Friday (3), three performances will be given under canvas. Saturday (4), no performances will be given, but the circus will form the mainstay of the annual circus parade.

The Jacobs organization will not receive any percentage on admissions to its 2,000-capacity tent. The Festival Committee announced that admissions to the under-canvas circus show will be 75 cents for adults and 35 cents for children.

Block parties, fireworks, concerts, talent shows, drum corps competition, a water regatta and other events have been scheduled for the celebration.

Jay Gould Pulls Crowds In Ia., Minn.

FARIBAULT, Minn., June 20.—Jay Gould Circus chalked up good turnouts both here and in Stuart, Ia., in recent days. The two-day stand here Monday and Tuesday (15-16) under Chamber of Commerce auspices got a good break in the weather and pulled almost full stands at all three performances.

Stuart, played for three days ending Saturday (13), yielded top crowds for all shows. Org played under Service Club sponsorship.

Northwest Towns Yield Solid Biz for Beatty

BAKER, Ore., June 20.—Clyde Beatty Circus is racking up solid business on its tour of spots throughout the Northwest. Crowds are ranging from half to full stands but are generally on the right side of the ledger.

Despite a steady and cold rain here Monday (15), the seats were half filled in the afternoon and close to three-quarters that night. In addition to the weather, the show had to compete with a carnival.

weather prevailed all day. Lions Club sponsored the Rushville engagement.

Show ran into competition from Barker Bros.' Circus in Crawfordville, Thursday (11), had a three-quarters house at the matinee and a strong half house at night.

The Wednesday (10) stand at Danville, Ill., yielded two strong turnouts, both of which almost filled the big top.

CREDIT IS NO PROBLEM FOR HUNT CIRCUS

NEW YORK, June 20.—A Dun and Bradstreet representative who recently approached members of the Hunt family, owners and operators of Hunt Bros.' Circus, in an attempt to obtain credit rating information from them for use by his firm, met with little success. Charles T. Hunt Sr., who had headed the show for over 60 years, had his opinion and that of his sons, Charles Jr. and Edward, voiced by a third son, Harry, who advised the financial information seeker that the Hunt organization always paid cash for anything it ever needed. Harry explained that it had never needed credit in the past because of its cash payment policy. He said that if the day ever came when credit was needed, there would be plenty of old friends and suppliers who wouldn't need the financial reference service as a determining factor as to whether credit would be extended or not. It's obvious the organization would not be currently engaged in its 61st annual tour, according to Harry, if it hadn't paid its bills.

Hunt Unit Schedules 3 Weeks on Long Island

NEW YORK, June 20.—Hunt Bros.' Circus, currently enjoying turnover business in near-by New York State towns, will invade Long Island June 29 for a three-week tour of towns there.

Following stands at Katonah, N. Y. (26), and Pleasantville, N. Y. (27), the show will make its Long Island debut at Syosset Monday (29). It will follow with Island appearances at East Northport, Huntington Station, Amityville, Lyndenhurst, Mastic, Greenport, Riverhead, Easthampton, Westhampton, Rocky Point, Port Jefferson, Lake Ronkonkomo, Patchogue, East Meadow and Westbury.

The show stands to rack up solid business at all stands. Long Island has been a boon to real estate operators, and both apartment buildings and private houses have been erected by the scores. No let-up constructionwise is expected either. As a result, many middle-class families have moved to the area in recent years, and many of them are young veterans intent on family raising. As a result, the area abounds with moppets of all ages.

Big One Didn't Hurt
The 40-day stand of the Big One recently in Madison Square Gar-

den shouldn't hurt the Hunt appearances either. Many of the Island families are headed by fathers who commute daily to Manhattan for employment. Most normally balk at subjecting themselves to an extra trip to town on a week-end to bring the wee ones to the Garden. As a result, they can be expected to yield to pressure from their eager children when a trip to the near-by Hunt circus is broached.

Also in the favor of the Hunt organization are the large number of families who work, as well as live, on Long Island. Many of them are employed by defense plants such as Sperry and Republic Aviation. Swing shifts and overtime have prevented them from getting into the city for the Big One, but with Hunt playing in their back yards, they are sure to succumb. The swing shift and overtime dollars also mean that the employees are fairly well heeled.

The area, which had an opportunity to see the Big One last year during its Westbury stand, was disappointed this year when the American Legion, sponsoring organization last year, failed to pick up its option. A later attempt by the Ringling organization to secure a Brooklyn lot got involved and was dropped. Hence the entire expanse of the Island is virgin territory this year for a circus.

The Ringling show may go to Long Island next year, since an extension was granted on the option held by the American Legion. But this year will be Hunt's year on Long Island, and the present, not the future, is what is in their favor.

Ontario, Ore., played Sunday (14) yielded a good turnout in the afternoon but low temperatures that night held down turnouts to a little better than a half house. Burley, Idaho, was about the same on Thursday (11).

Pocatello, Idaho, came up with good business Wednesday (10). Despite a professional baseball game and the fact that another show had played there May 21-22, the tent was almost filled for the evening show. Matinee performance played to seats that were better than half filled.

W. Va. Fair For Rogers

MADISON, W. Va., June 20.—Business for Rogers Bros.' Circus has been fair to good here in West Virginia. Despite a heavy rainstorm just before the evening performance here Friday (12) the tent was almost filled. Afternoon show played to a half house. Logan, W. Va., played the day previous, came up with two half-filled stands. Baseball game competition helped to keep some customers away.

King-Cristiani Continues to Win

Three, Four Shows a Day Are Common in Ontario

WELLAND, Ont., June 20.—Bolstered by big advance sales, King Bros. & Cristiani Circus continued its winning ways throughout Ontario. Three performances were necessary here, and four each in Hamilton and Kitchener.

Schools were closed at noon here Monday (15) and close to 3,000 moppets jammed the afternoon performance. The two night shows played to one capacity and one overflow turnout.

An advance sale of upward of 12,000 tickets greeted the show on its arrival at Hamilton, Saturday (13). This industrial city, with big employment rolls, turned out en masse for the show, donating

Cole-Walters Does OK at Manson, Ia.

MANSON, Ia., June 20.—Cole & Walters Circus pulled two half houses at its Tuesday (16) stand here. Weather was ideal. Park board sponsored.

four overflow crowds in the one day. People were seated on canvas at all four shows. The four shows at Kitchener Thursday (11) were slightly below Hamilton, but were sufficient. Both matinees were overflows, one night show was a full house and the other three-quarters. The parade was witnessed by an estimated 30,000 people, half the city's population.

Weather Hits Diano Org In Minn., N. D.
Drop Two Shows To Rain, Mud, One to Blowdown

BRECKENRIDGE, Minn., June 20.—Diano Bros.' Shows have been victims of the weather, losing two recent shows to rain or mud and suffering a blowdown in one Minnesota town. Show pulled in here Tuesday (16) too late for an afternoon performance after being washed out the night previous at Mayville, N. D. The latter town came up with upward of five inches of rain but the matinee and parade was held despite the rain. Parade here in Breckenridge took place at 7 p.m. and pulled enough customers to almost fill the big top.

A local resident was hospitalized here after being picked up by one of the show's elephants and thrown to the ground. The blowdown occurred at Warren, Minn., Friday (12) when high winds knocked over the big top shortly before the night show. No one was reported injured and not much damage resulted. Night show was lost, however, after a small turnout that afternoon.

Show got a break in the weather at Grafton, N. D., Saturday (13), when the sun shone and temperatures rose. The weather, however, worked against the show as the farmers took advantage of it to get into their fields. Two half houses were estimated for the stand, which was under Kiwanis auspices.

Paul M. Lewis, Ex-Show Owner, Dies at 61

JACKSON, Mich., June 20.—Funeral services were held here Wednesday (17) for Paul M. Lewis, 61, former circus owner and performer, who died Monday (15) in University Hospital, Ann Arbor. Lewis had been ill for some time.

A veteran of the circus business, he was part owner and later sole owner of the Lewis & Zimmerman Circus, which was organized in the 1920's and remained on the road until 1941. In 1943, he was in partnership with the Duke of Paducah in a tent circus and in 1944 joined forces with Ray Marsh Brydon to organize Rice Bros.' Circus. The latter show lasted only several weeks.

For the past several years Lewis had directed his animals in circuses and at a number of Midwestern fairs.

He is survived by his widow, May; a daughter, Mrs. Evelyn Ross, a former circus aerialist; two sisters, Mrs. J. M. Sussell and Mrs. Isaac Saper, and a brother, John Rosenberg.

Ring Does Okay In Pa., Jaunt

BLAINESVILLE, Pa., June 20.—Ring Bros.' Circus has been doing okay on its Pennsylvania jaunt. Best spot of the year thus far was Gatlinburg, Tenn., where three capacity houses came out, according to Franco Richards, manager.

Harry Summerville, of Central Canvas Company, was a recent visitor and took measurements for a new blue and red big top which is scheduled for delivery by June 28. Eddie McMillian is busy building a new stand that will hold 400 chairs.

A baby elephant, purchased several weeks ago, is being quartered in Pigeon Forge, Tenn. Martha Meredith and Joe Smiga joined recently from Rogers Bros.' Circus.

Richards plans to enter a hospital soon for spinal surgery.

MR. CIRCUS: FLOYD KING

Veteran Personifies Big Top Business, Its Ups and Downs

• Continued from page 53

available and because it was headed for Canada, where the British-originated name was known.

Finds Canada Crowded

Neither Floyd nor Howard knew the small show business, and Floyd declares now it was ambition alone that kept it going. Frank Orman, now manager of the Beatty show, was superintendent. The opera moved into rough competition for Canadian towns. Two of Elmer Jones' shows and George Christy's Hippodrome Shows, all two-car tricks like Kin's, were in the vicinity. Sanger made the season, however, and closed into Memphis quarters. Floyd wintered with a hall musical.

Sanger opened with two weeks for the Memphis Shrine in 1920. Business was good enough that by August King could lay out \$3,500 for an elephant. He got Louis Ruhe's Little Hipp, which had been at the New York Hippodrome and then was in vaude. But that fall, while in Los Angeles to testify in a law suit for the Barnes show, King got word that the bull had died. This was the first of 12 elephants the Kings lost and the toughest blow of the lot.

Bad Apples, Bad Luck

A year later, the Kings had the cash for a second elephant and this time they bought from Jerry Mugivan. The 1921 show opened as Sanger but that paper

soon was exhausted, so they switched to Hugo Bros., getting paper left over from the ill-fated Iowa show. While the trick was in Ohio, the Kings' new elephant once was tied to the car within range of a pile of spoiled apples culled from a freight shipment. The bull gorged itself and by morning it was so swollen it hardly could pass thru the car door. It died minutes after reaching the lot, and Floyd recalls that they stretched sidewalls around the bull and gressed a couple of hundred from towners willing to pay to see a dead elephant.

Bad bull luck convinced the brothers they should bring on some one who knew elephants. They did even better by signing one who had not only a bull but also a camel, two lions, 14 ponies, a puma, a passel of monkeys and a title. This was M. L. Clark, who had temporarily shelved his own show. Under the agreement negotiated by Howard King, the show used the Clark title and was increased to three cars. The percentage arrangement grossed \$5,000 for Clark and considerably more for the Kings.

Attack in Attaka

Elephants weren't alone in causing troublesome trouping. In Attaka, Ala., in 1921, Floyd King was back from the advance to be manager while Howard made a trip to Memphis. During the night show, towners threw rocks at the padroom and Floyd noted that the law was uninterested. As the night crowd was leaving, a gang of local men moved in close formation against the circus. Some one yelled "Hey, Rube," and the padroom erupted with a phalanx of troupers who flailed into the towners.

The ensuing thud of cracking jawbones, particularly when one towners leaned his face into a ball bat, routed the local enterprise, and at that moment the show cars were switched alongside the lot, dividing the two forces. The local gang regrouped and broke all windows out of the sleeper. Not a few bullets whizzed over the lot. Knowing the heat would be on, the show hands got lost. Floyd and women on the show loaded it. Then he capped the night by talking his way out of a hold-order the sheriff had in mind. Helping here was the fact that the fellow hit by the ball bat couldn't identify the swinger.

A similar incident was averted in the territory that, it was said, only the King brothers dared to play, the tough Kentucky coal district. At Elkhorn City, the show packed so many people on the straw that the performance had to be cut. A gang became dissatisfied and launched what promised to be a full-scale riot. But at that instant and by coincidence the town's fire bell sounded. Troupers cut the Beyer and Wolte lights for further distraction, and everyone in town ran down the street to see the house on fire.

Has Ex on Erie Towns

In 1923, the Kings chose the Rice Bros. title, again because that paper was available. They added an 80-foot tunnel baggage car purchased from the Sparks show, bringing their total to four. Floyd bought one elephant, Momo, from Sells Floto and two others in New York. The season was highly successful, with time

on the Erie Railroad doing no harm in the ledger. The Erie then had an embargo against show trains, but Rice Bros., moving in passenger service rather than special moves, was not spotted by railroad brass and it played merrily up and down the line. With the territory all to itself, the show made a mint-load.

After that bonanza, further expansion was in order. For 1924, they had Harris Bros.' Circus on five cars. Unlike most baggage car shows, the King operas of from two to five cars were not gillye outfits, equipment being loaded in wagons rather than shuttled and re-handled for stowage aboard the cars. Wagons were built in quarters and equipped with low wheels. These were loaded in the end-door baggage cars exactly as if they were flats. The Harris model included three tunnel cars, one sleeper and a combination sleeper-pie car and moved for 25 first class passenger tickets per car.

Switch to Flats

The season of 1924 was the biggest year the King brothers had experienced, so the next season brought more enlargement. After Andrew Downie sold his Walter L. Main Circus equipment to Miller Bros. 101 Ranch and the title reverted to Main, Floyd and Howard King leased the Main name for \$75 weekly. Floyd went to the American Circus Corporation at Peru, Ind., and bought four flat cars, two stocks, draft horses, harness, pole wagon and a John Robinson steam calliope. The Corporation then was dropping parades and considerable stuff was available.

The Kings also got two parade wagons from Sparks and cages, water wagon and two tableaux from Ringling-Barnum. Then they headed their new Walter L. Main 10-car show for Northeastern territory. It bundled up \$60,000 for the King coffers in 1925.

John Pluto, who had made some money in the punchboard business, owned Golden Bros.' Circus briefly in 1923. He offered the 15 carloads to the Kings, and the brothers' first thought was to take it and move the bigger show in on the billing of their Rice show. But more thought slowed them down and they declined the offer.

Buy Gentry-Patterson

Pluto turned up again in the fall of 1925, when a bank was trying to sell the Gentry Bros.-James Patterson Circus. Floyd and Pluto went to Kansas where they got the show and Gentry title for a bargain \$40,000. When Pluto moved to sell his half to a third party, the Kings decided they weren't in favor of partnerships, and Floyd counted out \$17,000 in cash for Plutos' equity plus his share of wintering expenses.

This brought the King brothers to their strongest position, owners of two railroad shows. Equipment was shuffled somewhat, with choice stuff going to the larger outfit. But in general, the 15-car Gentry-Patterson show became the Walter L. Main Circus of 1926, and the former Main 10-car trick was called Gentry Bros. Howard King managed the larger and Jess Adkins was in charge of the second, while Floyd was agent for both. Adkins stayed for 1927, and thereafter Floyd managed the second show.

Ft. Knox Gold Mine

The Kings had been wintering in Louisville but their location was too small, so a feed dealer helped them obtain Camp Knox. The army's inactive cavalry post, with stables and barns, proved to be choice quarters.

The government had not yet thought of burying its gold at Knox, but the Kings were sitting on top of their own sort of gold mine.

Circus business was good, and they consolidated their gains of the previous eight or nine years. They added elephants, booked name riding acts and took delivery on new flats and stocks from the Warren Tank & Car Company, giving the Kings all-steel trains by 1928. Floyd is definite in giving Howard much of the credit for their climb and points out that it was accomplished only by teamwork.

Staff Line-Up

The brothers were completing their staff to a fine point in this period. Arnold F. Maley, who is still with King as secretary, joined in 1926, and Paul M. Conway, then a press agent and now an attorney, came on the same year.

Two other key King men were Arthur Berry and Frank Satirio.

Both were performers and able to step into any circus breach. They could and did fill nearly every staff position on the shows. The two came to the Kings as part of the High Grass Campbell show and both Berry and Satirio died during the past winter.

Bad Times Begin

The brothers act was doing well, but trouble was ahead. Titles were reversed in 1928, with Howard taking the 15-car show as Gentry Bros. and Floyd running the 10-car show under the Main banner.

The Gentry show folded at Paris, Tenn., October 22, 1929. Business had turned bad and the opera was caught with a \$14,000 paper bill and payments coming due on the new railroad cars. The stuff was tied to the rails and a receivers' sale was ordered. Ads for the sale came to the attention of H. T. Webster, cartoonist who created "The Timid Soul." Webster did a cartoon called "The Chance of a Lifetime," and it depicted a small boy, reading The Billboard, excited by the dream of buying Gentry Bros.' Circus. In the fall of 1929, however, owning a circus was not exactly "the chance of a lifetime."

Floyd recalls that the nut for the 15-car show was about \$2,750 and that of the 10-car show, \$1,700, plus wintering expenses. As the depression struck, grosses skidded to \$1,200, \$1,000, \$600, and then faded to nothing. Throngs turned out for parades and lot lice came in crowds, but few had the cash for circus tickets. King recalls it was merely a question of how long one could operate at a loss.

Cole Title Run-Down

Floyd started 1929 under a new title, Cole Bros.' World Toured Circus. This is one of the most bandied-about titles, and King has this to say about it: "When Willie Sells left the Sells & Downs combination, Martin Downs, together with his agent, Ed. C. Knupp, and the Walter Lithograph people cast about for a new title and settled on Cole Bros. The W. W. Cole Circus had made money, and the new version was seen as one which was easily understood and short enough to appear in big letters on paper. Permission to use the name was obtained from W. W. Cole. Downs' Cole Bros. profited for several years. Then it got on a bad route in the Dakotas during harvest season, Downs died and the quarters burned.

J. Augustus Jones bought much of the Downs equipment and, on the suggestion of the paper house, annexed the Cole title. He and his brother, Elmer, used the name on two and 22-car shows, and printed more paper when the stock ran out. After King bought John Pluto's share in Gentry-Patterson, Pluto put out his own two-car show. King sold a car to Pluto for this trick, and Elmer Jones, who had been using the Cole title with no specific authority, let Pluto have it on the same terms. Then when King needed a new tag for 1929, he rented the Cole name from Pluto for \$25 weekly. King states he didn't use the W. W. Cole version, but he understands that Downs had obtained Cole's okay to use the name at the outset.

The show made the 1929 tour and wintered in Texas, but 1930 was a different story. Cole Bros. folded flat in mid-season, ending the King brothers' enterprises for a time. Floyd went back where he started, the press department of Al G. Barnes Circus, for 1931-1934.

Late in 1934, he was transferred to Hagenbeck-Wallace. This was still depression time, but Hagenbeck was packing them in. The show was only a few days behind Ringling-Barnum in Texas and still did big business, a fact which Floyd attributes to Hagenbeck's parading. That's the year H-W cleared more than the Ringling show.

Jess Adkins was Hagenbeck manager, and when he left to join Zack Terrell in framing an all-new show, King went along as general agent. Like Martin Downs earlier, Adkins and Terrell were seeking a title, altho King believes they considered calling it Adkins & Terrell Circus. Like Downs' agent, King suggested Cole Bros., which was selected after it was decided that on the proposed route there could be no confusion between the new Cole show and the two-car editions of the same name. Adkins and Terrell took more precaution than most of the other Cole "brothers." They obtained permission from a son-in-law of Downs to use the title without charge.

For 1935-'37, Cole Bros.' Circus scored well and King was general agent. Then came 1938. The partners had two shows. Terrell managed Cole, while Adkins had Robbins Bros., for which King was agent. That was the season that staggered the entire business; Barnes and Robbins were among the few to make the whole route.

For Cole Bros., King recalls, things were rough from early in the year. King had routed Robbins into Canada, and he states that Adkins and Terrell decided to give the Robbins route to Cole Bros. in order to save the larger show.

That helped for a while, but soon Cole was in Massachusetts, where it was unknown, and business was terrible. The owners then designated King as agent for both shows. He took the enlarged task with the understanding that Cole would start use of postal heralds and that it would parade, as did the Robbins show. But Cole didn't take those steps.

When the Cole show got to Bloomington, Ill., Adkins and Terrell were skeptical of the future. They believed there was little chance business would improve in the upper tier of Central States, and they were reluctant to get too far from the Rochester, Ind., quarters under these conditions.

Sets Secret Move

Contacting King, they asked if he could contract a rail move from Bloomington to Rochester that night. At that time of day it was not definite that the show would close, and the owners impressed King with the importance of keeping the possibility a deep secret. The agent, having left signed contracts in blank with various railroad offices, was able to arrange by phone for the Nickel Plate move to Rochester.

The railroad was cautioned about the secrecy, too. In fact, when Adkins and Terrell checked with the road's Bloomington office to learn if King had been able to contract the move, even they couldn't break the secrecy veil until after an elaborate identification scene. By then the decision was made, but it was known to almost no one on the show until they woke up in Rochester the next morning.

King finished 1938 with Robbins Bros., which was augmented with six cars of Cole equipment, and for the next season he agented the 20-car Cole show.

Floyd switched from circuses to wild life shows for the next several seasons. These were walk-thru collections of small animals which he exhibited with fairs and carnivals during the summers and in store fronts during the winters. He started with one and built to a string of four by 1945.

One unit spent a summer in Seattle, Wash., and there King met Harold J. Rumbaugh, Washington merchant and show fan who said if he didn't have a department store he'd sure be in the circus game. Before long, Rumbaugh returned with an offer to join King in a new circus enterprise, but King turned it down.

Unveils Truck Show

Then World War II ended. King found that vacant stores were filling up with new tenants, making it much more difficult to set his shows down. Moreover, word from the circus world was of booming business. In November, 1945, Rumbaugh and King formed a partnership at Shreveport, where King had a unit playing the fair. They bought the Bud Anderson circus and much of the Clyde Beatty truck show.

The 1946 season brought forth King Bros.' Circus. This was Floyd's first experience with a motorized outfit, and it was the first time he had used the King Bros.' title, altho his brother had a motorized King Bros. in 1934 and the title had been used earlier in contracts and other non-billing phases. Again, the King trademark of yellow wagons was on the road, and by the second season Floyd made his return to the fold official by adding a steam calliope. The second generation Cristiani Troupe was among the performing personnel of the new King show.

Joins Lucio Cristiani

This aggregation rolled around in good form for 1946 and 1947, but the partnership proved incompatible. A somewhat stormy separation came about, with King acquiring the show in a reported \$45,000 purchase. He went it alone (Continued on page 122)

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Under the Marquee

Mrs. Bessie Polack, of Polack Bros.' Eastern, paid a brief visit to the Western show at Sacramento between the San Diego and Las Vegas dates. George and Opeal Paige were hosts to a group of show officials and Shriners at their home in Sacramento. . . . Willard Tard Northrop, prop boy on Gray's Greater Eastern Circus before the turn of the century, is living in Shinhopple, N. Y., and can be addressed there at P. O. Box 5.

Bill Woodcock, bull trainer now handling Miller's three baby elephants, closed recently with Cole and Walters' Circus and is laying off at the old Navy Base in Ottumwa, Ia.

Ernie (Andy) Anderson visited the New York offices of The Billboard recently following his appearances as equestrian director with the Frank Wirth-produced

circuses in Canada. During a recent stand in Three Rivers, Que., he gave performance announcements in French. He is also serving as art director for the Hudson Theater, Union City, N. J., between stints for the Wirth office. He is also preparing some art and advertising material for George Hanneford who is re-opening his motel court just outside Sarasota, Fla., in December. The Hanneford family has recently joined the Clyde Beatty Circus for the season.

Prof. Willie J. Bernard and Mrs. Bernard visited the Beers-Barnes Circus when that show played Hillsboro, N. H., recently. Crowds were good at both matinee and night shows, says Bernard. Perfect weather gave Ringling-Barnum a near-capacity matinee and a straw night house on June 10 at the Allentown (Pa.) Fairgrounds, according to Robert D. Good. The date was the first played there by the show in three years.

Ray Thomas, who recently joined the advertising department of the Al G. Kelly & Miller Bros.' Circus, reports that the old Stephenson lot at Parkersburg, W. Va., is being converted into housing sites. The show has signed for the Bickel Race Track, two miles south of town, for its June 29 date there. According to Graves Perry, former show agent, of Charleston, W. Va., Art Miller, the show's general agent, was in town recently securing truck permits at the capitol. While in town he was a guest of Perry's.

Tommy Osborne, cornetist, reports he recently left the Hagen-Wallace Circus band. Before leaving he received word that his mother was dying in Omaha. He immediately left for that town but arrived an hour after she died.

Clown Jack Crippens, who was scheduled to open with the Tom Packs Circus, is seriously ill and confined in Mercy Hospital, Okaloosa, Ia. . . . Ira Watts has left Kelly-Miller. . . . Pat and Bill Kay, of the Polack staff, had a recent gab-fest with Frank Panisko in Butte, Mont. . . . Mell Henry, currently handling emcee chores at a New Orleans nitery, recently renewed acquaintances with Slat's Randall, who was with Henry on the 1920 edition of the Hagenbeck-Wallace Circus. Randall is now playing in a band in a New Orleans night club.

Archie Moore, light heavy-weight boxing champion of the world, looked in on the Polack Eastern unit at Ogden, Utah, and was introduced to the crowd by Dick Williams, circus chairman. . . . Danny Styron visited Kelly-Miller in Jackson, O., and filled in for Harry Jones the tattooed man in the Side Show. . . . S. A. Stevenson, auditor for Kelly-Miller, is now handling the mail and route cards and is agent for The Billboard.

Fan Don Morris caught Mills Bros.' Circus at Wilmington, Del. . . . Johnny Fulghum visited with Mr. and Mrs. Franco Richards on Ring Bros.' Circus at Republic, Pa. . . . The Carl Wallenda Troupe stopped off to visit Polack Eastern recently en route to join Tom Packs. Other visitors included Karl Waddell and Lorraine.

June Madison, of Polack Western, was guest of honor at a recent birthday party. Guests included the Johnny Jordans, the Martin Bodys, Dr. and Mrs. Rogers and Eric Lund. Recent visitors on the western show included Virginia Powell, Merle Sprague, Bert Martin, Don Marcks, Dwight Moore and Boyd (Heavy) Kimes.

Matt Saunders, Loew Theater manager in Bridgeport, Conn., was one of the happiest men in that city Monday (15) when the R-B circus played its annual stand there. Saunders, who was press agent for the Buffalo Bill Show, renewed acquaintances with many friends on the show, especially Frank Braden.

Jack La Pearl, who had been with Mills Bros.' Circus for several years, is this season producing clown on the Hagen Circus.

Smokey and Dee Duane, circus and rodeo riders, are currently playing parks and appearing on

TV. They have been booked for a number of rodeos, including the July 4 Greeley (Colo.) Spud Rodeo. They recently purchased a new truck and trailer. . . . Arthur J. Emahizer, 64, who played fairs and vaude with trained animals before going blind in 1938, has visited 31 of the 48 States since beginning a tour in May, 1952. He was a recent visitor in Cincinnati. Accompanying him were his performing German shepherd and Pomeranian dogs.

Ray Thomas cards that the Kelly-Miller Circus will play Weston, W. Va. Francis Kitzman, advertising manager and director

of publicity, recently called on H. L. Heesman, of The Weston Independent.

Jack and Ruby Landrus, midget clowns, have joined Gil Gray Shrine Circus for the rest of the season.

Charles T. Underwood, veteran circus press and advance agent, who is off the road this season, recently underwent an operation at a Macon, Ga., hospital. He has recovered sufficiently to return to the Central Hotel and expects to be active soon. . . . Plans for the paving of the streets in Central City park, winter home of the King Bros. & Cristiani Circus in Macon, Ga., were approved last week.

J. Mote Watts, 80, host to thousands of circus folks while he managed the Central Hotel, Macon, Ga., over a period of 20 years, died last week at a nursing (Continued on page 119)

Dressing Room Gossip

King-Cristiani

Altho top coats felt comfortable at Hamilton, Ont., a big crowd turned out for the parade. Windsor was hot and sultry and tornadoes hit 30 miles south—but two shows were necessary at night to accommodate the crowds.

A large delegation from Detroit was on the lot at Hamilton, including Al Butler and Floppy Bell. E. W. Cripps, CFA, Brantford, Ont., spent several days with show. Walter Tyson visited at Guelph, and Robert Allen, promoter, caught the show at Kitchener. Jack Shafer and Jack Almond were on the lot at Niagara Falls.

Too bad some of the boys are running short on American cigarettes. They cost 40 cents per pack when you can find them.—COL. HARRY THOMAS.

Tom Packs

Opening Monday (15) in Cairo, Ill., was marred by one casualty. Lee Hester, a rigger, fell during set-up, breaking a wrist and ankle. The Zacchini flying act, with Ruth Flanagan, arrived two days after opening due to truck trouble en route.

Our first jump is supposed to be the toughest of the season. We traveled 250 miles from Cairo to Terre Haute to make a matinee and night show, then 175 miles back to Sparta, Ill. In Terre Haute the Arketex Company, of Brazil, Ind., brought a 15-car special train which pulled onto a siding near the lot and disgorged 1,500 children who raced for the circus stands.

Raymond (Congo) Miles, formerly with Clyde Beatty, is in charge of lights. Ed (Shaky Legs) Murphy is here with floss and snow cones. New to this type of trouping are Dave Murphy and Paul Jerome, clown.

Visitors have been Earl Shipley, of the AGVA office; Rex and Armida Rossi, showing plans for their new Fiesta unit, and Sunny Burnet.—DAVE MURPHY.

Wallace & Clark

Numerous gravel roads thru Manitoba make slow driving for our fleet. But Shorty Lynn and Sweater McFarland never fail to have things ready for the matinee. Frank Ellis commutes each day from Winnipeg, where he visits Benny and Betty Fox.

Joseph Bourier joined with three big elephants from Cole Bros.' Circus of Peru, Ind., making four elephants with us. Eddie Murello purchased a new trampoline, and Dee Aldrich received new wardrobe for the entire concert cast. A new prop wagon replaces the one wrecked on Memorial Day.

Mrs. Laura Anderson returned to the show after a couple of days in the hospital. Jack and Dorothy Turner spent a few days with us. Other visitors were Pete and Vivian Rhea and daughter of the Hagan-Wallace Circus.—JO ANN JENNIER.

Bailey Bros.

Loretta LaPearl served Crab Louis to a group of friends after she, Vernon Colbert, and Bill (Babe) White went deep sea crabbing at Tillamuck and came home with the limit. Babe is a new addition of clown alley.

A house-warming was given in the house car which Johnny Guyterre built for his bride, the former Shirley Stevens. Eddie Hodgini and Ralph Duke purchased new trailers, and Maurice Marmolejo sports a new paint job on his trailer, as well as a complete overhaul on his car.

McMinnville, Ore., gave us our first warm, sunny day. On another beautiful day, Tillamuck gave us a straw matinee and a turnaway night house.—BUCK LEAHY.

Ringling-Barnum

Many circus fans toured with the show this past week. In Paterson, N. J., Joe Minchin gave a party for his circus friends and for the Felix Adler Tent, CFA. Albert White celebrated his (Continued on page 120)

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2 PHONEMEN 2

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Barnum 1/2 sh. lithos, 6.50 ea.; 20 dif. heralds for 7.50; 12 title-color letterheads, 7.50; 8 col. booklets, 11.50; 25 fancy tickets, 5.00; 50 circus biz forms, 6.50; 78 Sells route book, rep., 2.50; Hagenbeck '05 ditto, 2.00; 25 Christy 5x7 pix, 11.25; 8 Norris-Rowe 8x10 pix, 7.50; 12 Geo. Hall parade, 5.75; 55 Gollmar parade, train lot, any 12 for 5.50. Thousands circus and UTC scenes, send 1.00 for lists, samples. We buy always.
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IAFE MEMBERSHIP DRIVE ADDS 62 FAIRS, 2 STATE GROUPS

Gains in Tax Elimination Sparks Interest of Non-Member Annuals

NEW YORK, June 20.—The current membership campaign of the International Association of Fairs and Expositions has resulted in the signing up of 62 fairs and two State associations in the last eight weeks.

Frank H. Kingman, IAFE secretary and manager of the Brockton (Mass.) Fair, said that new applications are being received almost daily. He expressed the hope that the new membership total would

reach 80 before the launching of the new operating season.

The interest of fairs in the IAFE is attributed largely to the work of that organization in securing the elimination of Federal excise taxes on gate admissions to agricultural fairs and the continuing effort of the association to have the interpretation of the law broadened so as to include the admissions charged to grandstands at fairs.

Many Aid Drive

In addition, many prominent members have been crusading for the association ever since the annual December meeting in Chicago. Kingman, a guest speaker at many of the Eastern State meetings, did much to enlighten non-members on the aims and accomplishments of the group. George A. Hamid, president of the New Jersey State Fair and also a speaker at many of the Eastern

meetings, also devoted much effort to the soliciting of new members.

J. Victor Faucett, president of the New York State Association of Agricultural Fairs, and secretary of the Bath (N. Y.) Fair, has written all member annuals of the State association urging them to join the international.

Faucett stresses the gains made by the IAFE in securing the elimination of the tax on gate admissions and points that the nominal \$25 annual fee is badly needed to finance the work of the association.

More Money Needed

Kingman said that a number of planned projects had to be held in abeyance until sufficient funds could be secured. If the organization can build its financial strength it would then be able to inaugurate undertakings designed to

(Continued on page 81)

Sked Midway For Sao Paulo World's Fair

NEW YORK, June 20.—Regulations were received here last week pertaining to the fourth centennial exhibition-fair to be held next year in Sao Paulo, Brazil. The event will run six months.

In pre-determined areas of the fairgrounds, a midway zone will be erected, and its operation will be carried out by concessionaires chosen thru public bidding and the approval of the exposition management.

Restaurants, night clubs, bars and cafes will be permitted at the exposition as well as concessions for beverages, light lunches and refreshments. Selected bidders for concessions will have to display their prices following approval by the fair management.

Applications are now being accepted from interested parties at the Sao Paulo fair office, according to Horacio Costa, service director.

Oklahoma State Gets Atom Show

OKLAHOMA CITY, June 20.—Oklahoma State Fair this year will feature an atomic energy exhibit from the American Museum of Atomic Energy, Oak Ridge, Tenn.

Arrangements for showing "Atoms for Peace," an exhibit covering all phases of atomic energy, were recently worked out between C. G. (Pete) Baker, secretary-manager of the fair, and David L. DeJarnette, director of the museum.

A 250,000 volt Van de Graaf generator, a small atomic furnace which turns out radio-active turtles and plants are included in the show.

Straub New Sec. At Bakerfield

BAKERSFIELD, Calif., June 20.—William A. Straub was named secretary-manager of the Kern County Fair here. The appointment fills the vacancy caused by the death of Lloyd (Stony) Goad several months ago.

Straub was born in San Jose 38 years ago. Two years ago he became assistant to Russell E. Pettit, manager of the Santa Clara County Fair in San Jose. Straub is a former movie theater manager, radio announcer, and advertising copywriter.

Reno Revival Set; Lapsed 40 Years

RENO, Nev., June 20.—The Washoe County Agricultural and Industrial Fair is to be resumed here September 17 for the first time in 40 years. C. J. Thornton will manage the four-day event.

CHARGE FOR SEATS

Brockton Adopts Free Grandstand

BROCKTON, Mass., June 20.—A free viewing policy for its grandstand attractions has been adopted by the Brockton Fair for this year, Frank H. Kingman, secretary, announced here this week.

Persons paying for admission to the grounds will be allowed to view the afternoon and night performances from the paddock area. A charge will be made for seats in the grandstand, with the cheapest pews going for 50 cents.

Kingman said that the offering of grandstand attractions free is expected to make for a big bargain package holding considerable appeal for the public. A gate admission of \$1 is charged by the fair.

Poor Patronage

It is unlikely that the paddock area of the grandstand would be thrown open except for the fact that patronage of this fair unit has long been poor. In a sense, the fair will be giving very little away, since the grandstand has seldom played to good crowds.

The usual complete night show program, featuring a number of standard acts and furnished by Al Martin of Boston, will be used. The size of the program was set before the decision to throw open the gates was reached. Except for that, it is possible that the size and cost of the program might

Estevan Sets Bargain Rates

ESTEVAN, Sask., June 20.—Opener of Estevan's three-day, 41st annual summer fair this year will be geared for the moppet trade, with a 10-cent main gate tab and 10-cent admissions for all attractions on the grounds, according to E. P. Rae, president of the Estevan Agricultural Society. A special matinee grandstand performance also is planned.

On the fair's second day, July 3, a downtown street parade is planned and the final day will be aimed at attracting American holiday visitors.

Revised prize list and substantial increases in prize money are attracting attention and indications are that entries in all classes may set new highs. Space in the main exhibit building has all been taken for industrial exhibits.

Fair for the first time will operate pari-mutuels in connection with its three-day horse racing program.

have been cut in view of the free grandstand gate, it was indicated.

Kingman said that he did not think the precedent would be particularly harmful in the event that the fair decided to charge admission to the entire grandstand enclosure in the future. If the free policy is eliminated some time in the future, it is likely that top names would be used, and the supposition would then be that public would be aware of the necessity of charging everyone to view the show.

The fair has tried to lure the public to its grandstand with virtually every type of standard and novelty attractions, including top names, but patrons have shown only mediocre interest.

Ohio Mgrs. Forecast Increased Attendance

COLUMBUS, O., June 20.—Ohio fair managers beamed with optimism for their '53 events at the mid-summer meeting of the Ohio Fair Managers' Association in the Deshler-Wallick Hotel here this week. Approximately 150 executives from all over the State were on hand to exchange information and discuss new operational developments.

Due to the tie-in of most of the fairs with the State's 150th birthday this year, many executives predicted over-all attendance at fairs would exceed that of any past season. Myers Y. Cooper, former governor and honorary president of the association, pointed up the importance of participation in the sesqui-centennial program.

H. S. Foust, Ohio director of agriculture and manager of the State Fair, outlined new features of the annual, and Al Ahrens, of the U. S. Trotting Association, told the execs that liberal purses would be provided this year to insure more speed horses.

Attention was also focused on the Ohio Legislature where two bills up for consideration are receiving

Sacramento Fireworks Again Awarded Lizza

SACRAMENTO, June 20.—Fireworks contract for the California State Fair was again awarded to Pat Lizza of the Golden State Fireworks Manufacturing Company in Redondo Beach. Lizza has had the contract each year since 1921, during which he missed only two fairs.

Salt Lake Sets Photo Show

SALT LAKE CITY, June 20.—Utah State Fair this year will sponsor a photographic show for the first time, J. A. Theobald, secretary-manager, announced. The exhibit will fill the entire second floor of the Industrial Arts Building and will be under the direction of George Baker and G. O. Bartlett. Close to \$1,000 will be offered in prizes.

In addition to the exhibit, Baker and Bartlett will supervise regular demonstrations of photography with shooting sessions for amateurs to follow each performance.

Water Display Heads Trenton Show Program

NEW YORK, June 20.—Dancing Waters, the elaborate new water spectacle, will headline the grandstand show at the New Jersey State Fair, Trenton, George A. Hamid, president, announced here this week.

In addition, the night show will include a major Hamid revue, "Showtime," featuring the Roxyettes. Afternoon and night performances will also include a large array of novelty and aerial thrill acts.

Plans to curtail the remainder of the program with the booking of Dancing Waters were abandoned, Hamid said, in the belief that "double-value" of the package will build interest and attendance.

Kochman Thrillers Set

A full program of afternoon track thrill events will feature Jack Kochman's Hell Drivers on opening Sunday and Monday. National AAA championship big car automobile races, promoted by Sam Nunis, are scheduled for closing Sunday.

Frank Bergen's World of Mirth Shows will again furnish all midway attractions. Hamid said that a number of trees have been removed from the midway area to provide more space for the show attractions.

Urges Fairmen To Seek Added Ticket Tax Aid

NEW YORK, June 20.—George A. Hamid, active in the drive with Bligh A. Dodds to secure the elimination of federal taxes on admissions to grandstands at fairs, this week urged fairmen to include their grandstand operations in their applications for tax exemptions on their gate admissions.

By so doing, Hamid said, the fairs would aid in focusing attention on the need for tax relief. They may also receive the exemption, he added, if they indicate that the grandstand show can be viewed from outside the enclosure to which an admission fee is charged if such a situation exists on their grounds.

Hamid said that Dodds would soon go to Washington on an exploratory trip. Meanwhile, fair managers are particularly anxious because they are faced with the immediate need to file their printing orders for tickets.

Hamid also said that Victor Faucett, president of the New York State Society of Agricultural Fairs, would petition the regional office of the Internal Revenue Department in Buffalo for an interpretation beneficial to fairs.

Winnipeg Pulls 91,220 to Top '52 Attendance

WINNIPEG, June 20.—Attendance records at Winnipeg's Second Annual Red River Exhibition were broken this year, exhibition officials told The Billboard today. During the seven days of this year's show, 91,220 admissions were recorded. First year's attendance was 87,599.

Biggest day of the 1953 show was the opening Saturday, when 21,406 attended.

Sedalia Inks Water Show

SEDALIA, Mo., June 20.—The Missouri State Fair here will feature Sam Howard's "Aqua-Thrills" for the first time this season, Rollo Singleton, secretary, announced.

The water carnival is scheduled for six nights, opening on Friday night, August 21, and ending Wednesday, August 26.

Other new draw cards at the Missouri State Fair this season, August 22-30, include professional wrestling and style shows.

Selinsgrove to Indie Midway; Big Attractions Bill Mapped

SELINGSGROVE, Pa., June 20.—Selinsgrove Fair, July 20-25, will revert to an independent midway this year, it was announced this week by Roland E. Fisher, general manager. The fair operated with a carnival the past two years, but in the previous 25 years of operation an independent midway was used.

At one time the largest free-gate night fair in Pennsylvania, the annual now charges admission. Last year approximately 90,000 people passed thru its turnstiles.

Anticipating one of the biggest seasons, Fisher said that additional shows and concessions will be booked. Reithofer's rides have already been booked.

An innovation this year will be All Sports Day, to be held Thursday (23). Local and national names famous in sports will vie in trapshooting, flycasting and archery contests, with special guests and special attractions rounding out the card.

A firemen's parade, believed to

be the largest ever held in Central Pennsylvania from advance registrations, will open the fair Monday night. Apparatus will move over the Selinsgrove race track and be viewed from the grandstand. A large display of fireworks will be set off Wednesday and Thursday. A Hillbilly Jamboree will be on stage Saturday. Lonzo and Oscar and their radio show, direct from "Grand Ole Opry," will appear Monday.

One of the most successful attractions of prior years that will be repeated is a Friday night beauty pageant, at which time Miss Selinsgrove Fair will be selected. Marvin (Atomic) Mercer, junior heavyweight, will be the main attraction on Thursday night's card of professional wrestling. The Cherokee Ranch Rodeo will be staged in front of the grandstand Sunday (19) afternoon and evening. Joie Chitwood Auto Daredevils will be seen Tuesday night. Free acts booked include the Aerial Winters, Ming Sing Troupe, Augar Trio, and Montes DiOca and Company.



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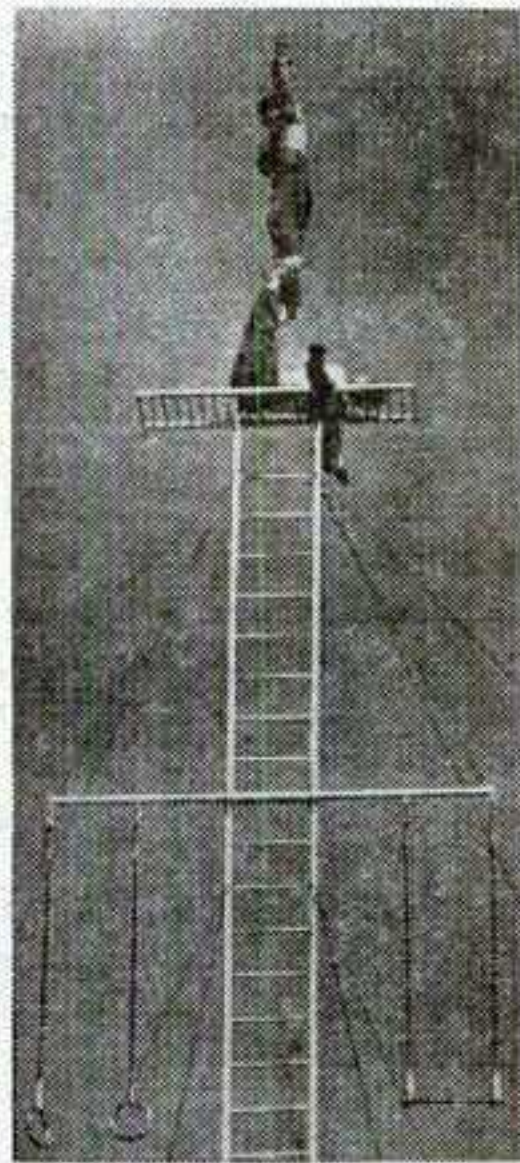
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Grandstand Tax

Continued from page 46

drew's letter to all members who, it is assumed, will use it in soliciting exemption for their grandstand shows thru their district offices if they feel that they can qualify.

Last year, the Rutland (Vt.) Fair reportedly was exempted from the paying of taxes on its grandstand ticket sales. It qualified along the lines as outlined in Rule 1 of Andrews' letter.

While several fair leaders, including George A. Hamid, cautioned against regarding the contents of Andrews' letter as conveying any blanket exemption, the hope that a large number of fairs might be able to qualify for exemption was expressed. It was reasoned in some circles that annuals conducted along bona fide agricultural lines and located in areas principally devoted to agriculture, would conceivably gain the most liberal interpretations.

Dodds to Washington

Dodds is continuing his plan to journey to Washington where he will seek additional clarification and continue the groundwork leading to the ultimate blanket lifting of the tax.

The Gouverneur (N. Y.) Fair head and former IAFE president was instrumental in securing the elimination of taxes on agricultural fair gate admissions in 1951.

In making his representation on behalf of fairs, Dodds pointed out that the usual practice of annuals was to include in their afternoon grandstand programs 4-H Club parades and style shows, high school band concerts, competitive parades, prize-winning cattle, horses, etc., together with professional talent. He took no exception to the application of the tax to any admissions to midway attractions.

IAFE Campaign

Continued from page 80

benefit the entire fair industry, he said.

Virtually all of the State associations are believed to be members of the International, with the exception of Georgia.

The gains made for fairs in the matter of Federal tax legislation brought an awareness to many non-member fairs of the value of a strong association. In the past, many directors of individual fairs, most of whom do not attend the Chicago meetings or devote more than a small part of their time to the operation of their events, had little knowledge of IAFE endeavors. Some thought that the scope of the International was beyond their limited area interests, and the outlining of benefits has had to evolve pretty much into a personal selling job.

The present enthusiasm for group endeavor displayed by fair executives is likely to remain constant for some time, and possibly even gain momentum, some believe.



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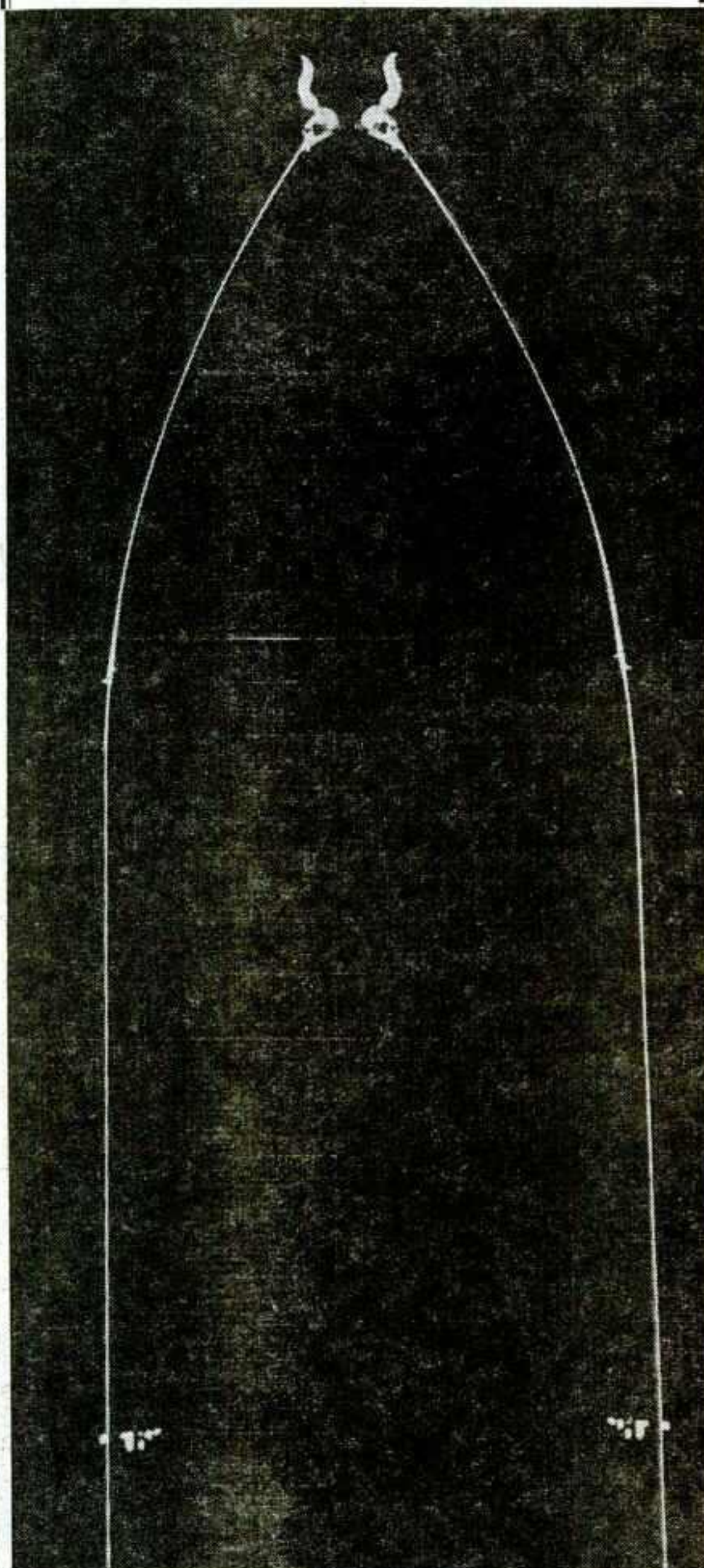
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ATTENTION . . .
FAIR SECRETARIES

THE WORLD'S NEWEST
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Bill Atterbury's

SKY KINGS



For many years a feature attraction at fairs, circuses, celebrations, amusement parks and carnivals, Bill Atterbury, the "SKY KING," has thrilled audiences throughout the world with his swaying pole daredeviltry.

NOW . . . after two years of training and intensive practice, the "SKY KING" has devised a way to more than triple the thrills packed in his own seven-minute routine of aerobatics. Using TWO identical riggings situated THIRTY FEET apart and with a daredevil atop each lofty pinnacle the "SKY KINGS" execute some of the most daring of aerial gymnastics . . . but that isn't all! These rulers of the ethereal empire perform while they sway to and fro in an arc of 60° until they touch in the center. This tremendous sway places the "SKY KINGS" almost sixty feet apart at the outer ends of their sway. Designed solely for thrills, this original presentation of the incomparable "SKY KINGS" is brand new, without peer and unparalleled in the history of aerialdom. PLAN NOW to use this awe-inspiring stratospheric thrill act.

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AND FOR 1954 BOOKINGS

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40 YEARS OF ACHIEVEMENT

FOR 40 years the Showmen's League of America has been a tower of strength to outdoor show business. Time and again it has demonstrated that "outdoor show people take care of their own." And repeatedly it has proved the generosity of its member-showmen.

On countless occasions it has aided needy showmen by providing them with medical care, hospitalization, burial and, yes, even food back in the grim depression days of the '30's.

It contributed many of its members to the Armed Services during World War II. And, in

the tradition of "taking care of its own," it honored those men and eased their transition back to civilian life by giving each returning G.I. a mustering-out bonus.

The League's record of service to outdoor show business, particularly to its own members, is truly impressive. But that record of achievement is doubly impressive for what the League and its membership have done for those outside show business.

It has been a generous contributor to many worthwhile causes and duns. It has played big

brother, and mom and dad, too, to hundreds of underprivileged children and orphans thru such things as its annual Christmas parties.

With 40 years of solid achievement behind the League, the membership can well be proud of fulfilling the basic concepts—"to aid needy showmen"—as outlined by the club's founding fathers.

That concept continues. And it gives tremendous meaning to the League. It continues to make the club a tower of strength to outdoor show business and all those engaged in it.

SLA Celebrates Anniversary

Help to Needy Key to League's Steady Growth

NOW four decades old, the Showmen's League of America can look back to years crammed with service to those in the outdoor amusement industry, an enduring branch of show business.

The League's concept, as outlined by its founding fathers was, and is: "To promote the mutual welfare and enhance the happiness of its members; to assist each member by honorable means; to promote friendship and good fellowship; to perpetuate itself as a social and fraternal organization; to provide for the government of the Showmen's League of America, to bring together in harmonious, fraternal and social intercourse all persons who are connected with or have been connected with or are affiliated with the amusement profession. And to uplift the moral of amusements and do unto others as we would have them do unto us."

The need for an outdoor showmen's organization was first conceived by a group of outdoor showmen in February, 1913, during a jackpot session with Warren A. Patrick in the Chicago offices of The Billboard. From this meeting emanated a desire to organize a club in order to have a place where showmen could meet on an equal footing, (Continued on page 84)



J. P. SULLIVAN
1953 SLA President

Provides Burial For 56 Killed In Circus Wreck

THE worst disaster ever to hit outdoor show people—the Hagenbeck-Wallace Circus train wreck and fire at Ivanhoe, Ind., June 22, 1918, lifted the Showmen's League of America out of relative obscurity into national fame.

And that disaster did more, perhaps, than any other thing to spur the growth of the League and, in turn, to bring about the establishment of other showmen's organiza- (Continued on page 83)

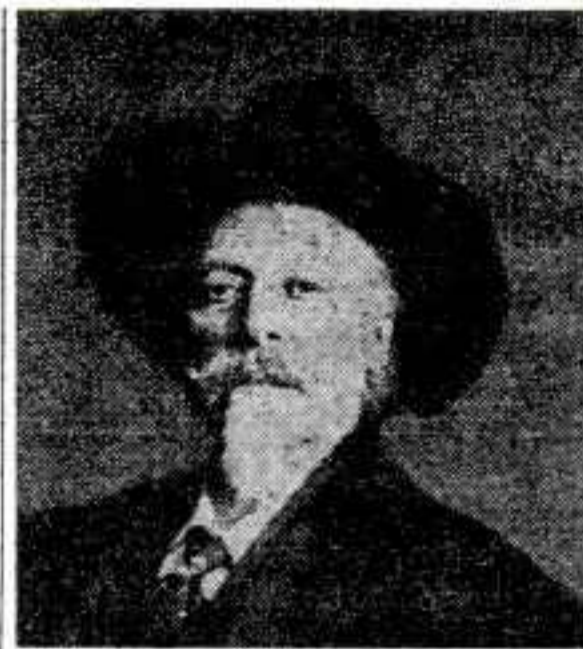
SULLIVAN 29TH CLUB PREXY; CODY WAS NO. 1

Besides its current president, J. P. (Jimmy) Sullivan, 28 showmen have served as president of the Showmen's League of America. The roster of past presidents follows:

- *William F. Cody 1913
- *John B. Warren 1914-1918
- *Edward C. Talbot 1918-1919-1920
- *Edward F. Carruthers 1921-1922
- *Edward F. Neumann 1923
- *Jeremiah Mugivan 1924
- *Fred M. Barnes 1925-1926
- *Edward A. Hock 1927-1928
- *Milton M. Morris 1929
- *W. O. Brown 1930
- Sam J. Levy 1931-1932
- C. R. (Zebbie) Fisher 1933
- Ernie A. Young 1934
- J. W. (Patty) Conklin 1935-1936
- J. C. McCaffery 1937-1938-1939
- Frank P. Duffield 1940
- Frank B. Conklin 1941
- Carl J. Sedlmayr 1942
- Jack Nelson 1943
- Floyd E. Gooding 1944
- Sam Solomon 1945
- Fred H. Kressmann 1946
- *Irving J. Polack 1947
- R. L. Lohmar 1948
- Robert Parker 1949
- Morris Lipsky 1950
- Louis Keller 1951
- S. T. Jessop 1952
- *Deceased.

Hospitalize, Give Medical Care to Many

NO AILING member of the Showmen's League need go without proper medical care. Under a hospitalization program put into effect in 1917, and improved upon in subsequent years, showmen (Continued on page 84)



BUFFALO BILL CODY
First SLA PRESIDENT

ON ALERT!

PR Group To Protect, Help Field

A PUBLIC Relations Committee, named recently by The Showmen's League of America, will function to advance and safeguard the interests of outdoor show business and the many thousands engaged in it.

Mounting legislature and burdensome taxes pointed up the need for a group to be representative of all branches (Continued on page 84)

Show Business Queen Contest Highlights Year

THE Showmen's League of America, in commemoration of its 40th anniversary, this year is featuring a contest to pick "Miss Outdoor Show Business of '53".

Mixing fund-raising with fun, the League sponsorship of the contest is expected to raise money needed to carry on many of the worthwhile projects which have distinguished the club since its inception in 1913.

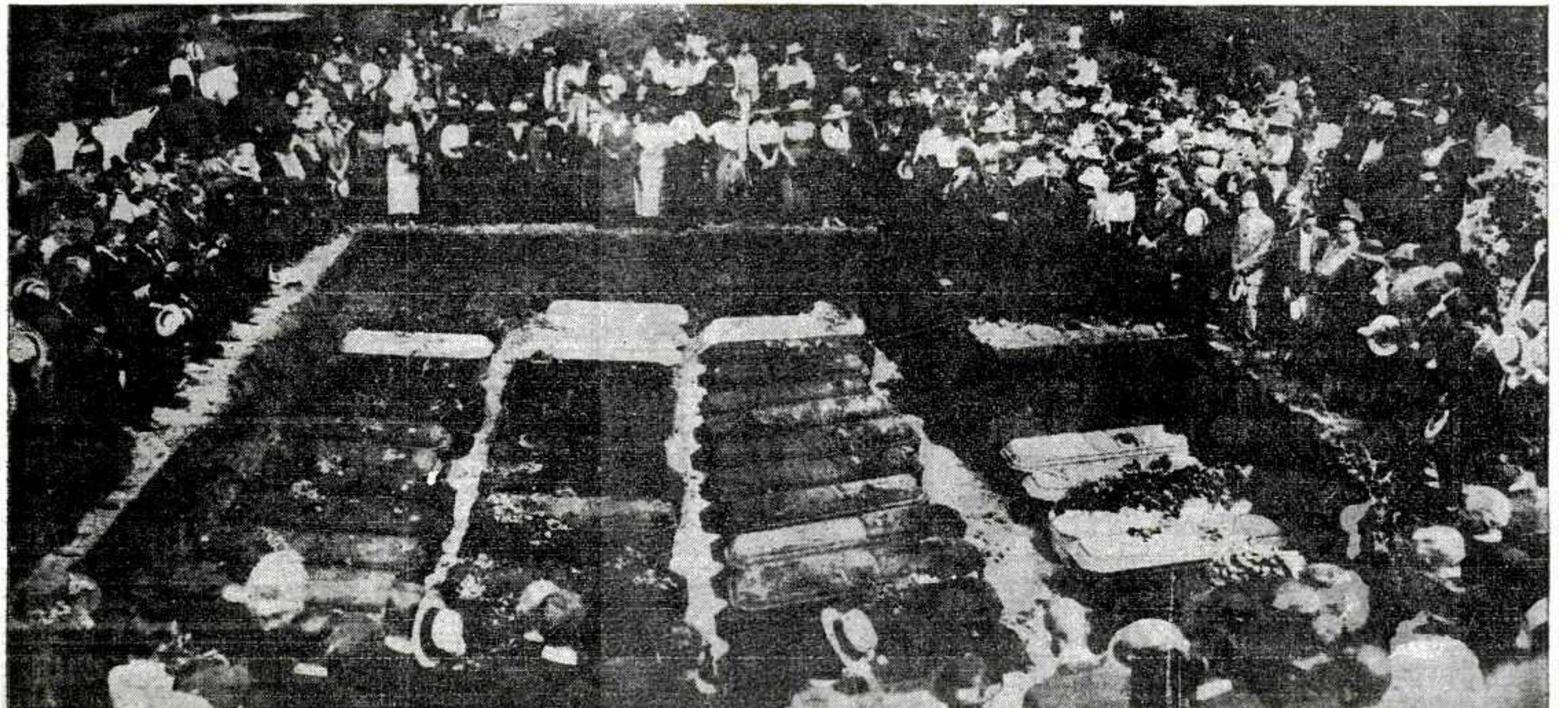
Each circus, carnival, amusement park, and any other outdoor amusement organization in the country is being asked to enter a contestant. Some already have; many more are expected to submit entries soon.

Contest Rules

The queen selling the most donation tickets, priced at \$1, will receive an all-expense round trip for two persons to Paris. Or, if she chooses, she may instead receive a \$2,500 U. S. bond.

The runner-up will receive an all-expense trip for two to Honolulu or a \$1,500 U. S. bond, and the third-place finisher will receive a round trip for two to Mexico City or a \$500 U. S. bond.

In addition, each of the queen's four royal attendants will receive (Continued on page 83)



When 68 persons were killed June 22, 1918, in the wreck of the Hagenbeck-Wallace Circus near Ivanhoe, Ind., the Showmen's League of America was quick to act. It immediately offered all possible assistance to the circus owners and then provided free burial for 56 troupers. Photo above shows hundreds of show people at the graveside at the club's Showmen's Rest, Woodlawn Cemetery, Chicago, for the mass burial. The League's quick, whole-hearted and generous action in the wake of the disaster focused national attention upon the club and did much to hasten its development.

AID SPOTLIGHTS LEAGUE

Club Buries 56 Killed In Circus Train Wreck

• Continued from page 82

tions dedicated to serving those in outdoor show business.

Sixty-eight persons lost their lives in the Hagenbeck-Wallace disaster. The League then was a promising 5-year-old organization with its reputation confined almost entirely to those in the outdoor show world.

But, overnight the League gained a well-deserved reputation for rushing to the aid of the injured and of providing a fitting burial possible for many of those lost in the wreck.

When news of the wreck was flashed to Chicago, John Warren, then League president, tho confined to his bed at the time, dispatched a group of League members to the scene with instructions to give whatever assistance possible and to offer free burial in the League's Woodlawn Cemetery plot which only a short time earlier had been acquired.

The offer of free burial was accepted by the circus owners, and the League members pitched in to arrange for the mass burial. They purchased the coffins, flowers and they turned out in numbers at the funeral.

Of the 68 killed, 56 were buried in Showmen's Rest and of these 46 were buried without identification.

The mass burial entailed much work and no little strain upon members. And, it is believed that it hastened the death of President Warren, who while bedridden, persisted in maintaining constant telephone communication with the League rescue and burial committees, even tho his doctor had ordered him to leave this arduous task to others.

The work of the League in connection with the wreck earned widespread attention thruout the country. And within outdoor show business it demonstrated the need for a strong showmen's club.

This awareness was forcibly shown in the ensuing months when all segments of the industry joined wholeheartedly in a campaign to raise funds needed for the expansion of the Woodlawn Cemetery plot.

This drive, led by E. C. Talbott, who succeeded Warren as president, was an all-out effort by outdoor show business and it went over the top during World War I, when Liberty Bond drives were getting thousands of dollars from the entertainment business.

Committees were appointed to visit various carnivals, circuses, fairs, amusement parks and all branches of the industry in the interests of Showmen's Rest. Donations rolled in from unvisited quarters as well and by October of that year, enough money had been donated to not only buy additional graves but to erect a monument dedicated to all showmen.

The League was able to purchase a total of 5,428 square feet of cemetery space that year. In 1924 an additional 2,370 feet were added, 1,763 in 1934, 2,140 in 1937, and in 1944 purchases increased the total by 1,512 feet.

As a result of this continued expansion, Showmen's Rest today is made up of 660 graves, of which 243 are occupied by showmen who will forever rest with their brothers.

Administration of the cemetery plot is handled by the Cemetery committee, which pays regular visits to Showmen's Rest to insure proper upkeep and to make recommendations from time to time as to its improvement.

Finances are derived from the Showmen's aid fund that includes all money donated for cemetery or hospital purposes. Such funds are used for the purchase of additional burial grounds and for the purpose of defraying funeral and burial costs of funerals handled by the League. Under terms of the SLA constitution, no funds may be transferred from this account to any other account.

The Board of Governors has the authority to allow burial of its members or non-members, or make provision for such burial or burials in other cemeteries provided the cost of any one burial, including the cost of the headstone, does not exceed \$300.

Queen Contest

• Continued from page 82

an all-expense trip to Hollywood, plus jewelry, etc.

Varying bonus credits will be given contestants for sales made prior to September 15, October 15 and November 15. The semi-final contest will close at 8 p.m. November 15, with the queen to be announced at the League's annual banquet and ball December 2 at the Sherman Hotel, Chicago.

THERE ARE MANY REASONS WHY WE SUPPORT THE LEAGUE...

The BEST reason we know is that the Showmen's League of America stands ready to help you in time of need... and it needs your support to help others in the future just as it always has in the past...

GET BEHIND YOUR LEAGUE TODAY!

Vote often for MISS OUTDOOR SHOW BUSINESS OF 1953. . . . Your votes help to expand the benefits of the League.

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YOUR VOTES FOR MISS OUTDOOR SHOW BUSINESS ARE ALSO YOUR VOTES TO HELP EXPAND THE LEAGUE'S ACTIVITIES.

LET'S VOTE OFTEN!

J. C. McCAFFERY

PAUL OLSON

MAURICE OHREN

*Past Pres.—1940
Showmen's League of America*

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Salutes

THE SHOWMEN'S LEAGUE OF AMERICA

on their 40th Anniversary



OUR Membership is proud of its association with your many charitable activities and benefits on behalf of showmen everywhere.

**PUT YOUR MONEY WHERE
YOUR MOUTH IS...**

**Or in other words, don't complain
if your favorite doesn't win the
"MISS SHOW BUSINESS of 1953"
title!**

**BUY TICKETS TO HELP
THE SHOWMEN'S LEAGUE
CEMETERY FUND**

**Your Tickets Also Give You a Chance
To Vote for the Queen**

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**OPEN YOUR HEART TO THE
NEEDS OF YOUR FELLOW
SHOWMEN**

**Your Membership in the Showmen's
League of America Helps Support the
Activities That Make You Proud of
Being a Showman.**

**DON'T FORGET TO VOTE FOR
YOUR FAVORITE TO NAME MISS
OUTDOOR SHOW BUSINESS of 1953**

Every Vote Is a Boost for the Cemetery Fund

FRANK DUFFIELD JACK DUFFIELD ART BRIESE

Past President, 1940

CLUB'S YEARS RETRACED

**Concepts of Founding
Fathers Are Continued**

• Continued from page 82

where they could be at home, where rancor of opposition could be forgotten, and where they could meet and talk over business.

Club Organized

That the discussion bore fruit, was indicated a few days later when, on February 19, 1913, a group of 33 outdoor showmen gathered at Chicago's Saratoga Hotel to organize the Showmen's League of America.

U. J. (Sport) Herrmann served as chairman of that organizational meeting, which laid the foundation for today's successful show club. The name, the Showmen's League of America, was adopted, the elephant enrampant was designated as its emblem, \$1,335 was donated by members to get the club started, and a complete slate of officers, headed by Col. William F. (Buffalo Bill) Cody, as president, was elected.

Named to serve as officers with Cody were Charles Andress, first vice-president; Frank L. Albert, second vice-president; Herrmann, third vice-president; C. W. Parker, treasurer; Patrick, secretary; Rhoda Royal, superintendent of paraphernalia; Arthur Davis, superintendent of commissariat; Park B. Prentiss, director of music; J. D. O'Neil, auditor; Harry S. Noyes, sergeant at arms; J. M. Hathaway, assistant sergeant at arms; Charles McDonald, superintendent of the main entrance, and J. L. Brown, assistant superintendent of the main entrance.

The first board of governors included Louis E. Cooke, A. H. Barkley, Vernon C. Seaver, Herbert A. Kline, Con T. Kennely, Fred Gollmar, Al G. Campbell, James Patterson, George Arlington, Tom W. Allen and Henry B. Gentry. Among those who took an active part in that initial meeting were Walter F. Driver, now treasurer emeritus, and Tom W. Allen, the only charter members of the League still living.

Ups and Downs

During its first few years, the League experienced the normal ups and downs that usually befall any new organization, but it did survive and as its membership grew, it added strength and began to perform the functions for which it was organized.

The hospitalization and sickness program was inaugurated at American Hospital in 1917. Then, just a mere two weeks before the Hagenbeck-Wallace Circus train wreck in June, 1918, the League purchased its first graves in Woodlawn Cemetery.

The young organization's role in this disaster, especially its offer of its newly acquired cemetery plot for burial of the circus dead, probably did more than any other action in lifting it to national fame.

Overnight, the League gained a well-deserved reputation for rushing to the aid of the unfortunate circus troupers and for providing a fitting burial for 56 of the dead. And its quick action did more, perhaps than any other thing to spur the growth and importance of the League.

Vital Need Shown

That all of show business recognized the vital need for an organization of this type was demonstrated during the three months after the circus catastrophe. All segments of the business rallied to successfully raise funds to purchase a larger cemetery plot and to erect a suitable monument in memory of showmen who had passed on.

As the League continued to grow during the '20's, it expanded its charitable work, took on many new projects and continued to follow the concept laid down by its founders. This was demonstrated during the depths of the depression of the early '30's. Thru donations of more fortunate showmen, free meals were available in the clubrooms for all needy showmen.

Hardly had show business, and the League, emerged from the depression, when they were faced with a new emergency, World War II. Again the League's generosity was demonstrated, when a regular package service was instituted, which sent many hard-to-get items each month to the club's members in service. The Ladies' Auxiliary also played a big role during World War II, helping at canteens, donating

hundreds of dollars to provide Christmas presents for servicemen and purchased for the Army a \$1,500 ambulance.

Its postwar activities included splitting a \$50,000 mustering out fund among servicemen, financing the founding of an American Legion Post made up exclusively of showmen and at the same time carrying on its many other charities. These include regular donations to the Red Cross and March of Dimes as well as many other less-known causes. And one of its most popular, altho expensive, postwar programs has been its annual Christmas party, where League members host several hundred of Chicago's orphans and underprivileged children.

During the 40 years of its existence, in addition to its many charitable actions, the League has not forgotten that portion of its early concept "to bring together in harmonious, fraternal and social intercourse all persons who are connected with or have been connected with or are affiliated with the amusement profession."

This they live up to each year at the annual banquet and ball, a social event that is the high point of the year. Upward of 1,500 showfolk from all segments of the outdoor business turn out for this impressive event. All show clubs, all associations and affiliated organizations have representatives on hand, and all show business don their best togs, forget business and for one night become patrons of entertainment instead of the producers.

In looking back over its long existence, the Showmen's League of America has not only lived up to all the concepts laid down by its founding fathers, but has surpassed their fondest hopes and dreams.

**Hospitalize,
Give Medical
Care to Many**

• Continued from page 82

down on their luck are quietly cared for with no charge, while those who have the wherewithal can take advantage of a discount at two leading Chicago hospitals.

In recent years from 15 to 17 members have been restored to health annually under this program. It is an expensive service. In 1952 it cost upwards of \$7,000, but it is in keeping with the many other advantages offered SLA members.

The hospitalization program was started 36 years ago when an arrangement was made with the American Hospital to handle ailing showmen. Dr. Max Thorek, one of the League's two physicians, is in charge at that establishment. In 1940 the arrangement was extended to also include Alexian Brothers' Hospital, where Dr. John C. Havlik is in charge.

While the program is under administration of the League's relief committee, which investigates all appeals for aid, red tape is slashed in cases of emergency. And once hospitalized, the committee members pay regular visits and keep patients supplied with small necessities needed during hospitalization.

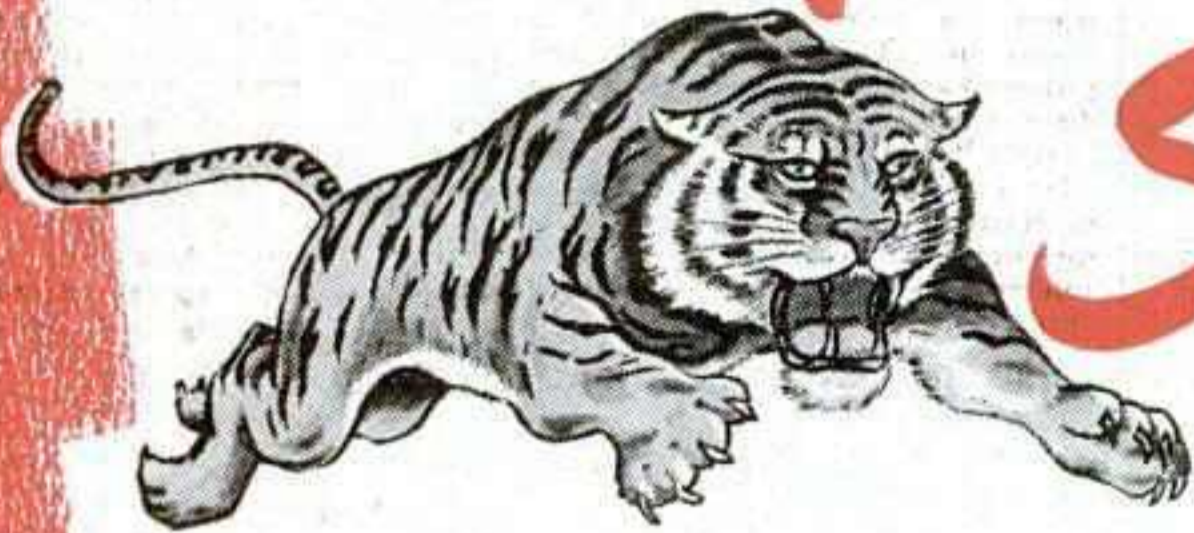
On Alert!

• Continued from page 82

of the outdoor amusement industry, and the League, taking the initiative, this year appointed a special committee to serve in this field.

The committee is headed by J. C. McCaffery, co-owner and general agent of the Amusement Company of America, with offices in Chicago. Other members are Floyd E. Gooding, Columbus, O.; Morris A. Haft, Chicago attorney; Ned E. Torti, Wisconsin DeLuxe Company, Milwaukee, and Bill Carsky, Casey Concession Company, Chicago.

Royal American Shows



Salutes THE SHOWMEN'S LEAGUE OF AMERICA

and its 40 YEAR record of Humanitarian Achievements . . .

THE RECORD BOOK THE SHOWMEN'S LEAGUE OF AMERICA

1. Since 1917 have provided hospitalization for over 1,450 members.
2. Since 1918 have furnished burial funds for over 600 members.
3. Since 1918 have furnished burial funds and plots in Showmen's Rest for over 200 members.
4. Provided for the mass burial of 60 persons killed in the Hagenbeck-Wallace Circus wreck, 1918.
5. Paid out bonuses totaling \$52,000 discharged Showmen's League servicemen of World War II.
6. Mailed over 3,000 packages to League Servicemen during World War II.
7. Sponsored the Al Sopenar Showmen's League of America Post 1008, American Legion.
8. Provided free meals to needy showmen during the height of the depression.
9. Hold an annual Memorial Service for departed members.
10. Play host to orphans and underprivileged children every Christmas for the past seven years.
11. Co-sponsors of the annual convention of the Outdoor Amusement Industry. . . . and so many, many more services too numerous to mention here . . . all benefiting all of the Outdoor Show Business.

Royal American Fund Raising activities have contributed many thousands of dollars to the League and its Benefit Funds.

85% of Royal American personnel are members of the Showmen's League of America.



CARL J. SEDLMAYR
Past President
S. L. of A.—1942



CARL J. SEDLMAYR JR.
1st Vice President
S. L. of A.—1953



ROBERT L. LOHMAR
Past President
S. L. of A.—1948

ROYAL AMERICAN SHOWS

"The World's Largest Midway"

THIS CARD IS YOUR PASS TO PEACE OF MIND



The \$10 you pay goes a long way in helping The Showmen's League provide the benefits that insure care for less fortunate showmen.

AS A MEMBER YOU CAN TAKE PRIDE IN THE LEAGUE'S RECORD OF TAKING CARE OF ITS OWN...

You owe it to yourself to help promote the MISS OUTDOOR SHOW BUSINESS OF 1953 contest...

Sam Levy
Past President—1931-'32
SHOWMEN'S LEAGUE OF AMERICA

BARNES-CARRUTHERS THEATRICAL ENTERPRISES
159 N. DEARBORN ST. CHICAGO 1, III.

The IAFE salutes THE SHOWMEN'S LEAGUE OF AMERICA

on its

40th Anniversary

- Our membership takes pride in our association with your many worthwhile projects.
- We hope that your 1953 fund-raising activities enable you to achieve your objectives in expanding your activities.

INTERNATIONAL ASSOCIATION OF FAIRS AND EXHIBITIONS

PLAYS SANTA CLAUS

Hosts Hundreds of Kids Yearly at Yule Parties

To 2,000 underprivileged children of the Chicago area their Santa Claus has been a warm reality during the past seven years, thanks to the Showmen's League and the generosity of its members. Each year the League stages a huge yule party, complete in every detail, with a rotund St. Nick, Christmas tree, holiday decorations, goodies, gifts and entertainment. And each year an average of 300 youngsters, drawn from orphanages or from the city's blighted areas, cram the party rooms.

The League not only hosts the small fry but provides them with transportation via chartered buses from and to their respective orphanages or homes. They come empty-handed, leave loaded with gifts, beaming with the joviality of St. Nick.

Helps Ky. Family

Last year, the League went even further. When the Chicago police received a letter from a family in Kentucky pointing out that they never had had a Christmas, the League stepped in. They brought the family to Chicago, gave the children complete clothing outfits as replacement for their threadbare clothes and then hosted them, not only at the Christmas party, but for several days during the yuletide.

Al Sweeney has headed the

Christmas party committee every year except its first two years, when William H. Green was in charge. Each year, League members of the Chicago area are quick to volunteer and they devote many hours to rounding up gifts, wrapping presents, decorating the party room, and handling many other details of the party. Generosity, willing co-operation is also provided by the league's auxiliary, women members of which handle the clothes checking and other chores on party day.

Members Donate

Everything for the party is donated by members, thus making no inroads in the League's treasury. Members dig deep to help finance the festivities, chipping in with cash, fruit, candy, toys, favors, etc. Supply houses for outdoor show business give generously, too. And League member Art Peets, noted for his role as the Santa Claus in Chicago's big annual Chicago State Street parade, serves as Santa Claus.

The party makes a tremendous hit with the youngsters. And it probably is even more heartwarming to participating and contributing League members to note the joy of the underprivileged youngsters at finding that there really is a Santa Claus.

Thruout the Chicago area, the party has come to be accepted as an institution. Newspapers each year seize upon it, reporting it as reflecting the true spirit of Christmas. Even the wire news services have found in it worthwhile stories as exemplary of the yule spirit.



To hundreds of underprivileged children in the Chicago area, their Santa Claus has been a warm reality during the past seven years, thanks to the Showmen's League and the generosity of its members in hosting them at a big Christmas party. In the above photo Santa Claus, in the person of League member Art Peets, provides the kiddies with a visit from the North Pole.

We are proud of the part we have been privileged to play in the success of the Showmen's League world-famous parties for underprivileged children...

This is just one of the many worthwhile activities your League sponsors... YOU OWE IT TO YOURSELF TO BECOME A MEMBER AND HELP CARRY THE BALL.

We are 100% in back of the MISS OUTDOOR SHOW BUSINESS of 1953 CONTEST drive.

Bill Carsky

Treasurer
Showmen's League of America

CASEY CONCESSION CO. 1132 S. Wabash Ave. Chicago, Ill.

OUT OF SIGHT, IN MIND

Packages to GI-Members Carry League Thoughts

“OUT of sight, out of mind” doesn't apply to the Showmen's League as 143 members who served in the Armed Forces during World War II will attest.

Thru the generosity of League members, these soldiers, sailors and marines were pleasantly reminded of this each month with a special package of hard-to-get items that helped make life easier in combat areas and training camps. And, most of the GI's looked forward to these pack-

ages, almost as much as an indication that they hadn't been forgotten by their showfolk brethren back home, as for the contents of the packages.

A costly project, the “Packages for Yanks” did not, however, take any money from the organization's regular treasury. Funds came from individuals, many shows and a number of benefit parties and entertainments. Publication of a directory one year, with all proceeds going to this fund, also helped.

Mailing Project

In addition to raising money, the packing and mailing was a tremendous project. Bill Carsky, Bernie Mendelson, who became



WALTER F. DRIVER, treasurer emeritus of the League, is one of two living charter members of the club. Driver served as treasurer for seven years before being named to the honored emeritus post in 1952.

a servicemen himself, and Sunny Bernet headed up this phase of the operation and spent countless hours in the League clubrooms making up the individual packages. Actually it was somewhat of a shopping service. Servicemen were queried as to what they needed and from their letters, orders were filled to the best of the committee's ability.

(Continued on page 89)



Bill Carsky and Bernie Mendelson shown preparing a few of the thousands of packages sent SLA servicemen during World War II. Each of the club's 143 G.I.'s received a monthly package of hard-to-get items.

\$50,000 MELON

Returning GI Clubbers Get Mustering-Out \$'s

ONE organization that didn't forget its GI's after World War II was the Showmen's League of America; it remembered to the tune of over \$50,000.

This amount was split generously among 142 veterans as mustering out aid to smooth their return to civilian life and at the same time as a token of gratitude for their service to the U. S. from their fellow showmen.

Individual payments ranged from \$30 to \$500, depending on length of service. Payment was made on the basis of \$7.50 for each month served in the United States and \$10 for

each month of foreign service.

The mustering out fund was conceived and headed up by Floyd Gooding and it drew whole-hearted co-operation from League members who contributed generously to raise the money without any drain on the club's financial resources.

The initial \$10,100 was donated by the 101 Club, so-called because it consisted of 101 members, each of whom contributed \$100. The spark plugs of the 101 Club effort were Robert K. (Bob) Parker and Ned Torti.

There were many other contributors—and a considerable number of 101-ers gave far more than their initial \$100. Many members, in addition, gave un-sparingly of their time and talent to stage benefit shows and parties to help swell the fund.

With . . . and For

THE SHOWMEN'S LEAGUE of AMERICA



Robert K. Parker

PAST PRESIDENT

SHOWMEN'S LEAGUE OF AMERICA—1949



They Say....That

THE SHOWMEN'S HOME IS THE WORLD . . . HIS ADDRESS, THE BILLBOARD . . .

But we know that more Showmen, when in Chicago, stay at

THE SHERMAN HOTEL

than any other hotel . . .

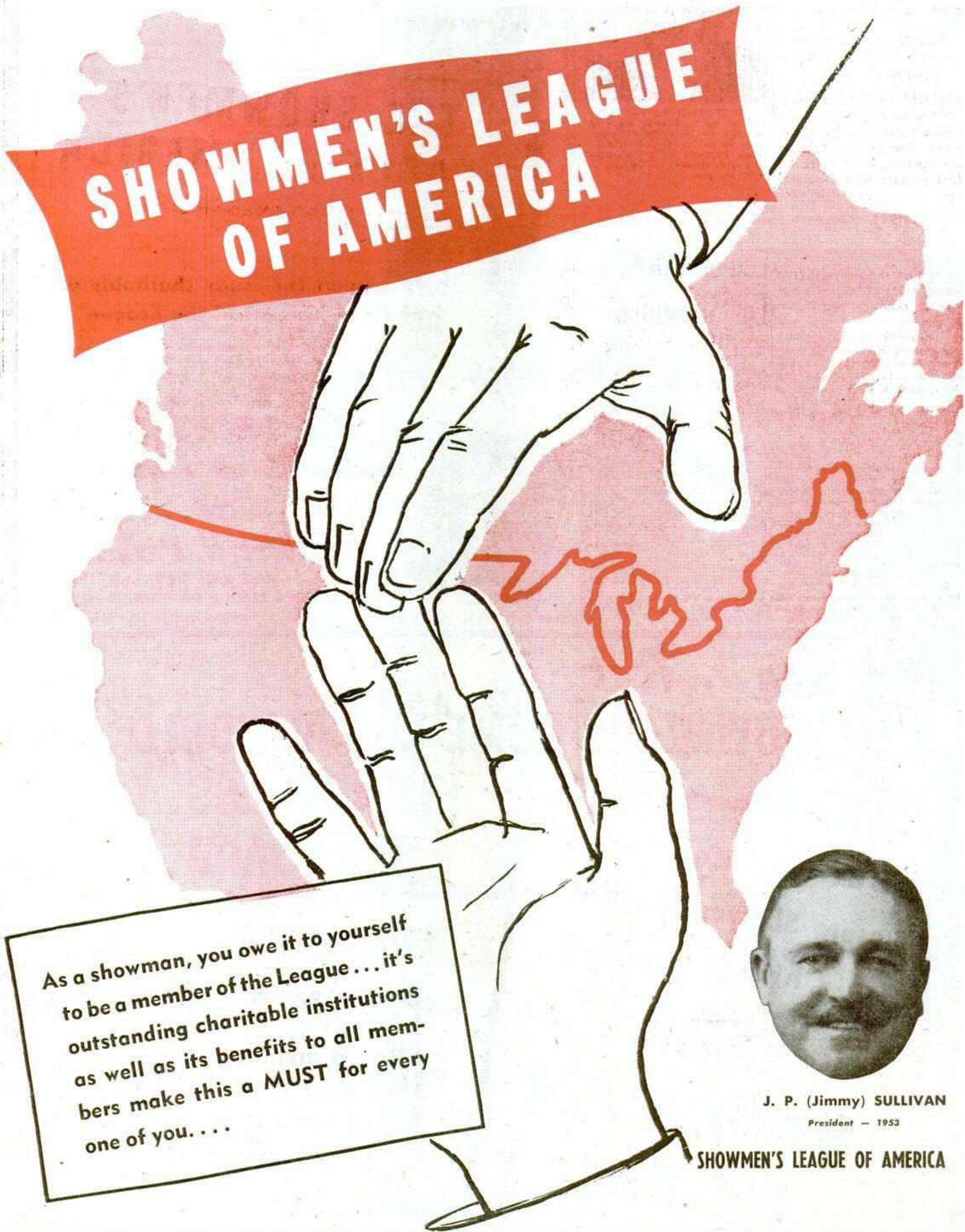
THERE IS A REASON...

For years The Sherman has been headquarters for Showmen's League activities and a meeting place for showmen.

Frank W. Bering

YOU KNOW YOU ARE ALWAYS WELCOME AT THE SHERMAN

THE HELPING HAND THAT KNOWS NO BORDER....



As a showman, you owe it to yourself to be a member of the League... it's outstanding charitable institutions as well as its benefits to all members make this a **MUST** for every one of you....



J. P. (Jimmy) SULLIVAN
President - 1953

SHOWMEN'S LEAGUE OF AMERICA

WALLACE BROS. SHOWS OF CANADA

Ladies' Aux. On Giving End For 35 Years

League's Fems Give
Generously to Wide
Variety of Funds

"CHARITABLE," is a one-word description of the Ladies Auxiliary of the Showmen's League of America and the fem side of America's first outdoor show club this year commemorates its 35th year of giving.

Organized in 1918 as a social counterpart of the League the Auxiliary continually opens its heart and purse strings to almost every major charity as well as countless less-known causes.

This giving reached a high point during World War II when hundreds of dollars were donated for Christmas gifts for servicemen; a \$1,500 ambulance was given the U. S. Signal Corps, and additional sums were turned over to The Yank That Gave Fund. Other causes that have in the past, and still benefit from the ladies' generosity, include the Nathan Goldblatt Cancer Fund, Chicago Heart Association, Shrine hospitals, Boys Town, servicemen's centers, March of Dimes, Sister Kenny Polio Fund, American Hospital Linen Fund, Red Cross, many needy family drives and several orphan homes.

Auxiliary History

The Auxiliary traces its history back to January 18, 1918, when it was organized at a meeting in Chicago's Grand Pacific Hotel by 15 women connected with outdoor show business. Mrs. Nat Reiss was the first president. Other officers included Mrs. Herbert Kline, first vice-president; Mrs. W. H. (Bill) Curtis; Mrs. Walter D. Hildreth, third vice-president; Miss E. A. Hartmann, secretary; Mrs. Charles H. Duffield, treasurer, and Mrs. Fred J. Owens, chaplain.

Executive committee included Mrs. W. Fred McGuire, chairman; Mrs. John B. Warren, Mrs. Al Latto, Mrs. George Rollo, Mrs. Edward C. Talbot, Mrs. Baba Delgarian, Mrs. William H. Donaldson, Mrs. William R. Rice and Mrs. John Miller. Also on hand were Mrs. K. Coultry, Mrs. Harry Melville, Mrs. Nan Rankine and Ann Belden.

Altho charitable work is the Auxiliary's most important function, social events are an important part of the winter season and many of these yield funds for the organization's charity work. Top parties are the open house and installation of officers held each year during the Chicago outdoor meetings. In addition to these, however, teas, bazaars and benefits are held thruout the off-season.

Current Officers

Current officers are Mrs. Mae G. Taylor, president; Mrs. Lucille Hirsch, first vice-president; Mrs. Viola Moore, second vice-president; Mrs. Louis Berger, third vice-president; Mrs. Carmelita Horan, treasurer, and Mrs. Robert H. (Elsie) Miller, secretary. Mrs. Miller, in addition to being a past president, has handled the secretary's chores for 11 years.

Past presidents, in addition to Mrs. Reiss and Mrs. Miller, include Mrs. Harry Melville, Mrs. John B. Warren, Mrs. Walter Hildreth, Mrs. Nar. Rankine, Mrs. Margaret Hook, Mrs. Marie Brown, Mrs. Blanche Latto, Mrs. Martha McKay, Mrs. Delgarian Hoffman, Mrs. Albert Miller, Miss Evelyn Hock, Mrs. Cleora M. Helmer, Mrs. Cora Yeldham, Mrs. Henry T. Belden, Mrs. Louis Keller, Mrs. L. M. Brumlevé, Mrs. Ida Chase, Mrs. Joseph L. Streibich, Mrs. William Carsky, Mrs. Michael J. Doolan, Mrs. George Rollo, Mrs. Noble C. Fairly, Mrs. Lee Gluskin, Mrs. A. L. Filograsso, Mrs. Ralph W. Glick and Mrs. Al Wagner.



JOE STREIBICH has been secretary of the Showmen's League of America for 25 of its 40 years. Prior to his appointment in February, 1928, he was a concessionaire with traveling shows, and at fairs and parks.

League Backs Legion Post For Showmen

THE Showmen's League of America can well claim many distinctions. Not the least of these is that it fathered the organization and growth of the only American Legion post in which membership was confined solely to outdoor showmen.

The Legion unit—the Al Sopenar Showmen's League of America Post No. 1008—was named in memory of Al Sopenar, a League member who lost his life in the European invasion in World War II.

Chartered July 15, 1947, the post was launched thru the financial support of the League, which turned over to the Legionnaires \$1,250, the unexpended balance of the League's Mustering Out Fund after all disbursements had been made to GI-League members.

In the years since the post was founded, membership has risen to almost 100. It maintains its own sick fund that lends a willing, helping hand to stricken veterans. It also arranges for hospitalization in veterans' hospitals, and thus it eases the burden upon the Showmen's League for aiding members in need either of medical care or hospitalization.

The Legion post also gives support to many of the national organization's programs. Thus, they participate in the annual Poppy Day, send gifts to veterans' hospitals, and conduct military funerals.

Monthly meetings are held, with the Showmen's League making its clubrooms available to the post. These sessions provide an opportunity for the GI-League members to swap service experiences as well as experiences in show business.

The post's first commander was Jack Hawthorne; the current commander is Al Sweeney. Others who have filled the top post include John P. Wulf, Bernie Mendelson, Lou Keller, Charles Owens and Max Brantman.

G.I. Packages

Continued from page 87

Keeping track of the much-traveled GI's was one of the major problems.

Packages contained a wide variety of articles, according to individual needs. Thousands of cartons of cigarettes, and many boxes of cigars, candy, shaving cream, tooth paste, razor blades and other articles difficult and sometimes impossible to get thru regular supply channels.

Christmas packages received special emphasis by the "mail-order" committee. Fruit cakes and other Christmas specialties were added to these packages to bring a little of the yuletide spirit to the GI's in far-off lands.

At mail call abroad or in the States, the arrival of one of the packages was proof that showmen-in-the-service, while out-of-sight, were much in the minds and hearts of their brethren at home.

THE GREATEST FORCE FOR GOOD
THE AMUSEMENT WORLD HAS EVER
KNOWN...

THE SHOWMEN'S LEAGUE OF AMERICA

★ Help support the many charitable activities and benefits of the League...

★ Your votes for
★ MISS SHOW BUSINESS OF 1953
★ will help to maintain and expand these great activities of the League.

★ Al Wagner, 2nd Vice Pres.
★ Showmen's League of America

★ CAVALCADE OF AMUSEMENTS

YOU CAN'T
FOOL YOUR CONSCIENCE...

You owe it to yourself
to support

THE SHOWMEN'S LEAGUE OF AMERICA

40 years of service to fellow showmen
make the League your obligation.

K. H. GARMAN

SUNSET AMUSEMENT CO.

MOPPET \$\$ IMPORTANT

Owners Again Concentrate On Building Up Kid's Days

By JIM McHUGH

NEW YORK, June 20.—Carnival operators are rediscovering the importance of moppet trade at still dates. Like the amusement park operators who some few years back awakened to the knowledge that the nation was literally crawling with the greatest number of small

Peoria Gives Royal American Light Business

De Voyné Readies Papers Preparatory To Move Into Canada

PEORIA, Ill., June 20.—Carl J. Sedlmayr's Royal American Shows registered light business here this week as the aggregation wound up its still dates in the U. S. preparatory to start its long rail move to Brandon, Man., where it will launch its swing of the Western Canadian fairs Monday, June 29.

Alex McKenzie and James Messop, Canadian customs and immigration officials, arrived here Thursday (18) from Winnipeg to work with the show's secretary-treasurer, Walter De Voyné, on the tedious task of checking equipment and personnel for the Canadian tour.

A number of Chicago show people visited the lot here. Included among them were Joe Streibich and Bill Carsky. Other visitors here included Mrs. Robert Lohmar and son, Roland; Kinky Wolff, of St. Louis, and Jimmie Ray, former wrestling promoter.

Mrs. Harry Julius, wife of the Royal American Arcade operator, spent several days this week visiting friends in Chicago, preparatory to the trip into Canada.

Crafts Expo Tops '52 Biz Despite Cold

DELANO, Calif., June 20.—Crafts Exposition Shows, despite being hit by the worst weather since it first went on the road in '47, is topping last year's grosses by a slight margin, according to Roger Warren, manager. Concessionaires are also sharing in the improvement, he said.

Basic reason for the increase is the fact that the big days at several fairs and celebrations, such as the Orange Show and the Elks Helderado, came up with ideal weather and resulted in big yields.

Org moved here this week from Shafter, Calif., where the opener was good but cool weather later in the week cut into the turnouts. Members of the show were saddened by the death of Roseana Ragland, niece of Spot Ragland, a former member of the Crafts shows. Evelyn Lantz flew to San Francisco for the funeral.

Manager Warren has built a new candy floss stand which is being managed by Vincent Kuro-patwa with Delphis (Frenchy) Gauvreau as agent. Bobby Matthews, son of Mrs. Virgil Matthews, is a private in the Army and is stationed at Fort Benning, Ga. Mrs. Penny Tavui was given a baby shower. Ulualo Tavui is now boss canvasser on the Side and Girl shows. Fay Curran, known as Fay Asis, mentalist, is handling Carl Wieland's Side Show while Wieland cares for his other interests.

fry in its history, the transient operator has learned that it pays to concentrate on the youngsters.

While kids have always been important to the business, thoughts of them in large numbers have long been associated with their special days at fairs. Because of this, the art of drumming up mass turnouts of youngsters for matinee doings on still dates appeared very close to becoming a lost art during the fruitful war and postwar years when publicists with the magic touch were noticeably lacking and office wagons were handling so much green stuff anyway that there didn't seem to be much point to straining for the kid play.

Since then, of course, times have changed and operators now are very much concerned with the need to stimulate business. A few bang-up kid days, some of which appeared to have generated almost spontaneously, and the heavy, important grosses they brought, caused a revival of interest and effort.

May Salvage Week

Any number of recent show reports have told of mediocre early business with stands topped off, and often saved, by a big crowd of children on Saturday. Business is good to the point that the moppets turn out laden with folding money. It goes without saying that there is no reticence in their spending.

Of all the patronage potential, the small fry is still the easiest group to sell. If the message gets to them—and newspaper ads alone won't do it, the experts say—then the show can look for a sizable turnout of kids in all but the very worst weather.

Knowing this, it is time for the show owner to seek out and hire promotional genius. But the pool at best is shallow and currently well drained. Once again, the heavy earning years provided no training programs. Likely youngsters weren't sought out and developed.

The good publicist, capable of luring the hordes of moppets from the television sets and the Saturday double-bill Western movies rates, and earns, a piece of the gross. Actually, if he is successful, he carries his own weight, paying himself off right along the route.

Only now are the publicist-promotion guys developing well thought out working plans and relying less on impulse and improvisation. As a matter of fact, they have in their bag of working tricks any number of campaigns designed to fit all areas and to overcome all of the anticipated problems.

Tie-ins are the answer to big crowds, all of the promoters say. Furthermore, the tie-in has to be with some outfit dealing with

masses. Chain food stores, bread or milk companies are good examples. The formula calls for the show giving little in tangible goods to the sponsor, but it's still a good deal for the latter, since the resultant publicity and good will engendered among the small fry is worth much more than the advertising dollars invested in the promotion.

Herb Pickard with the Cetlin & Wilson Shows works on a low-cost formula. He drums up tie-ins with big retail units, giving them the glory of ostensibly doing something for the youngsters. With an assist from Memorial Day, which this year fell on a Saturday, Pickard put together his biggest kid's day at Uniontown, Pa. Pickard thinks it's enough to give away the gate for the moppet sessions without throwing in free rides as additional lure.

On the World of Mirth Shows, Richmond Cox promotes ticket distribution thru big retail outlets. The ducats provide for a free ride, in addition to free passage thru the gate. On a Friday with schools in session and on the day before Memorial Day, a Cox promotion at Plainfield, N. J., had moppets buying slightly more than 10,000 nine-cent tickets at a matinee.

Other crowd stimulants offered weekly by the World of Mirth include the giveaway of girls' and boys' bicycles and the Philco Treasure Chest. The latter is a replica of a pirate chest; keys are distributed to as many youngsters as possible. Only one key will unlock the chest and so entitle the patron to a valuable prize.

Hokum Campaigns

Harry Wilson with the Vivona Shows, a past master at hokum, will stage a number of promotions in any one week, aimed at children and their parents. His "baby giveaways" sometimes has the local populace seething, but the folks turn out and they enjoy the gag with him.

Roy Peugh with the O. C. Buck-Model Shows, Starr DeBelle of the James E. Strates Shows and Peasey Hoffman with the Ross Manning Shows, all have turned their promotional sights on the moppet trade.

It isn't easy to whip up a good kiddie matinee in as little as a week's time. The scouting and securing of the best sponsor is very important. The selling job which follows takes time. But when they click, the time and effort involved pay off all the way around.

Business Continues Good for Manning Unit in New York

GLEN COVE, L. I., June 20.—The Ross Manning Shows made their bow on Long Island this week and found the Island residents receptive to the date. Good weather held for the week, which also added to overall patronage.

The show has also enjoyed good business in previous New York State stands. Despite the breaking in of a new lot last week at Peek-

BERGEN OPINES:

Earning Prospects Are Termed Okay

FRAMINGHAM, Mass., June 20.—While good operating weather has been particularly scarce so far this season, Frank Bergen, general manager of the World of Mirth Shows, this week ventured the opinion that business would wind up good on the whole.

The show has done well on the comparatively few occasions when it has enjoyed good weather at spots that could be counted on to contribute fair takes. Indications are that business will improve with the weather and that the fair season will be good.

Bergen said that the show's planning is now pointed wholly toward fairs. New equipment is being added each week, and all

units are being refurbished so that they will be at their best at the start of the fair season.

Several new major attractions will also be added for fairs. A herd of elephants has been booked for Ottawa where, it is hoped, it will create the same sensation it did a year ago when included in the first pre-opening night parade in town ever staged by the exhibition.

The show's earning pace at its initial New England stands has remained steady, altho no records are being set. Last week at Norwich, Conn., grosses were reported slightly ahead of last year, even tho one night's operation was lost when the tornado which struck Worcester, Mass., some 50 miles distant, created considerable uneasiness in the show's playing area.

Mid-week reports indicated that big earnings here would have to come at week's end. It could be that big sessions today would give the grosses a nudge upwards.

The show will extend its stand next at Pawtucket, R. I., to eight days, closing there Tuesday night (30) and then entraining for Lowell, Mass., where it will set up for a two-day Fourth of July celebration on the common. The Lowell festival, nearly as old as the city in which it is located, is credited with drawing crowds in excess of 200,000.

Lowell Cele To Have Top Concentration

LOWELL, Mass., June 20.—A record display of outdoor show equipment for the Fourth of July celebration to be held on the Common here was predicted this week by Jeff Harris, holder of exclusive entertainment contracts for the event with the city.

Harris said the concentration of show features would serve to attract even greater crowds than this event has drawn in the past and also serve to increase the earning potential of participants.

The event, a long-time focal point for holiday crowds within a 100-mile radius, is credited with attracting as many as 200,000 persons during its two-day, 36 hours of continuous operation run. The crowd count has to be estimated, since there is no paid gate.

Space Demand Heavy

The World of Mirth Shows, in a unique move, will bring in its 40-car train for the two-day stand. In addition to the World of Mirth Shows, rides and concessions, concession space is being offered to independent operators. Harris reported the demand heavy and predicted a sellout of all available space well in advance of the opening of the event.

The World of Mirth will store its show wagons on near-by lots so as to make more room for attractions.

Rains Plague Hannum's Try For Sat. \$\$

LEBANON, Pa., June 20.—The Morris Hannum Shows, which has torn down every Saturday this season in the rain, has its personnel looking skyward here today hoping that the jinx will be broken.

Business here has been good. The Pennsylvania Dutch residents of the area are long known for their free spending on food and revues and the show has provided them with both.

The show looks for a red one next week when it plays Cahill Field, Philadelphia. This date has always been a good one in the past, and with good weather bound to favor outdoor endeavors, the week could prove to be the best this season.

In addition to General Manager Hannum, the shows' staff consists of Mrs. Morris Hannum, secretary-treasurer; Marshall Green, general agent; Benny Herman, legal adjuster; and Clyde Lehman, lot superintendent. William Ackley has nine concessions with the show and Frank (Shrimpy) Rappaport has three.

Spotty Weather Hurts Royal Pine

BATH, Me., June 20.—Altho few days have been lost, spotty weather has held the take on the Mullins Royal Pine Shows to a so-so level so far this season, according to C. W. Mullins, owner. On the lot this week were three shows, eight rides and 33 concessions. The show has a new sound car and all new sound equipment thruout. The Aerial Keenans are the free act.

The shows include Frank Tazaro and his Vanities of 1953. Frank Cleasby opened this week with his Girl Show. Louis G. King is Special Agent. The show goes into Rockland, Me., for the American Legion State Convention and the July 4th week.

Personnel includes Mr. and Mrs. Wiggs, French fries and custard; Mr. and Mrs. Pappas, Midway Cafe; John Costy, popcorn; Mr. and Mrs. Cleasby, candy floss and Monkey Show; also concessionaires Frank Allen, Letha Price and Mr. and Mrs. Martin.

Last week Thursday (4) in Portland, Bette Davis and husband, Gary Merrill, were on the lot with their young daughter.

ACA's Madison Biz Up to '52

MADISON, Wis., June 20.—Business for the Amusement Company of America here has been about even with last year, according to show execs. Weather was good thru Thursday (18) but an inch of rain that night killed the evening's business. Show winds up its 10-day stand this week-end, then moves to Neenah, Wis.

NSA Skeds 16th Banquet

NEW YORK, June 20.—The National Showmen's Association announced thru Ethel Weinberg, executive secretary, that its 16th annual banquet and ball will be held Thanksgiving eve, Wednesday, November 25.

The annual event will again be held at the Astor Hotel, with tickets, including taxes and gratuities, priced at \$11 each. Gerald Sn-lens, third vice-president, announces that he has already secured a number of advertisements for the year book, issued in conjunction with the banquet.



MISS LEXI (Mrs. George Brown), nominated by Polack Bros.' Circus, Eastern unit, as a candidate for Miss Outdoor Show Business in the contest sponsored by the Showmen's League of America.

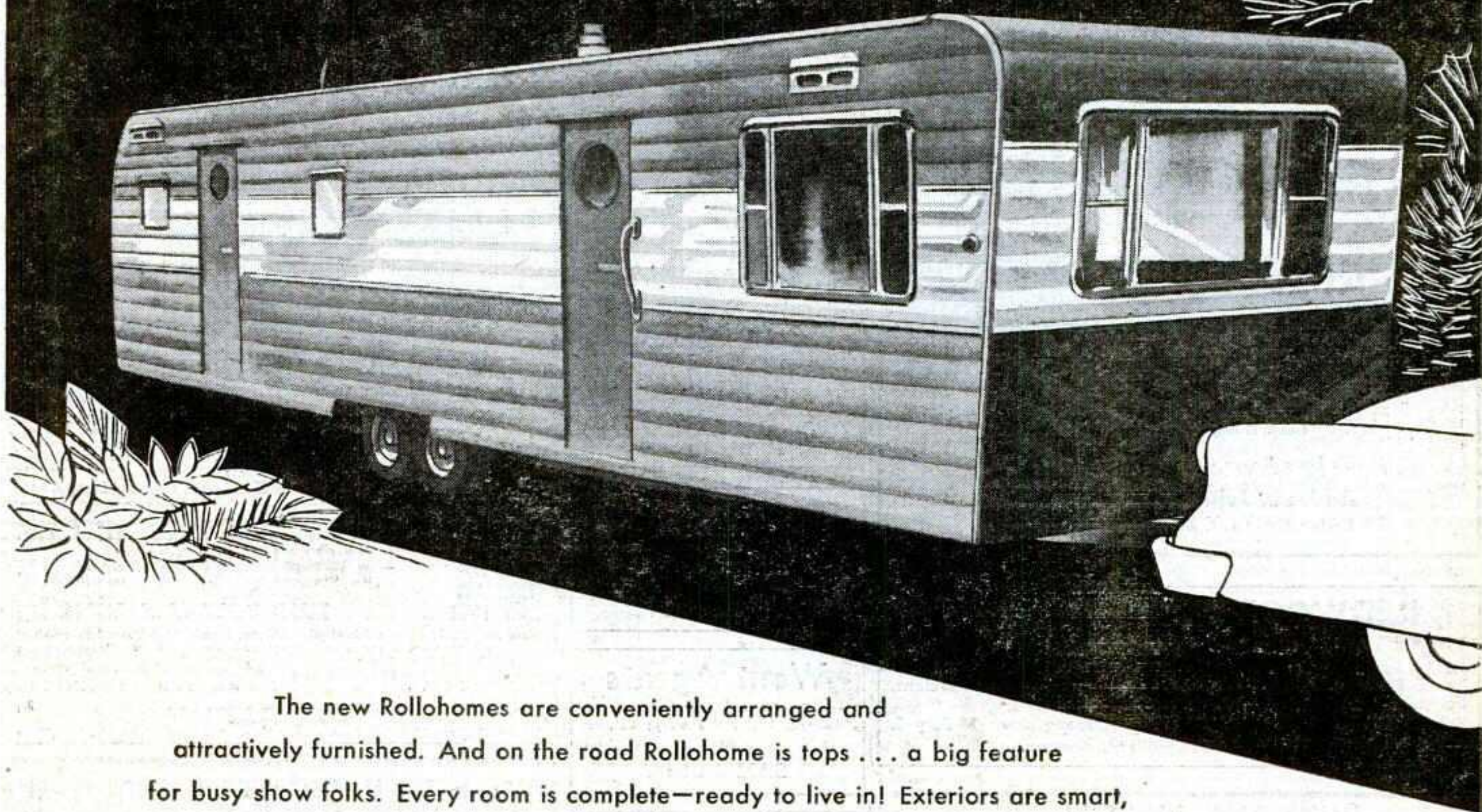


She wants a *beautiful* home

He wants a *livable* home



Their choice is a *Rollohome*



The new Rollohomes are conveniently arranged and attractively furnished. And on the road Rollohome is tops . . . a big feature for busy show folks. Every room is complete—ready to live in! Exteriors are smart, with a choice of colors. Write to Mac Matthews, Rollohome Corporation, Marshfield, Wis., for free literature and the name of your nearest dealer. Then be sure to inspect these new mobile homes carefully and see for yourself why Rollohomes are today's popular choice among show people.

Rollohome CORPORATION MARSHFIELD, WISCONSIN

WALLACE BROS. SHOWS INC.

WANTED

15th ANNUAL 4th OF JULY CELEBRATION, CENTRALIA, ILL., CITY PARK

PARADES—FIREWORKS—BAND CONCERTS—BEAUTY SHOW—FREE CAR GIVEAWAY—WATER SHOW—FREE ACTS

THIS ANNUAL 4TH FOLLOWED BY 18 OUTSTANDING FAIRS AND CELEBRATIONS:

- | | | | | | |
|----------------------------|------------------------|------------------------|-----------------------|-------------------------|-------------------------|
| TUSCOLA, ILL., CELEBRATION | DARLINGTON, WIS., FAIR | BEAVER DAM, WIS., FAIR | RICE LAKE, WIS., FAIR | STARKVILLE, MISS., FAIR | YAZOO CITY, MISS., FAIR |
| NEWTON, ILL., FAIR | MONROE, WIS., FAIR | JEFFERSON, WIS., FAIR | ELKHORN, WIS., FAIR | GREENWOOD, MISS., FAIR | HATTESBURG, MISS., FAIR |
| TOMAH, WIS., FAIR | MANTOWOC, WIS., FAIR | JAMESVILLE, WIS., FAIR | ELDORADO, ARK., FAIR | GREENVILLE, MISS., FAIR | JACKSON, MISS., FAIR |

DUE TO TORNADO IN BRAZIL, IND., CAN PLACE THE FOLLOWING:

SHOWS

Side Show (Low Alter, answered your wire, contact again). Wild Life, Monkey Show, Illusion, Gorilla, Iron Lung, Fun House, Glass House, Fat Show, What is it? Motordrome, Mechanical Show.

RIDES

Dark Ride, Looper, Spitfire.

USEFUL HELP

Ticket Sellers, Truck Drivers, Agents, LOT MAN, Assistant Electrician, Watchman.

RIDE HELP

Pay first-class men \$75.00, \$60.00 and \$45.00 Merry-Co-Round Foreman and Second Man, Little Dipper Foreman and Second Man, Tilt-a-Whirl Foreman and Second Man, Spitfire Foreman and Second Man, Dodgem Second Men, Kid Rides Second Man, Diesel Helper (Sparks, wire).

CONCESSIONS

Custard, Bingo, Crab, Cook House, French Fries, Novelties, Age and Scale, Hi-Striker, Jewelry, Hats, Pitchmen, Snow, Floss, Short Range and Long Range Galleries and all kinds of Hanky Panks.

All replies: Phone, Wire, Write

E. E. FARROW, Gen. Mgr., Vincennes, Indiana, this week; then per route

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

Now Booking for Hoopston, Ill., July 4th Celebration in City Park and following Fair Route:

- | | |
|---|-------------------------------------|
| Spencer Co. Fair, Rockport, Ind. | Benton Co. Fair, Camden, Tenn. |
| Hendrix Co. Street Fair, Danville, Ind. | Limestone Co. Fair, Athens, Ala. |
| Pulham Co. Fair, Greencastle, Ind. | Carroll Co. Fair, Huntington, Tenn. |
| Jackson Co. Fair, Brownstown, Ind. | A & M Colored Fair, Jackson, Tenn. |
| Owen Co. Fair, Spencer, Ind. | Jackson Co. Fair, Scottsboro, Ala. |
| American Legion Street Fair, Mount Vernon, Ind. | Randolph Co. Fair, Roanoke, Ala. |

Sell Ex on Custard, Long and Short Range, Derby, Penny Arcade.

Want Chocolate Dip, Basketball, Cork Gallery, Bumper, Hi-Striker, String Game, Cat Rack, Hoop-La Knife Rack, Watch-La.

Want Manager with People for all new 80 ft. wagon front top and stage, best equipped Jig Show on road. Want Drome for Virgin Territory. Will furnish fronts, tops, banners and P. A. for Man with Snake or Monkey.

Want to book one major Ride for balance of season or buy late model 16 tub Octopus or Rockplane. Would buy Sky Fighter or Miller Coaster.

All Contacts

JOHN PORTEMONT, Rockville, Indiana

BIG ANNUAL 4th CELEBRATION

Now booking for Western Iowa's biggest 4th at Creston, Iowa. Start your winter B. R. here.

Concessions: Cook House, Grab, Photos, Clothes Pin, Long Range, Basketball, Custard, Baby Chicks, Bumper, Roman Targets, Hoop-La and other legitimate Concessions. Rides: Tilt, Train, Mix-Up, Sky Fighter, Boats. Shows: Girl, Mechanical, Athletic or any other Show with own transportation. Will sell 10-Car Kiddie Ride, cheap.

CARNIVAL MANAGER
Fremont, Nebraska, June 22-27

ADVERTISEMENT FOR BIDS

Sealed proposals and bids will be received by the Agricultural Center Board at its office in Montgomery, Alabama, until 10:00 a.m. CST August 4, 1953, and publicly opened at that time for the operation of concession rights at the building known as the State Coliseum located at Montgomery, Alabama. Specifications, conditions and information may be obtained from the SUPERINTENDENT, AGRICULTURAL CENTER, 300 DEXTER AVENUE, MONTGOMERY, ALABAMA. Right is reserved to reject any and all bids.

AGRICULTURAL CENTER BOARD
T. C. REID, SUPERINTENDENT
AGRICULTURAL CENTER

A. G. (Whitey) Slaten

WANTS FOR MOUND CITY SHOWS #2

First and Second Men on all rides. Agents for all types of Hanky-Panks. This Unit plays all Bonafide Fairs and Picnics. Address: Edwardsville, Ill., (Sportsman's Fair), June 25-26-27; then the BIG ONE—GIRARD, ILL. Annual July 4th Celebration on the Streets, July 3-4-5.

Wanted Concessions

Hankies, Scale, Age, Bingo, etc. Can use Athletic Show or others; small percentage. FOR INDEPENDENT MIDWAY at MOLALLA BUCKEROO, Molalla, Oregon, July 1, 2, 3, 4 and 5. Day shows 4th and 5th night shows 3rd and 4th. We have SEVEN Rides booked. Write P. O. BOX 1581, Portland 7, or call BL. 1-1226, or come to Molalla ready to set up July 1.

FERRIS WHEEL AND ROLLOPLANE FOREMEN WANTED

Salary \$50.00 per week. Also Second Men on all rides.

MILTON McNEACE
George Street Kinston, N. C.
June 22 thru July 4

Want Agents

For Six Cats and Buckets. Ironwood, Mich., this week; Calumet next.

SAM SOLOF

WANTED

Legitimate Concessions for V.F.W. Street Fair, Huntington, Ind., July 27-Aug. 1. Will give X on Photo, Jewelry, Sno Cone.

W. O. RANDOL
Fair Mgr.
Markie, Ind.

FOR SALE

One Super Rolloplane, one Trailer Mobile Trailer, one 24-ft. back Trailer, one 3-ton International Tractor with wench, one 1 1/2-ton Studebaker Tractor. Contact

D. GOODRICH
Fayetteville, N. C.
Bragg Blvd. Phone: 2-4476

FOLLOW THE WOLFE ARROW

WOLFE Amusement

THE SHOW THAT GETS UP ON SUNDAY

WANTS

For the Biggest Fourth of July Celebration on the Eastern Shore. **CHRISFIELD, MARYLAND, CRAB FESTIVAL**

Big Parade and plenty of Fireworks.

CAN PLACE FOLLOWING CONCESSIONS: Fish Pond, Bowling Alley, Glass Pitch, Ball Games, Mitt Camps, Short and Long Range Gallery, Age and Scales, Good opening for Bingo on reasonable percentage. Fineman, get in touch. Will sell X on Custard. This is good Custard territory. CAN PLACE RIDE HELP, Second Men on all Rides, Good salary and bonus. Must drive semis. Want Monkey Show or any Walk Thru Show on small percentage. Will finance any showman with new ideas that can make money. Our first Fair starts August 10th at Weirwood, Va., and we positively have ten Fairs, to be announced in the next issue. There is plenty of money on the Eastern Shore. Thousands of workers picking vegetables. Pay day every day. All Concessions making money. If you want to get with a show that makes money and moves every week write or wire us immediately.

All this week Salisbury, Md. Address all mail and wires to BEN WOLFE.

POINT PLEASANT, W. VA., 4th OF JULY CELEBRATION

JUNE 29 TO JULY 4TH INCLUSIVE

WITH SOLID ROUTE OF BONA FIDE FAIRS TO FOLLOW

WANT legitimate Concessions of all kinds—Araide, Photos, Custard, Novelties, High Striker, Age and Weight, African Dip, Ball Games, Balloon Dart or any Stock Concessions.

SHOWS—What have you? Wire; will answer.

NOTICE—We are now booking Concessions and Independent Attractions for Charleston, Valparaiso, Pennsboro, Newport and other big Fairs on our route. Address

JAMES H. DREW SHOWS

GRAYSON, KENTUCKY, THIS WEEK.

LAST CALL TO PLAY

4 ARMED FORCES EVENTS

WANT: SHOWS THAT CAN GET MONEY. ALL CONCESSIONS OPEN.

All Rides booked. All contracts and Concessions must be approved by Armed Forces Citizens Committee. Write for free application. Important Notice: I am handling these events alone. I have no partners, representatives, agents, managers or "connections." All letters and applications will receive my personal and immediate attention. Write or wire

JOE ARCHER, Welfare Counselor
474 SOUTH FAIRVIEW ST. BURBANK, CALIFORNIA

TATHAM BROS. SHOWS

TWO TOWNS A WEEK

Want for Illinois' Biggest 4th of July, Sullivan, Illinois, 58th Year; followed by Havana, Gardner, Lexington, Lacon Street Fairs; and our Big Fairs, Bloomington, Decatur, Milford, Rock Island, and more Big Ones, with the K. C. Bar-B-Q at Springfield, Ill. WANT—Will give X to party with 3 or more Kid Rides, also want one Major Ride, Want Side Shows. Want Hanky Pank Concessions only. Want good Ride Help who drive.

BILL TATHAM

Athens, Ill., June 22 to 24; Ashland, Ill., June 25 to 27; Sullivan, Ill., June 29 to July 4.

Want JOHN ROBINSON SHOWS Want

Have complete Motordrome—want Riders (Travis Ward, contact me). Can place any worthwhile Shows for long season.

Newton, Iowa, for the big July 4th Celebration (on the Streets); then Fairs until Armistice Day.

Dave Picard wants Hanky Pank Agents, also one Pin Store and one Count Store Agent.

Address all inquiries or telephone:

Care Kewanee Hotel, Kewanee, Ill., this week.

DAVE PICARD, Bus. Mgr.,

WANT BINGO CALLERS

For permanent Park, no ups or downs. No beginners. Can also place Derby Racer and Fascination Mike Men. Address:

M. F. KAUFMAN

Roseland Park Phones: Canandaigua 1732-1556 Canandaigua, N. Y.

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

WANT

WANT

WANT

Capable General Agent, one who knows the South-East. Cook House or Sit-Down Grab.

CONCESSIONS: Long Range Gallery and Hanky Panks of all kinds.

Address **John T. Tinsley, Mgr.**

Erving Street Lot, Atlanta, Ga., this week.

REDWOOD EMPIRE SHOWS

WANT

WANT

WANT

Hanky Pank Concessions that do not conflict. Ball Game, Cook-house, Bingo. Hanky Pank Agents for office-owned concessions. Sober, reliable Men who can drive semis.

Emmett, Idaho, June 23-28; Grangeville, Idaho, June 30-July 5.

ANTHONY MASSETH, Owner

HANKY PANK AGENTS WANTED

For Huckley Buck, Watch-La, Airplane Bumper, Add-Em-Up Darts and others. We have only one more Still Date, then Celebrations and Fairs, all in Wisconsin. These Fairs are money spots, and if that's what you like instead of fooling around, come on. Reliable Agents can always get placed. (Bob Coulbourn, what happened?)

RUSTY WAGNER

c/o Blue Ribbon Shows, Menominee, Mich., June 22-28; Madison, Wis., July 1-5, Big July 4th Celebration; then as per route.

STOCK TICKETS	
One Roll\$ 1.50
Five Rolls 4.50
Ten Rolls 6.50
100 Rolls 40.00
ROLLS 2,000 EACH	
Double Coupons
Double Prices
No C.O.D. Orders
Size: Single Tkt., 1x2

We Manufacture TICKETS

of every description Wheel tickets carried in stock for immediate shipment.

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SPECIAL PRINTED Cash With Order. Prices	
2,000\$ 6.90
4,000 7.80
6,000 8.70
8,000 9.60
10,000 10.50
30,000 15.50
100,000 33.00
500,000 133.00
1,000,000 250.00

FOR SALE

One Super Rolloplane, one Trailer Mobile Trailer, one 24-ft. back Trailer, one 3-ton International Tractor with wench, one 1 1/2-ton Studebaker Tractor. Contact

D. GOODRICH
Fayetteville, N. C.
Bragg Blvd. Phone: 2-4476

Midway Confab

Oscar C. Buck, co-owner of O. C. Buck-Model Shows, was the subject of a feature yarn in a recent edition of the Albany (N.Y.) Times-Union, which dealt with his switching from trucks to rails for the '53 season. . . Mrs. Carol Abraham, wife of Bill Abraham, concessionaire with World of Pleasure Shows, entered the Pontiac (Mich.) General Hospital Tuesday (16) for surgery.

Glen Edwards has replaced Bill (Skooter) Anderson as ride superintendent on the F. C. Bogle Shows. Mrs. Edwards is in charge of front gate tickets. . . Al Schmidt played host to a number of show folk at his Long Island home when Prell's Broadway Shows was set down at Hicksville, L. I. Included were Mr. and Mrs. Butch Belkot, Lola Belkot, Bobby McGregor, Joe Peloquin and Ernie Phillips.

Karen Walker, daughter of Mr. and Mrs. Newell Walker, Arcade operators on Central States Shows, celebrated her second birthday with a party during the org's Russell, Kan. stand. Some 23 youngsters shared cake and ice cream with Karen. Scarlett and David Williams, children of Mr. and Mrs. Flash Williams, Motordrome ops on the show, also celebrated their birthday recently with a double party. Scarlett is two and David four.

In the absence of Art Frazier,

who took a recent trip with Mrs. Frazier, Ben Braunstein is serving as official greeter. He is being assisted by John Campi, concession manager of Gold Medal Shows. . . John Bohn, son of Mr. and Mrs. Carl Bohn, owners of the show bearing their name, recently middle-aided it with the former Carol Van Darn of Beckemyer, Ill. The younger Bohn is a private in the Army, stationed at Fort Riley, Kan.

Midway of Mirth Show notes: Frank La Vell, lot man and agent for The Billboard, recently had his house car rebuilt. Howard Fulmer has been experimenting with a number of concessions but has finally settled on a duck pitch. Mr. and Mrs. Buck Carland have framed a slum spindle to go along with their duck pond. Tony Bernardi infers he's doing okay with his cookhouse. Mr. and Mrs. Charles Kable recently took delivery on a new house trailer and are busy framing some new joints.

Mrs. Robert Noell pens that business for Noell's Ark Gorilla Show on American Eagle is on the up-grade. Unit's big gorilla, Joe, is being used occasionally as an annex attraction. . . G. C. (Mitch) Mitchell, was on the scene 24 hours after Johnny Denton's Gold Medal Shows were hit by a windstorm at Middlesboro, Ky. Replacement for two show tops and the Scooter top were delivered shortly after. J. C. Weir, veteran ride and show op, was a visitor to Gold Medal Shows at Middlesboro en route from Miami to his summer home in Michigan.

Harry (Otto the Clown) Edwards, is assistant manager of Ed Burr's Playtime Shows in addition to doing his Saturday matinee clown chores. Harry was the recent subject of a feature story in the Brockton (Mass.) Enterprise when the show played near-by Stoughton. . . Recent arrivals in concession row on Playtime Shows are James T. Mitchell, Bill Edmonds, Al and Mona Ross, and Joe Cohane. New concessions are being sported by John Lagassee, Arthur Doyle and Billy Burr.

Whitey and June Aldrich, of the Penny Arcade on Rainier Shows, have proudly announced the birth of a daughter. Mr. and Mrs. Cal Lavelle, who have the shooting gallery on the Rainier org, expect an addition in November. . . Several of the Rainier show fems are sporting new hairdos given them by Miss Eva, Tacoma hair stylist. Eva is the wife of K. R. (Andy) Anderson, owner-manager of the show. Bob MacDonald and family report their seven concessions on Rainier's front end are doing well.

After laying four weeks in Winnipeg, E. J. Casey Shows have headed for the hinterlands where the weather has been good. Walter Bain, who has the over & under with the show reports his business is ahead of last year with the big ones yet to come. . . Curly and Penny Giroud, and Bobby Steward, of E. E. (Ernie) F. Wallace Bros.' Shows, are framing three new hanky panks.

Georgia Boy Glover and Louis Robertson, concession ops with Gold Medal Shows, had truck troubles en route between London and Middlesboro, Ky., but arrived in the latter town in time to be open the second night.

Gary Stringer, son of Mrs. Jackie McKean, has joined his mother on Rainier Shows following closing of the term at Hill Military Academy, Portland, Ore. Christy Randolph, daughter of Art and Eunice Randolph, of Rainier Shows, broke out with measles at Packland, Wash., and for a time the show had a private nurse with it. . . The crew of Maud and Ray's cookhouse on the Rainier org, threw a surprise birthday party for Maud recently. Lunch was served and Maud received many cards and gifts. Included were several bone china cups to add to her collection.

Sam Maltin is back in Detroit after a 10-week stay in Cleveland. . . Louis Martin was in Detroit for a two-week visit. . . Charles Rafal continues to headquarter in the Motor City, working weekends only. He plans to take to the road soon. . . Mr. and Mrs. Hymie Stone, in the Motor City for the (Continued on page 95)



LAGASSE AMUSEMENT COMPANY

12 Whitcomb Street Haverhill, Mass. tel. 4-6461

Everything in Amusement Anywhere in New England

Reserve your space NOW for the following fairs:

- Weymouth, Mass. August 16-22
- Hartland, Vt. August 20-23
- Lyndonville, Vt. August 27-29
- Keene, N. H. August 27-30
- Lancaster, N. H. September 4-7
- Northampton, Mass. September 6-12
- Lewiston, Me. September 7-12
- South Paris, Me. September 14-19
- Tunbridge, Vt. September 24-26

NOTE: Positively No Grift, No Mitt Camps, No Gypsies

WANTED—Motor Drome, 10-in-1 Show, Reptile Show, Wrestling Show for above fairs and New Bedford, Massachusetts, Fire Fighters' Circus, June 29th to July 4th.

CETLIN & WILSON SHOWS

WEEK JUNE 29, FOURTH OF JULY CELEBRATION, SPRINGFIELD, OHIO

FAIRS START WEEK OF AUGUST 3d AND END MIDDLE OF NOVEMBER

CAN PLACE — Spitfire, Little Dipper, Fly-o-Plane, Live Pony Ride. Will furnish wagons if required.

WANT — LARGE CIRCUS SIDE SHOW. WILL FURNISH WAGONS IF NEEDED.

WILL PLACE experienced men in all departments. Roll-o-Plane Foreman to join at once.

CAN PLACE ALL LEGITIMATE MERCHANDISING CONCESSIONS.

All Address This Week, Warren, Pa.

CHOICE STILL DATES AND CELEBRATIONS

VIVONA BROS. Combined SHOWS

14 FAIRS STARTING SCRANTON, PA., IN AUGUST

CAN PLACE FOR MONTICELLO, N. Y., FOURTH OF JULY CELEBRATION

First show in 17 years. Matinee and special events daily. Fireworks July 1 and 4th, and 23 weeks of choice still dates, celebrations and an outstanding route of fairs, including LACKAWANNA COUNTY FAIR, SCRANTON, PA. CARBON COUNTY FAIR, LEHIGHTON, PA. TRENTON COUNTY GRANGE FAIR, MILL HALL, PA. MARTINSVILLE AGR. FAIR, MARTINSVILLE, VA. CENTER OF N. C. FAIR, ASHEBORO, N. C. MONTGOMERY COUNTY FAIR, CHRISTIANSBURG, VA.

Hanky Panks of all kinds. will sell ex on Long and Short Range Gallery, Custard, Jewelry, Glass Pitch and Penny Pitches. Cookhouse and Grab (Maxie Glynn, answer). Shows: Drome, Wild Life, Mechanical and any good Grind Shows. Help: Flyo-plane Foreman, Second Men on all Rides; must drive semis.

Address JOHNNY VIVONA, Haverstraw, N. Y., this week.

WORLD OF PLEASURE SHOWS MICHIGAN'S FINEST MIDWAY

Gigantic JULY 4th Celebration and Forest Festival

7 Days—MANISTEE, MICH.—7 Nights

Parades—Acts—Contests—Bands—FIREWORKS

Can Use—Photos, Novelties, String Game, Break the Dishes or any neat Hanky Pank.

Well framed Ten-In-One, Snake Show, Motordrome and Arcade, should do well here.

Can use ride men who drive.

We have a STUPENDOUS route of Proven Money getting Fairs. Get with a sure winner now. Business is good in vacationland.

Cadillac, Mich, follows Manistee. Angola, Ind., June 22-27.

WANTED

To hear from Carnival. Big Celebration week July 4 spot. CHARLEVOIX, MICH. Don't write, phone collect between 1 p.m. and 5 p.m. Phone: Liberty 7-9247, Charlevoix, Mich.

WANT FERRIS WHEEL

Want to book Ferris Wheel for combined Amusement Park and Carnival. Permanent location, no ups and downs. Excellent location in center of city. Can operate on Sunday. May consider leasing or buying Wheel. Wire:

MARZO SHOWS

5748 13th St. N. W.

Washington, D. C.

HANKY PANKS

NOW IS THE TIME TO GET READY FOR FAIRS

Let us know your troubles. We have money-making games if you are not afraid to throw out a little of that stuff. Others do it. Why don't you wake up and have a good season.

BASEBALLS by the case—\$40.00 for 15 dozen. Covered type or string type.

ALUMINUM BOTTLES, heavy cast 1 1/2 # weight, \$2.00 each—3 # weight, \$3.50 each.

PUNKS for CAT RACKS ready for immediate delivery.

SIX CATS—two various types, both with finest wool.

HUCKLEY BUCK KEYS—a real money maker for hustlers.

DAM FAMILY BALL GAME.

We have 59 other money makers—write for our catalogue.

RAY OAKES & SONS 7731 OGDEN AVE. LYONS, ILL. Day Phone: Lyons 3-4522 Nite Phone: Brookfield 8848

Our Buddha Papers Tells Fortunes by Magic. Still only \$7.00 per 1000 postpaid. S. BOWER Belle Meade 26, N. J.

Get the FACTS!

Write for complete information. Dept. 0206 SCHULT TRAILERS Schult Corp., Elkhart, Indiana

HUBERT'S MUSEUM 228 W. 42nd St. New York, N. Y. Open all year round Want Freaks and Novelty Acts. State salary and all particulars in first letter.

CARNIVAL WANTED Sept. 1st-7th Delta Fair & Livestock Show Write—Wire—Phone JOHN T. GIBSON, Greenville, Miss.

Concession Trailers Location Tampa, Fla., and Los Angeles, Calif. Your pick, \$895.00. Large selection used Trailers, Vagabonds and Sparrows. Phone: T. W. (SLIM) KELLEY, Ringling 5-5241 or 5-5491, Sarasota, Fla., or RAYMOND SELLHORN, Lansing, Mich. SELLHORNS OF SARASOTA, FLA.

DAVIS UNITED SHOWS Concessions wanted: Popcorn, Photos, other legitimate Stock Concessions not conflicting. Will book Fun House or clean Side Shows. (No gypsies, please.) Contact JOHN W. DAVIS Fullerton, Neb.

CLIMBS THE HARD WAY

Bill Hames' Rise in True 'Rags-to-Riches' Pattern

THERE are few "rags to riches" tales to approach the story of Bill Hames, the Texas carnival-park operator.

Bill had but three days of formal schooling in all his 67 years. Then, at the age of 10, he was left an orphan, when both his mother and father died within a week.

"Rough going" was his lot. Many were the meals he did not get. And many were the nights when he had only the platform of a Merry-Go-Round for a bed.

But he is—and for years has been—one of the most successful men in the outdoor field. His assets are many, so many, in fact, that he is rated by all conservative estimates to be a millionaire twice over.

His carnival, which bears his name, is one of the most profitable in the country. He has one amusement park that has been a solid money-winner and still another that gives promise of being another winner.

He owns a vast amount of show equipment, including no fewer than 42 rides; a 10-acre winter quarters, a night club that he leases out, commercial realty holdings valued at about \$250,000, and 10,000 acres—yes, 10,000 acres—of good Texas ranchland.

But, equally important, he has an excellent reputation thruout Texas, one based on his integrity, high standards of operation and his own tireless application to business.

If Bill were to give the reasons for his success, he'd probably allow that he did not have any alternative but to work hard and build a solid foundation.

From 10 to 19 Bill worked at any job that was available, get-

ting little more than his "keep" for long hours of work. Part of the time he worked on ranches or with railroad construction gangs. He also worked for a steam engineer. And he even did some blacksmithing.

Thrashing Machine Start

Out of his meager income he saved enough to buy a thrashing machine when he was 19. With that machine he made some money, enough—\$300, to be exact—to buy an early Merry-Go-Round. And he never left show business from that point on.

Merry-Go-Rounds were not common 45 years ago, and they were very uncommon in Texas. Bill painted up his used ride and played picnics. And in those days picnics—old settlers' celebrations, homecomings and such—were big in the Lone Star State. The natives wagoned in and stayed for two days.

The Merry-Go-Round started to whirl usually at 8 a.m. and continued steadily until 2 a.m. Actually the Merry-Go-Round was the big feature of the picnics, and the patrons rode it many, many times at 5 cents a ride.

Bill prospered and was content until one day he arrived at a picnic to find that another Merry-Go-Round of greater appeal was on the scene. It was steam-operated and its horses moved up and down. The operator also charged 10 cents a ride. The moving horses made Bill's ride look old hat, and Bill was quick to realize it.

Five dollars was a lot of money in those days, but Bill rode the new Merry-Go-Round for that amount and when the extended whirl was over, he made a decision to unload his old ride and buy the new type.

Sells First Ride

He sold his ride for \$500, thereby realizing a profit of \$200, and in the deal agreed to run the ride for a week at a picnic for the new owner. Much to everyone's surprise the ride that week grossed \$1,200, more than double the sale price.

Recalling this, Bill said the new owner was amazed beyond words. "But I was happy, too," he said. "I knew that with the new-type ride and a 10-cent price I would do even better."

He purchased the new ride for \$2,400 from C. W. Parker at Leavenworth, Kan., and it rewarded his confidence. One day alone, he recounts, it grossed \$1,547, and for anyone who doubts that, it should be borne in mind that picnic patrons turned out early, stayed late and came prepared to take many rides on the Merry-Go-Round.

Life even with the new Merry-Go-Round was not all peaches and cream for the Texan. Booking was an arduous job. He made towns on foot, and in the Black Lands, the muck section of the State, he had to walk the rails, which offered the only secure footing.

Moving Hardships

Moving the ride from town to town, too, was a problem, to put it mildly. There were even wider, more open spaces between towns than there are now in spacious Texas. Good roads were virtually non-existent. So, the ride, knocked down, was hauled by wagon to the nearest railroad, there loaded in a box car. Also loaded was the wagon, but the horses traveled on their own, usually arriving in advance of the box car.

This type of operation took plenty of energy, and Bill had an abundance of it. Long days of operating at picnics, followed by the rigors of loading and unloading, wagoning to and from the lot, caring for the horses, etc., were a heavy load, but the rigors paid off.

Bill, once in show business, kept his eyes open for ways to improve his business. Thus, he teamed up with Wild West shows, first Bouger Red's, then Texas Bud's, and the combination played two and three-day stands, with an occasional four-day stand, sandwiched in between picnics.

Keeping his ride in constant action was a task, tho there was no competition. For one picnic, he usually gave up only \$25 as



BILL HAMES

privilege money. Later, when he added other rides, he paid the committees \$10 to \$15 for each additional ride.

Adds New Rides

Hames added rides almost as fast as good, new ones were brought out. This, of course, added to the woes of moving by farm wagons and box cars.

In 1921, by which time he had acquired much show business savvy, Hames had acquired much equipment and shifted to railroad circus moves. He used 20 old wooden flats and it fell to him to persuade railroad men at terminals to move his equipment. Sometimes, he recalls, it took considerable persuasion, as circus-type moves were new to railroad men in a large part of his territory. Laughingly, he recounts, the great persuader was a box of cigars carried under his arm.

Fifteen years ago Bill bought the 101 Ranch equipment, which included 35 all-steel cars, costumes, saddles and other equipment. This gave him good railroad equipment and also started him on what he described as "something of a hobby for me," the collection of old show equipment.

In the 101 Ranch buy he acquired much valuable old show paraphernalia, including Buffalo Bill wagons, and many saddles, swords, etc., used by Pancho Villa in Mexico which the 101 had picked up.

Much of this equipment, including five prized pipe organs, was lost in a fire seven years ago at his winter quarters. "That hurt," concedes the Texan, who never uses two words if one will do.

Moves by Rail

After buying the 101 he went out on from 25 to 27 cars, shooting up into Kansas and Oklahoma, but with the years he whittled his territory down practically entirely to Texas, except for a very few dates each year in New Mexico.

The Hames carnival operation now is pretty much of a routine operation. He has been playing some Texas celebrations, such as Mc Kenna, Sherman, Alvarado, and Leonardo, for more than 40 years and he has been repeating for years at other Lone Star celebrations and fairs.

He has been playing Gainesville since 1910 and no other show goes into that town.

In many instances, no contracts are made. Bill merely calls them up and gets the dates.

The carnival operation has a long season. It opens in late January at the Fort Worth Stock Show, followed by the Houston Fat Stock Show with a month layoff before Hames sends some of his rides into the Battle of Flowers at San Antonio, then into a celebration at Corpus Christi.

Home Base

The show equipment then is returned to the Hames home base, Fort Worth, where it is used on lots until the fair season opens in late August and continues thru late October.

The Hames park operation consists of Fort Worth's Forest Park, where he has been for 35 years and where he has 12 rides, and Lake Worth, north of Fort Worth, where Bill plans a total investment which may hit as high as \$300,000. He maintains that the latter park, which has a nice beach, will prove a big winner.

During World War II Bill owned North Beach Park at Corpus Christi and it was extremely profitable during the war years. He since has disposed of it.

Ranch Home

Bill makes his home on one of his ranches, a 2,000-acre spread 15 miles out of Fort Worth, and from there directs his many enterprises.

He allows that he has "too big a work load" to carry and tosses

out the thought that he might cut off some of it. But those close to him dismiss this possibility.

"He's been working hard so long that he couldn't let up," they explain.

And, as you hear Bill, without any show of immodesty, tell of his 1,000 head of white-faced cattle, 900 acres in wheat, and his plans for Lake Worth, it is easy to agree.

Bill's life has been his work, his joy the pride of building from a humble beginning.

That he has built soundly is given mute testimony of the excellent condition of his rides, trucks and other show equipment and by his relations with celebration committees and fair boards in which continued good business relations are mutually assumed.

Frowns on Grifters

Bill is not given to criticizing others, but he frowns upon and won't permit what he lumps under the heading of "grift."

"Sometimes some owner who has 'grift' tells me I'm all wrong in the way I operate, but my only answer to them is 'Look at what I've got and then look at what you've got.'"

In all cases, the comparison gives Hames' clincher on honesty as the pay-off factor, and points up his life as the "rags to riches with honesty" story.

SHOW T-E-N-T-S
 Concession—Circus—Carnival
AMERICAN TENT & AWNING CORP.
 132-4 W. Main St. Norfolk 10, Va.
BILL SANDERS

WANT WANT WANT
 Cook House, Bingo, Short and Long Range Galleries, Cork Gallery, Stock Concessions not conflicting, Rides—Merry-Go-Round. Shows with own equipment. Foreman for No. 5 Wheel, Pineville, Mo., on the square July 2-3-4, with 18 fairs and celebrations following, including Henryetta, Okla., big Labor Day Celebration.
Midway of Fun Shows
 C. E. HAGENSACK, Mgr.
 Kansas, Okla., June 25-27

SELLING ONE LOCATION FOR POPCORN, ALSO EXCLUSIVE FRE'CH FRIES AT DARKE CO. FAIR GREENVILLE, O., AUG. 22-28
 Also will sell Snowball privilege at another Ohio fair same week. For sale—Frozen Custard Machines mounted in truck or trailer, ready to go, \$1500 and \$1200. Echols Hand Snowball Machine, \$45.00.
W. S. MYERS
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SNAKE MAN WANTED
 One who knows Snakes and can lecture Season's work. Contact **JOHN JACOBY**
 c/o Hennies Bros., Show As per route in Wisconsin this month. Show also known as Amusement Company of America.

NATIONAL SHOWMEN'S ASSOCIATION GREET'S YOU
 You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world.
 Meetings 2nd and 4th Wednesday each month
 Palace Theatre Building
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 Almost every one of the Eastern amusement family is a member. Are you?
 Write for information
 Initiation\$10
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EVANS' Streamlined Thunderbolt Bump Racer

Supplants the ordinary raffle wheels. Can be run where wheels are not acceptable. Precision built. Brightly nickel plated ball-bearing wheels. No overhead wires. Weight 18 lbs. Complete with bumper posts.

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ANYTHING IN CANVAS
 Manufacturing Show Canvas for Over Fifty Years.
 Underwriters' Approved Flame Resistant Materials Available.
 5 DAYS' SHIPMENT ON MOST SIZES
ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

IDEAL RIDES
 WANTED FOR ILLINOIS' BIGGEST ANNUAL 4TH — Parades, Fireworks, Free Acts, etc. Sponsored by July 4 Civic Association at beautiful City Park—6 Big Days—June 30-July 5 inclusive. Hanky Panks of all kinds, limit two of a kind. Will sell X on Novelties, Foot Long Hot Dogs, Candy Apples, Taffy, Pronto Pup, Maury Brod, contact—some P.C. open. Ice Cream Sandwiches or Dip, Hit and Miss, Ball Game. No gypsies or flats. Will book one Flat Ride. SHOWS—Anything but Girl Shows. Motordrome wanted. Can always use sober Ride Help and Concession Agents, also Bingo Help.
 Nashville, Indiana, this week.
Paul T. Robertson, IDEAL RIDES

Want—COVINGTON, OHIO—Want 7th Annual July 4th Celebration and Street Fair
 Shows with own equipment: Side, Minstrel, Snake (no Girl Shows this date). Legitimate Merchandise Stands. Ride Help for 7 office-owned Rides. This show has free gate and no grift. Hartford City, Ind., July 6-11; Port Huron, Mich., Blue Water Festival, July 14-19. All replies:
Sam Goldstein, Majestic Greater Shows
 COLLEGE CORNER, OHIO (ON STREETS THIS WEEK).
 P.S.: Want Free Act for Port Huron.

BABY DUCKS FOR PRIZES
 SHIPPING BY AIR OR MAIL EVERY MONDAY AND THURSDAY
WESTERN HATCHERY
 7232 Moody St., Artesia, Calif. Phone: TOrrey 5-3298

Wanted—CHEROKEE AMUSEMENT CO.—Wanted
 Have Pittsburg, Kansas, July 4th, with all Celebrations and Fairs to follow. Concessions: Cookhouse, Bumper, Novelties, Scales or any Hanky Pank not conflicting. Ride Help: Can use Ride Help on Wheel, Tilt, Jenny and Chairplane, must be able to drive trucks. Want Manager for small Animal and Snake Show. Want sober Bingo Caller and Night Watchman, must also drive truck. We open in Pittsburg June 29th, will play all week. Come on, best 4th in State.
 Contact J. W. MAHAFFEY, Parsons, Kansas.

Midway Confab

Continued from page 93

past month, plan to go out with a show for about six weeks and then play fairs independently... Mr. and Mrs. George Harris and their youngster recently returned to Detroit from Worcester, Mass., and missed by two hours the tornado that hit that city.

Albert Quillman, who has his Kiddie Train on Ken Garman's Sunset Amusements, info that business has been more than satisfactory this season. Courtland Kelly recently joined to assist Quillman with the ride... Meeker Shows will play the Butte, Mont., July 4 celebration under auspices of the Butte Miners Union Sports Committee. Cele runs for six days.

Ray and Leone Wheelock have their Athletic Show booked with Star Amusement Company. Amazing Knights are also with the Star org doing free acts, oddities, handling snakes, cork gallery, ball game and coke bottles. Casey Knight is missing this year, having joined the Army.

Riverview Park, Chicago, Notes: The Leannah boys, Ray and Joe, are back in the Arcades for their

third season. The Lynge brothers have been welcomed back. Rick has completed his first year of college and Warren was recently discharged from the service. New faces include Skipp Miller and Early Knudsen. Al Rodrigo is back from the service and working for Rich Pronath in his Goke bottle stand. Dominic Fontana is back from New Orleans for his second season at the rabbit races. Toni Beery and her husband, Gene, have moved into a new home in Palatine, Ill. Toni works with her mother, Mrs. McLaughlin, at the fish pond. Ruth Webster is again managing the country store assisted by Vernon Lundgren and Gerald Hogan. Elaine Thuerk is assisting Mrs. Betty Kruto at the nickel pitch. Mr. and Mrs. Jim Greco, shooting gallery, beam whenever their new son is mentioned. G. Horace Francis is back at the high striker assisted by Mrs. Kitty DiCosola. Some of the ride personnel include Ed Murphy, manager of the Dodgem, assisted by J. Kellogg. N. Spoerer, A. Henry and J. Gull. Blue Streak is managed by S. Everson with J. Sellner lending a hand.

Bob Kanosha, concessionaire on Moore's Modern Shows, is having his popcorn trailer rebuilt following a recent accident. W. C. Childs joined the Moore midway recently with a long range shooting gallery, and V. C. Priest came on with an 18-foot fish pond. Good business is reported by Dan Hanson, mug joint; E. McCallom, ponys, and Harvey Moore Kiddie Ferris Wheel, Train, Air Planes and Cars, and the Barrel of Fun.

Mr. and Mrs. Joseph E. Karr, former operators of the Wonder City Shows, say thanks to the many showfolks who contributed toward the defense of Karr's son-in-law, Tommy Moore, at his recent preliminary trial at Albertville-Boaz, Ala. Swazette, annex attraction, recently renewed acquaintances with troupers when the King-Cristiani Circus and Cetlin & Wilson Shows played Niagara Falls, N. Y. Swazette had as dinner guest Loney, singer with Raynell's Girl Show on the C&W midway.

Jack Holsten, concessionaire with the Capital City Shows, recently underwent surgery in Gordon Hospital, Lewisburg, Tenn., and is reported by J. B. Bayless, of the Capital org, to be in serious condition.

Adolph (Red) Penix, of the William T. Collins Shows, who was struck by an automobile in Williston, N. D., on June 7, suffering a broken leg and face injuries, is in the Williston General Hospital and would like to hear from friends. He expects to be laid up there for about three more weeks.

Aided by good weather, the recent Montgomery (Pa.) Firemen's Celebration was the first winning date of the season for the Pioneer Shows, according to Michael Percell. Al Bydairk recently bought a Cadillac sedan. Show is carrying 6 rides, 4 shows and 25 concessions. Fair and celebration dates booked include the McClure (Pa.) Bean Soup Picnic.

R. W. Lee, who has several hanky panks on the Jimmie Chanos Shows, is laid up with an attack of arthritis. Harry Woods, who has a jewelry stand on the show, is sporting a flashy new-type trailer. Whittie Alberts has the cookhouse and Richard and Carol Chaney have bingo. Business has been spotty for the show. Carmen Del Rio, mentalist with Col. Alten's "Can It Be Possible?" show, was given a surprise birthday party recently in Janesville, Wis. Among the gifts was a portable TV set, presented by Georgie Spears Jr.

Jack Synrex, formerly of the Royal American and World of Mirth shows, is now assistant to the commander of the Kentucky American Legion and is negotiating with Buddy Paddock and Morris Lipsky for a series of carnival bookings under Legion auspices. Jack Perry, recovered from recent illness in Florida, reports he has sold his Silver Streak to Mrs. Gertrude Bengé, of Gertrude's United Shows, giving the show a total of nine rides. Bobby Bengé Jr. is manager of the show's 40 concessions.

ALL TYPES OF WHEELS

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Big Sixes
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Ask for 1953 Catalogue

CARDINAL MFG. CORP.
430 Keap Street Brooklyn, N. Y.
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FOR SALE

Or will trade for Kiddie Rides

One super Rolloplane, in A-1 condition, ready to go. One Electro Freeze Custard Outfit, mounted on factory-built trailer, real flash. One beautiful Short Range 12-foot front Shooting Gallery, 6 guns, ammunition and targets, priced right if you are looking for value. All inquiries:

P. O. BOX 98
Vernon, Conn., or telephone Manchester, Conn., Mitchell 9-8910.

WANTED TO BUY

USED ROLLAWAY BARREL RIDE

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WANT

FERRIS WHEEL OPERATOR

No ups or downs, long season. If you are a drunk or chaser, don't answer this ad—others write.

COASTAL AMUSEMENT CO. OF N. J.
Million-Dollar Pier, Atlantic City, N. J.

WANTED

For all Celebrations and Fairs
Stock Wheel Agents.

HARRY MODELE
Francis Scott Key Hotel, Frederick, Md.

AGENTS WANTED

FOR BUCKETS, SIX CATS AND COUNT STORE.

Want only Agents who can take orders.

LEONARD HIGGS
BYERS BROS. SHOWS
Black Duck, Minn., this week.

SUITABLE REWARD

for information

as to present location of 1947 Buick Grey 4-door sedan, Minnesota license 662-020. Write

R. L. HOPKINS
2401 University Ave., St. Paul, Minn., or phone PR 6471 or VA 8257.

WANTED

BALLOON STORE HEAD & CAT AND MINIATURE BASKETBALL AGENTS

Good independent route.

DON PIERSON
Opening Ada, Minn., June 23-28, World of Today Shows.

W. R. GEREN Presents

MIGHTY HOOSIER STATE SHOWS

Want for Indiana's Largest 4th of July Celebration, June 30th thru July 4th. West Baden, not just the 4th, but 5 days of solid action.

Hanky Panks, stock only. Shows. What have you? Ride Help, sober and reliable. Salaries above tops. Fairs and Celebrations from July 11th to October 10th:

Starting Veedersburg Street Fair, July 13th to 18th.
Tri County Fair, July 20th to 25th.
Davis County Fair, July 28th to August 1st.
Green County Fair, August 3rd to 8th.
Knox County Fair, August 10th to 15th.

Morgan County Fair, August 17th to 21st.
Grant County Fair, August 23rd to 29th.
Bremen Free Fair, August 31st to September 5th.
Marshall County Fair, September 14th to 19th.
Versailles Pumpkin Show, September 23rd to 26th.
Aurora Farmer's Fair, September 30th to October 3rd.
Columbus, Indiana, Pioneer Days on Main Streets, October 7 to 10.

Don't miss this wonderful route. Wire Western Union. All wires will be answered. NO PHONE CALLS.
All replies this week Bedford, Indiana.
W. R. GEREN

ALAMO EXPOSITION SHOWS

WANT

For Kansas' Biggest 4th of July Celebration. Dodge City, Kansas; July 3, 4 and 5th. Had 30,000 people last year, expect larger crowd this year. Motorcycle Races. Riders coming from all over the country. Soft ball games, Old Settlers' Reunion and Fireworks. Sponsored by the Fair Assn., of Dodge City, Kansas, located in the heart of the city. Fair Grounds. After this Celebration our next will be at Anthony, Kansas, Fair and Race meet on July 20th to 25th, with 12 more Fairs and Celebrations to follow.

WANT

CAN PLACE SIDE SHOW. Have 35x70 top. Prefer one with own equipment. Have equipment for Minstrel or Hillbilly Show. 60-ft. wagon front with 30x50 top. Want capable Man to handle Athletic Show; Jack Nazworthy, contact me. Will book any Grind Show that does not conflict. Fun House will do well in our territory. Joe Murphy wants Girls for Hawaiian and Posing Shows. Salary no object if you can collect.

WANT

Juice and Grab, Age and Scales, Penny Pitch, Six Cat, Buckets, Cigarette Block and any other Hanky Panks. Buddy Spain wants Griddle Man and Waiters for Cook House. Topsy Brumlow and Tojo Sanders want Count Store Agents.

RIDES:

Can book Boat Ride, Little Dipper. Can use Second Men on Rides if you can drive Semis and have driver's license. Jackie Gleason can use Phenomen. No drunks. All contact: JACK RUBACK, Mgr., June 15 to 20, Raton, N. M.; June 22 to 27, Warren Hotel, Liberal, Kansas; Lora Locke, Hotel, Dodge City, Kansas, June 29 to July 5.

CONCESSIONS:

WANT Penny Arcade, Custard, Ice Cream, Novelties, Long and Short Range, Shooting Galleries, Photo Gallery, Glass Pitch.

THIS SHOW STAYS OUT UNTIL THE MIDDLE OF NOVEMBER

WEST COAST EXPOSITION SHOWS

500 Clement San Francisco, Calif.

WANTED

FOR STOCKTON 4TH OF JULY CELEBRATION JUNE 24TH TO JULY 5TH. AND SOLID ROUTE OF FAIRS AND BONAFIDE CELEBRATIONS THRU OCT. 18TH.

SHOWS: Fun House, Glass House, Animal Show or any Show of merit. Must have own transportation.

CONCESSIONS: Derby, Hoop-La, String, Merchandise Diggers, Cane Rack, Jewelry, Penny Arcade or any other Concessions not conflicting with what we now have.

RIDE HELP: Semi-drivers given preference. Long season, good pay and good treatment. Don Gilbert wants strong freak to feature, also working acts and people he knows.

All replies to ED HELWIG, MGR., as per route or GENERAL OFFICES, 240 JONES STREET, SUITE 101, SAN FRANCISCO, CALIFORNIA

LAST CALL LAST CALL

AMARILLO, TEX., AIR-FORCE BASE, JUNE 30 THRU JULY 4

On the Base Parade Grounds—Space Open to Public All 5 Days. Only Celebration in Radius of 200 Miles. 21,000 Airmen Paid June 30.

WANT FOR THIS BIG BONANZA EVENT AND OTHERS TO FOLLOW:

SHOWS Side Show, Monkey Show, Fun House, Athletic Show and any other worthwhile Shows.

RIDES Will book Dark Ride, Spitfire, Pony Ride, Sky Fighter.

CONCESSIONS Can place Photos, Short Range and Hanky Panks of all kinds. Want Man to take charge of Popcorn and Snow, framed in brand new trailer.

RIDE HELP Foremen for Tilt-a-Whirl and Ferris Wheel. Second Men on all other Rides.

ALL CONTACT: VICTORY EXPOSITION SHOWS, WELLINGTON, TEX., UNTIL JUNE 25; AFTER JUNE 25, CONTACT J. A. McDONALD, c/o ROSS HOTEL, AMARILLO, TEXAS. (POSITIVELY DO NOT CALL THE AIR BASE)

THIS IS YOUR LAST CHANCE!

Fourth Of July Celebration

LOWELL, MASS.

The greatest Celebration in the Nation—sponsored by the Walker Rogers Post #662 V.F.W. and staged on the Common at Lowell, Mass. Celebration starts at 11 a.m. Friday, July 3, and runs straight thru midnight Saturday, July 4, and features a mammoth fireworks display.

EVERYTHING OPEN EXCEPT SHOWS AND RIDES

FREE GATE

First come—first served—No space held without deposit.

JEFF HARRIS
P. O. BOX 88, Revere, Mass., or 103 Walnut Street, Revere, Mass. Phone: REVERE 8-3525

JOHNNY DENTON'S

GOLD MEDAL Shows

WANT

WANT

WANT

WANT

FOR 18 FAIRS, STARTING WITH THE HEART OF ILLINOIS FAIR, PEORIA, ILL., JUNE 30 AND FOR THE FOLLOWING FAIRS

Mattoon Businessmen's Fair, Matton, Ill.
 Wayne County Fair, Fairfield, Ill.
 Soldiers and Sailors' Reunion, Salem, Ill.
 Champaign-Urbana Fair, Champaign, Ill.
 Burlington-Hawkeye Fair, Burlington, Iowa
 North Iowa Fair, Mason City, Iowa
 Mississippi Valley Fair, Davenport, Iowa
 Kingsport Fair and Horse Show, Kingsport, Tenn.

Intermountain Fair and Wildlife
 Exposition, Asheville, N. C.
 Henderson County Fair, Hendersonville, N. C.
 Spindle Center Agricultural Fair,
 Gastonia, N. C.
 Cherokee Indian Fair, Cherokee, N. C.
 Mississippi-Alabama Fair and Dairy Show,
 Tupelo, Miss.

New Meridian Fair and Cattle Show,
 Meridian, Miss.
 National Peanut Festival, Dothan, Ala.
 Bay County Fair, Panama City, Florida
 Tri-State Fair, Marianna, Florida
 South Georgia Agriculture Fair,
 Valdosta, Ga.

RIDES— Little Dipper, Kiddie Train, Boat Ride, Swings or any other worth-while Kiddie Rides.

CONCESSIONS—All Merchandise Concessions open. Sell X on Derby. Photos. American Palmistry. Ball Games and Grab stands.

SHOWS— Good opening for Wild-Life, Penny Arcade, Un-Born, Midget or any show not conflicting with what we already have. Cotton Harris wants Girl and Boy riders (Eloise Daniels, get in touch). Talker, for Motordrome. Phil Cooper, get in touch with Red Bouchard.

All address: JOHNNY J. DENTON or ART FRAZIER

PADUCAH, KY. (Phone: Paducah 5-5225), this week; Peoria, Ill., next week, and all Fairs balance of Season.

Work Progresses On Showmen's Miami Home

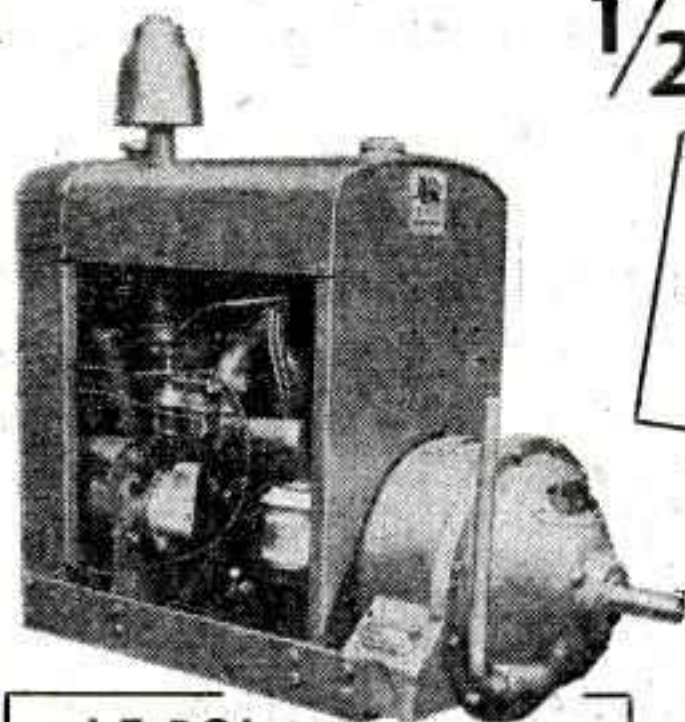
MIAMI, June 20.—Work is progressing rapidly on the construction of the new Miami Showmen's Association building. Executive Secretary Phil Cook reported that all sub-foundation piling has been driven and that finished concrete was being poured this week for the foundation.

The walls will begin to rise within the next 10 days, and the contractor, to make certain the building will be completed by September 10, has added extra men to the job.

Ben Glass, of the Cetlin & Wilson Shows, reported to Cook that he had already sold 70 award books, the proceeds from which will benefit the building fund. Cook received seven more membership applications this week, thus bringing the total of new members signed this year to 162.

Cook, who recently visited several shows in Philadelphia, will embark on his large-scale fund-raising tour August 4 and will visit all the shows at that time.

1/2 PRICE



LE ROI

Model D91-RP7 Industrial Power Unit

Our Price
\$299.50

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While They Last!

BRAND NEW 22 H.P. POWER UNITS

TWIN DISC CLUTCH. IMPULSE STARTING MAGNETO. ENCLOSURE CASING, GOVERNOR, ETC.

FOR WHEELS, SWINGS, CAROUSELS, or other rides requiring 22 H.P.

BRAND NEW . . . not war surplus . . . Ask the ride operators who bought these engines. Last year we were SOLD OUT before JULY 15th and had to refuse orders. Only 14 units left and there won't be any more. ORDER IMMEDIATELY . . . BUY THE BEST and SAVE over \$200.00.

Order Yours Today. Don't Be Left Out.

CAMPBELL AND COOPER

76 CROWN ST. Phone 937 KINGSTON, N. Y.

METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

WANT . . . For one of the BIGGEST 4th of July CELEBRATIONS in the East . . . CLARKSVILLE, W. VA., followed by EAST LIVERPOOL, OHIO.

Then we start our string of FAIRS starting at Butler, Pa.

CONCESSIONS: Custard, Long and Short Range, all legitimate Concessions \$40 per week. Can use 1 more Wheel and Coupon Store.
 SHOWS: Wild Life, organized Girl Show or Girl Show Manager, Posing Show, Arcade, organized Minstrel Show. Leonard Duncan, get in touch. Can use Maaager for our Drome and Riders or will book complete Drome. Bob Perry, 1 answered your wire. Canvasman for big Minstrel Show and big Girl Show tops.

All address

Shirley Levy, Hurth Hotel, Portsmouth, Ohio, this week.

BEAM'S ATTRACTIONS

New booking concessions for the following:

Harford Co. Fair, Bel Air, Md., Aug. 17-22; Montgomery Co. Fair, Gaithersburg, Md., Aug. 24-29; W. Va., State Firemen's Con., Charles Town, Aug. 31-Sept. 5; Lee Co. Fair, Loesburg, Va.-Sept. 7-12; Chesterfield Co. Fair, Chesterfield Court House-Sept. 15-19; Bedford Co. Fair, Bedford, Va., Sept. 21-26; Brookneal Firemen's Fair, Brookneal, Va., Oct. 5-10; Campbell Co. Fair, Rustburg, Va., Oct. 12-17.

THIS WEEK CONNELLSVILLE, PA.; NEXT WEEK MASONTOWN, PA. HOME OFFICE—WINDBER, PENNA.

Need Talker and acts for Side Show—capable Ride Help and Concession Agents can be placed.

C.S. PECK presents

KEY CITY SHOWS

Want for 7 Fairs, 3 Celebrations from now until Labor Day. Ride Men, Foreman for Wheel, salary \$70; Chairplane, salary \$60 plus \$10 bonus. Second Men on all rides; must drive semi and have license. Concessions—Can place Fish Pond, Scale and Age, Cork, Hi-Striker, Foot Long, Pronto Pup, Custard, Short Range, Photo, other Hanky Panks that do not conflict. Privilege \$50 covers all. No gypsies.

C. S. PECK

Kankakee, Ill., this week; Rushville, Ill., July 1-4

BEE'S OLD RELIABLE SHOWS, INC.

WANT for oldest Fourth of July Celebration in Kentucky, Greenup, June 29-July 8; followed by ten of Kentucky's best Fairs, including Lawrenceburg, July 20 to 25; Columbia, July 27 to Aug. 1; Shelbyville, Aug. 3 to 8.
 SHOWS: Organized Girl Show, Posing, Snake, Animal, Monkey, etc. 25% to office. CONCESSIONS: Novelties, Ice Cream, Popcorn, Snow, few Percentage and Hanky Panks of all kinds. Want Agents for Pea Pool, Hi Striker. Man for Penny Pitch who played Columbia last year and wanted Penny Pitch if open this year, contact, Joe Goodwin wants Agents for Grind Stores. RIDES: Want Foreman for Twin Wheels, Second Men for new Tilt and Second Men on other Rides. Address:

David J. Huls
c/o Bee's Old Reliable Shows, Inc.
Winchester, Ky.

FOR SALE

7-Tub Tilt, bull plates, intermediates and tubs used one season. Entire ride in excellent condition, with or without transportation. 2 G.M.C. Tractors and 2 Fruehauf Trailers. All condition, also for sale, reasonable. Am cutting down the size of our show. Will be at Chisholm, Minn., June 23-28; Coleraine, Minn., July 2-3-4, or call St. 82396, Minneapolis, for information, or write 9291 Black Oak Road, Minneapolis 21, Minn. Also want good, clean Shows of merit to play Celebrations and Fairs, 2 spots a week. Contact

Ken Charlesworth, Mgr.
Golden West Shows

WANT

Wheel Foreman and other useful Ride Help. Bill Nelson, Jimmie Lane, Answer, Want small Grab, Coke Bottles, Cork Gallery, Photos, Fish Pond, Balloon Darts, or any other Hanky Panks. Come on, will place you. Also Hanky Pank Agents for our Celebrations and Fairs, Big Wright City, Okla., 4th Celebration, June 29-July 4th; then Naples, and Atlanta, Tex., Watermelon Festivals, both on Streets, then our Arkansas Fairs.

Brewer's United Shows
RUSK, TEX.

WANT - WANT - WANT

No Still Dates, all Fairs and Celebrations. Want Agents for the following Concessions—Duck Pond, Alley, Turn Over, Coke Bottle, Hit & Miss Ball Game, Whiskey Bottle Ball Game, Bear Pitch, Licensed Semi Truck Driver to up and down one concession; salary \$50 a week and you get it. No chasers, boozers, junkies. Opening in Brady, Texas, June 29. 204 N. W. 28th Street Hill the 25th; then Western Union, Brady.

J. M. McCURDY

WANTED SHOW PAINTER

ORAN (OKIE) GOOD: Can place your Unborn Show and have complete Girl Show outfit on #1 Unit. Address

WM. T. COLLINS, Mgr.

WM. T. COLLINS SHOWS
Bottineau, N. Dak., June 22-24;
Cando, N. Dak., June 25-27.

BIG STATE SHOWS

WANT

General Agent, good salary. Have Fairs booked in Kansas and Oklahoma. Want Concessions, Rides that don't conflict. Pryor, Okla., this week.

KANSAS' BIGGEST 4TH OF JULY PEABODY, KANSAS

Can use Concessions that don't conflict, also Agents of all kinds. Would Book, Buy or Lease Tilt, Rolloplane or Spiffire. Have bona fide Fairs and Celebrations, Kansas, Nebraska, Oklahoma.

MADDOX BROS.' SHOWS
Contact—Orrie Maddox, Atlanta, Kans.
Phone 26—Wire

WANT

For Big 4th of July, Mt. Vernon, Ill. Legitimate Concessions of all kinds, Girl Show and Athletic Show with or without equipment, Wheel Foreman and Man to run Fun House.

MOORE'S MODERN SHOWS
Benton, Ill., this week; Mt. Vernon next.

15 BONA FIDE FAIRS

Carl D. Ferris Shows

15 BONA FIDE FAIRS

Largest July 4th and Centennial in New York State with all Celebrations following until Fair Time.

CONCESSIONS—Will place all kinds of Ball Games, Novelties, Jewelry, Hats, Photos, any concessions playing for stock.

RIDES—Any non-conflicting rides.

SHOWS—Want Side-Show, Wild Life, Animal Show, Glass House, Motor-Drome, Mechanical Show.

All replies to

CARL D. FERRIS

Norwich, N. Y.

ROCKY MOUNTAIN EMPIRE SHOWS

RESERVE SPACE NOW

For Englewood Fiftieth Anniversary Celebration July 27 to August 2 on Streets, South Broadway, Denver; and Casper, Wyoming, Fair, August 10 through 15; also Belle Fourche July 1 through 5.

Will book legitimate Concessions of all kinds. Will book any well-framed Show, especially want Circus Side Show. Milo Anthony, let me hear from you. Will book any Ride that does not conflict. Can use reliable Carnival People in all departments. Will book outstanding Free Act for Englewood.

FRANK O. SWARTZ

Wheatland, Wyoming, this week

PAUL RUDDOCK

The Leading Promoter in Boston

has the outstanding spot for the Fourth of July. This is the year that the American Legion in Gloucester has spent plenty of money on fireworks and a giant bonfire with street parades, band concert and all kinds of attractions. This is the outstanding spot in New England for fifty years.

ATTENTION—Joe Arico, Wrestling Show.

ATTENTION—Bozo, Bruno, Pizza Pie.

All wires to PAUL RUDDOCK

281 CHESTNUT AVE. JAMAICA PLAIN, BOSTON, MASS.
Phone JA 4-0378

Want—THOMAS JOYLAND SHOWS—Want

HANKY PANKS, WATER GAMES, HOOP-LA, PUNK RACK, PITCH GAMES, SHORT RANGE, LONG RANGE, FRENCH FRIES, FROZEN CUSTARD, SNOW BALLS, PENNY ARCADE AND SHOWS OF ALL KINDS. RIDE MEN FOR ALL RIDES WHO DRIVE SEMIS. Ted Snyder wants Drome Riders, ladies and men. Address:

Keystone, W. Va., this week; Logan, W. Va., next week.

LOOK!

Big Fourth of July Celebration in Wisconsin, Beaver Dam Fairgrounds, July 2, 3, 4 and 5. Bob Steele Rodeo in front of grandstand, 2-day parades, \$1,800.00 worth of fireworks July 4 and 5, free gate and free parking. CONCESSIONS: Legitimate Concessions that work for stock. Eats gone. RIDES: 2 Major Rides. Also will book two Shows.

BRASCH BROS. SHOWS

1115 South Third Watertown, Wis.
P. S.: Also will buy short arm late model Octopus.

Want DOBSON'S UNITED SHOWS WANT

For Wisconsin's Big 4th & 4 July Free Fairs—8 Fairs to follow.
Wisconsin Rapids, July 2, 3, 4.

SHOWS: Snake, Monkey, Animal, Glass House, Mechanical, Iron Lung, 19-in-One or any Grind Show. CONCESSIONS: Jewelry, Glass Pitch, Novelties (X on same), Root Beer, Grab, Roman Target. RIDE HELP: Semi Drivers, contact as per route. Amery, Wis., June 22-24; Roseville Fire Dept., St. Paul, Minn., June 26, 27 & 28.

RIDE HELP

Roll-o-Plane Foreman and Second Man, also Second Men for Merry-Go-Round and Tilt. Licensed drivers given preference. Top wages to good, sober, reliable men. Wade's Exposition Shows, Eaton Rapids, Mich., June 21 thru 27; Mt. Pleasant, Mich., June 28 thru July 4.

W. G. WADE JR.
9728 ROWE DETROIT, MICH.
Phone: VE 9-6371

BINGO HELP WANTED

No drunks. Wire
BILL STACY
Western Union
Menominee, Mich.

NOW WHEEL MEN WANTED

Must be absolutely capable of handling ropes, drive and be CONSTANTLY sober. Season salary is top in this area. Guaranteed winter salary \$75.00 per week. References required.

McDERMOTT AMUSEMENT CO.
5877 Archer Ave. Chicago, Illinois
Phone: REliance 5-0040

FOR SALE

Spitfire, bottom loader \$1,250.00
Smith & Smith Chairplane (up here in park) 750.00
Wurlitzer style 125 Organ complete with drums, tuned this spring 400.00

LARSEN & TRUEBLOOD RIDES
Ce Mar Park, Box 61 Marion, Iowa

CARNIVAL WANTED

AUGUST 21-22
V.F.W. Military Day, held on Main Street
Write, Wire or Phone
STEVE STANICH
POLO, ILL.

MARVEL SHOWS

Wataga, Ill., June 26-27; Geneseo, Ill., July 2-4.
Want Stock Concessions—Photos, Age & Weight. Shows—What have you? Ride Help who drive. Agents for office-owned Concessions. Contact LEM REESE or JAKE MERRIMAN as per route.

WANT CONCESSIONS

Hanky Panks only for Annual 4th of July Celebration, Onarga, June 30, July 1, 2, 3 and 4. Five big nights and two big days. Free Acts and Fireworks. Need experienced Ride Help. Contact
C. D. ROHR
CHEANSE, ILLINOIS
Phone: Cheanse 11

BILLY DIXON

Wants Razzle Agents
Yome Charlie, Watermelon or any good Agent.
c/o TIDWELL SHOWS
Yuma, Colo., this week; Brush, July 4.

WILL SELL

Due to Husband having heart attack to the highest bidder—One portable Dark Ride in good condition; One Miller Roller Coaster, brand new. Both with or without transportation. Can be seen in operation July 4, Belle Fourche, S. D.
Mrs. Geo. L. Trotter
Care Rocky Mountain Empire Shows, Belle Fourche, S. D.

Palmetto Expo. Shows

Want Ferris Wheel and Rolloplane Foremen, salary \$50.00 per week. Also Second Men on all rides.
MILTON McNEACE
George Street Kinston, N. C.
June 22 thru July 4

Thomas Joyland Shows WANT

Funhouse and Glass House Operator, on Percentage. Good Proposition.
Address: Lloyd Thomas, Mgr., Keystone, W. Va., this week; then Logan, W. Va.

HIGH VISIBILITY for large grandstands CY RITER'S Goldarn Flaming Wreck

Canada said: "Most sensational of all." Phoenix, Ariz., said: "A terrific act." Your date anywhere may be open. Courtesy to agents.
10048 Walnut Ave., Bellflower, Calif.

FOR SALE

8 Passenger Kiddie Car ride, \$500.00. Can be seen set up.
CARL UTTER
Adena, Ohio

Carnival Routes

Continued from page 73

Hiawatha: Sylvania, O.; Bowling Green 29-July 4.
Hill's Greater: Rock Springs, Wyo.
Holly Am. Co.: Monticello, Ga.
Hottle, Buff.: (Washington Park) E. St. Louis, Ill.; Pana 30-July 5.
Howard Bros.: Bedford O.
Ideal Rides: Nashville, Ind.
Interstate: (Fair) Mt. Vernon, Ill.
Johnny's United: Rockville, Ind.; Hoopston 28-July 4.
Joyland Midway Attrs.: Port Sanilac, Mich., 1-5.
Key City: Kankakee, Ill.; Rushville 29-July 4.
Keystone Attrs.: Montandon, Pa.; Herndon 29-July 4.
Kile, Floyd O.: Aurora, Mo., 1-4.
Klenke Am. Co.: Oceana, W. Va.; Madison 28-July 4.
Lagasse Am. Co., No. 1: Arlington, Mass.
Lee United: Essexville, Mich.
Lone Star Am.: Stinnett, Tex.; Hale Center 29-July 4.
Maddox: Kingfisher, Okla.; Prague July 4.
Majestic Greater: College Corner, O.
Manning, Ross: Newburgh, N. Y.
Marion Greater: Monetta, S. C., 22-July 1.
Marks, John H.: Allentown, Pa.; Hazelton 29-July 4.
Marvel: Wataga, Ill., 26-27; Geneseo, July 2-4.
McSpadden Greater: (67th & Callo Hill) Philadelphia, Pa.
Merriman's Midway: Sherburn, Minn., 22-24; Willmar 25-27; Mountain Lake 29-30; Cannon Falls July 2-4.
Merry Midway: Homer, Ill.
Metropolitan: Portsmouth, O.; Clarksville, W. Va., 29-July 4.
Midway of Fun: Kansas, Okla.
Midway of Mirth: Sesser, Ill.
Mighty Hoosier State: Bedford, Ind.
Mighty Page: Mt. Airy, N. C.; Galax, Va., 28-July 4.
Milliken Bros.: Metter, Ga.
Model of Canada: Quebec City, Que., Can.
Moore's Modern: Benton Ill.; Mt. Vernon 29-July 4.
Moser-Rundle: Arlington, Ia.; 26-27; Independence July 3-4.
Moster Am.: Yale, Mich., 25-27; Sebawaing July 2-5.
Motor State, No. 2: Lapeer, Mich.; Centerline July 1-5.
Mound City, No. 2: Edwardsville, Ill., 25-27.
Myer's, Sonny Am.: Maitland, Mo.
Nelson, George W.: Pocahontas, Ia., 23-24; Calumet 26; Twin Lakes near Rockwell City 27-30.
New England: Framingham, Mass.
Nolan Am. Co.: Elyria, O.; Ashville 29-July 4.
Northern Expo.: Bismarck, N. D.; Garrison 1; Sanish 3-5.
Oklahoma Expo.: Salina, Okla.; Chelsea 29-July 4.
Page Bros.: Harrodsburgh, Ky.; LaGrange 29-July 4.
Parada: Buffalo, Mo.; Coffeyville, Kan., 29-July 4.
Park Am. Co.: Houston, Mo.
Paul's Am. Co.: Shell City, Mo.; Rich Hill 29-July 4.
Penn Premier: Geneva, N. Y.; Allegany 28-July 4.
Percell's Pioneer: Jersey Shore, Pa.; Picture Rocks 29-July 4.
Plymouth, Mass.
Prell's Broadway: Riverhead, L. I., N. Y.
Powelson Greater: Marietta, O.; Centerburgh July 1-4.
Rainer: Bellevue, Wash.
Raney United: International Falls, Minn.
Redwood Empire: Emmett, Idaho.
Reid, King: Moncton, N. B., Canada.
Reithoffer's: Phoenixville, Pa., 24-July 4.
Robinson John L.: Kewanee, Ill.
Rockwell: Stromsburg, Neb., 22-24; Ralston 25-27.
Rocky Mountain Empire: Wheatland, Wyo.
Rogers Bros.: Goodrich, N. D., 22-24; Harrodsburgh 25-27; Copperston 29-July 1; Bemidji, Minn., 2-5.
Rose City Rides: Mound City, Ill.
Royal American: (Exhn.) Brandon, Man., Can., 29-July 3.
Royal Crown: Anderson, Ind., 22-July 4.
Royal Midway: Waynedale (Fort Wayne), Ind.
Royal Midwest: North Judson, Ind.; Rensselaer July 2-5.
Royal United: Paynesville, Minn., 24-25; Windom 26-27; Janesville 28-30; Chalfield July 1-5.
Rumble Greater: Charlestown, Ind.; Loo-goote, Ind.
Schafer's Just for Fun: Dixmore, Ill.
Shan Bros.: Pomeroy, O.
Siebrand Bros.: Denver, Colo.; Cheyenne, Wyo., 29-July 5.
Skerbeck Am. Co.: L'Anse, Mich.
Smith, George Clyde: Coalport, Pa.; Martinsburgh 29-July 4.
Snapp Greater: Burlington, Ia.; Clinton 29-July 4.
Southern Valley: Millington, Tenn.; Memphis 29-July 4.
Star Am. Co.: Paragould, Ark.
State Fair: Lehi, Utah.
Stephen's: Leon, Ia.
Stephen's, C. A.: St. Paul, Va.; Haysi 28-July 4.
Stipe's: Waconia, Minn., 26-28; Forest Lake July 3-5.
Strates, James E.: Stamford, Conn.
Superior: Eureka, Calif., 22-28; Willits 29-July 5.
Sunset Am. Co.: Hutchinson, Minn.; Montevideo 29-July 5.
Tassell, Barney: Seat Pleasant, Md.
Tatham Bros.: Athens, Ill., 22-24; Ashland 25-27; Sullivan 29-July 4.
Tennessee Valley: Spring City, Tenn.
Thless United: Yorkville, Ill.
Thomas, Art B.: Seneca, S. D., 24; Montrose 25; Alexandria 26-27; Phillip 29-30.
Thomas Joyland: Keystone W. Va.; Logan 29-July 4.
Tidwell, T. J.: Yuma, Colo.; Brush 29-July 4.
Tinsley, Johnny T.: Atlanta, Ga.
Tip Top: Tigerton, Wis., 26-28; Thorp July 3-5.
Tivoli: Gillespie, Ill.; Casey 30-July 4.
20th Century: Mankato, Minn.
United States: War, W. Va.
Veterans' United: New Rockford, N. D., 22-24; Rollette 25-27.
Victory Expo.: Amarillo, Tex., 30-July 4.
Victory Greater: Chestertown, Md.; Abbeville 29-July 4.
Victory Greater: West Haverstraw, N. Y.
Expo.: Eaton Rapids, Mich.; Mt. Pleasant 29-July 4.
Wade, W. G.: Hurley, Wis.; Wausau 29-July 4.
Wallace Bros.: Vincennes, Ind.
Wallace Bros.: (Fair) Weyburn, Sask., 25-27; Moose Jaw 28-July 1; (Fair) Estevan 2-4.
West Coast: Medford, Ore.
Western: Darrington, Wash.
Wilcox, Dick: Presque Isle, Me.
Williams, Ray: Wauseon, O.; Brighton, Mich., 29-July 4.
Wilson Famous: Galva, Ill.; Griggsville 29-July 4.
Wilson Greater: Flagstaff, Ariz.
Wolf Greater: Austin, Minn., 22-27; Blue Earth July 3-5.
Wolfe Am. Co.: Salisbury, Md.
World of Mirth: Pawtucket, R. I.
World of Pleasure: Angola, Ind.
World of Today: (Fair) Ada, Minn.
Young, Monte: Elko, Nev., 22-28.

RAIN RUINS REID REIGN

FREDERICTON, N. B., June 20.—"Long May She Reign" became a matter for debate on the proper spelling of the last word of the statement here Saturday (6) among showfolks with the King Reid Shows. The show wound up a washed out Coronation-week stand here, and altho patrons showed an inclination to visit the grounds, cold rain and Coronation activities left little opportunity for them to do so. The show moves from here to Bathurst, N. B., where the management is optimistic about the mining boom that has recently stimulated that town and near-by areas.

Cancer strikes one in five

STRIKE BACK

Give to Conquer Cancer!

AMERICAN CANCER SOCIETY

C.C. (SPECKS) GROSCURTH PRESENTS
BLUE GRASS SHOWS
FEATURING THOROUGHbred ENTERTAINMENT

WANT FOR OLNEY, ILL., JULY 4TH CELEBRATION AND HOME-COMING—7 BIG DAYS AND NIGHTS—JUNE 29 TO SUNDAY, JULY 5 INCLUSIVE, FOLLOWED BY WEST KENTUCKY FAIR, PADUCAH, KY. THEN OTTAWA, ILL., CENTENNIAL, JULY 13-18, AND A CONTINUOUS ROUTE OF BONA FIDE FAIRS UNTIL ARMISTICE DAY.

CONCESSIONS: Can place Hanky Pank Prize-Every-Time Concessions of all kinds. (Short Range, Jewelry Sale, French Fries, Derby Racer open on Exclusive Basis.)

SHOWS: Snake, Monkey, Unborn, Wild Life or any Grind Show with own equipment and transportation. Liberal percentage.

HELP: Can place General Help in all departments. Must be Semi Drivers.

Notice: LES EVANS, wire if you are coming to Olney, Ill. All address:
C. C. GROSCURTH, Mgr., Muncie, Ind., this week; then Olney, Illinois

PENN PREMIER SHOWS
worlds * cleanest * midway

ALLEGANY, N. Y., FIREMEN'S OLD HOME WEEK AND FOURTH OF JULY CELEBRATION. POSITIVELY THE LARGEST CELEBRATION IN NEW YORK STATE OVER THE FOURTH.

CONCESSIONS Can place Break the Dish, Hi-Striker, Ball Games, Dart Balloons, Fish Pond, Jewelry, Derby Racers or any other legitimate Concessions. Howard Piercy can place Age and Scale Agents (I have exclusive). Also have the most beautiful Short Range Gallery on the road. Can place Agents to take charge of same.

SHOWS Can place Snake Show, Wild Life, Funhouse, Midgets or any Show not conflicting with what we have. Andy Zane or Cliff, call Buster.

HELP Can place Men on following Rides—must be sober, reliable and able to drive somis: Foreman for Wheels; Help for Merry-Go-Round, Tilt, and a real proposition for a good Kiddie Ride Man.

MECHANIC Want first-class Show Mechanic to join at once. Must have own tools and be able to take charge of men. If you are a drunk, do not answer this ad. Good salary to man who can handle this job. No time to write, either call or wire.

All phone calls to
HARRY (BUSTER) WESTBROOK, Bus. Mgr.
Seneca Hotel, Geneva, N. Y., this week.
ALLEGANY FIREMEN'S ASSOCIATION, ALLEGANY, N. Y., NEXT WEEK.

Al Wagner's
CAVALCADE of AMUSEMENTS
THE WORLD'S LARGEST AND FINEST MIDWAY

WANT Opening new Posing Show. Will need Talker and Ticket Sellers, Boss Canvasman, also Man to erect front. Have complete frame-up for Snake Show, except banners, for responsible Operator. Can place Wild Life and Monkey Show. Want Talker for Minstrel Show.

CONCESSIONS: Frozen Custard (will give exclusive to neatly framed Custard Concession). Will sell exclusive on Photos and Long Range Gallery at all still dates. Hanky Panks of all kinds. Operator for Floss Machine. Capable Man or Couple for Grab Stand.

HELP: Assistant Manager who can handle Help and assume responsibility of handling show. Responsible Man to handle Shop. Must understand wagon building and capable of laying out work. Capable Welder and Carpenter (this is a year around job); Mule Skinners and Train Hands, Foreman for Fly-o-Plane, must be sober and dependable. Working Men for Girl Show.

All Address: **AL. WAGNER, Mgr., South Beloit, Ill., this week**

AMERICA'S MIGHTY MIDWAY
Royal Crown
50 SHOWS 50
HUGE CARLOADS OF FUN
LAST CALL

ANDERSON, IND., FREE FAIR & FOURTH OF JULY CELEBRATION, June 28 thru July 4

SHOWS Moordrome, Monkey Show, Wild Life or any grind show whose equipment is in keeping with our standards. Want organized Minstrel Show. we have all equipment.

RIDES Can place 2 more major Rides not conflicting. Coaster, Rockoplane or Rolloplane. Experienced Ride Help come on.

CONCESSIONS Age & Scale, Arcade or any kind of prize-every-time Concession. (Harry "Irish" Gaughn wants Agents for Grind Store, Buckets and Swingers.)

All answers to **DOLLY YOUNG, Mgr., Royal Crown Shows**
Anderson Hotel, Anderson, Indiana.



JOIN NOW

The MEMBERSHIP DRIVE IS ON!
\$10—Initiation—\$10 Dues
 New Low Rate of \$20

Covers both Initiation and Dues, entitles new members to all club facilities. Send your application TODAY.

PACIFIC COAST SHOWMEN'S ASSOCIATION
 1235 So. Hope St. Los Angeles 15, Calif.
 MOE LEVINE, Pres.; AL FLINT, Executive Secy.; SAM DOLMAN, Chm. Mbrshp. Com.

DAN-LOUIS SHOWS

WANT—CONCESSIONS FOR FIREMEN'S ANNUAL OLE TIME CELEBRATION IN THE PICNIC GROVE, CLOVERPORT, KY., JULY 1-2-3-4.

Odd Fellows' Lodge Annual Celebration, Freetown, Ind., July 1-2-3-4
 Both these spots are okay, we played them last year. Our Fairs start after the July 4th dates. Fairs at Petersburg, Ind.; Oakland City, Ind.; Huntington, Ind.; Salem, Ind.;
 Oakland City, Ind.—Huntingburg, Ind.—Salem, Ind.
 Jeffersonville, Ind.; Hardinsburg, Ky.; Brandenburg, Ky.; La Grange, Ky.; Cathoun, Ky., and several 4-H Club and School Fairs where show will split up and play. Interested parties contact

Louis T. Riley, Gen. Mgr. Dan-Louis Shows
 IRVINGTON, KY., THIS WEEK.

NEW RIDES

For the Kiddie Park and Carnivals

Contact us on your requirements in rides. We are specializing in the following amusement rides, quality built to last, with an unusual eye appeal: Large Train—powered with a Willys motor. Small Train—powered with G.E. electric motor through a center commutator; circular track. Covered Wagon—Street Car—Speed Boat—Auto Ride. SMALL TRAIN—just completed for immediate delivery.

METAL PRODUCTS COMPANY, Manufacturers
 ARP, TEXAS

MOSHER AMUSEMENTS

Sebewaing, Mich., July 4th, and Centennial Celebration, July 2-5; Kids' Day, July 2. Followed by Marietta Street Celebration and Kinde Homecoming.
 Want Concessions that work for stock, no flats or gypsies. Long and Short Range open. Balloon Dart, Scales and Age, Block Pitch, etc. Want Pony Ride, also Shows with own transportation. All Street Celebrations from Yale Homecoming till Sept. 15.

ROBERT LEWIS, Mgr.
 Yale, Mich., June 23-27.

GRAND AMERICAN SHOWS

Want for Waterloo, Iowa, June 30 thru July 5. Electric Park Golden Anniversary July 4th Celebration, 100-thousand people to work to. Free gate. Celebrations and Fairs to follow, no Still Dates.

Want Grind Shows with own equipment. Want Concessions that work for stock. No Count Store on this show. Want to book or buy Kiddie Rides and #5 Wheel. Want Second Ride Help who drive. Trucks must have Missouri or Iowa driver's license.

Wire L. O. WEAVER, Mgr.
 Eldora, Iowa, Centennial now; Waterloo, Iowa, Celebration next.

WILSON FAMOUS SHOWS

WANT

Wheel Foreman to join at once. Second Men on all Rides. Cookhouse that caters to show people, also can place some legitimate Concessions. Grind Shows with own equipment.
 This week Galva, Ill.; next week Pike County Fair, Griggsville, Ill. All Fairs and Celebrations to follow.

AMERICAN EAGLE SHOWS

WANT FOR ONE OF TENNESSEE'S LARGEST JULY 4TH CELEBRATIONS, RED BOILING SPRINGS, ON THE MAIN STREET AND CITY PARK COMBINED.
 ANY FLAT RIDE OR LARGE CHAIR-O-PLANE.
 ANY CONCESSIONS NOT CONFLICTING: Heart and Block Pitch, Jewelry Store, Long and Short Range, Frozen Custard, Diggers, Ball Games, Center Hoop-La, Novelties, Coke Bottles, Pitch-Till-You-Win, String Game, Bowling Alley, Blower, Pan Game or Rat Game. CAN USE FIRST CLASS FERRIS WHEEL MAN who will get it up and down and keep it in shape.
 ANY SHOWS NOT CONFLICTING, especially Mechanical and Snake Show.

All Address: DANNY ARNETT, Mgr., as per route

PERCELL'S AMUSEMENT PARK, INC., presents

PIONEER SHOWS

Picture Rocks, Pa., June 29 to July 4—Firemen's Celebration—Fireworks—Parades
 Car Given Away

WANT legitimate Concessions. Shows of merit only. Space limited.
 WANT Bingo Caller. All replies this week:
M. PERCELL, Pres., Jersey Shore, Pa.

WANT HALF & HALF - TALKERS

for
PALACE OF WONDERS, CONEY ISLAND, N.Y.

for balance of season ending Sept. 15.
 No Expose or Annex—young, clean worker—open platform in Side Show.
 DAVID ROSEN, Palace of Wonders, 1201 Surf Ave., Coney Island, N. Y.
 Phone: ESplanade 2-2178

CENTRAL AMERICAN SHOWS

Junction City, Kans., June 22 till 29; For Riley Centennial, Rich Hill, Mo., 4th; then Wichita to follow

Concessions—Popcorn, Bingo, Fish Pond, Six Cats, Buckets, Swinger. Ride Help for Wheel and Ride-O. Bernie Hozen, contact.
 All Calls 58872, Wichita, Kansas

Club Activities

Miami Showmen's Association
 3170 S.W. Eighth St., Miami

Ladies' Auxiliary
 A fund-raising card party for the new clubrooms was given by Myrtle Brooks, Caesara Buzzella and Ann Whitehead on June 10. Prizes were won by Ethel Weer, Rose Bennett, Caesara Buzzella, Hilda Roman, Shirley Lyons, Rebecca Castle, Freda Wilson and Kate LaCardo. A cake donated by Caesara Bubbella was won by Hilda Roman. It brought \$8. Others present were Kitty Glosser, Dora Pierson, Ann Whitehead, Myrtle Brooks, Elsie Keeler, Gay Markell, Connie Lither, Rose Bennett, Eva Daniels, Marcella Silvers, Judith Solomon, Gussie Lieberwitz and Millie Finn.

Another big party was given by Hilda Roman and Freda Wilson, assisted by Rose Bennett and Dora Pierson, at Silver Trailer Park. Attending were Mr. and Mrs. A. Pierson, Mr. and Mrs. C. Wilson, Mr. and Mrs. A. Bassman, Mr. and Mrs. J. Finn, Mr. and Mrs. Lechlenberg, Mr. and Mrs. A. Markell, Mr. and Mrs. S. Solomon, Rose Hicks, Louise Endy, Phil Cook, Fred Holsman, Caesara Buzzella, Lucille Leonardson, Ann Whitehead, Alberta Mack, Gussie Lieberwitz, Paul Schmid, Rita Toppman, Leo Ritz, Mrs. Vaughn, Shirley Lyons, Sadie Goodman, Sarah McCaffery, Elsie Keeler, K. Rich, B. Grossman, Rose Lang, Irene Moore, M. Guttman, B. Wyner, E. Brady, R. Castle, M. Silner, Eva Daniels, C. Winkleman and Kitty Glosser.

Coin cards are now available. Contact Dora Pierson, 602 N. E. 72d Terrace, Miami, and advise how many you want.

Greater Tampa Showmen's Association
 Tampa, Fla.

Ladies' Auxiliary
 President Bette Rodgers, now on the road with Royal American Shows, advises that reports from members on various shows indicates the ways and means committee drive is getting favorable reception.

Billie Cooper entered the Hillsdale (Ill.) Hospital recently for surgery. Ella Stopfel, of the sick committee, reports Maude Varnier is at home, following an operation. Marie Caughey has had the cast on her leg autographed by club members, charging each of them, and donating the money to the aid fund.

Ella announced her sick committees as follows: Helen Fields, Royal American Shows; Esther Young, Amusement Company of America; Pat Harrison, James E. Strates Shows; Esther Underwood, Penn Premier Shows; Vera Anderson, B & H Shows; Elsie Owens, at home in Tampa; Virginia McGee, Buff Hottle Shows; Leona Plas, Russell's Point Park; Hattie Wagner, Cavalcade of Amusements; Esther Groscurth, Blue Grass Shows; Dolly Young, Royal Crown Shows; Jeri Ringlin, Gladstone Exposition Shows; Maude Varnier, World of Mirth Shows, and Katherine Slaughter, Cetlin & Wilson Shows.

Michigan Showmen's Association
 3153 Cass Ave., Detroit

DETROIT, June 20.—Hank Shelby, chairman of the ways and means committee, and his stenographer are busy getting out bond tickets to members. Hank is now in San Antonio, but is expected back shortly to continue the drive for the Sick and Burial Fund.

In spite of the tornadoes in Michigan the past two weeks, all the shows here escaped with little or no injury to equipment. George Harris, returned after working for Al Wis', says he left Worcester, Mass., two hours before the tornado struck there.

Club room is open daily from noon to midnight. Pork Chops Ginsburg and Doug Brown of the house committee are active in welcoming outdoor men who visit the club.

Ben Miller, chairman of the funeral committee, reported deaths of two members in May. They were Henry Lueders, of the United Booking Office, and Clarence Ostrander, Jefferson Beach.

National Showmen's Association
 1564 Broadway, New York

NEW YORK, June 20.—Past Presidents Frank Bergen and Bernard (Bucky) Allen, of the World of Mirth Shows, have endorsed the club's five-year fund-raising plan to the extent that they have taken \$500 worth of award books.

Harry Sandler's daughter, recently graduated from New York University, has become engaged and will be married later this year. Shut-ins have received their June gift and have sent their thanks to the committee, who never forgets them.

Executive Secretary Ethel Weinberg visited Coney Island this week and conversed with many club members who are working there. Coney Island will be well covered by Harry Rosen, club treasurer, on the sale of award books. He is also actively engaged in selling ads for the 1953 year book. As chairman of the year book committee, he said that he expects to double last year's ad total. Also visited at Coney Island by the secretary were Sidney Daiell, Frank Russo, Harry Nelson, Charles Smith and James Hurd.

Sympathy is extended to Herman Cohen, whose brother died quite suddenly.

Among recent clubroom visitors were Edward Turbin, Isadore Beck, Jack Schenck, Edward Elkins, Edward Dubin, George Regan, Jack Harris, Sam Levy, Sidney Goodwalt, William Lish, Henry Fein, Charles Reich, Ike Weinberg, Jack Stern, Jack Owen, Irving Pearlstone, Mark Rosen, Charles Lawrence, Morris Black, Harry Horner and Irving Berk.

President Phil Isser either visits the club or checks via phone daily to learn of the progress on the summer project. Mail still is being held for many members for whom no address is available. Kindly supply us with your address, especially Harold Schneider and Clarence E. Pool.

Caravans, Inc.
 P. O. Box 1902 Chicago

CHICAGO, June 20.—President Pearl McGlynn served spaghetti dinner in her home for the benefit of the Forget-Me-Not Fund. Guests included Agnes Barnes, Betty Broderick, Wanda Derpa, Lucille Hirsch, Lillian Lawrence, Mae Sopenar and Mae Taylor. Mrs. Derpa's sister sent 20 homemade cream puffs, and Mrs. Taylor brought a bouquet of red roses for the prize.

President McGlynn is planning more house parties thruout the summer. Alice McLaughlin, of California, is Mrs. McGlynn's house guest.

Edna O'Shea Stenson, bedfast for three years with multiple sclerosis, has been transferred to Memorial Hospital, Jasper, Ind. Mrs. Taylor is in Illinois Masonic Hospital for surgery as a result of a foot injury. Clara Etta Barker's husband, Chester, is at home after being hospitalized from a heart attack.

Mrs. Derpa chose Key West, Fla., for her vacation, and Mrs. Sopenar is motoring home from the East Coast. Members extended sympathy to Mrs. McGlynn on the death of her grandson, Stephen Griggs.

Show Folks of America, Inc.
 145 Turk Street, San Francisco

SAN FRANCISCO, June 20.—The Monday (15) meeting was called to order by Charlotte Porter, first vice-president. Among those present were Mike Krek, Polish Fisher, Nellie and Fred Ramsey, and a guest, Mr. Purceley. A letter was read from President Jack Christensen.

Doris Monette is reported much better since she returned from Mount Zion Hospital. Members mourned the June 4 death of Kleomenes Eliopoulos.

Jack Brooks took the pot of gold, and Mrs. Porter and Joe Ryan served refreshments.

Showmen's League of America
 54 West Randolph Street, Chicago

CHICAGO, June 20.—Interest in the Miss Outdoor Show Business contest continues to mount, with more shows reporting their intentions of entering a representative.

Recent callers at the clubrooms included Leonard Sachs, Dave Goldfen, James La Mont, Charles Zemater, Al Dvorin, Henry Polk, Andre Dumont, and Jack Hawthorne. Sam Solomon and Secretary Joe Streibich visited the Amusement Company of America at Kenosha, Wis.

Ladies Auxiliary
 Meetings, closed for the summer, will resume in the fall. Andzia Stefanowicz was elected to membership at the final meeting. Lillian Lawrence is chairman of the membership drive.

Frances Berger, Myrtle Hutt and Anne Sleyster have been ill. Mrs. L. M. Brumleve visited her cousin, Ann Miller, in Wisconsin. Dorothy Packman Goldberg is vacationing with Midge Cohen in Europe. Louise Donahue is planning a new home on Chicago's far South Side. Ida Chase will leave soon for a California vacation.

Evelyn Hock has a beauty salon in Chicago, and Blanche Latto has a bath house downtown.

Minnie Simmonds donated a white and gold hand crocheted stole for the fall bazaar. Viola Moore, chairman of the ways and means committee, will be in charge of the bazaar.

Award books, dues and other mail should be forwarded to Elsie Miller, secretary, at 3852 W. Irving Park Rd., Chicago 18, Ill.

WANT

Six Cat Agents, Bucket Store Agents and Slum Store Agent.

S. B. WEINTROUB
 Eldora, Iowa, Celebration, June 24th thru 27th; Waterloo, Iowa, Golden Anniversary, June 30th thru July 4th Celebration.

Star Amusement Co. WANTS

For the biggest July 3-4 in Arkansas. Ferris Wheel Man who can drive. Leon or Wade, answer at once. Photos. Stock Concessions of all kinds. Ball Games with Stock Concessions. Lee Moss, call. Celebrations and Fairs to follow that are proven spots. Join now for the season ahead is starting.
 Paragould, Ark., Labor Park Lot, June 22-27; then Portia for July 2-4.
 Wire or Call
B. E. MILLER, Mgr.

WANTED

Waiters and Griddle Men for Cookhouse, Sit Down Grab and Grab Stands, Jimmie Freeman and Junior, others who know us.

Dot Parker's Cookhouse
 20th Century Shows, Mankato, Minn.

For Sale or Trade

Equity in Everly Midge-o-Racer, the best kiddie auto ride money can buy. Will trade for late model Auto or will discount for cash. Write:

NORMAN KOLLN
 180 Montecito Ave., Apt. 104, Oakland, Calif.

DATES CHANGED

FIREMEN'S CARNIVAL, JULY 8-9-10-11
 AGRICULTURAL FAIR, SEPT. 16-17-18-19

Need Short Range, Class Pitch, Photo.

Write
AL ADAMS
 Edinboro, Pa.

CONCESSIONS WANTED

For ANNUAL STREET CELEBRATION

Sponsored by Stockton Lions Club. Stockton, Ill., July 16-17-18.

FRANK C. NIEMEYER, Sec.
 Stockton, Ill.

WANTED

Non-conflicting Concessions and Shows for Sparta, Wis., July 2-5. Have week of Sept. 24-27 open for Wisconsin spot.

EMSHOFF SHOWS
 PER ROUTE

W.G. WADE SHOWS

Wausau, Wis., June 29-July 4

CAN PLACE legitimate Concessions of all kinds—especially want African Dip. Will sell "X" on Age and Scales.

Exceptional opportunity for good Motordrome.

Have opening for Merry-Go-Round Foreman—good salary to right man.

Charles H. Hodges can use Canvasman, Truck Driver, Ticket Sellers and General-Working Help for two big revue-type Girl Shows.

Write or wire now!

W. G. WADE SHOWS

Hurley, Wisc., all this week.

JIMMIE CHANOS SHOWS

Want for big Fourth of July Celebration, Greenville, Ohio; then Eaton, Ohio, on Street, Sesquicentennial; Union City, Ind., V.F.W. on the streets

Want legitimate Concessions of all kinds—Ice Cream or Custard, Ball Games of all kinds, Guess Your Age and Scales, Basketball, String Game or any other Hanky Pank. Shows with own outfit, committee money only. Good Man to run first class Athletic Show. Torchy wants Talker and Girl Dancer for Girl Show. Want Ride Help—Caterpillar Foremen, top salary; Second Men for all Rides, prefer those who drive semis. All replies to

JIMMIE CHANOS, Richmond, Ind.

GEORGE CLYDE SMITH SHOWS

Want Ball Games, Fish Pond, Hoop-La, Penny Pitch, Pitch Till You Win, Balloon Darts, String Game, Lead Gallery, Want Monkey Show, Snake Show, Wild Life, Ferris Wheel Foremen, general Ride Help, Truck and Tractor Drivers. All replies to

GEORGE CLYDE SMITH SHOWS

Coalport, Penna., this week; Martinsburg, Penna., next week.

SOUTHERN VALLEY SHOWS

MILLINGTON, TENN. THIS WEEK; FOLLOWED BY COTTONMAKERS 4TH OF JULY JUBILEE, BEALE STREET, MEMPHIS, TENN., 7 BIG DAYS; THEN TOP INDUSTRIAL SPOTS, FAIRS AND CELEBRATIONS TO NOVEMBER 15TH.

WANT FOR MEMPHIS, especially, Foot Long, Pronto, Juice, Ice Cream, French Fries, Hats, Novelties, or what have you. Can place for season; Bingo, Arcade, Hoopla, String Game, Basket Ball, Watchla, Heart Pitch, High Striker, or any Hanky Panks. Dutch Wilson wants sober Agents for Peep, Count and Nail Store. Ray Smith wants Bucket Agents. Lonnie Lonett, get in touch with Dick Hyland. Can always use sober Ride Men who drive semis. Other useful show people. Can place shows with own equipment and transportation. Motordrome, Midgets, Wax, Animals, Ten-In-One or Circus Slide Show. Have best territory for well organized Minstrel Show with own equipment. All replies to:

EDDIE MORAN, Owner-Mgr.

Millington, Tenn., or c/o Chisca Hotel, Memphis, Tenn.

MARION GREATER SHOWS

WANT FOR BETTIS ACADEMY BIG 4TH OF JULY CELEBRATION. THE LARGEST 4TH OF JULY CELEBRATION IN THE SOUTH. JULY 3 & 4 AT ACADEMY GROUNDS ON U.S. HIGHWAY 25, BETWEEN EDGEFIELD, S. C., AND AUGUSTA

Will book legitimate Concessions of all kinds. Eats and Drinks open. Will book large Bingo for the season. Attention: Ride Help. Enlarging Show for season, can place Ride Help of all kinds; salaries, all you are worth. Join at once. Minstrel and Plantation Show People, join. Will book organized Minstrel Troupe. We have everything complete including front, top, etc. Concession Agents, join, can place you.

This date followed by Pageland, S. C., Annual Watermelon Festival, six big days and six nights in the heart of the city, week of July 6-11. All replies to Marion Greater Shows, Monetta, S. C., June 22 thru July 1; then Bettis Academy. P.S.: Following people contact: H. Ehrbridge, Douglas (Six) Rigby, Jimmy O'Brien, Anna Lee King and Arthur Austin.

EDDIE MORAN, Owner-Mgr.

Millington, Tenn., or c/o Chisca Hotel, Memphis, Tenn.

KLENKE AMUSEMENT CO.

Wants for Madison, W. Va., Fourth of July Celebration and Miners' Bonus Pay Day and 12 fairs and celebrations to follow:

Fish Pond, Duck Pond, Novelties, Jewelry, Age and Scale, Sno Cone, Ball Games, High Striker, Photos and other Merchandise Concessions not conflicting. Will place 6-Cats and Buckets with Hanky Panks. Have real proposition for Mechanical Show, Monkey Show, Snake Show or other meritorious Grind Shows. Bill Williams, contact. Chuck Priester, wire if coming.

All address Frank Griffith, Mgr.

Oceana, W. Va., week June 22-27; Madison, W. Va., week June 29 to July 4.

LINTON FOURTH OF JULY CELEBRATION

INDIANA'S LARGEST

ALL WEEK STARTING JUNE 29; THEN FRANKLIN FAIR.

Can place a few more Concessions of all kinds. Shows—Opening for worth-while attractions, particularly large Animal or Sideshow. Can place Arcade and Motordrome. Ride Help—Can always place good, sober Help in all departments. All replies:

ERNE ALLEN, BAKER UNITED SHOWS

Spencer, Ind., this week, or TOM L. BAKER, 2257 Madison Ave., Indianapolis, Ind. Phone: Garfield 4584

THE BIGGEST JULY 4TH CELEBRATION IN MISSOURI

30,000 ATTENDANCE LAST YEAR

EL KADIR SHRINE CLUB ANNUAL JULY 4 CELEBRATION, KIRKSVILLE, MO.

7 Nights and 2 Big Days of Entertainment, starting June 29. Free Acts, Fireworks, Plus Horse Races, etc. We can place Concessions of all kinds. Limited space for Stands that give prices. Lunch Stands and all Eating and Drinking Stands open. We have Contracted 7 Carnival Rides for our Midway. Please do NOT phone, but wire; CONCESSION MANAGER, EL KADIR SHRINE CLUB, KIRKSVILLE, MO.

BARNEY TASSELL UNIT SHOWS

Independent Ride Owners, get wise. Join that big, little show, week June 29, Montross, Va., Fourth of July Celebration week. Something doing every night.

Don't let size of town fool you.

Can place strictly legitimate Concessions of all kinds.

Wire, this week, Seat Pleasant, Md.

DWIGHT BAZINET WANTS AGENTS

For Pins, Razzle, Alley, Six Cats and Buckets. Have only stores on this show. Contact

Bus. Mgr., Festival of Fun Shows

Owosso, Mich., this week. No collect calls or wires.

Morris Hannum Shows

One of the Great Eastern Shows

LEVITTOWN, PA., JUNE 29-JULY 4, BIG CHURCH CELEBRATION

TEN BIG DAYS AT SPRING MILLS FAIR TO FOLLOW

CONCESSIONS—Want Hanky Panks of all kinds, Cookhouse and Photos.

SHOWS—Any Shows suitable for Church date.

HELP—Several good jobs open for experienced Ride Men. Don't write, come on.

All replies to MORRIS HANNUM 934 Murdock Rd., Philadelphia, Pa.

Telephone Philadelphia, Chestnut Hill 7-8176.

Now playing Cahill Field Fair, Philadelphia.

FOR SALE

Spitfire, \$1950.00, including Trailer;

Smith & Smith Chairplane, \$500; also

Kiddie Airplane, \$450.

GILLETTE BROS.

60 Sheffield St. Pittsfield, Mass.

Telephone 29471

Harrison Greater Shows

Want for 4th of July Celebration and Sailors' Pay Day, Pocomoke, Ind., with three more weeks of Celebrations and then our Fairs start 1st of August.

Good opening for Bingo, Custard, Floss, French Fries, Glass Pitch, Age and Scale, Stum Concessions of all kinds. A few choice Concessions open. Want Skillo and Count Store Agents for office-owned Concessions. Want Ride Help on all Rides. Want Electrician for International Diesel Light Plants. Want A-1 Mechanic with own tools. Wally White wants Annex Attraction, Magician and Inside Lecturer, also Bally Girl. All mail and wires to FRANK HARRISON, Rich Square, N. C., this week; then as per route.

Thank You

GENE JONES

Concessionaire with O. C. Buck-Model Shows, for your recent purchase.

JOHNNY CANOLE

Canole Buick

Monessen, Pa. Phone 2500.

Altoona, Pa. Phone 9347.

WANTED—A-1 FOREMAN

For Flyplane, Merry-Go-Round, Chairplane; also Second Men. Want Builder. Top pay for sober, reliable men. Year around work. Want to buy Caterpillar; Diesel Light Plant, 90 kw.

LEO LANE SHOWS

Savannah Beach, Ga., until Labor Day; then Fairs until December.

Girls—Wanted—Girls

Girls for Posin' Show, Man and Wife for Single-O Man for Front of Snake Show; Paul Hitchman, contact.

TED PORTER

c/o Festival for Fun Shows

Owosso, Mich.

WANTED AT ONCE

Foreman for No. 5 Eli Wheel. Top salary.

Box 824, Houma, La.

SUITABLE REWARD

for information

as to present whereabouts of

WM. F. BOUGIE

formerly of St. Paul, Minn. Write R. L. HOPKINS, 2401 University Ave., St. Paul, Minn., or Phone PR 6471 or VA 8257.

WANTED

Wheel Foreman, top salary and bonus. Can use Wife for Agent. Also Chairplane Operator. Can place Help on Kiddie Rides and Stands. Can use legitimate Concessions. Delmar, Delaware, June 24 to July 4; Princess Anne, Maryland, July 6th to 11th; Salisbury, Maryland, July 13th to 18th.

D. VAN BILLIARD

FOR SALE

Factory built 12 ft. Long Range. Built on truck with perfect motor. Aluminum alloy side walls, plenty of targets, moving and others. Complete, ready to go, \$700.00 cash.

SUPREME WELDING CO.

3320 14th St. Detroit 8, Mich.

IMPERIAL SHOWS

Can place few Hanky Panks for 13 straight Fairs, also three Agents for Stock Concessions. All Fairs, Glenn, Mich., this week, near South Haven; Roseland, Ind., next week.

BILL GULLETTE

WM. T. COLLINS SHOWS

WANT FOR OUTSTANDING ROUTE OF FAIRS, INCLUDING TWO STATE FAIRS

People joining now will be given preference at the State Fairs.

FLASHY PENNY ARCADE, WILD LIFE, GIRLS AND MAN-AGER FOR REVUE (we have Wagon Type Front). MONKEY SHOW WITH OWN EQUIPMENT OR ANY OTHER SHOW OF MERIT (low percentage).

SIDE SHOW ACTS OF ALL KINDS AND ONE FREAK TO FEATURE.

WILL BOOK COASTER, SPITFIRE AND LOOPER.

FOREMAN AND SECOND MAN FOR CATERPILLAR. RIDE HELP WHO CAN DRIVE ON ALL RIDES.

All answers to WM. T. COLLINS, Mgr.,

Bottineau, N. Dak., June 22-24; Cando, N. Dak., June 25-27; then per route in Billboard

FOLEY & BURK SHOWS

WANT—Grind Shows of merit, legitimate Concessions, or any Attraction new to the coast.

The money trail, commencing June 26, at Pleasanton, finish the string October 11 at Ventura.

Write or wire

FOLEY & BURK SHOWS

Pleasanton, Alameda County, California.

BEEBE SHUGART AMUSEMENT CO.

WANT

Want Ride Help on all rides, First and Second Men on Ferris Wheel. Shows: Any kind of Grind Show, Monkey, Wild Life and Reptile. Rides: Kiddie Cars, one major Ride not conflicting such as Fly-o-Plane, Octopus or Tilt. Can use Merry-Go-Round. Concessions: Want Concessions of all kinds. Cigarette, Fish Pond, Novelties, Custard. We have big fairs and celebrations till late in fall. All contact

BEEBE SHUGART

DeLeon, Texas until the first of July; then fairgrounds at Glen Rose, Fourth July Celebration.

WM. T. COLLINS SHOWS, UNIT #2

PLAYING ALL FAIRS AND CELEBRATIONS

WANT

WANT

WANT

Shows of all kinds. Major rides not conflicting. Hanky Pank Concessions of all types. A-1 Caterpillar Foreman (Top wages). Can place Hanky Pank Agents.

All Address: **GUS M. PAPPAS, Mgr.,**

Boyd, Minn., June 23-24; Granite Falls, Minn., 26-28; St. Cloud, Minn., June 29-July 5.

FOR SALE

36-foot Merry-Go-Round, 3-abreast Spillman in fine condition, can be seen in operation, \$4,500 cash. 50 Concession Tents, 8 by 12-foot frames and counters, \$90 each. Ride Foremen wanted for Merry-Go-Round, Ferris Wheel, Caterpillar and Tilt-a-Whirl, \$90 a week.

Prudent's Amusement Shows

124 Cedar Avenue

Patchogue, Long Island, N. Y.

GENTSCH SHOWS

WANTED

Girl Shows with two or more Girls. Glen Osborn wants Agents for Count Stores, Skillo and Pin Stores. All kinds of Hanky Panks. New Albany, Miss., June 22-27; Martin, Tenn., June 29-July 4.

EMPIRE STATE SHOWS

BIG FOURTH OF JULY CELEBRATION AT RICHLANDS, VA.

12 Fairs Starting in August.

Want Cookhouse and Concessions; Hanky Panks, Frozen Custard, Mitt Camp, Lead Shooting Gallery, Agents for Pin Store, 6-Cats, Grind Stores, Pea Pool and Beat the Dealer. Man and Wife to manage Grab. WANT SHOWS: Girl Show, Side Show, Athletic Show, Fun House, Glass House, Rollawhirl, Penny Arcade, good proposition. Want Ride Help on all Rides. Want Show Painter.

ROAN MOUNTAIN, TENN., THIS WEEK.

O. C. Buck - Model Shows,

America's Finest Railroad Show

15 FAIRS—15. START FIRST WEEK IN AUGUST

Place Man to operate Motordrome, good proposition. WANT UNBORN, ARCADE, DARK RIDE, SPITFIRE, PLACE MONKEY SHOW OR SPEEDWAY, WILL PURCHASE SAME. HAVE ALL EQUIPMENT. Need Chorus Girls, one to feature, office paid: Girls for Bally. Clarence Samuels, to enlarge his Harlem Show for Fairs, wants Musicians and Chorus Girls. Also Canvasman and general show Help for same. Men to handle front and light towers. Top salaries. Red Kelly wants Train Help, Polers, Tractor Drivers.

MAN TO OPERATE FUN HOUSE. READY TO OPERATE.

ALL ANSWER,

CHICOPEE, MASS., THIS WEEK; KEENE, N. H., JULY 4 CELEBRATION FOLLOWS

ON ACCOUNT OF DISAPPOINTMENT URGENTLY NEED COMPLETE CARNIVAL

For week of June 28-July 4. Big Annual County Fair at Metropolis, Ill. Ten miles from Paducah, Ky.

Day and Night Racing—Free Act—Variety Program—Orchestra—Parade. Drawing 30,000 people. Contact by phone.

PAUL POWELL, Secy.

Phone 3-5709

Springfield, Ill.

From the Lots

Mosher's Amusements

NEW BALTIMORE, Mich., June 20.—John Cutter joined recently with cookhouse and two concessions. Concessionaires include Marge and Tiny Orlando, Coke bottles and fishpond; H. Perkins, string game and ball game; Annie Cutter, duckpond and cork gallery; Bob Braddock, bingo; Mrs. Murphy, novelties and slum spindle; Mrs. Middleton, popcorn and candy apples; Bud Kemper, candy floss; Smith and Smith, jewelry and Western show; Bob Cowles, glass pitch, and Gerald Hall, photos.

Buddy Odbert has taken over the kiddie rides. New top for Merry-Go-Round, to replace the one lost in tornado at Port Huron, will arrive in time for the Sebe-waing Centennial.

Rides are manned by Bruce Newland, Merry-Go-Round; Bill Ware, Ferris Wheel; Henry

Wickings, Chairplane, and Ernie Hunt, Tilt.

Mrs. Mosher gives nightly concerts on the calliope.—ROBERT LEWIS.

Page Bros.

SHEPHERDSVILLE, Ky., June 20.—Show has been getting better weather but spending is off. A total of \$40 for the org's show club was thru a bingo party and a kangaroo court.

Biggest event of the past couple of weeks was the June 10 wedding of Vernice Miller and Wesley Brown, which took place on the Ferris Wheel. The ceremony was witnessed by the entire show as well as several thousand midway patrons. That night, a party was held in the big show top where Happy Go Lucky Nat Grey and his minstrel troupe entertained. The

newlyweds received many gifts and left for a brief honeymoon in Bowling Green, Ky., the bride's home town.—ART WIL-LIAMS.

Cross Road Amusement

ROCKFORD, Mich., June 20.—Show is playing on streets here under strong auspices. Big feature is a free barbecue.

Last week in Diamondale, weather was fair and Friday and Saturday proved big days. En route from Diamondale to Rockford, Merry-Go-Round van was damaged slightly by fire, but repairs were made in time for opening here.

Harold Branan joined to manage the show cookhouse. Whitey Nolon joined with his Mechanical Show, and Mr. and Mrs. Fraker joined with a Wild Life unit. Jimmy Frictas, bingo, took delivery on a new house trailer.—PATRICIA WALKER.

West Coast Expo Contracts Cele At Tracy, Calif.

TRACY, Calif., June 20.—West Coast Exposition Shows have been signed to play the Tracy Diamond Jubilee Celebration here for six days starting September 2.

The event celebrates the 75th anniversary of the establishment of the Western division point of the Southern Pacific Railroad. It will feature an elaborate four-day program of parades, dancing, junior rodeo and horse show, banquets, whiskerino contest, and children's events.

The show, headed by Mike Krokos as general manager and Ed Hellwig, manager, will set up on Highway 35 in the center of town. With the California State Fair only 60 miles away, heavy traveling on the road is expected. The date is predicted to be one of the show's strongest ones in the fall season.

Bobby Cohn represented the show in the contract signing. He is the general agent for the West Coast Shows, the No. 1 unit, and the W. C. Exposition shows.

Art Craner is general manager of the Jubilee.

• He Fought Three Days and Nights •

Lieutenant Colonel
Raymond G. Davis, USMC
Medal of Honor



COLD, BATTLE-WEARY, fighting for every mile of wintry road, the Marines were re-deploying toward Hungnam. A rifle company was guarding a mountain pass vital to the withdrawal of two regiments. The company became surrounded. If help didn't come, 6,000 men were lost.

Into this situation, Lieutenant Colonel Davis boldly led his Marine battalion. Over eight miles of heavily defended icy trail they attacked, and across three ridges deep in snow.

They fought three days and nights, often hand-to-hand.

But finally Colonel Davis reached and freed the company. He opened the pass and held it till the two regiments got by. Then, fighting through the last of the enemy and carrying his wounded with him, he led his own gallant battalion into safety.

"Korea and World War II have taught me," says Colonel Davis, "that courage is common to all armies; it's the better equipped side that has the edge. You're giving our men that edge every time you invest in a United States Defense Bond. For Bonds, which are personal savings for you, are also muscle for America's economy. Helping produce more and better combat equipment to protect the brave men who are protecting us all."

Peace is for the strong!
For peace and prosperity save with
U. S. Defense Bonds!

Now E Bonds pay 3%! Now, improved Series E Bonds start paying interest after 6 months. And average 3% interest, compounded semiannually when held to maturity! Also, all maturing E Bonds automatically go on earning—at the new rate—for 10 more years. Today, start investing in Series E Defense Bonds through the Payroll Savings Plan at work. Remember, 8 million fellow Americans find it a wonderfully easy way to save. Or ask your banker about the convenient Bond-A-Month Plan.



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An easel card to a 24 sheet.
Immediate delivery.

DAY-GLO SILK SCREEN
Auto Bumpers

CALL—WIRE—WRITE

TRIANGLE POSTER CO.

113 Denniston St. Pittsburgh, Pa.
Telephone: MOntrorse 1-8110

Concessions Wanted

For the 62nd Annual Old Settlers Reunion to be held on July 23rd and 24th at Louisburg, Mo. Prices reasonable. See or Write

HARRY W. ATCHLEY
Louisburg, Mo.

Dyer's Greater Shows

Maquoketa, Iowa, June 23 thru 30—Firemen's pro-Fourth Celebration; Oswein, Iowa, July 3-4-5 American Legion 4th Celebration on streets. Welcome a few clean shows. Also Legitimate Concessions, Ride Men, Supervisors, Foremen and a few who will work. Do not waste time wiring and talking, come on.

YOUR TICKET TO
SALES RESULTS—
THE ADVERTISING COLUMNS OF
THE BILLBOARD!

A.M.P. SHOWS

Want Booking for Oakland, Maryland — one of the biggest 4th of July Celebrations featuring Parade, Free Acts and Fireworks.

Want to book Free Act, Glass Pitch, Devil's Bowling Alley, Hi Striker, String Game, Dart Store, Hoop-La, others not conflicting. Shows: Side Show, Fun House, Animal, Monkey, any other worthwhile Grind Show. Can place a few ride hands who drive semis. Want Cook for small cookhouse. Replies to

A. M. PODSOBINSKI

This week Hooversville, Pa.; next week Oakland, Maryland; then followed by Cumberland, Md.

MIGHTY PAGE SHOWS

LAST CALL FOR GALAX, VA., MAMMOTH 4TH OF JULY CELEBRATION YOU ALL KNOW THIS ONE

FREE ACTS—BANDS—FIREWORKS—PARADES

CONCESSIONS—All come on, open midway. Hanky Panks of all kinds, Penny Arcade, Eating and Drinking Stands, one Mitt Camp. Also two choice Wheels and P. C. Opening for Pin Store and Grind Store Agents. SHOWS—Motordrome, Funhouse, Wild Life, Mechanical or any non-conflicting. RIDES—Live Pony, Foremen for Octopus and Chairplane. Real good Man to handle three Kiddie Rides. Also two Men who drive on all Rides. All replies to **BILL PAGE**, Mount Airy, N. C., this week.

BE WITH A POWELSON UNIT

4TH JULY CELEBRATION

CONCESSIONS—Can place Jewelry, Novelties, Shooting Gallery, Age and Scales, Games of all kinds.

SHOWS—All kinds—Motor Drome, Penny Arcade.

Marietta, Ohio—Week of June 29.
Centerburg, Ohio—Week of June 29.

POWELSON AMUSEMENTS

Box 125, Coshocton, Ohio Phone 1088M

WOODWARD, OKLA.

JUNE 29-JULY 4 — FIVE DAYS AND FIVE NIGHTS. HORSE RACING, PAGEANT, FIREWORKS, PARADES, BIGGEST 4TH IN OKLAHOMA. FIRST SHOW IN SIX YEARS—THIS IS THE BIG ONE—OTHER CELEBRATIONS TO FOLLOW

WANT RIDES: Any Flat Ride. SHOWS: Girl Show, Snake Show, Monkey Show, Athletic Show. CONCESSIONS: Hanky Panks, all kinds—Balloon Dart, Fish Pond, Glass Pitch, Coke, any Hanky Pank, Snow Cones, Popcorn, Custard, Floss Candy, No X. Diggers, Cookhouse, Grab Stand, no Eats sold as yet. RIDE HELP: Help who drive semis. Wheel Foreman who can get it up and down. The best pay in the business if you can produce. Can always use useful people. People playing Woodward must have D.P. in by Sunday night. Contact me at Blue Moon Cafe, Phone 119 or Western Union, in Selling, Okla., June 22-27; Phone in Woodward 2484, June 28-July 4th. P.S.: \$50.00 reward for information as to the whereabouts of Don Moran.

CARL BOHN & SONS UNITED SHOWS

RUMBLE RIDES

LOGOOTE, IND., CENTENNIAL AND FOURTH OF JULY CELEBRATION, JUNE 29 THRU JULY 4; ORLEANS, IND., 31ST ANNUAL LEGION HOMECOMING, JULY 6-11.

BOTH ON THE STREETS

Want major Cookhouse, Short Range, Sno, Custard, Basketball, Novelties, Jewelry, Happy Candy, Shows and Stock Concessions. All replies to

D. P. RUMBLE

Charlestown, Ind., this week.

FLOYD O. KYLE SHOWS

Can place for Aurora, Mo., July 1-4; followed by Vandalia, Mo., on the Streets.

Stock Concessions of all kind, Ball Games, Coke, Blower, Custard, Grind Shows, Big Snake, Mechanical, Monkey, 5-in-One, what have you. Can place Octopus, Tilt, Spitfire or Flyoplane, Kiddie Boats, Train. Capable Show People, you can make it here, come in now. All replies to

FLOYD O. KYLE, Mgr., Aurora, Mo., after June 25th

SUNSET AMUSEMENT CO.

Wants dependable People with costumes to operate Girl Show Equipment. Can place Shows with own outfits, including Motordrome and Fun House for nothing but Fairs and Celebrations starting this week at Hutchinson, Minn., Water Carnival, June 25. Can place Hanky Panks. Can use Ride Help that drive.

Hutchinson, Minn., this week; Montevideo, next.

It Is Now Peach Picking Time Down South GEORGIA AMUSEMENT CO.

Will book the following Concessions—Cat Rack, Milk Bottles, High Striker, String Game, Fish Pond, Bowling Alley, Huckly Buck, any legitimate Concessions for \$21.00 per week. Will sell exclusive on Bingo, Custard, Mitt Camp, \$31.00. Ride Help I pay more than any carnival in Georgia. Need Second Man on Jenny, \$40.00 per week if you drive. All replies to **H. H. SCOTT**, Douglasville, Ga., this week; then **BIG FOURTH OF JULY CELEBRATION, GRIFFIN, GA.** First show up town in three years in Griffin.

★★ ROYAL MIDWEST SHOWS ★★

Biggest Fourth in Northern Indiana—4 Big Days—4 Big Nights—"RENSELAER," Indiana, Annual July 4th Celebration. Free Acts, Fireworks, Queen Contest, Drawings, etc., July 2-3-4-5, followed by 10 Company Fairs.

ROXIE HARRIS, Rensselaer, Indiana.

McSPADEN GREATER SHOWS

67TH AND CALLOW HILL, PHILADELPHIA, PA., WEEK OF JUNE 22-27. Can place legitimate Concessions of all kinds for week of June 29-July 4. Want Foremen for Ferris Wheel, Roll-o-Plane and Merry-Go-Round. Top pay, you can have it every night. Fair Secretaries in Virginia, North and South Carolina: Have a few open dates. Also Agents holding contracts, contact; good proposition. Playing lots in and around Philly; then south into tobacco. Address all mail and wires to **R. M. McSPADEN JR.** Above Address.

Conversion to Rail Pays Off For Levys' Met

CINCINNATI, June 20.—Now in their sixth week, the Metropolitan Shows have been playing to good business, reflecting the large investment by Co-Owners Sam and Shirley Levy in converting the show for rail transportation. General Agent Bobby Mack reported during a recent call at the local office of The Billboard.

Since the show opened crews have been at work continuously in building light towers and new fronts for the posing, revue and minstrel shows. The results have been improved appearance and better earning power, according to Mack.

Rail moves have been kept to minimums this spring, said Mack, with the show moving out of Florence, S. C., quarters for the opening in Asheville, N. C. Next move was to Johnson City, Tenn., followed by Bristol, 40 miles away. The move to Morristown was only 76 miles. This was followed by a jump to Lexington, Ky., the only long move on the card to date, so as to get the org north and in line for the route of fairs which start the week of July 4 at Clarksburg, W. Va.

At present the show carries 21 rides and 14 shows. The latter will be expanded to 17 with the start of fairs, said Mack.

In addition to the Levys and Mack, staff includes Harry Schreiber, concession-business manager; Ralph Decker, lot superintendent; Bill Hanson, Diesel electrician; Joe Rowan, special agent; Earl Conners, advertising manager; J. J. McCall, trainmaster, and John Burns, welder.

D. Wilcox Unit Battles Rain Thru Maine

CARIBOU, Me., June 20. — In common with other orgs in this territory, the Dick Wilcox Shows, playing here this week, have been plagued by intermittent spells of bad weather, but with reasonable breaks, this stand should finish strong and a winner looms next week at Presque Isle.

The Tilt-a-Whirl is new this season, and five other rides are being repainted in preparation for fairs and celebrations. Much of the canvas is new, which adds to over-all appearance of the outfit. Some 20 concessions are working, with more to be added for fairs.

Included in the four shows carried are the 10-in-1 with Dave Blotner in charge, the Al Ventres Athletic Show, and "Gay Hawaiian" and "Latin Casino," both handled by Larry Saunders.

Concessionaires

Bill Chappas has the cookhouse. Other concessionaires are Keith Mahar, ball game; Fred Stanton, mug joint; Mr. Ponzi, pill pool; Mr. and Mrs. Watson, beano, slum and balloon dart; Louis Ginsberg, pan store; Mr. and Mrs. Ginsberg, jewelry and novelties; George Storti, scales; Justin Edgerton, short range and candy; Mrs. Dick Wilcox, wife of the owner, candy floss and popcorn. Charles Michaels, slum spindle; Phil Kirkpatrick, basketball and pandas; Sam Edstine, huckley buck; Clayton Campbell Jr., long range, and Pat Campbell, candy floss.

Fred Stanton is electrician and ride superintendent. Ride foremen are Gordon (Smokey) McGraw, Merry-Go-Round; Gilbert DeVoe, Tilt-a-Whirl; Frank Smith, Ferris Wheel; David Blotner, Chairplane; Charlie McMann, Octopus, and Fred Stanton, Kiddieland.

DERBY HELP

WANTED

Expert Mechanic and a Good Caller.

BRUCE McLAUGHLIN

c/o Amusement Co. of America, Appleton, Wis., this week.

Motordrome Operator

Want High-Class Operator for Drome, complete with Cycles. Long season. Good proposition. Show closes in November.

AL WAGNER, Mgr.

CAVALCADE OF AMUSEMENTS South Beloit, Ill., this week.

Ray Williams Shows

WANTED WANTED WANTED

For Wauseon, Ohio, and the biggest Fourth of July Celebration in Michigan, with 10 of Michigan's outstanding Fairs to follow, including Burr Oak, Standish, Wayland, Three Rivers, Ludington, Alpena, Petoskey, Cheboygan, Elsie, East Jordan and six of the best fairs in Mississippi. This show positively booked till Dec. 1st.

WILL BOOK

Especially want organized Minstrel Show. Practically virgin territory for same. Wild Life, Monkey Show, 10-in-One, Geek Show, Posing Show or any Walk Thru attraction.

RIDES: Will book Tilt, Rockoplane, Spitfire or any Ride not conflicting. Cliff Thomas, please contact.

CONCESSIONS: Want Mug Outfit, Slum Bowling Alley, Ball Games, String Games, Fish or Duck Ponds, Short Range, Pan Game, one Block Cigarette Pitch, Cane Rack, High Striker, Jewelry, Glass Pitch, Hoopla or any or all Hanky Panks. Privilege reasonable.

All inquiries to Wauseon, Ohio, June 22 to 27; then Brighton, Mich., for the Fourth. Jack and May Halstad, contact Earl Kelly.

RAY WILLIAMS, Owner EARL KELLY, Manager PAUL GREELEY, Sec.

P.S.: Red Burton and Roy Duffy positively no longer connected with this show.

WANT CONCESSIONS AMERICAN LEGION HOMECOMING, MERCER, PA. JULY 14-18

WANT GOOD ATTRACTIVE BINGO

Also want all kinds of Hanky Panks and other Legitimate Concessions. Exclusive on Popcorn, Floss, French Fries, Age & Weight, Jewelry, Custard and Novelties. Can use any Walk-in Show and Penny Arcade.

BIG LEGION PARADE—BAND CONCERTS—RAFFLES—MAMMOTH FIREWORKS DISPLAY. OTHER GOOD CELEBRATIONS TO FOLLOW.

Write-Wire-Phone **GEORGE LOCKHART**

Lowellville, Ohio Phone: LEhigh 6-6407

CASSIDY'S GLASS PITCHES

WANT TRUCK DRIVERS AND UP AND DOWN MEN

For two new units, starting 4th of July week, which will hopscotch into choice fairs. Salary open to good men. Bonuses at all State fairs. Come on or phone James Cassidy, Anderson, Ind., 3-3361, or Mrs. Cassidy, Mankato, Minn., 4534, or Polly Pippin, Appleton, Wis., 4-2611.

C. A. STEPHENS SHOWS

WANT FOR 4TH OF JULY CELEBRATION AT HAYS, VA.

CONCESSIONS: Help on Bingo, Griddle Man, Counter Men, Agents for Pins, Peek Store, Count Store, P.C. Dealers, Buckets, Swinger, Long Range, Custard, Novelties. RIDES: Set of Kiddie Rides. Fourteen Fairs booked, a long route into Florida. SHOWS: Place Side Show. We will furnish 100-ft. top and banner line. Wild Life, Monkey, contact.

C. A. STEPHENS SHOWS

SAINT PAUL, VA., THIS WEEK; HAYS, VA. FOLLOWS.

CAVALCADE OF AMUSEMENTS

Can place Caterpillar Diesel Electrician. Must have reference and capable of handling railroad show equipment.

AL WAGNER

SOUTH BELOIT, ILL., THIS WEEK.

P.S.: Bill Hanson, get in touch with Chuck Magid; have good proposition for you.

AGENTS WANTED FOR PEEK AND COUNT STORES

FOR MILLINGTON, TENN. (NAVAL AND MARINE AIR BASE), THIS WEEK; BEALE STREET, MEMPHIS, TENN., BIG JULY 4TH CELEBRATION (Band and Parades, Seven Big Days, Same Location as Colored Cotton Carnival), JUNE 29 THRU JULY 5.

SOUTHERN VALLEY SHOWS

MILLINGTON, TENN., this week.

Want—F. & M. AMUSEMENTS—Want

FOR THE BIGGEST JULY 4TH CELEBRATION IN MISSOURI—DE SOTO

HANKY PANK CONCESSIONS OF ALL KINDS. FOREMEN FOR FERRIS WHEEL AND TILT-A-WHIRL. RIDE HELP ON ALL RIDES. GOOD CANVASMAN. ALL MUST DRIVE SEMIS. Address: **EL PASO, ILL., this week; DE SOTO, MO., next week.**

JOHNNY'S UNITED SHOWS

WANT FOR HOOPESTON, ILL., FOURTH OF JULY

Kelly Pool, Beat the Dealer, Pan Game, Cotton Candy, Sno Cone and Lemonade Shake. (Joe Saladino wants Six Cat Agents and Griddle Man.) All replies to

JOHN PORTEMONT, Rockville, Ind.

CUMBERLAND VALLEY SHOWS

WANT FOR OUR BIG FOURTH OF JULY CELEBRATION AT TULLAHOMA, TENN.

Want Shows: Motordrome, Illusion. I need a Bally Show. All Concessions open except Cookhouse, Bingo, Custard and Mug. Need a few good Ride Men. Hanky Pank Agents, you can get placed here. If you are tired of playing blanks, try this show. Address all mail and wires to

LAVOY WINTON WINCHESTER, TENN., THIS WEEK.

BEAUTIFUL CROSS



MIRACLE CROSS

When you place the center to your eyes you can see the

LORD'S PRAYER clearly and distinctly.

RETAILS UP TO \$6.95 EACH

OUR PRICES TALK !!!

999-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful white finish, soldered links.

\$4.25 Doz. **\$48.00** Gross

999-G. Same as above, heavier chain, in beautiful gold finish.

\$6.00 Doz. **\$66.00** Gross

Sensational Profits !! EVERY DAY !!



No. 185 Full of Life! Fire! Brilliance **\$3.85** doz. **\$45.00** gross



No. 877 A Real Money Maker **\$2.75** doz. **\$30.00** gross



No. 1098 NEW FLASH! Copy of 2 **\$500.00** Ring **\$3.25** doz. **\$36.00** gr.



No. 508 **\$2.75** Doz. **\$30.00** gr. Gents' - A real flashy round white stone, big seller. Gold finish. **It's dashing!**



No. 712-C **\$2.75** Doz. **\$30.00** Gross Double head imi, cameo with 2 brilliant side stones. Quick seller. Gold finish.



No. 712-D **\$3.25** Doz. **\$36.00** Gross Imi. Onyx with Fiery Chip. **White Stones on Sides. It's a Beauty**



Deposit with all C.O.D. orders. Please state your business. Rated wholesalers, write for samples.

PROVIDENCE RING CO.
49 Westminster St., Providence, R. I.

DISPLAY-CLASSIFIED SECTION

A MARKET PLACE FOR BUYERS AND SELLERS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word — Minimum \$3 CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line— Minimum \$6.

FORMS CLOSE THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

BACK NUMBERS POPULAR SHEET MUSIC a specialty; list 10¢ each; old songs wanted. Joe Boucher, Box 12-B, Ottawa, Canada.

EMCEE MAGAZINE—CONTAINING BAND Novelties, Parodies, Monologs, Comedies, Jokes; subscription \$2; add \$2 for four gag-packed back issues and collection of heckler stoppers and comic song titles. Emcee-B, Box 983, Chicago 90. j4

FOR BEST RESULTS use this low-cost Attention-Getting Profit-Making **DISPLAY CLASSIFIED** style of ad See first page this section

MUSIC COPIST—DEL FOSTER, P. O. BOX 1323, Tulsa 1, Oklahoma Lyric typed, title printed, music copied. \$3 per page plus postage.

SITUATION WANTED AS PARTNER TO lady in Whlp Act. Subject to ideas of lady partner. T. Phillips, 51 Hamilton Pl., Apt. 3, New York City.

WANTED—SHORT STAGE PLAY SCRIPTS with part for male midget actor. Write Director, Billboard, Box A144, 6000 Sunset Hollywood 28, Calif. j4

AGENTS & DISTRIBUTORS

ABALONE PEARL SEA SHELL JEWELRY, Italian Mosaic Jewelry, Italian Sea Coral Jewelry, Chinese, Iran, Indian Jewelry, Butterfly Wing Jewelry, Novelty Dangling Earrings, Tropical Jewelry, unusual items. Send for price list. Tropical Gifts and Curios, Lewis Levine, Owner, successor to Joseph Fleischman, 906 Tampa St., Tampa, Fla. j4

AGENTS DISTRIBUTORS SALESMEN Sea Shell and Starfish Lamps RELIGIOUS and TROPICAL Styles SPECIAL DISCOUNT FOR JULY Sample Assortment: 14 LAMPS... \$67. Ret. Value... \$27.50 (F.O.B. Miami, Fla.) FREE Samples included 1/3 Deposit on all C.O.D. orders WRITE TODAY FOR CATALOG "B" LOS TROPICALS Established 1927 940 N. Miami Ave., Miami, Fla.

AGENTS-DISTRIBUTORS—"DO-ALL" KIT makes bug juice disappear like magic from windshields, headlights, chrome and painted surfaces of automobiles. Kit lists dollar; sells to gasoline and super-service stations, accessory and chain stores, garages, automobile dealers, all automotive outlets. Absolutely new, nothing like it. No competition; make \$5,000 next ninety days. Exclusive protected State, county and city territories open. Seeing is believing; dollar bill brings samples and sales program. "Do-All," Box 229, Hollywood, Calif. jn27

AGENTS, DISTRIBUTORS—EARN BIG money; exclusive territory, with Hy-Beaute Cosmetics line; fast sellers. Hy-Beaute Chem. Co., Atlanta, Ga.

AGENTS, STORES, NOVELTY DEALERS— Sell Novelty Card Sets. Samples, 10¢. List free. National Specialty Sales, 15 E. Third, Cincinnati 2, Ohio.

AGENTS ARE NEEDED FOR BAXTONE Postcards in the following States: Connecticut, Massachusetts, Colorado, Michigan, Delaware, Montana, New Jersey, Maine, New York, Pennsylvania, North Dakota, Rhode Island, South Dakota, South Carolina, Vermont, West Virginia, Wisconsin, Wyoming, Hawaii, Alaska, Puerto Rico, Washington. Write today for catalog and sales data. Baxter Lane Co., Box 175, Amarillo, Tex. j4

AGENTS—ACT NOW! STAMP SOCIAL Security Plates; Stamping Outfits; sample with Name and S. S. Number, 50¢; literature free. General Products, 11 N. Pearl BB-34, Albany, N. Y. j4

AGENTS, DISTRIBUTORS—MAKE BIG profits on our fast-selling perfume sets with manicure cutlery. Lowest factory prices. Catalog available. Lido Products, 126 Bleecker St., New York 12, N. Y.

AMAZING SELLER—LORD'S PRAYER Cross Necklace, \$4.25 dozen; Pearl Earrings, \$1.80 dozen; insect repellent Bulbs, 10¢ each. Write General Lamp, 627 N. Sixth, Milwaukee 3, Wis.

ATTENTION SALESMEN, WAGON JOBBERS, demonstrators, organizations, advertising jobbers. Free catalog. Select Shaker, 16147 Segundo, San Lorenzo, Calif. j4

ATTENTION, JOBBERS AND MANUFACTURERS. Please send me your latest catalog on toys, novelties, cards, miscellaneous. Ace Toy & Novelty Co., 1420 Meridian St., Anderson, Ind. jn27

ATTENTION, HOSIERY—LOW PRICES FOR jobbers, pitchmen and salesmen; complete line Ladies', Men's, Children's Hosiery, Nylons, \$1 dozen up; sample order one dozen slightly imperfect Nylons, packed beautiful cello bag; \$2; prompt shipment and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market, Chattanooga, Tenn.

ATTENTION, JOBBERS, SALESMEN— Assorted Earrings, gross \$18; 3 dozen samples, \$5 postpaid; cash with order. Jacobi, 1715 E. Mercer, Seattle 2, Wash.

BARGAINS—TERRIFIC SAVINGS; JOB lots, closeouts; also save up to 50% on dry goods, clothing, hosiery, notions, drugs, toiletries, gifts, jewelry, television, etc. 2000 items. Send 25¢ for wholesale bargain catalog with special "get acquainted" offer which includes free \$1 merchandise certificate. Reliable Jobbers, 311 H-38 North Desplains, Chicago 6. np

BASKET EARRINGS—WOVEN STRAW Baskets, Hat Baskets, Crystal Glass Baskets, Shell Baskets, Earrings, Necklaces, Bracelets, Chignon, Mobile, Hoop Earrings; \$6 dozen. J. J. Lastufka Dist., Box 10248, Tampa, Fla.

BEAUTIFUL PINS AND EARRINGS CLOSE- outs. Many styles in tailored and stoned earrings, \$1.25 and \$1.50 per assorted dozen respectively. Also attractive tailored and stoned pins at \$1.25 and \$1.50 respectively per assorted dozen; men's gold-plated 3-stone rings, \$3 per dozen; men's and ladies' aluminum identals, \$12 per gross. Sample orders regular price, 25% deposit, balance C.O.D. No catalogs. New England Jewelry, 9 Empire St., Providence, R. I. j4

Boxed Jewelry—Lowest Prices Anywhere! 3 pc. sets, \$6 doz.; Miracle Crosses, \$5 doz.; 3 pc. Orchid Set, \$9.50 doz. We're specialists in party plan displays. ILLUSTRATED CATALOGUE FREE! Jewelry-of-Season Co., Dept. B, 703 Industrial Trust Bldg., Providence, R. I.

BRAND NEW KID RIDES OF ALL KINDS from Midget Racing Cars to Rodeo Merry-Go-Rounds. Built in Michigan. New Merry-Go-Rounds from world's largest builder. Shooting Galleries, Guns, Ammunition, Loading Tubes, Machines. Have few used major Rides. Young's, Rt. 1, Dolgeville, N. Y. Tel. St. Johnsville, N. Y. 3151, nights only.

CLARESA CHROME POLISH CLEANS AND sells in a hurry. Claresa Chemical Co., Irwin, Pa.

CLOSE-OUT—SMALL PLASTIC CHARMS, 100,000-assorted with loops for bracelets, hats, trimming, etc. Also craft work. Sample 1000, \$2.50; 10,000, \$20. Auerbach, 14 E. 34, N. Y.

COMIC POST CARDS—CONTAINING LAT- est gags, printed in colors on krome stock; 5¢ retail; price to trade, \$25 per 1000. Jobbers wanted. Samples, \$1. Continental Publishing Co., 705 Fifth St., Sioux City, Iowa.

DECK OF 52 CARDS—SMALLER THAN A postage stamp; sample, 25¢ postpaid; 52 doz.; 50 circulars with each doz. order. Specialty, 1422 Poplar, Terre Haute, Ind.

DISTRIBUTORS AND SALESMEN—"GRIF- fin-ize" fast selling liquid car wax. Manufacturer setting up local franchises. Sample 25¢. For details John J. Griffin Co., 7534 Bustleton Ave., Philadelphia 15, Pa.

GOLD PLATED RAZOR—FITS ALL double edge blades, 25 cents. William C. Anderson, P.O. Box 855R, Mountain Home, Tenn.

JEWELRY BOXES—GOVERNMENT SUR- plus; for Sets, Pearls, Brooches; leatherette. 6 1/2"x3 1/2" rayon plush lining. Cost \$1.50 each; sale \$1.95 doz.; 36, \$4.50; gross, 7 1/2¢. Am-Stand, 1208 N. 13th, Philadelphia 22.

JOKERS FUN SHOPS—FULL CREDIT AL- lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. j4

LIMITED QUANTITY 8" NON-OSCILLAT- ing Electric Fans, \$5 each; 10" oscillating, \$11 each. Prepaid. Easy-Way Clothes Fin Bags, \$9¢ retailer; \$6 dozen; sample, \$1 prepaid. Robbins Wholesale, Box 593, Anderson, Ind.

MAKE 80% PROFIT ON \$1 SALES. AMAZ- ing Cleaner for automobiles, metal, glass. Free sample. Kalamite Mfr., P.O. Box 572, Dayton 1, Ohio. j4

OIL PAINTINGS—POPULAR PRICES. ALL sizes, all kinds; also lessons in practical oil painting. Mangold's, 207 N. Poplar, Merrill, Wis.

NYLON LACE COMBINATION BRIEFS— All sizes, \$4.25 doz.; Nylon Tricot Briefs, \$5.25 doz.; Plastic Tablecloths, Garment Bags, Bedspreads, etc. Free samples. Rose-tex Mfg., 41-43 Amboy St., Brooklyn 12, N. Y. jn27

PENNANTS DO YOU USE THEM? If so you need our price list and illustrated booklet and a sample pennant. HART PROCESSING Marine City, Mich.

PITCHMEN—ONLY PERMANENT; ONE man; Automatic Bleeder valves on market. Fast seller. Fair's, any place, \$5.25 discount; satisfaction guaranteed. Send \$1 for set, information, insurance. H. O. W. Corp., 1521 Boren Ave., Seattle, Wash.

PERSONALIZED ADVERTISING SPE- cially that women love. Possible \$50 profit on one sale. Sample, 25¢. P.O. Box 2, Highland Station, Lowell, Mass.

RAIN CAPES (with hoods) Made of new plastic. Individually packed in plastic bag. In quantities, 35¢ Samples, 50¢ Also handle Sunshades and Cushions.

HOUGH-GRANBERG CO. Winona, Minn.

READ THIS PLEASE—300% PROFIT. FREE samples. Operate "Name" Hat Stands this year. Brilliant suede fabric fancy cutout letters for "Name" on Jockey, Cowboy, Crew Hats, etc. Brand new fabric-vulcanizing process. Takes only seconds. Absolutely guaranteed exclusive. Make small fortune. No experience necessary. Brings first lip Better look into this quick. Acme Co., Box 7466, Portland 20, Ore. Free samples, of course.

"SEE" BILLFOLDS—PRISON HAND TOOLED Genuine leather, divider, secret pocket, inserts, assorted designs, \$5 value, sample \$2 postpaid; dozen, \$18; gross, \$175. 25% deposit; balance, \$2.50; cash or check. Cowboy, Crew Hats, etc. Brand new fabric-vulcanizing process. Takes only seconds. Absolutely guaranteed exclusive. Make small fortune. No experience necessary. Brings first lip Better look into this quick. Acme Co., Box 7466, Portland 20, Ore. Free samples, of course.

Box 23-A Ahsoskie, N. C. SELL BIG MONEY MAKER TO MEN AND women. Easy handwork makes fast-selling useful articles. Sample free. Sunmade Co., Brookfield 64, Mass. np

SELL RELIGIOUS JEWELRY BY MAIL! 100% profit. Imprint catalogs. Name printed. Send 25¢ for sample, refunded on first order. Lucero's, 2143 Larimer, Denver 2, Colo.

SELLING OUT! ELECTRIC BINGO BLOW- ers. \$49.50 complete with balls. Lipka Mfg. Co., 617 E. 11th St., New York 9, N. Y. j4

SENSATIONAL 17J WATCH—YELLOW gold case; exact copy of famous name \$175 solid gold watch; 1 yr. guarantee; boxed. Triple your cost easy! \$12.75 lots of 10. Sample, \$2.50; cash or check. Satisfaction or money back. Marley Jewelry Co., 1015 Walnut, Kansas City, Mo.

(Continued on page 104)

STERLING

E-X-P-A-N-S-I-O-N IDENTALS

\$5 DOZ. \$54 Gr. bulk. All chrome pl. Min. order 1 dz.



fast seller of gleaming polished chrome with full expandable bracelet.

OUR REGULAR NICKEL SILVER IDENTALS \$6 Dz.

Gift Boxed. In nickel silver, \$7.50 dz. In yellow gold plate over nickel silver, \$8.50 dz. boxed. Sensationally low priced—ready for engraving. Outstanding buy for fast profits. Buy now. Nickel silver plaque and chrome bracelet. Every bracelet is stamped "Nickel Silver." Gold over nickel silver, \$7 dz. bulk.

ALSO LADIES' STYLE NICKEL SILVER, \$7 DZ.—GOLD FINISH \$8 DZ. BULK No other ident sells as fast as these. You get heavyweight plaques that stand up under engraving and hard wear without discoloring. No laries, every I.D. is beautifully finished, perfect for the most delicate engraving work. Order today, nickel silver is in scarce supply. 25% deposit with order, balance C.O.D. \$20 min. on all orders from Canada and other foreign countries.

REALLY MOVING

POCKET KNIFE



FAST SELLER Ring End for Key Chain Sensational Value Once in a Lifetime Simulated MOTHER OF PEARL Sheath **\$5 Per Gross** plus postage. Min. order 1 gr.

CLOSE-OUTS

Fully Automatic Pocket Lighter



Imagine a fully automatic lighter for only **\$7.20 doz. \$84.00** gr. Compares with lighters selling for 5 or 6 times as much. Cleaning chrome finish. No Federal Tax Never before offered at this low, low price! This lighter will prove your fastest seller ever. Ideal for gift, prize or premium. Nicely boxed. They are moving fast, so order your complete stock TODAY. Same top action, completely automatic lighter with wind guard, \$8.50 dz.

\$2.00 dozen **\$22.50** gross **MINIATURE POCKET LIGHTER** Ideal for men or women. Small enough to be worn on key chain or charm bracelet. Covered in assorted colors, genuine leather or in all chrome finish.

LOWEST PRICES EVER

All rings shown below are some of our long-standing BEST SELLERS. All these rings will sell FAST and bring you HANDSOME PROFITS. Stock up RIGHT NOW with a good supply of these rings.

\$1.25 dozen **\$12.00** gross In Minimum Gross Lots Min. not less than 1 doz. of any ring number.



Outstanding GOOD LUCK HORSE RING A really beautiful ring with a lot of FLASH! Plenty of EYE-APPEAL with 2 imit. stone eyes.



SKULL & BONES— Always popular and excellent for giveaway. With 2 imit. stone eyes.



LADIES' RING—A gorgeous solitaire that any woman would be glad to have. 10 kt. gold or rhodium plated.

BIRTHSTONE RING— A real flashy birthstone in beautifully designed ring. Comes in all birthstone colors. Always BIG.

Minimum order \$10. DISTRIBUTORS: 10% discount on all orders of 10 gross or more! 25% deposit required with all orders, balance C.O.D. All rings for resale, otherwise add 20% fed. excise tax. \$20 Minimum on all orders from Canada and other foreign countries. Over 1,000 other styles of rings—SEND FOR CATALOG. Velvet-lined, open-face trays, holds 12 rings, 50¢ each. Closed lid trays, holds 12 rings, \$1 each. Ring boxes from 60¢ doz. up.

UNDERS SELLS EVERY RING FIRM *

Sterling Defies Competition YOU be the Judge



#99
\$2.50 doz.
\$27 gross

MASSIVE 1 CARAT CENTER Sim. DIAMOND. Fiery 38 facets — 16kt. gold finish — a sensational ring buy.



#899
\$2.75 doz.
\$30 gross

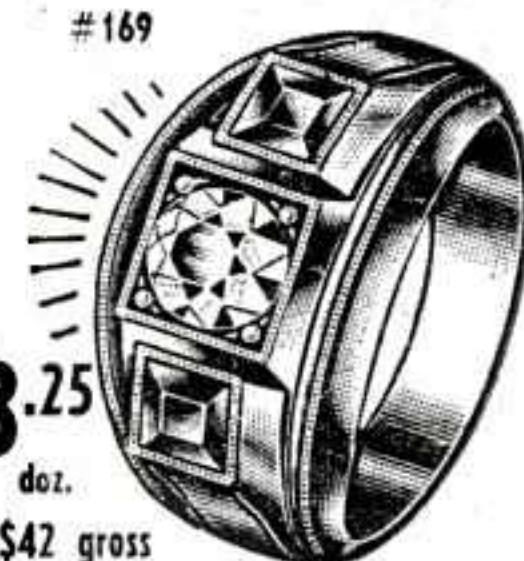
ARROWHEAD sim. 1 CARAT DIAMOND CENTER. Heavy, will sell on sight. Don't miss out. 16kt. gold fin. Order now.



#035
\$2.00 doz.
\$21 gross

Greatest Flash Biggest Value Top Styling

HAND PRONGED 1 CARAT sim. diamond with 38 facets. Roman Style with grooved sides. 16kt. gold finish.



#169
\$3.25 doz.
\$42 gross

EVER-POPULAR 1 CARAT CENTERSTONE, PLUS 2 square cut side sim. DIAMONDS. May be had with white or red side stones. Fabulous. Terrific buy. 16kt. gold finish.

STERLING SETS THE PACE. If there are better rings made... and selling for these low, low prices. Sterling will sell them... to you.

These rings will sell on sight... proven by thousands of sales across the United States.



Hinged Jeweler's Tray Complete with assortment

Beautiful velvet jeweler's tray with leather-like lid PLUS assortment of 12 men's rings as shown, all at one amazingly low price. If desired, same assortment in open-faced tray — 50¢ less.

\$4.50 doz.
One gross rings, 12 trays, \$48.

Open Faced Tray Complete with Assortment

If you prefer this open-faced velvet-lined tray with 12 rings in tray, it's yours for a low, low price. Sensational profits can be made easily on this tray of outstanding rings.

\$4 doz.
One gross rings, 12 trays, \$45.



#M-90 (C)
\$3.50 doz.
\$33 gross

IMIT. CAMEO—Heavy with 2 sim. diamonds.



#M-191 (H)
\$3.25 doz.
\$33 gross

KNIGHT'S RING with gleaming sim. silver insert. Also in hematite or double-headed Cameo.



#M-164
\$3.75 doz.
\$42 gross

MASSIVE BRILLIANT. Large center sim. diamond—twin sim. rubies.



#M-901 (O) or (R)
\$3.50 doz.
\$39 gross

ONYX with CHIP, available also with ruby top and chip.



#M-019
\$3.25 doz.
\$33 gross

BRILLIANTS, RUBY. Brilliant center, 2 sim. ruby or white side stones.



#M-01
FIVE BRILLIANTS. Giant sim. diamond, four side stones.

\$3.75 doz.
\$42 gross



#M-719
THREE BRILLIANTS. Newest style fiery sim. diamonds.

\$3.50 doz.
\$39 gross

IMPORTANT:

Assortment available only in trays. No orders accepted for less than one dozen of any style when buying in bulk.

Samples of both trays, each containing 12 rings as illustrated, shipped postpaid \$10.

Cash in on the greatest assortment of profit-making ring and jewelry values in the Country... once you have tried Sterling Values you'll never be satisfied with any other source for your jewelry. Remember we have goods to deliver immediately—at all times. All orders shipped same day received.

These Are Not Slum Rings

Every single ring is real heavy hand-pronged mounting either 16kt. gold finish or rhodium finish. Over 1,000 gross of rings on hand at all times.

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10% discount on all orders of 10 gross or more!

This Is The Ring Buy Of The Century!

10,000 gross is our aim and prices are slashed to sell large volume. MINIMUM ORDER, \$10.

\$20 minimum on all orders from Canada and other foreign countries.

25% Deposit required with all orders, balance C. O. D. To avoid confusion, order by number, please.

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Ph. ADams 4621

All Mdse. for Resale, otherwise please add 20% Federal Excise Tax

TAKE A TIP—TRADE WITH

Kipp Brothers lead the field — have been in business since 1880. When you order from our large stock, you're SURE of dependable, speedy service!

KIPP!



DOLLS AND PLUSH...

- | | | | |
|----------------------------|-------------|-----------------------------|-------------|
| 34" Flower Girl Doll T4816 | Dz. \$31.10 | 19" Assorted Dolls T3928 | Dz. \$ 8.80 |
| 31" Glamour Doll T4666 | Dz. 30.15 | 15" Baby Doll T1923 | Dz. 5.40 |
| 31" Boudoir Doll T3622 | Dz. 30.15 | 22" Drum Major T708 | Dz. 12.15 |
| 21" Chubby Doll T311 | Dz. 18.00 | 32" Jumbo Plush Bears T853 | Dz. 32.40 |
| 28" Chubby Doll T3482 | Dz. 25.30 | 28" Jumbo Plush Bears T1206 | Dz. 28.80 |

BEACON BLANKETS

- | Ctn. Lots | Each |
|-----------------------------|---------------|
| Tiger Design Blanket | \$3.05 \$2.95 |
| Magnet Plaid Design Blanket | 3.65 3.55 |
| Taba Indian Design Blanket | 2.90 2.80 |
| Leopard Design Blanket | 3.05 2.95 |
| Mingo Indian Design Blanket | 3.65 3.55 |
| Midway Plaid Blanket | 2.90 2.80 |

BALLOONS

- OAK-HYTEX SPECIAL AGATE BALLOONS
- 13" Agate Paddies ..G. \$5.75
 - 16" Agate Paddies ..Gr. 9.00
 - 11" Agate Round Balloon Gr. 5.00
 - 12" Agate Mickey Mouse Heads Gr. 7.50
 - 15" Agate Mickey Mouse Heads Gr. 9.00
 - 10" Agate Katheads.....G. \$6.25
 - 14" Agate Katheads.....Gr. 6.75
 - 10"x22" Agate Jumbo Airships..Gr. 6.25
 - 12"x42" Agate Jumbo Airships..Gr. 7.25
 - Hylo Sticks.....10 Gr. \$6.00; Gr. .65
 - Ballo Special Balloon Inflator Ea. 3.50

- 12" Gold Crucifix Dz. \$6.00; Gr. \$64.00
- 8" Gold Crucifix Dz. \$4.50; Gr. \$36.00
- 6" Gold Crucifix Dz. \$2.25; Gr. \$24.00
- Loving Cup Salt and Pepper Dz. Pairs \$4.00; Gr. \$45.00

WRITE FOR NEW CATALOG. INCLUDE POSTAGE WITH ORDER. 25% DEPOSIT WITH C.O.D. ORDERS

CARNIVAL NOVELTIES



- POP POP BOAT
- BURLESQUE QUEEN
- All-Metal Lithographed Pop Gun Dz. \$2.00; Gr. \$20.00
 - Jumping Rubber Mouse Box of 2 Dz. \$1.60; Gr. 9.00
 - Full Size Cel-A-Foil Derby Dz. \$1.85; Gr. 19.20
 - Full Size Cel-A-Foil Western Hat Dz. \$1.85; Gr. 19.20
 - Swagger Canes Dz. \$2.40; Gr. 9.50
 - White Maple Canes Dz. \$2.40; Gr. 26.50
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 - Heavyweight Bamboo Cane Dz. \$1.95; Gr. 22.50
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 - Celluloid Feather Dolls, 9" Dz. \$2.60; Gr. 30.00
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 - 17" Red, White and Blue Flag Parasol Dz. \$3.25; Gr. 36.00
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 - Rubber Elephant Dz. 4.00
 - Flying Birds Box of 3 Dz. \$2.40; Gr. 7.75
 - Jumbo Fox Tails Dz. 4.80
 - Rubber Acrobat Monkey Dz. 3.00
 - Rubber Sword With Sheath & Belt Dz. \$2.00; Gr. 22.00
 - Bomber Pinwheel Box of 3 Dz. \$5.40; Gr. 17.50
 - Pinwheels Box of 3 Dz. \$2.40; Gr. 9.00
 - Rubber Horses, small size Dz. 2.40
 - Rubber Horses, medium size Dz. 4.00
 - Rubber Horses, large size Dz. 7.70
 - Shy Rubber Monkey, for Japel Dz. \$2.00; Gr. 22.00
 - Rubber Burlesque Queen, for Japel Dz. \$1.95; Gr. 21.60
 - Pop-Pop Boat Dz. \$2.00; Gr. 22.00
 - Kazoo Slide Trombone Dz. \$2.15; Gr. 25.20
 - Rubber Jumping Lizard Box of 2 Dz. \$1.60; Gr. 9.00
 - Rubber Jumping Frog Box of 2 Dz. \$1.60; Gr. 9.00
 - Chimney Dairy Pail Dz. \$3.25; Gr. 36.00
 - Cow Bawl Dz. \$2.00; Gr. 22.00
 - 9" Rubber Pirate Sword Box of 2 Dz. \$1.60; Gr. 9.00

CARNIVAL SUPPLIES

- Penny Pitch Chart Ea. \$6.50
- Carnival Hoops (Hoop-La Rings), All Sizes Dz. .85
- Daisy Cork Gun Ea. 5.75
- Shooting Cork 1,000, \$3.50; 10,000, \$2.50
- Add-N-Win Dart Board Ea. .60
- French Weighted Feather Darts Dz. \$1.20; Gr. 12.75
- Japanese Feather Darts Box of 3 Dz. 1.20
- 4" Oak Dart Balloons Box of 10 Gr. \$8.50; Gr. 1.00
- 4" Bluebird Dart Balloons Box of 10 Gr. \$9.00; Gr. .95
- Table Tennis Balls Dz. 40; Gr. 4.50
- Wood Milk Bottles Ea. .75
- 1-Lb. Loaded Wood Milk Bottles Ea. 1.25
- Aluminum Milk Bottles Ea. 1.50
- Imported Carnival Baseball Dz. \$2.25; Gr. 24.00
- Lexex Dipped String Worth Baseball Sp. Dz. 2.75
- Worth Baseball Special Dz. 2.95

SLUM

- Folding Fans Dz. 40; Gr. \$4.50
- Comic Buttons, 1 1/2", 100 \$1.00; 1000 9.00
- Imported Hawaiian Leis Gr. 1.95
- Comic Hat Bands Carton of 15 Gr. 24.00
- Comic Hat Bands 100 \$1.40; 1000 12.50
- Pocket Combs Gr. 95; 10 Gr. 9.00
- Wire Puzzles Gr. 1.00
- Large Finger Traps Gr. 1.00
- Miniature Rubber Dagger Gr. 1.00
- Assorted Key Chains, with charms Gr. 2.75
- Butterfly Pins Gr. 1.00
- Pellet Puzzle Gr. 1.00
- Magic Paddles Box of 2 Gr. 1.80
- Magic Water Shell Flowers of 2 Gr. 1.00
- Whistling Jet Box of 2 Gr. 2.20
- Feather Ticker Gr. 1.00
- 4" Darts Gr. 1.00
- 6" Flower Fan Gr. .95
- Rubber Rizzer Gr. 1.00
- Crickets Gr. 1.00
- Mustache Blowout Gr. 4.65
- 16" Blowout with wood mouth-piece Gr. 2.25
- 12" Blowout Gr. 1.90
- Swiss Bird Warbler Gr. 85; 10 Gr. 7.50
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- Whistle Assortment, metal Gr. 1.00
- Assorted Dangling Toys Gr. 2.75
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- Western Bird, astride whistles Gr. 1.00
- Flexible Plush Monkey Gr. 9.00
- Long Glass Necklace Gr. 2.75
- Western Brooches Gr. 2.75
- Flying Bird, astride whistles Gr. 4.00
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- Indian Headdress Gr. 4.00
- GIVEN: 1 gross Army Buttons with every 10 gross or more Slum order!
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- Hot Pepper Gum Box of 20 packs 90; 10 boxes 8.50
- Razberry Cushion Dz. 2.25
- Snake Bow Tie Dz. \$2.00; Gr. 21.60
- Cigarette Loads, in tins Gr. 4.65
- Explosive Loads, in envelopes Gr. 4.00
- Exploding Auto Trix Dz. \$1.40; Gr. 15.00
- Smokers' Fun Shop, asst. of 53 items Per Card 1.85
- Explosive Book Matches Box of 4 Dz. \$1.20; Gr. 3.05

AGENTS & DISTRIBUTORS

Continued from page 102

SEWING MACHINES—GOOD USED SINGER heads, long bobbin, \$18; round bobbin, \$27.50; new imported electric portable round bobbin, \$49.50; good used typewriters \$18; used electric vacuums, \$5 each; used electric irons, 50¢ each. Mitchie Goldman, 5 Brighton First Road, Brooklyn 35, N. Y.

SIDELINE SALESMEN — FREE WHOLESALE catalog watches, jewelry, auctioneer, pitchman merchandise, Casey Hoteller Corp., Dept. 40, 618 Jackson, Chicago 6. (Chronograph Watch, \$3.85.) Jy11

VACUUM CLEANERS—TANKS, UPRIGHTS: all makes, rebuilt like new, guaranteed. Any quantity all prices; samples on request. Brand new Sewing Machines, Metropolitan, 4143 Third Ave., N.Y.C. CY 9-8960. au1

WALLET-SIZE COMIC CARDS—WONDERFUL novelty advertising gift for discerning businessmen. Complete set is 15 cards; 3 different sets, #1, #2, #3. Hathaway Specialties Associates, 145 S. College St., Akron 4, Ohio.

WHEN PA GETS FRESH WITH MA, SEE what happens. Magnetic novelty, \$1. Agents wanted. Lou Correll, 1914 Buchanan St., Hollywood in Florida. Jn27

YOUR OWN BUSINESS — SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. Moro, 558-AF Roosevelt, Chicago 7. Jn27

3, 4 AND 5 PIECE SETS—LOVELY SATIN lined boxes from \$14.50 per doz. prepaid; Earnings from \$2.50 per doz. S & E Sales Co., 2007 So. K, Tacoma 3, Wash. Jy4

10c COMIC BOOKS—OFF SALE COPIES JUST TO ADVERTISE COMPLETE FULL COPIES A LARGE VARIETY WITH EACH ORDER WRITE—WIRE—OR CALL FOR DETAILS GRODDY SALES COMPANY 1328-42 FORBES STREET PITTSBURGH 19, PA.

300% PROFIT — AGENTS, PITCHMEN. Demonstrators. Sta-Polish, a thorough cleaner and auto waxer, washes as it polishes. Brings out old metallic maroons and blues where other compounds have failed. Deep penetration instead of abrasive action. Penetrates rust on chromium, old and new autos and furniture. The only polish that leaves a chemically hard finish. Sample pint, \$1; dozen, \$7.20; gross, \$72. Bridges Industries, 270 E. Park, Mansfield, Ohio. Jy4

ANIMALS, BIRDS, PETS

Add a Sea Lion to Your Show The cost is little, the increase in your take will be large. We have healthy, select specimens, small, medium or large, males and females, available for immediate shipment. Write, wire or phone your wants to MARINE AQUARIUM, Municipal Pier, Santa Monica, Calif. EXbrook 34066.

ALLEN, ON HAND FOR SALE—SNAKES: Anacondas to 13 feet, Red Tailed Boa Constrictors to 3 feet; Emerald Tree Boas to 6 feet; Cook's Tree Boas, Rainbow Boas, Indian Boas, Pythons up to 7½ feet; Western and Eastern Diamondbacks, Canebrake, Timber, Pygmy, South American Rattlesnakes, Copperheads, Moccasins, Corals, Fer-De-Lance; Green, Banded, Brown and Red-Bellied Water Snakes; Florida, Brooks, Speckled, Chain; Georgia Texas King Snakes; Florida, Texas Indigos, Yellow Tailed Cribos, common and Southern Hog-Nose, Coachwhips, Blue Racers, Blacksnakes, Garters, Green and Gray Vines; Rattlesnake, Yellow, Red, Gray, Black, Tropical and Mahogany Rat Snakes; Florida and Western Bullsnakes, Keelred Green, Rainbow, Red-Bellied Mud and Ribbon Snakes. Baby Caimans, Box Turtles, Gopher and Lead Footed Tortoises, Large Terrapins, Large Green Iguanas, Mexican Beaded Lizard, Blue-Tongued Skunk. Also Snake Skins and preserved specimens. Price list on request. Ross Allen's Reptile Institute, Silver Springs, Fla. Phones: Marion 2-6369, Marion 2-7089.

ALLIGATORS, SNAKES, CHAMELEONS, Baby Snakes, Snake Dens, \$18; Alligator Dens, \$18; Bugs for circus pitchmen. C. C. McClung, Telephone 5411, LaPlace, La.

ANIMALS, REPTILES AND SNAKES—America's largest complete stock. Giant Green Iguanas, Big Boas, Giant Rattlers, Alligators, Caiman, special Spider Monkeys, adult, 4 for \$90; tame baby Squirrel Monkeys, \$25. Order for the 4th now and don't be disappointed. Complete reptile exhibits, \$100 and \$150; Dens at \$30 up. Order direct, get fresher stock and save. Tropical Import Co., Box 402, Slidell, La. Phone 583-M-4 after 8 p.m. and before 8 a.m. Jy18

A RED-HOT FOURTH OF JULY SPECIAL—A complete super Reptile Exhibit, consisting of one brightly colored exotic Emerald Tree Boa, one gigantic nonpoisonous hooding False Cobra, one giant Tropical Rat Snake, one extra large iridescent Rainbow Boa, two very large Emerald Green Brazilian Tree Snakes, one seven foot heavy two giant Lizards, one Tarantula Spider, two giant Bufo Marinus Toads and a variety of at least 15 colorful Florida Snakes, all for \$150. We also have on hand a very large variety of animals, birds and monkeys. Contact us for quality stock at the most reasonable prices. This week's special: "Baby Squirrel Monkeys for pets, \$22.50 and Baby Brazilian Capuchin Monkeys, \$35." Tarpon Zoo, Tarpon Springs, Fla. Jy18

BADGERS, COYOTE PUPS, RED FOX, Lynx Cats, Descented Skunks, one pure white Skunk, Raccoon, Woodchucks, Horned Owls, Parakeets. Other animals and birds. Charone Animal Ranch, Burlington, Wis. Telephone Wheatland 83.

BRAD BRADFORD "Zoo Town"—Fairylant Park 3647 N.W. 36th St. (64-8841) Miami, Florida Please don't wire when in a jam for "SNAKES" at fairs. I have them now and will have them then for my Regular Customers only. "DENS" from \$10. The Biggest Value Show Business Ever Knew. Light weight shipping boxes save you money.

WRITE FOR DETAILS CANARIES—GRAND LOT, DOZEN OR more, \$1.35 each; Parakeets, six or more, \$4 each; also lot of Persian Kittens and Puppies, cages, etc. National Pet, 3101 Olive, St. Louis, Mo. Jy4

COMPLETE EXOTIC DENS OF 25 REPTILES, one \$25; Pythons, 14-18 feet; Tegu Monitors, Iguanas, Lizards, Cobras, Giant Boas, Krates, Monkeys, Mowrer's, 1421 St. Louis St., Springfield, Mo. Jn27

JUMBO FROGS—FISH RAISING; PROFITABLE breeders for sale. 100 page book on raising frogs, \$5; information 10¢. Val Brashears, Berryville, Ark.

LOOK FOR TREFFLICH AD IN CIRCUS section this issue. Special on animals and chimpanzees. Trefflich's, 228 Fulton St., New York.

MONKEYS, CENTRAL AMERICAN BIRDS. All animals and reptiles featuring our bottle babies. Wholesale and retail. Jungle Babies, 702 N.E. 79th St., Miami, Fla. Jy4

NOW THAT YOU READ ALL THE ADS write to Tropical Hobbyland for new spring price list. Here is a sample of what it contains: 6 young Cinnamon Kinglets, \$135; 5 young Parakeets, \$100; 100 (S.A. Caiman) baby Alligators, \$85; Boas from \$1.50 ft. Live delivery guaranteed. Tropical Hobbyland, 1325 N.W. 27th Ave., Miami, Fla.

PARAKEETS, BIRD CAGES; REAL FLASH; knocked down chrome bird cages; hundreds of other attractive metal and plastic cages. Young healthy Parakeets assorted colors, \$4.25 ea.; 25¢ deposit. Write or call Chicago Bird & Cage, 422 S. State, Chicago, Ill. Jn27

PEKIN DUCKLINGS FOR YOUR DUCK PIT; thousands available weekly at \$25 per hundred; shipped prepaid to any town. Write, wire or phone DeVries Poultry Farm, Zeeland, Mich. Jy4

PEKIN DUCKLINGS MAKE BIG PROFITS for carnival men. Every day from 6 to 60 will pitch for these cute yellow baby ducklings. Can supply immediate weekly shipments, \$25 per hundred. Write or phone us today. (Phone Vanluc, Ohio 32A.) Free catalog. Hille Duck Hatchery, Dept. 4, Carey, Ohio.

PLENTY HEALTHY SNAKES, ALL KINDS; also Armadillos, Horned Toads, Alligators, Batmans, Timber Wolf Pups, Monkeys, Coyote Pups, Fantail Pigeons, Wild Cats, Coatimundis, Rabbits, Guinea Pigs, Emus, Military Macaw, Parakeets. Otto Martin Locke. Phone 141, New Braunfels, Tex. Jn27

RHESUS MONKEY — BRIDGE JUMPER from pony. Dog Act; Performing Birds all the best. Panahaska Studio, 3504 N. Eighth St., Philadelphia 40, Pa.

SHETLAND PONIES—YOUNG, HEALTHY, sound; all raised on Wilmot Ranch. Ponies for Kiddie Rides, Photography, Drill, Liberty. Purchase stock that will train. We cater especially to circuses and shows. Fred Wilmot, Richards, Mo.

SIX BEAUTIFUL CHOW CHOW DOGS, well trained. These are the Paul Lewis Dogs. Will sacrifice dogs to other interests. John Golden, Phone 784X, Circleville, Ohio.

WANTED — TAME COLLAR CHAIN broke Monkey. State age, breed, sex and lowest price wanted. F. Kiefer, Box 161, Lancaster, Pa. Jy11

WANTED — PAIR MATCHED MIDGET Mules, also pair Midget Ponies. Harry Lambert, 1003 Dawson Rd., Albany, Ga.

BUSINESS OPPORTUNITIES

ALL SNOWBALL FLAVORS AND SUPPLIES \$7 buys Ice Shaver that shaves into paper cup and enough flavor and cups for thousand snowballs. Electric Shaver and Flavor and Cups, \$75; outfits \$2.50 up. Free illustrated circulars. Snowball Co., 9534-D Lemturner, Jacksonville 5, Fla. Jn27

BUY FROM MANUFACTURERS, WHOLESALE, branded merchandise, thousands of items; mail order, direct selling, personal use. Business Guide, 1153 Broadway, N.Y.C. Jy4

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EARN \$15,000-\$30,000 ANNUALLY—FRANCHISE protected. Guaranteed minimum \$12,500. No money back. Live at home. No merchandise to buy. Self-employed. One of most exclusive and non-competitive businesses in United States and Canada. Send \$5 for explanatory book. Money refunded when book returned. Harrell & Co., Box A-14, Louisville, Ill. Jy4

EXPERIENCED PROMOTERS WANTED If you are experienced in interviewing newspaper applicants by appointment in leading hotels; if you are accustomed to \$300-\$500 weekly income; if you are interested in promoting an exclusive brand new amusement machine that will TRIPLE your sales and ELIMINATE advertising difficulties, write immediately for new sales promotion plan. State references, qualifications, age, etc. A few territories still open. Box 1088, 1672 Broadway, N. Y. C. 36. Jy4

FOR SALE—MODERN, SELF-SERVE MARKET with used furniture and fresh stock in town of 6500 pop. Established with one owner for 11 years. Only store on that side of town, one block from U. S. Highway. Also will sell modern Home next door to store. Merlin Coons, 832 E. Washington St., Greensburg, Ind. Jy4

FOR SALE—PENNY ARCADE, OPERATING at Folsom Park, 65 machines, building 28x72, workshop 14x16. Four year lease. Excellent reason for selling. For full particulars write John W. Dubs, 798 Baltimore St., Hanover, Pa.

FOR SALE—IDEAL PARK LOCATION; 19 acres; about 20 miles north of Harrisburg, Pa., on Route 14. New swimming pool, dance hall, refreshment bldg., large big bldg., concession stands, open-air stage; now booking hillbilly shows; good water. Geo. Bell, Halifax, R.D. 1, Pa. Phone Halifax 4282. Jy11

FREE INFORMATION ABOUT PROFITABLE spare-time mail-order business. Experience not necessary. No obligation. Write Chamberlain's, 87-C Arizona Place, Chandler, Ariz.

YOUR OWN BUSINESS, NO INVESTMENT required. No selling. No manufacturing. Make big money. Particulars \$1. Effanee, Box 145, La Grange, Ill.

GOLDEN OPPORTUNITY FOR HARD working, reliable, mechanically inclined man to take over salesboard factory. 100% mortgage available to right party. Idea for partners; sale to right party. Owner has other interests. Curiously seekers, don't bother. Box C-345, c/o Billboard, Cincinnati 22, Ohio. Jn27

ICE CREAM BUSINESS ON WHEELS! Completely equipped for mobile operation. Continuous Sweden machine and equipment installed in small trailer. John E. Beam, 3038 Hendon Rd., Louisville, Ky.

LIVE IN SUNNY CALIFORNIA Cool in summer, warm in winter. Two Bedroom Stucco Home and business for sale. Three thousand dollars down, balance monthly payments. P.O. Box 173, Pismo Beach, Calif.

MONEY HARD TO GET? CAN'T GET ahead? Nothing's right? Free "Constructive Thought" booklet! Eugene Lindsay, Box 621, Salt Lake City, Utah.

NEW 10-ACRE SHOW AND CARNIVAL ground for rent. Main Highway and River. A. H. Chase, 100 Main St., Battle Creek, Mich. Jn27

NEW ELECTRIC MACHINE BAKES greaseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. Norbert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn.

OWN A GARDEN GOLF BUSINESS—EX-perience unnecessary; make big money. S. Brockway, 228 N.W. 22d Ave., Portland, Ore. Jn27

PARTNER WANTED FOR PRODUCING 3-D Sculpturama of greatest Bible stories. Three complete now. 50¢ in film series. Ideal for permanent or traveling exhibit; free promotion from churches, synagogues, radio, write for details. Gilbert P. Maggi, 105-04 134th St., Richmond Hill, Long Island, N. Y.

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PRIVATE 70 ACRE LAKE—NEW STONE motel, cottages, dance hall, 105 acres woods; just off 46. Owner illness; your opportunity, \$60,000. Lake McCoy, Greensburg, Ind. Jn27

KIPP BROTHERS

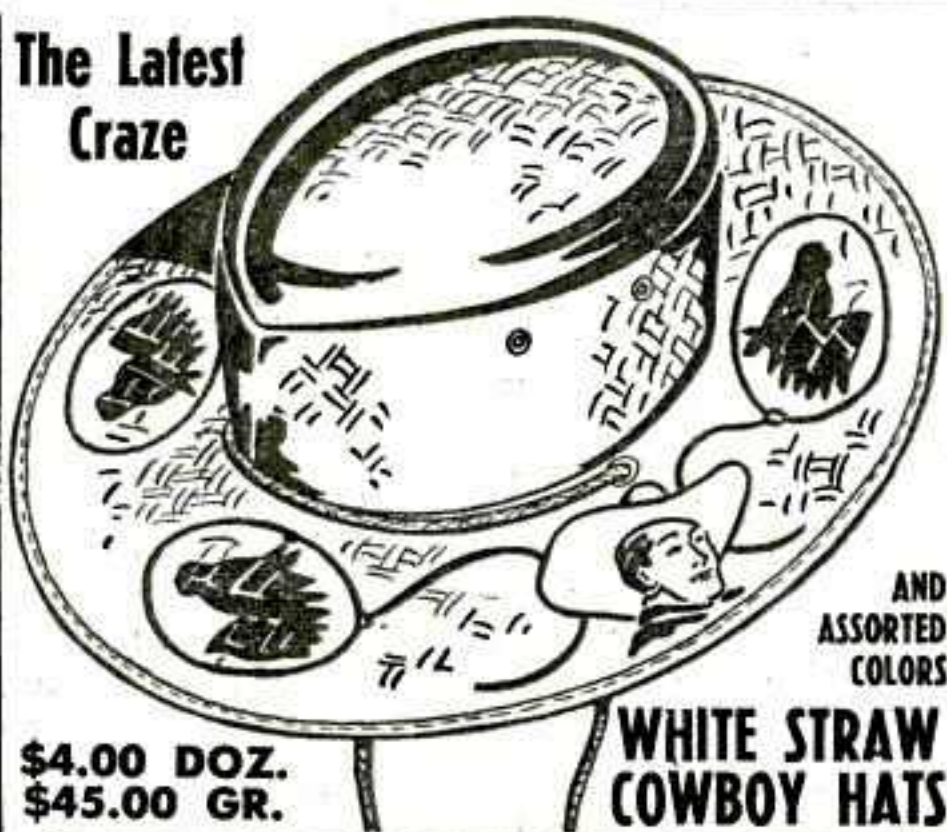
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9" Fur Monkeys with pipe, glasses and fez.....	gross	\$15.00
12" Fur Monkeys with pipe, glasses and fez.....	dozen	2.50
7" High Hat Feather Dolls.....	\$1.50 doz., gross	14.40
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Necklace Beads, slum.....	gross	2.50
Hawaiian leis.....	gross	1.75
Midget Harmonicas and Chain.....	gross	4.50
Felt Comic Halfbands.....	per 100	1.50
50-line Comic Celluloid Buttons.....	per 100	1.75
Snake Cameras.....	gross	9.00
Girl Picture Mirrors.....	gross	5.50
Mechanical Penguins.....	dozen	3.50
Large Mechanical Merry-Go-Round.....	dozen	6.00
Imported Flying Birds and sticks.....	gross	7.20
Antimony Table Lighters, assl. Horseheads, Fish Globes, etc.....	dozen	6.00
Cal Cryers.....	gross	9.00
Rubber "Squeeze Me" Cats—tongue sticks out.....	gross	9.00
Jumping Fur Dog with ball.....	gross	18.00
5/8" Maple Canes.....	gross	27.00
Heavy Bamboo Canes.....	gross	27.00
Medium Bamboo Canes.....	gross	11.00
12" Feather Dolls—with high hat and trimming.....	dozen	3.25
Wood Cork Pop Guns.....	dozen	1.75
8" Metal Telescopes.....	dozen 1.75-gross	19.00
Plastic Cigarette Cases.....	gross	9.00
Pennant Canes—good grade.....	per 100	1.50
Imported Paper Folding Fans.....	gross	5.00
8" Celluloid Cowboy Dolls.....	gross	16.50
Rubber Swords & Sheath.....	dozen	2.00
Friction Toy, Fire Engine with whistle.....	dozen	5.50
Friction "Quacky Duck" toy.....	dozen	3.50

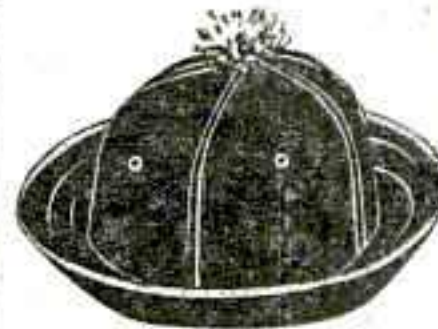
The Latest Craze



\$4.00 DOZ. \$45.00 GR.

WHITE STRAW COWBOY HATS

AND ASSORTED COLORS



FELT CREW HATS

Bright Colors

With trimming and Pompons... GR. **\$36.00**

Without Pompons... GR. **\$28.00**



TOP BANANA HAT

The best made hat on the market. Also have children's sizes.

\$5.75 Dozen \$65 Gross



LATEST CREATION

Checked be-bop hat with Pompon for embroidery machines to put names on. This is REALLY TERRIFIC. Assorted colors. These are full sizes.

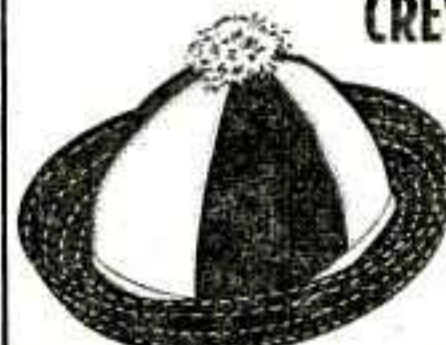
\$4.50 PER DOZ. \$45.00 PER GROSS



YACHT CAPS

Assorted sizes with any print.

Special Price \$36.00 Gr.



CREW HAT OPERATORS

We have the best Crew Hats in the market. We guarantee them first quality. All these hats are made of the finest gabardine. They simply are beautiful and sell on sight.

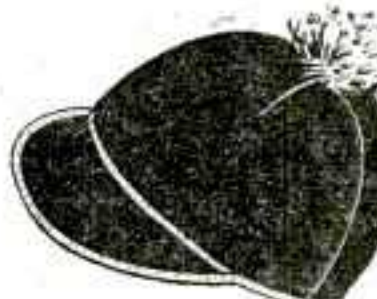
\$54.00 IMMEDIATE DELIVERY WITH POMPONS \$58.00 Gr.



The New Sensational FUZZY WUZZY CRAZY SHAGGY STRAW HAT

made of woven straw in natural color. Sells on sight, 18" from brim to brim.

\$3.00 Doz. \$33.00 Gr.



KIDDIE FELT CAPS

With Pompons, Assorted sizes and colors, GROSS **\$27.00**
Without Pompons GROSS **\$24.00**



Large Felt JOCKEY CAPS

With Pompons, Assorted beautiful colors and sizes, GR. **\$37.50**

New Retractable BALL POINT PEN

The new, sensational, retractable Ball Point Pen with no-smear ink. Carded, Bankers approved. It's a a needed leak proof large ink supply.

Special \$3.50 Per Doz. \$36.00 Per Gross

SPECIAL MIDGET PISTOL LIGHTER

\$2.50 doz. \$27.00 gr.

ELECTRIC DRY SHAVER
Ideal for Men & Women
\$21.00 doz. Sample \$2.00
With guarantee ticket and price tag.

MONKEY

\$2.00 Doz. \$21.00 Gross
IMMEDIATE DELIVERY

Army Air Force SUN GLASSES

in beautiful leatherette case, gold finish frame and adjustable and flexible ear piece.
\$5.50 doz. complete with case

Imported, Ventilated, Panama peak **STRAW HATS**
\$5.00 Doz.

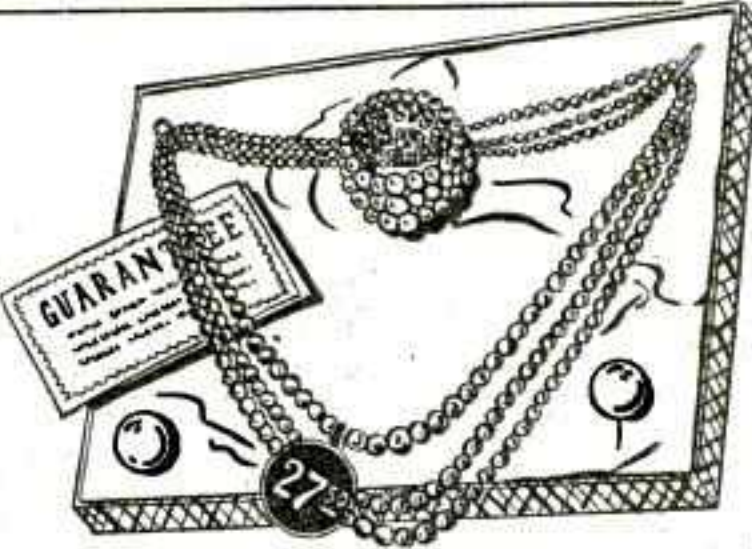
High-grade **YACHT CAPS** with emblem
\$11.00 DOZ.

HARRIS TOPS THE FIELD

with the most sensational pearl deal offered yet. 3-strand graduated, indestructible pearl bead necklace with brilliant rhinestone clasp—matching 3-strand indestructible pearl bead expansion bracelet and pair of matching indestructible pearl button earrings, sold complete in a silk lined, velvet covered box with \$27.50 price tag.

\$12.00 Doz. Sample \$1.50

This is a terrific flash and sells on sight. Canvassers and agents are cleaning up.



ATTENTION

All Concessionaires, Streetmen and Novelty Men. A terrific number.

Imported, inflated Rubber Monkeys. Just arrived. Buy now before they are gone. Immediate delivery.

SMALL SIZE \$3.00 DOZ. \$24.00 GROSS

\$35.00 GROSS

Sensational Item

Pearlized Crucifix, very beautiful 6"x12". Beautifully boxed. Gold Metallic Finish

\$6.00 Doz. \$66.00 Gross

BALL POINT PEN

These pens are first quality—no seconds—

\$7.00 Gr.

BALLOONS

#4 Dart Balloons, 10 gross lots.....	gross	\$ 5.50
#12 Balloons.....	gross	2.50
#9 Round Balloons.....	gross	2.75
#16 Paddle Mottled Balloons.....	gross	7.00
#15 "New Look" Cat Balloons.....	gross	7.00
#11 Round Double-print Balloons, red box.....	gross	5.00
#9 Mottled Cat Balloons, red box.....	gross	5.25
#14 Mottled Cat Balloons, red box.....	gross	7.00
#9 "Hopalong Cassidy" Round Balloons.....	gross	4.00
#15 "Mickey Mouse" Balloons (Pioneer).....	gross	8.00
#15 "Schnozzle Durante" Balloons (Pioneer).....	gross	7.50
#15 Giant Paddle Balloons, red box.....	gross	5.50
Balloon Reed Sticks.....	gross	.65
White Dowel Sticks, 36"x3/16".....	per 100	1.50
Balloon Cards, approx. 1 lb. rolls.....	gross	1.25
Jumbo-size, multi-color, Airship Balloons—Oak.....	gross	7.50

SPECIAL INFLATED RUBBER ANIMAL TOYS

Large Rubber Clowns, 18" Long.....	Doz.	\$6.25
Large Rubber Elephants.....	Doz.	4.50
Medium Size Horses.....	Doz.	3.50
Assorted Rubber Squawking Animals.....	Doz.	3.50
Inflated Rubber Monkeys.....	Doz.	3.00
Inflated Rubber Squawking Monkeys.....	Doz.	3.50
"Mickey Mouse and Funny Bunny Squawker, Inflates.....	Doz.	2.00
Large Rubber Horse, 18" Long, 13" high with saddle.....	Doz.	6.00
Medium Rubber Clowns, with squawker.....	Doz.	3.50
15" Inflated Rubber Dachshunds with squawker.....	doz.	4.00
12" Inflated Rubber Elephants with squawker and moving eyes.....	doz.	3.00
20" Inflated assl. Rubber animals.....	doz.	3.50

RUBBER HORSE

Large inflated Rubber Horse, with saddle. 18" Dozen **\$6.00**
long, 13" high.
Medium size Horse..... \$ 3.50 doz. Gross **\$69.00**
Small size Horse..... \$27.00 gross

3-PIECE PEN SET

WITH METAL CAPS AND CLIPS

Consisting of ball point pen, fountain pen and pencil. In beautiful box. Beautiful gold embossed. \$7.50 tag comes with set.

\$4.00 per dz. \$42.00 per gr.

34" Stuffed Circus Clown Doll

FANCY COLORS **\$18.00 DOZEN**

THE NEW MIRACLE CROSS and CHAIN

With Magnified Lord's Prayer in Center of Cross.

Each Cross in a beautiful box. **\$5.00 Dozen**

THE NEW SENSATIONAL FAST-SELLING PLASTIC WALLET

Consists of 4 card holders, secret pocket and Billfold all in one.

\$3.75 doz. \$42.00 gr.

3-piece Jewelry Sets, good flashy number.....	dozen	\$10.80
4-piece Pearl Sets, consists of Earrings and 3-strand Bracelet and Necklace dozen		12.00
Army Air Force type Sunglasses, leatherette cases.....	dozen	5.50
Firemen's Hats, first grade, felt with shield.....	gross	21.00
Baseball Caps, first quality.....	dozen	4.00
Checked Be-Bop Hats.....	dozen	47.00

Snake Bow Tie

\$2.00 Doz. \$21.00 Gross

25% deposit required—Money order or cash. We ship same day as we receive order. Ship all over the world.

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UNIVERSALLY KNOWN WHIRL-WIND VACUUM CLEANERS

The Whirl-Wind cleans your rugs with less work in less time. Gets all surface dirt, lint, hair, threads the first time. The jet power does it with air alone. Dirt empties in 2 seconds. Easier to use—upstairs, downstairs, all around the house. Approved by Good Housekeeping. The 1 H.P. Jet Motor does the trick. Comes complete with full set of attachments case. Disposable paper bags.



A SURE FIRE SELLER THAT CAN'T MISS. SAMPLE.....\$49.00 Ea.
\$44.00
Ea. 6 or more.....

HOME OWNERS' 3-PC. PAINT BRUSH KIT
Pure Bristle Brush Vulcanized in Rubber. All-Purpose for ANY Job.
\$1.55 set in 6 doz lots. CONSISTS of: 14" Wall Brush
\$1.65 set in doz. lots 12" Varnish Brush
11 1/2" Trim Brush
\$1.90 sample set postpaid

FISHING RODS—5' Fiber Glass.....\$17.40 doz.
GARDEN HOSE—Plastic 5/8" Dia.
3 year guarantee—light in weight—Resists oil—Grease—Alkalis—Mildew and Sun Proof—Built to withstand rough usage—Fitted with Brass Couplings.
50 ft. lengths.....\$2.75 ea. 6 or more
25 ft. lengths.....\$1.55 ea. 6 or more

ELECTRIC HOT PLATE
Chrome finish—bakelite base—5" dia. sensitive heating element—5' cord. \$1.45 ea. 6 or more

LADIES' HOSE—of Dupont Nylon
51 G-15 D Assorted Shades, all sizes.....\$7.50 doz.

TV LAMP-AQUARIUM FLOWER VASE
A multi-purpose lamp and vase of hollow glass brick with open top. Mounted on leather like plastic covered base. Complete with red rose. Glass block measures 8"x8"x3/4", overall height 10". Individually boxed.
Sample \$2.75 ea. postpaid \$2.25 ea. in lots of 6 or more

SWIMMING MASKS & GOGGLES
Made of finest rubber. Adults and children will go wild over these.
Mask Triangular Shaped.....\$7.75 doz.
Sr. Goggles.....\$5.00 doz.
Jr. Goggles.....\$3.10 doz.
Send \$2.00 for postpaid sample of one of each.

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SAWS by SHEFFIELD!
Styled by Master Craftsmen. Direct from fabulous Sheffield, England.
Made from specially tempered tool steel.
An unsurpassable nest of Sheffield saws at a price below inferior Japanese Sets.
Be the first in your territory with
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No. B45N13 12" Coolie Hats \$24.00 Gr.
No. B45N14 16" Coolie Hats 30.00 Gr.
TINSEL HEAD INSIDE HUMMER FLYING BIRDS
No. B38N27.....\$ 7.20 Gr.
CELLULOID FEATHER DRESSED DOLLS
With High Hats, Earrings and Canes.
No. B34N7, 4".....\$ 8.40 Gr.
No. B34N3, 7".....16.50 Gr.
No. B34N9, 9".....27.00 Gr.
FUR MONKEYS WITH HIGH HAT
No. B38N81, 7 1/2".....\$ 7.20 Gr.
No. B38N18, 12".....27.00 Gr.
With Celluloid Head, Hat and Pipe.
No. B38N24, 7 1/2".....\$ 8.40 Gr.
No. B38N25, 9".....15.00 Gr.
HAWAIIAN LEIS
No. B44N27, 11/16" (imp.).....\$ 1.75 Gr.
PARASOLS
No. B26N26, 18" Paper Parasols \$ 9.00 Gr.
No. B26N7, 22" Paper Parasols 16.50 Gr.
No. B26N11, 24" Rayon Parasols 3.75 Dz.
No. B26N9, 32" Rayon Parasols 6.00 Dz.

WRITE FOR NEW CATALOG
Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc. Please State Business. (Catalogs not sent to individuals.)

N. SHURE CO. 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

BUSINESS OPPORTUNITIES

Continued from page 104

READ THIS, PLEASE — 300% PROFIT.
Free samples; operate "Name" Hat Stands this year; brilliant suede fabric fancy cut-out letters for "Names" on Jockey, Cowboy, Crew Hats, etc.; brand new fabric-vulcanizing process; takes only seconds; absolutely guaranteed exclusive; make small fortune; no experience necessary; brings big tip; better look into this quick. Acme Co., Box 7466, Portland 20, Ore. Free samples, of course.

RETIREMENT SET UP—5 UNIT MOTEL, coffee shop, gas station and Mystery Park, natural on main highway, 17 miles north Santa Cruz, Calif., in redwoods with creek; \$36,000, terms. C. Bolton, 1890 Los Gatos Highway.

SALESMEN, DISTRIBUTORS—GET IN THE money with our custom built year around Aluminum Awnings and canopies. Pollock Products, Kingfisher, Okla.

SCHUMACHER MATMAKERS CONVERT old tires into dollars. Devote full or spare time. S and S Patents, Inc., 1307 N. Clark St., Chicago 10, Ill.

SELL OR LEASE—WELL KNOWN AMUSE-ment park doing big business, 17 miles west of Atlanta. Consisting of hole golf course, large swimming pool, bath house, clubhouse, kitchen, 3 concession stands, health water, 28 unit motel, manager's apt., 3 homes on property. Substantial amount of cash required. Ben A. Rich, Frances Hotel, Atlanta, Ga.

SKATING RINK—PORTABLE, 45x90; maple floor, tent, sound system, 150 Chicago skates. Good condition; \$2000. Lyle Knott, Grand Island, Neb.

STAINLESS STEEL FRENCH FRY OUT-fit, with or without concession trailer; equipped for bottle gas. Sam Adler, 19301 Biltmore, Detroit 35, Mich.

START VENETIAN BLIND LAUNDRY—Profitable lifetime business. New machine. Free booklet. L. B. Co., 442 N. Seneca, Wichita 12, Kan.

TENT PICTURE SHOW BARGAIN—USED 4 months; 30x40 tent, beachers; seat 185; RCA projector, speakers, mike, turntable. Folds into 1/2 ton pickup or trailer. Will sell cheap due to ill health. Alfred Edwards, 4429 Jinx Ave., Austin, Tex.

TIRE WHISTLE—BLOWS WHEN PUNCT-ure occurs; retails \$1.98; want partner to help market. R. J. Hall, 240 E. 19th, Denver 3, Colo.

THOUSANDS OF ARTICLES WHOLESAL-ly. Make and save money. Send a postcard for free details. United, Box 87-B, Detroit 2, Mich.

UNLIMITED WORK ADDRESSING AND mailing our stock. Over \$50 weekly. Instructions, \$1. Chemcraft, 466 Lowell Ave., Newtonville, Mass.

WILL INVEST UP TO \$4000 AND FULL services for reliable sound proposition. All replies to Box 865, c/o The Billboard, N. Y. C.

YOUR OWN PROFITABLE BUSINESS. EX-clusive territory. Employ salesmen. Sell automotive jobbers, dealers. Proven. Guaranteed. Works like magic. Economical. Unusual profit. Upholstery and paint cleaner shipped in barrels. Distributor fills smaller containers. 75% financed. Zipper Chemical Co., Greensburg, Pa.

\$5 PER HOUR MANUFACTURING DRIFT-wood lamps; everything furnished. Ready cut. Completed Lamps for concessionaires. B. Patchett, 2187 N.W. 24 Court, Miami, Fla. jy11

COSTUMES, UNIFORMS, WARDROBES

ALL BRAIDED CELLOPHANE HULA Skirts, \$7.50; net chorus or strip pants, \$1; satin or net bras, 75c; elastic net hose, \$3.95; metal spangles, rhinestones, jewels, rhinestone machines, \$5. Send for free folder. C. Guyette, 346 West 45th St., New York 36, N. Y.

BEAUTIFUL ISLAND GRASS HULA SKIRT, \$5; send \$1, balance c.o.d. Hawaiian Hula Shop, 3690 18 St., San Francisco, Calif. jy11

CLOWNS, BURLESK COMICS' PROPS, Wigs, Hats, Free Lists! (Boxful Clown Oddments, \$3.) "Happy" Morgan's Clown Headquarters, 2404 N. 15th, Philadelphia. jy18

FOOD AND DRINK CONCESSION SUPPLIES

PRE-POPT POPCORN, "READY TO EAT," shipped everywhere. New Popcorn Machines, Supplies. Carmel Corn, terrific seller. National Pop Corn Supply Co., 107 Commonwealth, Buffalo 10, N. Y. jy4

169,618 POTENTIAL BUYERS...
That's What You Buy with a classified ad in The Billboard!
See first page this section

FORMULAS & PLANS

ANY FORMULA, \$3. FORMULA CATALOG and chemical instruction sheet, 10c. Joseph H. Delfort, 216 W. Jackson Blvd., Chicago 6.

RAISIN WINE MADE AT SMALL COST. Sell at big profits. Formula, process and instructions for \$2 postpaid. Verret, Raceland, La.

FOR SALE SECOND-HAND GOODS

ABOUT ALL MAKES OF POPPERS, CARA-mel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 190 S. Halsted, Chicago, Ill. au15

FOR SALE
Caramel Corn Outfit consisting of Star Caramel Model Popper, Copper Kettle, Burners, Gas Tank, 7x7 Top and Frame, Chev. Panel '41 Truck, Bertha Kenly, 5431 W. Washington St., Indianapolis, Ind.

FOR SALE — FREEZETTE; CONTINUOUS freezer, perfect condition; bargain. Lucy Griffin, Box 134, Frost, Tex.

MERRY-GO-ROUND, TWO ABREAST; organ, no jumpers, no canvas, \$1450. F.J.D., 873 S. Broadway, Lindenhurst, L. I., N. Y.

POPCORN MACHINE — VIKING HALF-model; fast for carnivals, fairs; for details, photos, write Erick Hein, P.O. Box 196, Bantam, Conn.

SUPER STAR POPPER — USED FIVE months, excellent condition. Will crate and ship; \$125. Frank Coleman, Temple, Tex.

22' ALUMINUM CONCESSION TRAILER—10'x10' concession space for hamburger, pop, ice cream, Mechanical Show, Living quarters equipped. Fay Hite, Vinton, Iowa.

FOR SALE—SECOND-HAND SHOW PROPERTY

ALL 16 MM. SOUND — WESTERNS, 518; Features, \$21-\$24; Serials, \$5 episode. Used projectors cheap; program rented reasonably. Roshon, 128 N. Court, Memphis 3, Tenn.

A.B.T. SHOOTING GALLERY—2 YEARS old, perfect condition, \$800 or best offer. Joseph Bartolini, 836 Theresa Lane, Chicago Heights, Ill.

ALLAN HERSHELL MERRY-GO-ROUND, 40 ft. de luxe standard; 36 large jumping horses, 3 abreast, 2 chariots, new top, steel center pole; all gears o.k. Best machine they ever built. Would cost \$35,000 today; sacrifice \$5500 and worth double. Fred Allen, 1400 Brewerton Rd., Syracuse 11, N. Y.

ALLAN HERSHELL'S LOOPER FOR SALE. This ride is not Junk. Will take \$4,000 complete or trade for Scooter (portable) and cars. Will pay the difference. Forest Amusement Park, Inc., 31 N. Atlantic Ave., Daytona Beach, Fla. jy11

BASEBALL BATTING RANGE FOR SALE. Three "Overhand Joe" Machines, lights, bats, balls, all equipment, etc. Box C-360, c/o Billboard, Cincinnati 22, Ohio.

BLEACHERS, ALL TYPES; 2000 FOLDING Chairs, Theater Chairs, Stadium Cushions and Chairs. Lone Star Seating Co., Box 1734, Dallas, Tex.

CARNIES FLASH CLOTH—SEND FOR samples; closeout new 54 inch wide, heavy upholstery cloth, less than wholesale. Roberts Exchange, Donaldsonville, La.

CHAIRPLANE—GRUNER 1948 MODEL, 1 tower, 24 seats, excellent condition, \$650. W. R. Aley 5337 Middleton Lane S.E., Washington, D. C.

COMPLETE KIDDIELAND—FIVE RIDES or more on location; Jersey coast. Full particulars. Estee Amusements, 137 Atlantic Ave., Manassas, N. J. jy4

CONCESSION TRAILER—6'x9', USED ONE season; suitable for Floss, Popcorn, Snokones, etc. Sacrifice. Ray Evans, 6330 Diltman St., Philia, Pa.

CUSTARD TRAILER IN GOOD CONDITION, large unit. Will sell reasonable. Write Ray Runyon, N. Wabash Ave., Hartford City, Ind. jy4

DEATH DEIFYING IMPALEMENT ATTRAC-tion for sale. Rotating paper wall, speed-dial containing girl's body, archery or knives used. Was featured with Ringling-Barnum 2 seasons; with instructions you can do it. \$600 apparatus new, sacrifice \$250. Leffell Devices, 814 St. Paul St., Baltimore, Md.

FOR SALE—22 SHOOTING GALLERY 12x26, complete rifles, bull's-eyes, moving date display and cones, revolving bull's-eye. For more information call 2-0739 or write to Barney, 4505 Clark St., Anderson, Ind. Can be seen at Anderson Free Fair June 29 to July 4.

FOR SALE—SHORT RANGE GALLERY. Trailer; good flash, quick sale, \$300. R. Trabing, 518 N. Streeper St., Balto. 5, Md.

FOR SALE—10 CAR KIDDE AUTO RIDE and Dodge Truck, in excellent condition; \$1200. Ernst Kautzhof, Conneaut Lake, Pa. Phone Conneaut Lake 4216.

GUNS — MONEY MAKER; COMPLETE beautiful outfit; mounted on compressor, moving targets. See Anderson, Ind. Fair, also Evans Devil's Bowling Alley and balls, cheap. 1465 English, FR 9276, Indianapolis, Ind.

HAVE TOLEDO COTTON CANDY MA-chine with extras; take \$125. Want to buy 2 Kidde Pedal Airplanes for ride. State price and condition. Sam Nuss, Grand and Hackberry, Enid, Okla.

JUST RECEIVED FOR SALE—500 USED 16mm. Sound Feature Pictures; many never before available on sale basis! Priced from \$29.95! Good used 16mm. Sound Projectors, all leading makes, priced from \$129.95. All sorts of Film, Equipment, Accessory bargains. Our big new catalog is free! Blackhawk Films, 700 Eastin Bldg., Davenport, Iowa. jy25

KIDDE AUTO RIDE
10 cars, up and running every day in park; in good shape; price \$300.
L. STONE, Phenix City, Ala.

KIDDE FERRIS WHEEL—BUILT JUST a big cable drive, open seats, very flashy; works perfect; now in operation at Arnolds Park, Iowa. \$800. Chas. Tennant, Arnolds Park, Iowa.

KIDDE AUTO RIDE—8 CAR, MOUNTED on trailer; like new; price \$750. Ray, 418 Westinghouse Ave., Wilmerding, Pa.

KIDDE RIDE—16 CAPACITY HOOK & Ladder, trailer only; any car, jeep or pickup can pull, \$475. Picture on request. Hurwood, 714 Fairfax Ave., Norfolk, Va.

MARIONETTES—NEW AND USED VAU-deville numbers. Enclose stamp for bargain list. E. N. Nelson, R. 2, Box 122, Coloma, Mich.

MERRY-GO-ROUND — SUITABLE DRIVE-in small carnival; 12 horses; 2 cars; good condition; \$500. Lewis, W. 208 Main, Spokane, Wash.

MINIATURE TRAIN—GOOD CONDITION; suitable adults, children; passenger capacity 50, with track; bargain, cash deal. Kozynok, 33 Winthrop, Rehoboth, Mass. jn27

NEED CASH — SACRIFICE ONE NEW P.D.Q. Photo Master, Hats, Supplies, all only \$65. Popcorn Machine, Crestora Giant 24" shape, \$150. Curiosity seekers, lay off. Rush answer. Dewey Cravens, General Delivery, Lubbock, Tex.

POWERFUL SPOT-FLOODLIGHTS, 18-24 inch mirror reflecting searchlight type, 2000-5000 watts; excellent for ballyhoo, high acts, etc.; \$50 each; with roller stands, \$75. Lee Co., 934 N. Lancaster, Dallas, Tex.

ROADSHOW MONEY MAKER! COMPLETE! Authentic! "Life of Christ," New 16mm. sound pull. Special! \$97.50 postpaid! Waverly, 5707 S. Christiana, Chicago 29.

SHORT RANGE TARGETS — NEW SAM-ples free! shipped the same day service. Fine Art Press, 115 Donald, Peoria, Ill. np

STREAMLINED GASOLINE TRAIN ON rubber, 5 gallon Custard Machine with 18 foot steel trailer, bargain; Mechanical Show, Transformers, Tents, Canvas, High Strikers, Floss Machines, Arcade Machine, Rhinestone Monkeys, Badgers, Collins Rides, Kearney, Neb.

TENTS, POLES, STAKES, SCENERY, FOOT-light Boxes, Signs, Rides, Costumes, Stake-puller Make-Up Benches, Spotlights, Rigging, Shades; other equipment. Ludwig, Carroll, Iowa.

TWO "7-11" BALL GAMES, GOOD CON-dition, \$35. Lawrence, 7158 Ridgeland, Chicago, Ill.

2 TRIGGER AFRICAN DIP ON WHEELS, good one; cost \$750, take \$375. 6 Cat Joint, \$250; small Panel Truck, \$300. Jack Archer, 40 S. Golden, Long Beach, Calif.

16MM. FILMS FOR RENT—\$5 ONE TO three days. 16mm. Films and Advertising Paper for sale. Ace Cameras Supply, Florence, S. C. jy4

16MM. ROADSHOWMEN—IT'S NOT THE price you pay for a feature, but the money you make from such great attractions as "Frances Goes to the Races" and such major series as "Ma & Pa Kettle," "Abbott and Costello," "Lum and Abner," "Bomba the Jungle Boy." And just received such brand new 1953 titles as "Lost Continent," "Pirates of Capri," "Savage Drums," "FBI Girl," "Korea Patrol," "I Killed Geronimo," "Four Days' Leave," "Daughter of the West," "The Fighting Stallion," "Timber Fury," "Cattle Queen." Hundreds of titles that will make you more money. And you will be surprised at our low, low rates. Minot Films, Inc., 247 Congress St., Portland, Me.; 20 Melrose St., Boston, Mass.

16MM. FILMS FOR SALE, EXCHANGE; cheap; rental. Free Movie Guide, over 500 sponsored films, \$2. Box 65, Old Hickory, Tenn.

35MM. SOUND SPECIALS—ALL PRINTS like new; Features that will make you money. List sent free. Opera House, Milbridge, Me.

35MM. WESTERNS, TWO REEL COMEDIES and Cartoons for sale. Prints like new condition. Lyric Theater, P.O. Box 86, Norfolk, Ark.

1947 ALLAN HERSHELL AUTORIDE, like new; Studebaker Fire Truck, Hand-cranked Merry-Go-Round, Arcade equipment. F. Shafer, Washington, Ind.



Greater Profits With GUGGENHEIM

SPECIALS

- 32" BEAR.....\$24.00 doz.
 - 18" BEAR.....\$12.00 doz.
 - fully automatic black handle pistol lighter.....\$ 4.80 doz.
 - fully automatic pearl handle pistol lighter.....\$ 5.50 doz.
 - 7" hunting knives, leather sheaths, imitation stag handles.....\$ 3.00 doz.
 - 6" fur monkey.....\$ 5.40 doz.
 - gold finished sport key chain.....\$ 2.75 gr.
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TRICK LAPEL FLOWER

Squeeze bulb and snake jumps out. Best quality. Low price per gross. \$9.95

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JUMPING FROG

Complete with rubber hose and bulb. A hot number. \$11.95

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Lowest possible prices on Gruen, Benrus and Dumont Watches. Also Diamond Rings.

YORMARK SALES CO. 131 WEST 46TH STREET NEW YORK 36, N. Y.

FROM MANUFACTURER DIRECT TO YOU!

COMBS

Sensationally Low Priced!

All Sizes—All Colors—Send \$1.00 for Sample Assortment.

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PRINTING

ALWAYS SPEEDY, RELIABLE SERVICE, lowest prices, 14x22 three-color window cards for all indoor and outdoor amusement purposes, \$8 hundred; larger 17x26 size, \$12.50 hundred. Bumper cards, Tribune Press, Dept. B-11, East Park, Ind. jn27

BUSINESS CARDS AND OTHERS, \$2.50 1,000 postpaid. Free use cuts, Black, blue or red. Samples free. Signal, 927Q, Los Altos, Calif. jyl1

More Sales & Profits

Take a Tip—Use this standout **DISPLAY CLASSIFIED** style of ad See first page this section

THERMOGRAPHED BUSINESS CARDS—Distinctive, top quality; 1000, \$5.50. Free sample folder. Diehl Imprints, Box 64, Glenolden, Pa. jyl1

WINDOW CARDS—14x22 AND 11x14. THE Bell Press, Winton, Pa. jn27

100 LETTERHEADS—8 1/2x11, \$1; ENVELOPES the same, blue or black ink. Postpaid, 200 of each, \$2.95. Palmer Press, Du Quoin, Ill.

1000 PRINTED BUSINESS CARDS, \$2.95; 1000 Simulated Engraved Business Cards, \$3.50 postpaid. 2-day service; 5000 Parcel Post Shipping Labels, 2 1/2x4, red or blue ink, \$5 per thousand postpaid. Lowest prices on all your envelopes. Barnes, Box 226, Portsmouth 8, Va. jn27

SALESMEN WANTED

ANYONE CAN SELL HOOVER DuPONT Nylon Uniforms for beauty shops, waitresses, doctors, nurses, others. In white and colors. Exclusive styles. Top quality. Low priced. Exceptional income. Real future. Equipment free! Write fully, Hoover, Dept. K-109, New York 11, N. Y. jyl1

SELL BUSINESS FIRMS AND PROFESSIONAL Trade Personalized Greeting Cards No dollar boxes. Brown's Adv. Spec. & Novelty Co., 1632 15th St., Philadelphia 21, Pa.

SCENERY & BANNERS

NIEMAN CARNIVAL, CIRCUS BANNERS—The best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago. CA 6-2544. jyl4

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — DESIGNS, colors, needles, outfits; genuine German Pezoin ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 3, Calif. jyl4

LEARN TATTOOING—IS BASIC LESSON course, \$25. Illustrated brochures of course and tattooing supplies, 25¢. Zeis Studio, 728 Lesley, Rockford, Ill. au15

WANTED TO BUY

ONE 35MM. PORTABLE 1000 WATT PROJECTOR, 1000 feet capacity; 1000 foot amplifier, speaker, complete with lens, cables. Ready to operate. Paul Glase, Embassy Theater, Reading, Pa.

USED SHOW WAGON WITH OR WITHOUT chassis; state size, condition and cash price first letter. W. P. Ackerman, Sidney, Neb.

WANT TO BUY

2 or 3 abreast Merry-Go-Round or will pay \$50 a week rent.

ROBERT GLOTH Newington, Conn. P.O. Box 24 Phone 112-60288

WANTED — SPECIALTY ITEMS AND gadgets to be sold by street salesmen and demonstrators. Also items for mail-order sales. Universal, Box 2446-A, San Francisco 26, Calif. jyl4

WANTED—PORTABLE DANCE FLOOR, about 60x90 ft. for open air dance pavilion at Boston Beach resort. Good proposition. Adams Realty, 415 Beacon St., Boston, Mass. Copley 7-6240.

WANTED — GENERATORS, 16.5 KW. DC Generators. We also want 80 inch Searchlights. Publicity Searchlight Co., 52 West 53 St., New York 19, N. Y. Plaza 5-6080. jyl1

WANTED TO BUY FOR CASH

4 good, gentle trac ponies; also late model factory built kid rides.

C. D. SIMPSON 5407 Old Mission Rd., Chattanooga, Tenn.

WE BUY AND SELL USED KIDDIE RIDES. Wanted 1 adult ride. Send price, photo, age, make in first letter. Allset Assoc., 1186 Broadway, N.Y.C.

MEXICAN

Large Wiggling Tarantula Spiders, Wiggling Head & Tail Clay Turtles, Devils, Skeletons, Miniature Leather Texan Boots, Boxing Gloves, Baseball Mitts, Horse Hair Jewelry and Novelties, Feather Bird Cards, Palm Hats and Caps, Pottery, etc.

Request Price List

F. L. DE ARKOS

904 Scott St. Laredo, Texas

MEN—built a Wholesale Route GET INTO A Big Pay Business

Sell Nationally Advertised Long Profit Carded Necessities to Stores. Make good weekly earnings selling stores big line of 500 products, carded goods, novelties, sundries, toys, watches, jewelry, drugs, school supplies, etc. Retailing 5¢, 10¢ and up. Just out with new Aspirin and Comb rack. You are the merchant more than double your money. Also Layman's new 25¢ Ball Point Pen setting new records. Territory open. Regulated firm, in business over 30 years. New bargain deals and sales helps regularly. Send for FREE Booklet today.

Dept. B-B **WORLD'S PRODUCTS CO.** Spencer, Indiana

MOVING ART PHOTO KEY CHAINS

Get Action! Sell Action! Just move picture, watch the girl dance. Sell to stores at \$1.80 a dozen, your cost sample card of 2 dozen, \$2.50, or 6 cards, \$12.00 prepaid. Cash with order. Write for circulars.

ARCADE SALES Huntington, Ind.

HERE IT IS! BEST SELLER EVER PRODUCED

THE CROSS OF OUR LORD



WHEN YOU PLACE THE CENTER TO YOUR EYE, YOU SEE THE LORD'S PRAYER CLEARLY AND DISTINCTLY. SET WITH FINEST QUALITY RHINESTONES AND BAGUETTES. CROSS AND CHAIN GENUINE RHODIUM FINISH.

EXQUISITELY PACKAGED, EXACTLY AS ILLUSTRATED. HAS TREMENDOUS EYE AND SALES APPEAL.

CODE NO. R1998

\$24.00 DOZ.

\$21.00 DOZ. IN GROSS LOTS

Beautiful SACRED HEART BRACELET

Sacred Heart Enameled in colors No. 321



A Real Money Maker

\$5.25 per dozen

Beautiful Gold Finish

Be First to Cash in on These Two Big Sellers

PROVIDENCE RING COMPANY

49 WESTMINSTER ST. PROVIDENCE, R. I.

Rated Wholesalers Write for Samples

NOVELTY SCARFS

for GIFTS! SOUVENIRS! SPORT! DRESS!

SENSATIONAL PHOTOCHROME SCARFS

"PALOMINO HORSES" "WIDE OPEN SPACES" "HORSES & RIDERS"

Retail \$1.79—\$1.98

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Pictorial Map Scarfs for every State in the Union.

Retail \$1 to \$2

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Colorful designs of Western motifs.

Retail \$1 to \$2

U.S. ARMED FORCES

Scarfs for the Army, Navy, Air Force or Marines.

Retail \$1 to \$2

PLEATED NOVELTIES

ask your jobber or write

Rivoli SCARF & NOVELTY CO.

48 W. 37th Street, N.Y.C. LO 4-5670

BUY FROM THE RIGHT HOUSE AND SAVE REAL MONEY

Small Rubber Horse With Saddle	\$1.75 Dz.	\$20.00 Per Gross
Med. Rubber Horse With Saddle	3.00 Dz.	31.50 Per Gross
Ring Tail Monkey	2.75 Dz.	31.50 Per Gross
Ring Tail Monkey With Baby on Back	3.25 Dz.	37.50 Per Gross
18" Floral Parasols, Crook Handle	2.10 Dz.	24.00 Per Gross
24" Floral Parasols, Crook Handle	2.85 Dz.	33.00 Per Gross
24" Floral Parasols, St. Handle	3.60 Dz.	42.00 Per Gross
4" Fur Monkey With Red Hat & Pipe	.70 Dz.	8.00 Per Gross
10" Fur Monkey With Red Hat & Pipe	1.50 Dz.	16.80 Per Gross
10 Fur of Assorted Good Slum	.85 Gr.	8.00 for 10 Gr.

Also, all our prices on other Carnival Items are just as cheap

Write for Catalog



LOUIS SCHEAR

130 Park Row New York, N.Y.

ENGRAVERS—CONCESSIONAIRES AND OPERATORS

SEND FOR OUR GENERAL CATALOG LISTING IDENTS-RINGS-PINS-EARRINGS-SETS, ETC. PLEASE STATE YOUR BUSINESS—ALSO GIVE US YOUR PERMANENT ADDRESS SO WE CAN MAIL OTHER CIRCULARS TO YOU

RINGS \$5.50 Per Gross and up **HAND POLISHED IDENTS \$7.50** Per Gross and up

NO. 2400, assorted styles—per gross \$5.50 NO. 2000, aluminum idents—per gross \$7.50

WE PAY POSTAGE ON ALL PREPAID ORDERS WITH THE EXCEPTION OF AIR MAIL

Free Vibro-Graver Outfit With Each Order Amounting To \$100.00 Or MORE
Free Parking For Our Customers In Parking Lot—Directly Across The Street

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OUR NAME BRAND LIVES INCLUDE:

- Jackie Kreisler Blue Heaven Bign-American Benrus Bulova Penn Airflex Apex Speidel Richelieu Motorola Anso Ronson Evans Parker Hickok Wales United Oster Borg Sessions Eversharp Sheffield Forgecraft Jefferson West Bend Remington-Rand Dormeyer Schatz Clocks A. C. Gilbert Rogers & Bro. Horrocks-Ibbotson Ocean City Paper Mate Alcamatic Camfield International Silver And many more.



THERE'S MONEY in FISHING TACKLE Famous Ocean City Sportsmen's Fly Rod Fishing Outfit

CATALOG NUMBER FT-177

FT-177—A fine fly rod... a grand buy. Includes all necessary tackle at a very low price. Montague, 7 1/2' split bamboo two-piece fly rod with steel snake guides and steel pear-shaped tip top, nicely wound. Cloth rod bag. #61 skeleton fly reel, 25 yd. coil line, E level 28 lb. test, amber color, 3 snelled hooks. Packet of loose hooks. Stringer, Scaler. Twiston Sinkers, Leaders, one each of 6' level 6 lb. test and 7 1/2' tapered 4X. Can of fly line dressing. Dry fly dressing in brush applicator tube. 12 assorted wet and dry flies. Plastic float.

Only \$10.50

Complete Retails \$25.00 and Worth It Also fine buys on other Famous Ocean City fishing outfits, Ocean City and Montague reels.

Minimum order \$20. Federal Tax additional if not for resale. 25% deposit, balance C.O.D., F.O.B. Philadelphia.

SEND FOR FREE COPY OF TEMPLE'S SUPPLEMENT Visit our showroom when in Philadelphia

708 Sansom Street Philadelphia 6, Pa. Market 7-8242

RELIGIOUS DOLLS ROSARY NUN DOLL

Unusually beautiful... dressed in traditional religious habit but belonging to no particular order. Unbreakable plastic, movable eyes, arms and legs. Available in Brown, Black or White.

TWO SIZES: 7 1/2" Retails for \$3.95 12 1/2" Retails for \$5.95



ALTAR SETS

Two matched altar boy dolls and one priest. Attractive and beautiful for gifts for any occasion.

3 Pc. SET RETAILS for \$8.95 Priest Only RETAILS FOR \$5.00

Altar Boys RETAIL FOR \$2.50 ea.



OUR LADY OF FATIMA

Beautiful, lifelike doll with simulated hair, movable eyes and real hair eyelashes. Lavishly trimmed with lace and metallic gold. Finest French materials only. Swiss musical unit plays "Our Lady of Fatima." Height about 18", complete with diamond dust Rosary.

RETAILS FOR \$16.95



INFANT OF PRAGUE

Our most outstanding new creation. Beautifully hand decorated with multi-colored tinsel brilliants. Fine-grade satins trimmed with imported Chantilly lace. Comes with or without Swiss music box. Height about 18".

RETAILS FOR \$19.95 without music box RETAILS FOR \$22.95 with music box

WRITE FOR QUANTITY PRICES... AND DESCRIPTIVE LITERATURE ON OUR COMPLETE LINE OF RELIGIOUS DOLLS.

COLLENANE COSEY DOLL CO.

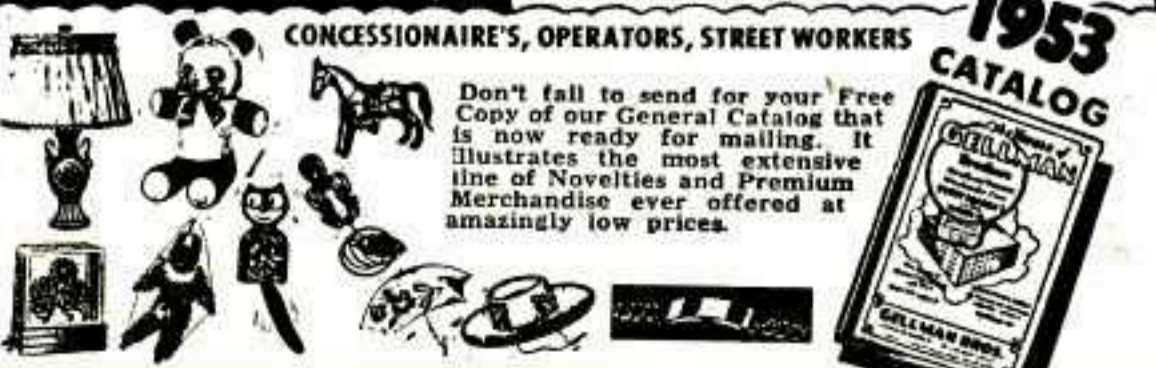
1231 So. Homan Ave. Phone: LAwndale 2-9245 Chicago 23, Ill.

Don't Let This Scare You... We're Jewelers! FACTORY CLOSE-OUT JEWELRY AT BELOW COST PRICES!

- Extra Special Carmen Bracelet & Locket Sets, Boxed \$1.00 Large Asst. Orchid Pins 25c Cameo Pins, Sterling, Boxed .50c Lot "G" Asst. Jewelry .5c Kiddie Idents 11c St. Chris. Ident 25c Ladies' Idents 13c Men's Idents 25c Asst. Tag Bracelets 18c Asst. Bracelets 30c Boxed Cuff Link & Tie 50c Tie & Link Sets, Bulk 38c Asst. Cuff Links 15c Tie Bars & Chains 15c Large Locket & Chain 50c Following All Gold Filled: Small Cross & Chain 38c Medium Cross & Chain 60c Small Locket & Chain 75c Medium Locket & Chain 90c Asst. Jewelry Lot "H" 9c Asst. Jewelry Lot "I" 12c Asst. Jewelry Lot "J" 21c Asst. Necklaces 30c Asst. Pins 25c Asst. Earrings 15c Asst. Fancy Boxed Jewelry 25c, 37c, 50c, \$1.00 & \$1.50 Compacts & Cigarette Cases, Ea. 30c & \$1.15 Tailored Earrings .25c Men's Watch Bands, GF 1.00 Ladies' Watch Bands, GF 1.00 Fancy Bracelet Boxes .8c Fancy Asst. Boxes .10c

Cash or stamps with order. SORRY, NO CATALOGUES; samples speak for themselves. All items subject to prior sale. VALUE GUARANTEED OR REFUND IN FULL. H. L. HIRSH CO. 365 ATWELLS AVENUE PROVIDENCE 3, R. I.

THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW 1953 CATALOG



Don't fall to send for your Free Copy of our General Catalog that is now ready for mailing. It illustrates the most extensive line of Novelty and Premium Merchandise ever offered at amazingly low prices. GELLMAN BROS. MINNEAPOLIS 1, MINN. 119 NORTH FOURTH ST.

GIVE TO DAMON RUNYON CANCER FUND

HELP WANTED

DISPLAY-CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

Forms Close Thursday for the Following Week's Issue

CAREER POSITION—LADY, 23-45, TO travel, supervise amateur theatrical production, civic clubs, small cities, for 47 year old company. Hotel, meals, transportation paid plus \$200-\$400 month. No similar experience required; complete training. Write Etta Wilson, 3419 Broadway, Kansas City, Mo.

GIRL SINGER FOR LOCATION—SEND photograph and all pertinent information: age, experience, wardrobe, etc. Ralph Gibbs, Wright's Trailer Park, Albany, Ga.

MAKE MONEY ADDRESSING ENVELOPES. Our instructions tell how. Only 25¢ post-paid. Bill Turner's Service, Route 8, Box 140, Decatur, Ill.

MAN AND WOMAN TO HANDLE KIDDE rides and concession trailer. House trailer furnished to live in. Year round income guaranteed. Write, phone, wire Frank Coleman, Temple, Tex.

MED. SHOW PERFORMERS—TWO WEEK stand platform show, operating Maryland; people all lines: blackface comic, sketch team, magician, novelty act. Box C-361, c/o Billboard, Cincinnati 22, Ohio.

MIDGETS OR DWARFS WANTED UP TO 4' 5" for advertising and sales promotion work; liberal year-around salary and expenses; must be free to travel and able to drive car. Submit short resume of career and picture. Box 640, c/o The Billboard, 188 W. Randolph St., Chicago 1, Ill.

MUSICIANS—COMMERCIAL EXPERIENCE; working Midwest now; Southern locations starting Sept. Write all: Buddy Bair, Box 156, Coloma, S. D.

PIANO—SOCIETY COMBO; STEADY LOCATIONS; must read, cut shows, play fills. State age; experience. Orchestra Leader, Leon's Club, Paducah, Ky.

WANTED—TWO MORE DANCERS FOR girl show; also a good Talker to take charge of front. Write Revue, P.O. Box 1848, Uniontown, Pa.

WANTED—SAX AND CLARINET MAN immediately for Polka Band. Write or wire Viking Accordion Band, Albert Lea, Minn.

WANTED—PEOPLE IN ALL LINES. BAR-ones Ideal Comedy Co. Wire at once, Show now in operation. Peebles, Ohio.

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 & ORCHESTRAS

AVAILABLE—TEN PIECE (INTER-RACIAL) orchestra. Prefer society club, country club or hotel week-ends near New Haven, Conn. Girl leader, sax player. Marvin Freeman, 99 Elliott St., New Haven, Conn. jn27

EXCELLENT SMALL COMBO FOR DANCE, concert, show. Continental; for resort or steady engagement. Go anywhere. A. S. Roller, 124 E. 60th St., N.Y.C. 22. ELdorado 5-3550.

CIRCUS & CARNIVAL

AT LIBERTY—COMEDIAN; SINGS, dances; good single acts; can produce; have oceans sure-fire material. Resorts, medicine shows; make good anywhere. Wife good concession worker; work reasonable. Box C-357, c/o Billboard, Cincinnati 22, Ohio. jn27

AT LIBERTY—BAR PERFORMER AT LIBERTY for coming season. Louis Ocrvirk, 127 W. North Ave., Chicago, Ill. jn27

AVAILABLE—INSIDE LECTURER, MC, magician; wife, ticket box daughter, electric chair and assistance. Have blade box, electric outfit, sword ladder, gimmicks for fish bowl and other useful items for either 10-in-1 or illusion show. Make your best offers. Wallace, Route #1, Box 276, Greenwood, Ind. jy4

AVAILABLE—SAILMAKER; SOBER, RELIABLE; neat work; 25 yrs. experience. Make best offer in first letter. Pieven, 1322 N. LaSalle, Chicago. jn27

FAT DWARF WOMAN—OVER 40 YEARS old, 4 ft. tall, 135 lbs., would like to join show with other dwarfs or midgets. I play a small Spanish Guitar and Harmonica combined, also have good alto voice to harmonize. No wires answered. Blanche Ober, 1516 Orange Ave., Fresno 2, Calif. jn27

GIRL LEAPER WITH 5 YEARS' EXPERIENCE, formerly with R.B.B. Circus, Skee Matausch, 8815 N.W. 34th Ave., Miami, Fla. jy4

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MISCELLANEOUS

AT LIBERTY—MEDICINE LECTURER FOR Platform Show or will double with Med. Team. Charlie Hudson, General Delivery, Spartanburg, S. C.

EXPERIENCED WESTERN FOLK ARTIST—Vocals, guitar; ABC network; stage, recordings, also M.C., disc jockey, radio announcer; familiar with turn tables and console. Former Pa.-Ohio radio stations. Married, sober; union; best references; desire position with future. Wire, write, phone Denver Bill Clarke, 335 10th Ave., N.E., Hickory, N. C. Phone 3281.

HARVEY THOMAS, 162 NORTH STATE, Chicago, Illinois, Dearborn 2-2735, has white and colored singers, dancers, musicians, acts. All occasions, will travel. jy4

NIGHT CLUB OWNERS—ATTENTION, McMillan Brothers at liberty after June 10, Union; sing or play own accompaniment; alone or together; fine act; also have lady banjoist, five string soloist. Call Hollywood 4-3200 or write 6122 1/2 Santa Monica Blvd., Hollywood 38, Calif. jn27

AVAILABLE—INSIDE LECTURER, MC, magician; wife, ticket box daughter, electric chair and assistance. Have blade box, electric outfit, sword ladder, gimmicks for fish bowl and other useful items for either 10-in-1 or illusion show. Make your best offers. Wallace, Route #1, Box 276, Greenwood, Ind. jy4

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NEW PREMIUM ITEM!

SKINLESS & BONELESS Natural Cured-Hickory Smoked BUTTS

1 LB.—90¢ PER CAN 2 LB.—\$1.70 PER CAN 24 CANS TO A CASE



READY TO EAT NO REFRIGERATION NEEDED!

Just watch them go for those big, luscious, tender ready-to-eat midget cottage hams. The most sought after premiums on the shelves.

All Shipments C.O.D. UNIVERSAL IMPORTS CO. 614 CALLOWHILL ST., PHILA. 23, PA.

PREWAR PRICES

CREW HAT Plain \$45.00 With Pompon \$48.00

GABARDINE JOCKEY HAT \$54.00

Both styles come in all color combinations; gabardine; all sizes for adults and children. IMPRINTING ON BOTH STYLES \$3 EXTRA PER GR. 20% Deposit, Balance C.O.D. DEBBY HEADWEAR, INC. 817 Broadway New York 3, N. Y. GRamercy 2-5907

MUSICIANS

ALTO, CLARINET—READ; EXPERIENCED; tone; single; will travel, draft exempt. Phone Musician, Lambert 3-0491, Paterson, N. J. Available immediately.

ATTRACTIVE GIRL VIOLINIST; UNION; wishes to join organized unit; popular or semi-classic music. Natalie Irtter, 16 Lorraine St., Rosindale, Mass.

AVAILABLE—2 ATTRACTIVE GIRLS; tenor sax, clarinet, drums, vocals. Wish to join commercial unit; union; prefer resort or location. Box C-355, c/o Billboard, Cincinnati 22, Ohio. jy4

AVAILABLE JULY 6—BASS MAN, DOUBBLE vocals and trumpet. Prefer combo work. Tommy Lane, c/o 715 Grand Ave., Owosso, Mich. jy4

DRUMMER—HOTEL EXPERIENCE; READ; cut shows, commercial. Desire commercial band or combo working West Coast area. Drummer, 10550 Telfair, Paloma, Calif. jn27

DRUMMER—COMMERCIAL, SOCIETY; good Latin fine reader, comedy routines; age 20; worked Baker, Commodore Perry, Broadwater Beach, Dixie, Biltmore, Claridge, Texas, Netherland Plaza, Dasher-Wallick, etc., hotels. Available immediately. Wire Bill Lang, 511 W. McCarty St., Jefferson City, Mo. jn27

EXCELLENT GUITARIST—MODERN, COM- mod; Latin fine reader, comedy routines; experience; fine lead and take off. Freddie Elliott, Claude Hotel, St. Paul, Minn. Phone Garfield 4877.

GUITARIST—MODERN CHORDS AND lead; vocals, harmony or solo; 12 years' experience. Musician, Room 105, 22 South 10th St., Minneapolis 2, Minn. jn27

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FOR ENGRAVING SIZE 2"



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#7—\$4.50 DOZ.



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\$4.25 DOZ. In gross lots, cheaper price in larger quantity. Mexican rings, assorted, \$4.50 per doz. with full, large faces. World originators of Rhodium plate Mexican ring, \$4.00 doz. (Won't turn black.) SPECIAL: Will refinish and replat old Rhodium, 15 each. Hand-painted Mother-of-Pearl Locket, satin boxed. For every resort and park-free imprinting. Holds 2 pictures, \$9.00 doz.; \$96 gross. Deluxe style Locket, \$13.50 doz., with colored stones set on face and matching stones on top. Free imprint: "Mother," "Sweetheart," etc. We manufacture Beautiful authentic Western Saddle rings, \$1.75 doz. Chatelaines, \$18.00 doz. Hand-painted earrings for resorts and stores, \$5.40 doz.; \$54 gross. Assorted religious and flower lucite neck chains, boxed, \$5.25 doz.; \$54.00 gross. Mother-of-Pearl (N.S.) Army Rings—Special \$12.00 doz., while they last. SEND \$5 for samples of best selling items. Money back if not thrilled. 1/3 dep., bal. C.O.D., F.O.B. N.Y.C. AZTEC DIST. CO. 242 4th Ave (OR. 4-4312) N.Y.C.

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TROMBONE — 11 YEARS' EXPERIENCE: all styles, including legitimate, and formal music education. Ag. 36 vet. Please contact me for more specific information. I will acknowledge. Hal Vigus, 709 Eppley Ave., Zanesville, O. Phone 2-1234. Jy11

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10 Swiss or 5 American Ladies' and Gents' Wristwatches, needing minor repairs, \$18.00 Write for prices.

10 lbs. of Broken Costume Jewelry, \$10.00 For Dealers Only

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4 inch \$ 6.50 gr.
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Also above dolls with fringe skirts (except 4 inch) at same prices. Brand-new stock in attractive colors.

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Special closeout—
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JUMBO RUBBER Inflate Monkey WITH VOICE
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12 inch \$2.25 dz. \$25.00 gr.
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13 inch \$2.40 dz. \$27.00 gr.
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SPECIAL Cloth covered Zebra w/ elastic \$1.50 doz. \$16.50 gross

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Plush covered Jocko Monkey
12 1/2" tall \$7.50 doz.
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EXTRA SPECIALS
2-bladed pocket knives, \$9.00 gr.; midget har-monica w/key chains, \$6.00 gr.; midget knife w/key chains, \$6.00 gr.; cub hunter knives w/sheaths, \$21.00 gr.; metal telescopes, \$7.20 gr.; compass w/spy glass, \$8.40 gr.; opera glasses, \$1.75 dz.; telescopes w/compass, \$8.40 gr.; gold and silver loving cups, \$13.50 gr.; rubber lapel monkeys w/ball, \$18.00 gr.; 1000 assorted slum, \$6.00; rubber daggers w/sheaths, \$7.20 gr.
25% deposit with order, balance C. O. D. Send for 1953 catalog.

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Large Cat Head, mottled \$7.00 gr.
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Featuring NYLONS FIRST QUALITY Satisfaction guaranteed or money refunded
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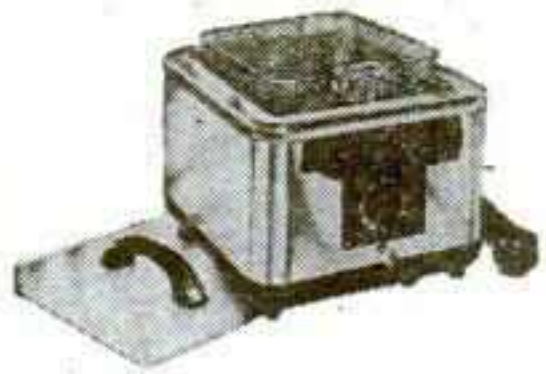
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The famous Century deep fryer that cooks a complete meal for a large family. Lustre bright mirror chrome and enamel. Fully guaranteed and a real fast seller. With thermostatic control and removable core and drain cock.
LIST, \$39.95 Lots of 3 **\$13.75**
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Automatic Pop-Up Buttercup Toaster

The exclusive buttercup features makes it tops in the field of toasters; comes with a nylon brush for spreading on the melted butter. Triple plated chrome toaster with accurate thermostat control. Made by Magic-Craft, a famous name in home appliances. An added feature—it comes complete with plastic cover for dust protection.

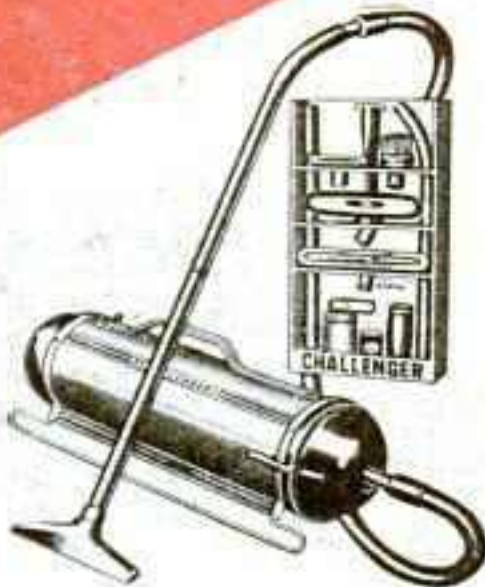
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Jumbo size tank type vacuum cleaner with 1-horse power motor that gives powerful suction. Highly styled with chrome ends for added beauty. Removable bags with filters and other features that make this a fast seller. Complete with a full set of attachments and attachment rack.

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Every motorist wants one and needs one. Note these features: 5-in. sealed beam that throws light 500 feet. 3-way grip for holding, hanging and standing. Metallic blue enamel finish. No installation, plugs into cigar lighter socket and has long extension cord. Compact, easy to carry and fits into glove compartment. Sells fast on sight because of the low price.

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In Doz. lots, ea. (Sample, \$2.75)



Guaranteed 26-Pc. Silverware Set

Made by master craftsmen—all pieces, service for 6, are plated with pure silver on the same quality metal used in the most expensive silverplate. Knives have mirror stainless blade with plated handles. Comes compactly packed in a tarnish-proof display packet and every set has a written guarantee. LIST, \$14.95
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This famous mixer comes complete with grinder, juicer and two mixing bowls. Adjustable to 10 speeds for better grinding, juicing and mixing. The light-weight portable head can be moved and used separately anywhere in the kitchen. Heavy duty motor, adjustable stand and turntable. List price \$49.50.

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(Sample, \$24)



Nationally Famous REGAL 12-PC. WATERLESS COOKWARE SET

Extra large family size pieces made of heavy 10-gauge spun aluminum. Self-basting lids and heat resisting, unbreakable handles. Consists of 12-in. skillet, double boiler, pressure type sauce pan and all wanted pots. Here is lots of value for very little money. List \$69.50.

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100% NEW WOOL FILLED SATIN COMFORTER

Big, full size, 72x84 comforters made by one of the finest mills in Chicago. Reversible, lightweight and extra warm. Assorted colors. The satin cover has been sterilized and mothproofed by Westinghouse's famous lamp treatment. Individually and securely wrapped in cellophane. Looks like a million. Has a \$24.95 Price Tag.

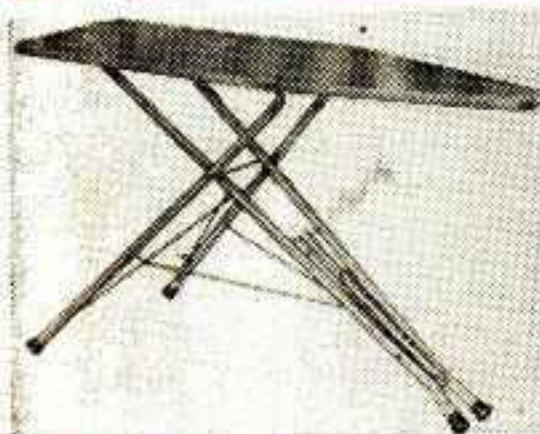
(Sample, \$6.50) Case lots **\$5.75**
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ARVIN Deluxe Heavy Gauge All METAL IRONING BOARD

Adjustable to 9 convenient heights, opens and closes easily and fast. Light in weight, yet the strongest, sturdiest and most durable ironing board ever made. Beautiful baked-on blue enamel finish. Has perforated top and extra large ironing surface, 54x15 inches. These deluxe features make this a real money-maker.

LIST, \$17.95 Lots of **\$6.50**
3... Ea.

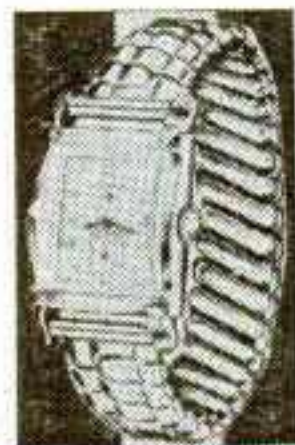


7x50 BINOCULARS Complete With Leather Case

Widely used among all branches of the armed services. Coated acromatic lens, 7 times magnification. Field of view is 375 ft. at 1000 yards. Well made, compact, sealed against moisture and dust and designed to give a clear, sharp image. 6x7 inches. Weighs 34 ounces. LIST, \$150
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(Sample, \$27.50)
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(Sample, \$21.75)



Nationally Famous Make CLINTON 17-Jewel Watches



It's easier to make money with these nationally famous 17-jewel watches. Handsome newly styled cases with high dome crystals. Complete with smart gold-filled expansion bands. Each watch comes in a plush gift box with a written guarantee and a \$71.50 price tag. Styles for men and women. We carry the Complete Line of Famous Clinton Watches.

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Nest of saws made of high grade spring steel, properly tempered, sharpened and set and filed teeth. Consists of handle and tightener and 4 different type blades.

Stillson pattern pipe wrench made of high-grade forged steel. All moving parts operate smoothly. Heat treated jaws and blue handles. Large 10 in. size. Made to give maximum leverage.

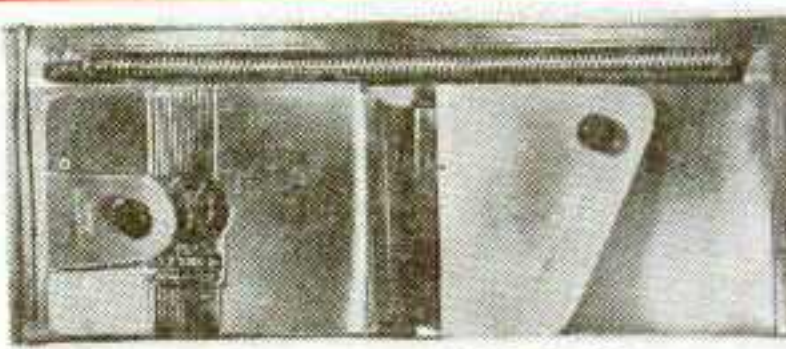
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A beautifully styled clock that beats them all. Full size famous Sessions precision electric movement, rotating brass symbols and gold-plated crystal glass dome. Fully guaranteed, will withstand rugged treatment and abuse. This famous make clock is U.L. approved and should not be confused with cheaper models.

Lots of 6, ea. **\$9.75**
Lots of 3, ea. \$10
(Sample, \$11.00)



ZIPPER WALLETS

Famous ACCURATE brand full size, well made wallets. Each stamped "Genuine Leather" and has a \$5 price tag. Full length zipper and lots of compartments. In a gift box. DOZ. **\$10.25**

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**ALL PROVEN
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"LOUIS" 17-JEWEL
MEN'S WRIST WATCH**

Here's a combination of nationally advertised beauty and a low price so you can make good money. Shockproof and waterproof. Incabloc movement, luminous dial and sweep second hand. Complete with matching stainless steel expansion band. In gift box with a written guarantee.

LIST, \$59.50
Lots of 6 **\$12.50**

or more, ea.
Lots of 3, ea. **\$12.75**
(Sample, \$13.75)

We Carry a Complete Line of
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**Nationally Famous
"ZEPHYR" DRILLS**

Made by PET TOOLS, leaders in the manufacturing of fine precision tools. 1/2-in. Hex-type chuck and powerful heavy duty motor, 450 r.p.m., AC-DC, lightweight, yet sturdily constructed for years of hard usage. Complete with rubber-covered cord and plug. Compares with drills selling for double and triple our low price.

Lots of 3, ea. . . . **\$21.50**
(Sample, \$22.50)

**Famous Brand 34 pc.
SOCKET WRENCH SET**

These are professional tools made of chrome-alloy, heavy duty and guaranteed for a lifetime. Complete with hip-roof box. Has 1/2 to 1 1/4-inch drive and includes a 1/4-inch drive midget set. Only our special buying power and factory connections make it possible to offer you top quality at a price you can make money.

LIST, \$44.50
Lots of 4, ea. **\$15.75**
(Sample \$17.75)

**Famous "WOODSMAN"
POWER SAW**

A famous name in professional tools. This portable power saw can be used in many different cutting operations . . . it's easy to use and has extra power and flexibility. Powerful heavy duty 1-horse power Universal motor, AC-DC. Blade diameter is 6 1/2 inches, cuts 2-inch stock on a 45-degree angle. The low price makes it a must for every craftsman or home owner.

LIST, \$79.50 **\$29.75**

Speed-Way 1/2-in. DRILLS

An all-purpose drill for the home workshop. With Jacob geared chuck and safety trigger switch for positive automatic shut-off. Die cast aluminum alloy housing for lifetime use. Easy to use and works fast. Looks and operates like drills selling for much more. Guaranteed. Industrial rated, U.L. approved.

case lots of 3 or more, ea. **\$22.75**
(Sample, \$23.75)
1/4-in. Drill, lots of 3, ea. **\$9.75**
(Sample, \$10.75)

**Screw Driver
6-pc. Set**

Magnetic screw drivers with U.L. approved shock-proof catalin amber handles. The hardened steel handles makes this set guaranteed. Includes the 6 most wanted sizes.

LIST, \$4.85

Dozen **85¢**
Lots, ea.

**3 PLIERS AND
PLASTIC POUCH**

A handy, compactly packed kit of 3 pliers, strongly made of chrome alloy, fits snugly into the hand for greatest leverage. Complete with a handy plastic pouch.

Dozen **\$21**
(Sample, \$2.25)



**MARTIN'S OUTSIDE
WHITE PAINT**

With a Positive Money-Back
Guarantee

This is the same quality paint that sells as high as \$6 a gallon. Titanian formula in oil. Here's your chance to cash in on a sure-profit maker . . . don't let our mazing low price scare you. It's sold on a money-back guarantee.

5-Gallon Container **\$1.30 gal.**
Case of 4 1-Gal. Cans **\$1.35 gal.**



**Jumbo Heavy Duty
TROUBLE LITES.**

Made for rough wear and hard usage. Has heavy gauge oil-proof wire with snap-lock guard and 2-way push-thru switch. Also has a handy tool top outlet at handle and hanging hook over guard. The molded, water-tight attachment plug is indestructible. Choice of assorted sizes.

25-ft. 20 in a case \$1.30 Ea.	50-ft. 15 in a case \$1.80 Ea.	100-ft. 10 in a case \$2.90 Ea.
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(Samples, 50c additional)



**"CHEF" NOVELTY
KITCHEN CLOCK**

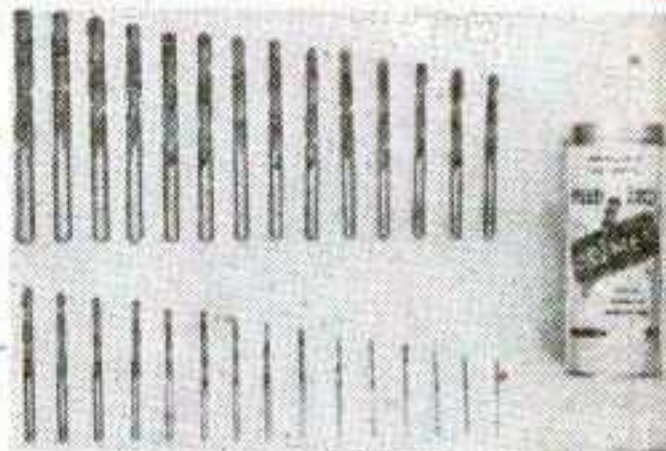
An electric clock with lots of action . . . has rotating eyes and necktie that makes it a hit with all women. An accurate timepiece made by one of the leading clock manufacturers. (Limited quantity.)

LIST, \$9.95
Lots of 3, ea. **\$4.95**
(Sample, \$5.95)

**DOMEX 29-PC.
DRILL BIT SET**

A nationally famous make that makes it immediately acceptable. Made of chrome vanadium speed alloy in 29 graduated sizes. Securely packed in a heavy duty container. Compares with sets selling up to \$42. Guaranteed to make money for you.

(Sample, \$7.00) Lots of 6 sets, ea. **\$6.10**



"DOUGLAS" DINETTE SETS

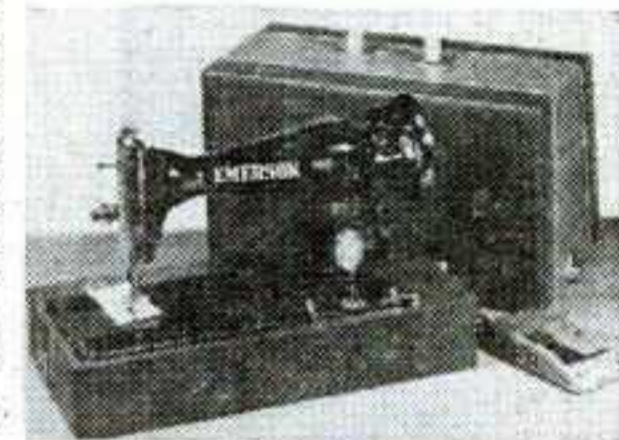
Nationally advertised and famous for quality, beauty and modern styling. Large 36x60-inch table with beautiful heat-resisting top, wide 4-inch chrome apron and pedestal style legs. The 4 chairs have snap-on seats, foam rubber upholstered and covered in Duran plastic. Matching upholstered back has large floral colored design and chrome handle. All chrome is triple plated for a lifetime of service.



Write for confidential wholesale price list. NOTE—We carry a complete line of Douglas Dinettes at the lowest prices and can sell to dealers only.

"EMERSON" SEWING MACHINES

Famous make portable electric sewing machine complete with accessories and attachments. Here are the features that make this machine a fast seller; large, full sized head round bobbin, snap-out bobbin race, automatic stitch control, patch-it feature and tension control . . . Plus a drop feed switch at base. Has standard parts that are interchangeable. Complete with instruction book and 20-year bonded guarantee.



LIST, \$189.50 **\$39.50**
Wholesale price
Console model in walnut, mahogany or lined oak. LIST, \$269.50. **\$57.50**

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Here's a big package at a little price . . . Service for 8 dinnerware set in large floral pattern, underglazed for lifetime of use. Consists of all the essential pieces, 8 cups, 8 saucers, 8 meat plates, 8 cake plates, 8 soups and 8 desserts, plus a coffee pot, covered sugar, creamer and a set of salt and pepper shakers. A beautiful package made by a well-known manufacturer.



Lots of 3 sets or more . . . set, **\$11.75**
(Sample set, \$13.00)

CLOCK RADIO

Handsome 5-tube Continental clock radio in a beautiful plastic cabinet. Choice of ivory, red, blue or maroon. Equipped with Sessions self-starting electric clock. Attractive for either living room, bedroom or kitchen. Size 11 1/2 x 5 x 4.

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(Sample, \$19.25)

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3-Way Continental portable with a 5-tube circuit. Has a built-in antenna and operates on AC-DC current or battery. The beautiful alligator finish styrene case gives it eye appeal and makes it a fast seller. Can't be beat at this low price. (Less batteries.)

\$18.25

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HORSE CLOCKS

In Two-Toned Bronze or Gold Finish with popular electric movement

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With 40-hour wind movement
\$5.00 Ea. in Lots of 6
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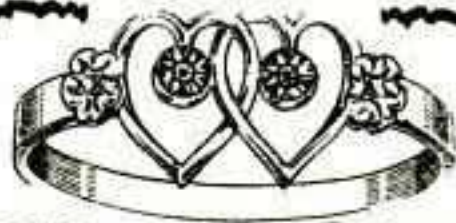
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 "4 NICKELS TO 4 DIMES TRICK"

Place MAGIC CAP over 4 nickels. Lift cap—you have 4 dimes! Nickels have vanished! No skill required! SAMPLE \$1.00 postpaid, doz. \$10; postpaid. Remit with order. DEALERS: Ask for No. 10 Wholesale Catalog of fast selling Tricks and Jokes. Mention your business.

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 Fast selling men's Brac Heavy #90 chain, polished both sides. Gold, white finish, will not tarnish. Price \$3.10 doz.; \$35.50 Gross.

COREY JEWELRY CO.
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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

Plastic five-eighths-inch beads, multi-colored, are being introduced by the **Lewis Lindner Company**. The beads, suitable for pitchmen and giveaway use, bound over a story-high into the air when thrown against the sidewalk.

Chicago

Lee Ross, of **Steinberg-Ross**, wholesale merchandise house dealing with brand name items, reports that auction sales are hitting an all-time high. Reports from all over the country reveal a phenomenal growth in this field within the past six months, according to Ross. . . . A seven-pound seven-ounce daughter, **Rebecca**, was born to Mr. and Mrs. **Louis Lerman** June 8 in Michael Reese Hospital. Father is connected with the **Bell Sales Company**, carnival wholesale house.

Belmont Industries, Inc., has announced a new product, **Metal Gleam**, an all-purpose metal polish now available for sale. Retailing for \$1, the firm is making a special introductory offer of one free dozen with every four dozen bought. It is said that the polish will clean any metal or plated surface. . . . **Universal Distributing, Inc.**, recently completed remodeling of company quarters. The firm deals in brand name merchandise and specialty items. Remodeling work consisted of a new store front and complete renovation of the interior. . . . **Bonley Products Company**, manufacturers of houseware specialties, has issued its new catalog which lists and illustrates a wide variety of molds for preparation of foods, cake decorator and pastry bag sets, pastry canvas kits, pastry cloth and baking sets, pie crimper sets, etc.

Detroit

Frank Lenartowicz, with co-owner **Andrew Chroninger** opened an East Side novelty shop at 14216 Mack recently as part of their first distribution plans for their newly organized **C. & L. Novelty Company**, wholesalers and retailers. Local distributors, they are finding the most popular items children's airplane kits for home assembly at 10 cents up to \$1 per box, and ceramics in any shape and form from plaques to table pieces, which sell under \$10 at varying levels.

Milwaukee

Toy distributors, jobbers and dealers are looking forward to a strong demand for toy pistols in the months ahead. Hyped demand is expected due to recent action in the Legislature at Madison which revoked a previous ban on the sale of caps and cap pistols. Toy people will no longer be required to make sure that pistols sold are rendered incapable of shooting caps.

From All Around

The lobster, long a symbol of hospitality and good eating, now appears in its brilliant red hue on companion pieces for hosts and guests, according to **Yorkville Craftsmen, Guilford, Conn.** These attractive items should do well during the approaching season of outdoor entertaining. A practical full-length apron, made of heavy white drill with red piping and strings, is priced at \$13.20 per dozen. White towel-bib with red twisted-cord neckpiece, its length adjustable with a picturesque clothespin, is \$6 per dozen. Suggested retail prices are \$2.19 for the apron and \$1 for the towel.

D. Robbins & Company, New York, is offering jobbers and distributors the "world's smallest falsies," a set of realistic miniature plastic false teeth, packed in a two-piece plastic box. It is a fast-selling joke item that will appeal to all people, says the firm. Packed two dozen in a counter display box, with attention compelling sign, they can be retailed at 10 or 15 cents. They are now being successfully sold in gift and novelty shops, cigar stores, chain stores and by pitchmen.

Louis Cohan, personal manager for ventriloquist **Jimmy Nelson**, featured on the "Texaco Star Theater" NBC TV show, is offering manufacturers a promotional tie-

in. Participants will be licensed to use **Nelson's Danny O'Day**, **Humphrey Higsby** or **Farfel** on packages, displays, products, ad literature, TV and radio shows. **Nelson**, in turn, will promote the manufacturer's products thru personal appearances and endorsements. Plans are under way for a complete package TV show featuring **Nelson's Danny O'Day**, "the Mahogany Kid." A complete advertising and promotional program is in preparation thru **Martin Pollack Advertising**, New York.

Weill Specialty Company, Brooklyn, has introduced a kiddie shoe bag to retail at \$1. The 15 by 16-inch bags are made of durable heavy plastic printed with **Mother Goose** characters. Each holds four pairs of shoes and is also handy for keeping socks, hair-brushes, combs, etc. Hung on the wall or inside the closet door, they help teach children good habits and also keep shoes bright. The bags come in blue for boys and pink for girls. . . . A combination fan and sun hat for women, known as the **Draga fan-bonnet**, has been introduced by **Feder Fashions**, New York, maker of plastic novelties. The fan-bonnet is heart-shaped, with decorative, attached handle. In the hand it serves as a fan. Concealed alongside the handle are streamers that turn it into a chin-tied bonnet. A \$1.25 retailer, in reversible summer-weight denim, red, blue or brown with white stripes on one side and matching solid color on the other. A second style is in a cream color with harlequin plaids, dots and other designs, expected to retail for less than \$1.25.

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4x5 GLOSSY BLACK & WHITES \$35 per thousand assorted
 2x2 KODACHROME SLIDES \$45 per thousand assorted
 8 MM MOVIES 50 FT. LENGTHS... \$48 per dozen assorted
 Sample (cash with order) \$5 each.
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5" Fur Monkeys Gr. \$3.50
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 Gold Pocket Knives Gr. 7.25
 Plastic Wallets, Asst. Dz. 2.50
 Leather Wallets, Asst. Dz. 4.50
 Retractable Pens Dz. 2.75
 Pencilite with Batteries Dz. 4.50
 Razorlite with Batteries Dz. 4.50
 Character Dolls, Boxed, Asst. Dz. 7.50
 5000 Pcs. Asst. Slum Balloon Pumps, Metal Ea. 3.00
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 Satisfaction Guaranteed or money refunded. 25% Deposit, Bal. C.O.D.
Mds. Distributing Co.
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Carnival and Bazaar Fish Pond Deal

Consists of 144 pieces. At least 20 different items in every deal. Some items formerly 50¢ retail. All sales final. No C.O.D. orders, please. \$8.50 per deal.

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House and Street Dresses • Shirts • Linens • Hosiery • Men's Suits • Panama • Underwear • Dry Goods
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14K Gold Plated Chronograph
\$3.90
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 Brand New
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 Genuine Leather Strap
 (With matching gold plated link expansion band, \$1.00 additional.)

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 Brand New
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 Individually Boxed
 1 Yr. Service Guarantee
 (With matching gold plated link expansion band, \$1.00 add'l.)

Men's WATCH SET

575 retail tag with each set
Complete Deluxe WATCH & JEWELRY Ensemble
\$7.50
 (DELUXE WATCH ALONE, \$4.75)
 Brand new nationally advertised watch, gold plated case and matching expansion band
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NEVER BEFORE AT SO LOW A PRICE!



12"x6" Real Fur Cat, asst. Colors, white puppies. \$13.50 doz. Gross lots... **\$12.00**
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 15" hooded rayon cloth, pressed face boy, girl or clown. Cello bags. \$5.25 doz. Gross lots... **\$ 4.75**

No extra charge for Sample.
36 pieces \$24.75

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Red Hot
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HARMAN
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Every timepiece
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7 jewels—chrome case with
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hands. Split second markings.
Retail \$9.95 \$4.25
Your Cost

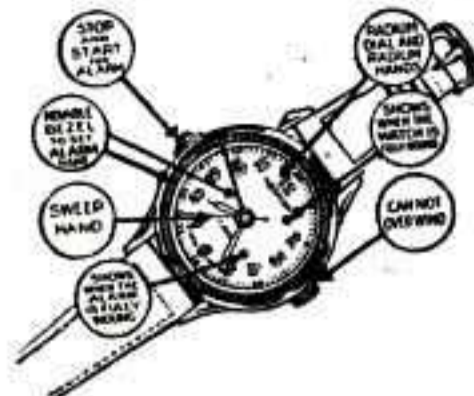
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7-jewel precision movement
in chrome plated pocket-size,
streamlined case with conven-
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Retail \$14.50 \$7.25
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The watch for every purpose
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tinted plastic face with
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Each doll supplied in
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Price
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Western Horse
With Removable Saddle. Two-Tone
Bronze and Gold Finish. Individually
Boxed. Immediate Delivery.

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All First Quality Rubber.

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Boys', Girls', and Baby Expan-
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\$5.45 EACH, Plus Postage SMART NEW GIFT BOX
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LITTLE ATOM

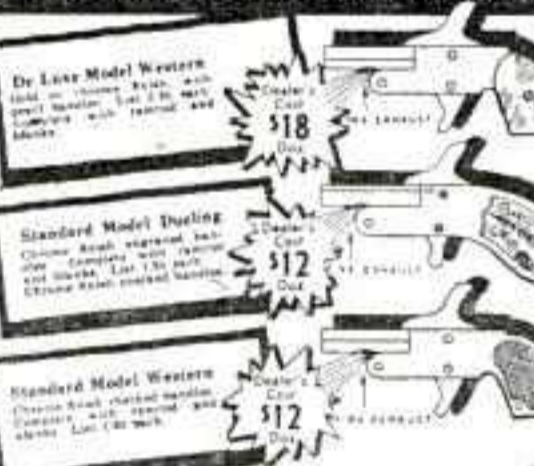
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The Tiny Pistol 1 3/4 Inch Long Uses Ammunition
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SENSATIONAL NOVELTY
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Ten to 30 minutes of
MYSTERIOUS MAGICAL
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Use ordinary faucet water for
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AVAILABLE IN BOY OR GIRL
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**MAGNIFICENT WATCH
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Simulated diamonds
cover entire bracelet
and watch cover. Genu-
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25% with order — bal-
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Only **\$12.50**
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A beautiful wall decoration for the
office, den or club room. Perfect repro-
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painted in magnificent full color and
mounted on a 6"x12" natural grain,
polished plaque. Ideal for gifts, prizes
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\$15 per dozen.
\$2 for postpaid sample.
Attractive display rack free with 4
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COMIC DESK TITLES



3"x12" lacquered plywood desk name
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novelty for laffs.
\$6.60 per dozen.
\$1 for postpaid sample.

We are manufacturers. Jobbers wanted. 1/3 dep. with order, bal. C.O.D., F.O.B. Miami.
Include P.P. charges if cash in full is sent with order.
For quick service address P. P. Box 1044.

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6"x12" lacquered plywood plaque with
green lettering. 17 subjects. Hilarious
mottos and slogans. Comic and serious.
Sells fast at resorts, seashore, etc.
\$6 per dozen.
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WILDLIFE PLAQUES

Authentic reproduc-
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lard Duck, Sea
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Porpoise and Sail-
fish. Metal cast,
hand painted and
mounted on a 6"x6"
octagon shaped, nat-
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plaque. Ideal for
souvenirs and gifts.
Attractive box.

\$9.60 per dozen.
\$1.50 for postpaid sample.
Attractive display rack free with 4
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**The most beautiful
CRIBBAGE BOARD
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Room for two decks of cards, with pegs
and instructions how to play and count
the game, with beautiful box. Our
slogan: "Follow the arrow and you can't
peg wrong." Seven different colors—
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ivory, yellow, white, with black arrow:
5 holes in each arrow.

Price **\$7.20** Per Dozen

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**There Are Big Profits
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COMIC DECALS, GIRLIE DECALS,
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To bars, stores, restaurants. New! Bru-
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Cast Aluminum—True life colors—Stand about 30 inches high. \$40.00 a dozen pair. Samples cash with order post paid \$3.75 pair.
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GIANT BOW TIE
World's Largest Tie! 12 inches long! Attracts attention, creates laughs!
Sample \$1.00. Wholesale price, \$7.20 doz. plus 25¢ postage. **JOB-BERS!** Write for quantity prices.
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500,000 PIECES IN STOCK
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Open 7 days a week
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NICKEL PLATED, will not tarnish. \$4.25 doz. NOT ALUMINUM. Full line chain Ident Bracelets for men, women. Engraving specials. Send for \$3.00 sample order.
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33 Congreve St. Boston 31, Mass.

Pipes for Pitchmen

By BILL BAKER

"I WAS SORRY... to hear of Billie Myers' passing," pens Dr. L. R. Marvin, veteran med pitchman, from Portland, Ind. "I often recall him and his brother, Jetty, on Maxwell Street and Bug House Square in Chicago. I would surely appreciate a letter from any old-timer whom I knew back in those good old days. Doc Vern Tate, drop me a line. Madalane Ragan and Ray Herbers are now working Pennsylvania territory and they tell me that they are stacking the lettuce. My wife, Lillian, and I, after a four-month trek thru Florida renewing acquaintances among the pitch fraternity, have returned to our rural habitation near Portland, Ind. Many happy hours were spent in the company of Madaline Ragan and her husband, Ray Herbers. Deep sea fishing was the order of the day and it was certainly highly enjoyed by all. At present I'm busy with mechanics setting up special machinery for the manufacture of a gadget tool that promises to be an innovation for pitchmen.

"I STOPPED OFF... en route from New York, after a week's vacation, to have a few words with Mr. Delesk, the Southern Planter's circulation manager," letters Steve R. McClain from Richmond, Va. "I am on my way to work the sheet in the potato belt. I would like to read some pipes from Al Harvey, Dr. M. J. Locky, D. L. Dunlap, E. C. Pardee and Heavy Faulkner. I understand that Dr. Locky got married recently and he and his wife are living in a new house trailer in High Point, N. C."

GADGET MAN... Berney Mehl has reportedly left for England after a successful run on slicer sets in a Woolworth store in Chicago.

THE WORD IS... that Tubby MacDonald is taking in the long green on Maxwell Street, Chicago, with Popeil gadgets.

PHIL GREEN... is working glass knives on TV in the Windy City and is knocking them for a loop.

FRENCHY BORDEAU... is getting ready for a big fair season with glass knives and Popeil's new giant auto-gate.

TODD MILLER... infos from Augusta, Ga.: "M. C. Sparks, the sock man, and I have been working plastic signs and advertising material to good takes

in Virginia and the Carolinas. Business has been good in those areas. I bought a new 25-foot truck and had all mahogany interior installed. After working a few towns in Tennessee, will head for Northern Florida and the Georgia tobacco markets. After making these spots, will double back on socks and nylon hose. Pass the word on to the boys to get on down here for their winter bank roll. Let's have more pipes from the old-timers."

GIANT AIRSHIP
BIG FLASH
BALLOON
A GOOD JOINT!
No. 1242 SAG
BIGGER-FLASHIER-SURE STOPPERS!
Available S-T-R-E-T-C-H-E-D for bigger value at the handout.

Made from a brand new compound especially developed for outdoor selling.

Priced right... ask your jobber for these and other hot selling

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The House That Quality and Service Built
For real repeaters at low or prices, write today for quotations on our complete line of Tonics, Herbs, Liniments, Salves, Corn Medicines, Foot Creams and Powders, Tooth Powder, Vitamins and Mineral Tablets, B-Complex Liquid Vitamins and Powdered Vitamins. We specialize in Private Label and Formula Work. Made by a Registered Manufacturing Pharmacist. Products Liability Insurance carried on all our own brands as well as yours.
34 years of continuous service. By serving we grow!
THE HOUSE OF SERVICE!
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Professional Model, favorite of Pitchmen—5 and 10's. Engraves fine, medium, heavy lettering in gold on leather, silk, plastics, wood, paper, etc. Great money maker wherever crowds appear. \$7.25 money order, postpaid. Includes 6 rolls superior gold foil.
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PUT HIM ON YOUR SHELVES AND
WATCH THE ACTION YOU'LL GET!

ORDER A SAMPLE DOZEN
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Send \$15.00 for samples of anklets, idents, signet rings and items suitable for engraving.

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\$3.50 Dz.

\$39.00 Gr.

May be had with ruby or white center or all whitesones.



20% deposit with all orders; balance C.O.D.

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SELLS ON SIGHT!

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Press "Bubbles" hips with your fingers, squeeze . . . and stand by for the most sensational action results. Dressed in a bathing suit . . . you'll be amazed . . . startled and thrilled when you see what this breathing doll can do.

"Bubbles" is handsomely constructed of soft flesh-colored rubber with painted hair and face. Rubber bathing suit in bright color is fitted to the doll and adjusted for best performance. Packaged individually, with instructions, in a gaily colored box.



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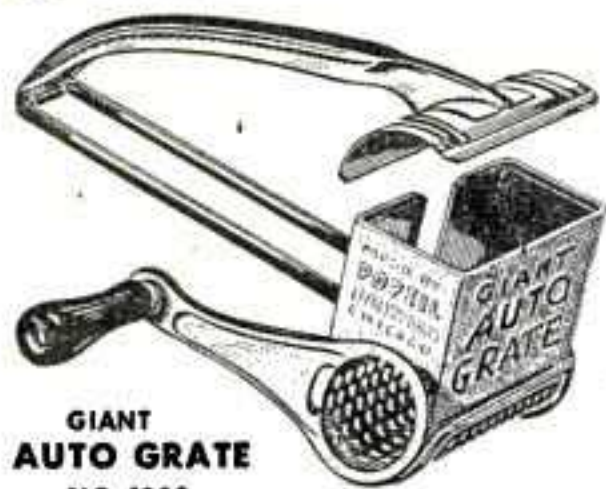
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PLEASE ANTICIPATE
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ADJUSTABLE
SLICER
NO. 14

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SAWS ON A 360° RADIUS
Up, Down & to Either Side!



3 FULL 10" BLADES

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\$1

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Here's the item that's knocking them dead . . . the hottest thing offered in years. Made in England of high tempered Sheffield steel that outlasts old style hacksaw blades; it saws in ANY material, in ANY shape, in ANY direction without jamming or clogging. Saves work, time and temper.

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BRONZE WESTERN SADDLE HORSES

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10 1/2" 8 1/2" 5 1/2" 4 1/2"

\$16.80 \$13.80 \$6.00 \$3.60

SPECIAL! Key Chain Charms, asst. 1 gr. to box \$2.75 per gross.

Palomino-Style Hand-Painted 2 1/2" Western Horses . . . \$9.00 Gr.

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Newest and largest stick toy. Designed, originated and patents pending by the Ogdin Mfg. Co.

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4-Large Cups
4-Knives
4-Forks
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1-Tablecloth
1-Salt and Pepper Shaker

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\$3.00 PER DOZEN Minimum Shipment 2 Doz.

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WITH MATCHING GOLD FINISH EXPANSION BAND Swiss Precision Made - Water-Thin Gold Finish Case - Modern Silvered Dial With Raised Gold Finish Trylons and Hands - Second Hand - Unbreakable Crystal - Anti-Magnetic.

JEWELLED MOVEMENT \$4.95

Same with 7 JEWEL MOVEMENT \$5.95

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These prices include band and individual 1-year guarantee slip. Minimum order, 1 dozen. Samples \$1.00 extra. 10% deposit, balance C.O.D. Complete line of latest 1-17 jewel watches. Beautiful Display Cards available showing 6 watches. Ask for Catalogue.

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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

2160 Patterson St. Cincinnati 22, O.

Parcel Post

Brady, Paul M., & Co. (Duelling Swords), 50¢ Egan, Amelia (17 License Plates)

Linkhorst, C. J., 30¢ Murphy, D. M., (2 License Plates, 30¢)

Acuff, Homer Adams, Alfred Burl Adams, E. J., (Eddie) Ailand, Maurice Allison, J. B. Allred, Ray Allsup, Warren Alter, Col. Lew Amarantes, Rev. Raymond

Francis, David J. Fuller, Andy (Wingy) Fulton, Mrs. R. W. Gallager, Jack (Playland Shows) Gallup, Theodore T. Galotz, Chuck Galpin, E. R. Garrison, Ray Garrison, Wayne Gerety, B. S. (Former owner of Beckman & Gerety)

Anders, James A. Anderson, Arthur E. Archer, Beverly Ayers, Homer C. Baber, Fred Backer, Earl Dewey Bacon, Wm. Bailey, A. E. Bailey, Claude W. Baker, Donnie E. Balam, Vangel Balmer, Carl Banthim, Lloyd Barb, O. G. Barnes, Charlie & Darnes, James Shirley Barrett, Martin

Ginsberg (Pork Chop) Girouard, Anthony Giron, James R. Goad, Dan Gordon, Miss Pat Gordon, Robt. T. Graman, Saul Green Jr., Earl W. Green, Johnny & Mrs. Grier, Jerry Groves, Mrs. Nellie Guardalibeni, Murray Guilliano, Chas. Haddix, Benny Hall, Jack V. Hall, Totes Hall, L. L. Hallstrom D. & Mrs. Halstead, Roy E. Hannafus, Robt. Elliott

Barron, Freddie Barron, James Barton, Geo. & Mrs. Bassett, D. Bauer, Mrs. Geo. H. Baum, R. A. Beal, Joe Beaupre, Joe Beck, Don Beck, Robt. & Mrs. Bernan Bell, Mrs. Estelle Bellows, Alan Benesh, Frank Bengert, Robt. E. (Bob) Bentley, Claude Berall, Ronnie Bergman, Leo H. Bernard, Joe & Billie Bernstein, Ben. Blinkey

Hansen, John Hanson Al Hardy Jr., James R. Harman, Chas. Harms, Russell Chas. Harris, Jeff Harris, Stanley S. Hastings, Mrs. Matilda Hayden, Jim Hayes, John A. Hazelwood, Howard Head, Henri Heath, Lester & Mrs. Henley, Arvil Henley, A. P. (Sailor) Henry, Glenn Henry, Mell Herman, Eddie Hicks, R. G. Hodge, Red (Ride Hoffman, Johnnie Hollis, English Holmes, Ada Holmes, Chas. H. Holtz, Arthur Honeycutt, Jack Hos, Lee Houser, John Howard, J. R. & Larkie

Berryman, Bill Bible, Roy Bishop, Lou Blough, Mrs. F. E. Blumenthal, Bernita Bolden, Jo Ann Boulter, Bobby Boun, Elzie Boyd, Audie Boynes, Homer Bradley, Thos. Brady, Jesse Brant, Scott X. Brennan, C. O. Brennan, Elizabeth J. (or Vincent)

Hoffman, Johnnie Hollis, English Holmes, Ada Holmes, Chas. H. Holtz, Arthur Honeycutt, Jack Hos, Lee Houser, John Howard, J. R. & Larkie Hubbard, Paul Hudson, DeWitt Hunt, Michael Hunter, Miss Billie Hurst, Joe Hutchinsin, Mrs. Lily Hyman, Lewis Ison, Irvin Jevy, James Jackson, Jerry Johnson, Raymond Johnson, Archie & Mrs. (Dog Show) Johnson, Dale Johnson, Mrs. Ethel Johnson, Harry E. Johnson, Ruby Jolley, Ace Jones, Wilson Jordan, Jo Jo Jordan, Whitley Judy, Mrs. Nina & Mr. Rush

Clarkson, Bob (Jersey) Claunch Jr., Wm. Clay, John Coker, Mrs. Mary Congo, Chief Conlon, Mr. Pat Conroy, Alfred B. Conti, Fred Conway Don (Jigg Show Band Leader) Cooke, Mrs. Dano V. Coyle, Robt. Cooper Brox. Cooper, Thos. James Cooper, Bruce Corcoran, Thos. & Elaine

Kelly, Mrs. Bill Kelly, John L. Kete, John Kibel, I. H. King, Cowboy & Mary King, Nancy King, Wm. Bill Kirland, Monroe Kirma, Fred Kish, Lou Knox, Clifford R. & G. Kramer, Mrs. Ann Krueger, George La Badie, Lawrence La May, Barbara La Russ, Lash Lambert, Charlie M. Lamont, Harry Lancaster, Johnny (Trailing With Balloons) Landes, B. E. Landis, Jack & Mrs. Lane, John J. (Curley) Lane, Mrs. Mike Langley, George Lash, Jerome Lawson, Max Layton, W. C. Lee, Coleman, L. Lefebure, Lillian Lester, Harry E. (Great) Levin, Bennie (Flop) Levitt, Maurice & Mrs. Lewis, George F. Lewis, Harry V. Lewis, Mrs. Jessie Lewis, Leo Lewis, O. S., Co. Lewis, Rockie Bill Lewis, Victor Linkhorst, Mrs. C. J. Littlefield, Norman Lude, Chris & Mrs. Lumpkins, Buddy Lundgren, James C. Lushby, Loyd McCormack, Frank McAlister, Tate McAnless, Kitty McClain, Obed McCrary, B. W. McDermott, W. H. McGill, Frank McGill, Leo John McKay, Polly (Katie) McKinstry, Curt McMahan, Don, & Mrs. McQuay, Claire L. or S. Madd, E. Malone, Ernie Marcum, James H. Marder, Phil Maricle, R. A. Marwelo, Joe Marsh, Jesse & Mrs. Martin, Bull Martin, Frank W.

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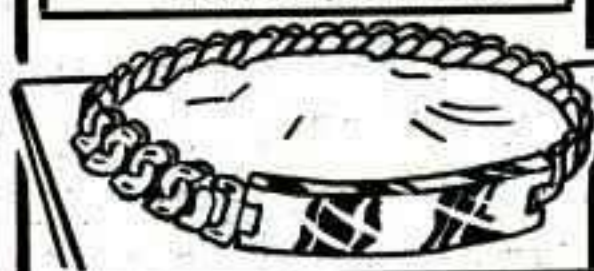


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Under the Marquee

Continued from page 79

home near Macon. Watts retired about 10 years ago. He and the late Harry Mack, press agent, were associated in hotel activities over a period of years.

Wanda Cristiani Pivetta, a performer with the King Bros & Cristiani Circus, recently was granted a divorce in Macon, Ga., from Paolina Pivetta, of Verona, Italy. . . . Paula Conway, eldest daughter of Mr. and Mrs. Paul M. Conway, received the top honors of the freshman class at the University of Georgia, Athens, Ga., last week.

A circus calliope purchased by Al Sihah Shrine Temple, Macon, Ga., a few years ago, will be transported to New York for the parades during the Imperial Council sessions in July. The Macon temple, which lists more than 50 showmen on its roster, is sending a 14-car special train to the convention.

Lee Wallace, for many years in charge of the Macy Thanksgiving Day parade in New York, is directing the P. T. Barnum festival parade and other events in Bridgeport, Conn., June 30-July 4. . . . Bob Ensworth is handling publicity for Terrell Jacobs, whose Wild Animal Circus will appear at the Barnum celebration.

John Ringling North sailed Thursday (11) for Europe on the Ile de France. While abroad, he will confer with Dick Barstow, currently in London, on matters pertaining to the staging of the 1954 version of the Ringling circus. As is customary, North will also search out foreign acts for possible use in his circus.

Al Butler, ex-Ringling staffer, now ahead of "South Pacific," was stricken with an attack of acute appendicitis Tuesday (9) in Detroit and was operated on the following day in Bon Secours Hospital. Late reports are that Butler is progressing favorably and expects to be released from the hospital to convalesce at the Barium Hotel.

Mrs. Belmontie Cristiani and her daughters from Sarasota are spending the summer vacation on the King-Cristiani show. Mr. and Mrs. A. Lee Hinckley visited with friends in Caledonia, Ont., during the circus move from Hamilton to Welland.

Harry Allen, Hagen general manager, reports that Frank and Emma Francois are now supervising operations of the cook-house and dining room. . . . Jake (Jack) Guill and W. Langlois, Racine, Wis., fans, recently visited with Jake and looked over his circus collection.

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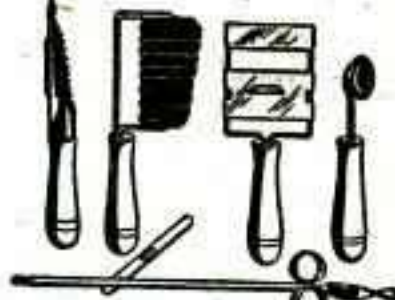
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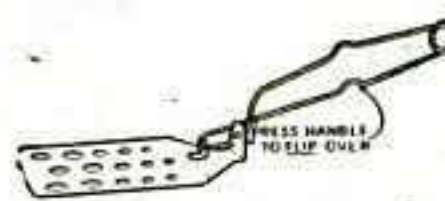
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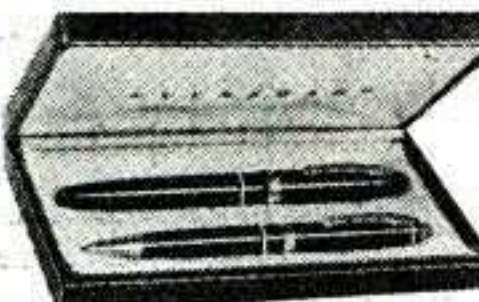
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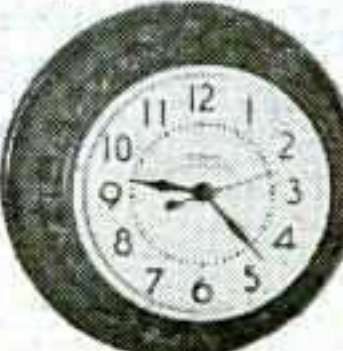
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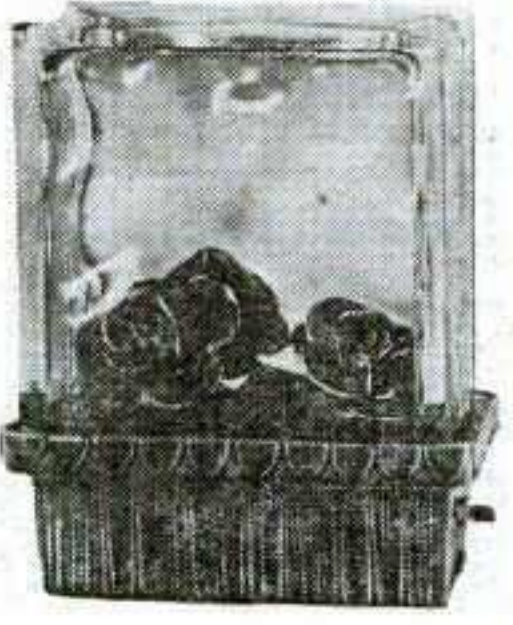


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Dressing Room Gossip

Continued from page 79

50th birthday, and Emmerick Morowski celebrated his 18th.

Mrs. Ellie Fredonia left the show. Arky Scott rejoined after his stay at Mayo Clinic. Linda Lawton is appearing in spec during school vacation.

C. D. Curtis, Bloomington, toured with the show. Other visitors were Mr. and Mrs. Ernest Millette; Toby, Bridget, Tia and Roberta Ballantine; Helen and Charley Geiger, Kathy Kramer, Bill Coyle, Bruce Harding, S. Van Cleeg, Mr. and Mrs. Jim Hoyer, Mr. and Mrs. Bill Day, Madeline Parks, John Nelson, Mr. and Mrs. Tom Berry, Roy Branstead, Natalie Said, Marion Del Orto, Rose Walker, Rev. Paul E. Healey, Phillip Cortese, Albert House, Joe Hodgson, Norman Schaut, Steve and Veronica Neubauer, Kenny Vining, Roger Girard, Bill Mullen, Mr. and Mrs. Everett, Mr. Smith, Blackie Nye, Mrs. Blutch Landolf, Dr. and Mrs. Ganey, Father Ed Sullivan, Father Curran. — MARY JANE MILLER.

Clyde Beatty

Biggest crowd of the season turned out for our parade at Ogden, Utah. Both shows were strawed. Snow and rain were encountered on trip from Reno to Ogden thru the Donner Pass.

Phil Escalante was accidentally trapped during the bar act by the seat of his trousers. He received an unscheduled laugh when prop men took down the rigging with Phil dangling in mid-air. Clown Blinky Huffman also received an unscheduled laugh when his night-gown caught on fire during the fire-house number.

Helen (Dixie) Whittaker Canter underwent emergency surgery at St. Mary's Hospital, Reno, Nev. Others who have been ill are Ernie Burch, Floyd E. Huffman and Henry Bedow. Recent visitors included Jack and Martha Joyce, Harold and Eileen Voise, Bob Lorraine, Karlo Waddell, Pete Ivanov, the Therons, George and Lexie Bruno.

Henry Bedow, clown, was removed from the train to St. Alphonsus Hospital, Boise, Idaho, after suffering a stroke and cardiac attack. Grace and Koko Fairburn returned to Venice-by-the-Sea, Calif., due to illness but expect to rejoin the show later. Dixie Canter, who also has been ill, will return to the show soon.

Open-air dressing rooms were used in Jerome, Idaho, after the pad room was taken down during a heavy wind and dust storm. The Side Show top was slightly damaged, but all other tops remained unscathed.

Bob Clark, fan, entertained Laurence Cross, John and Milonga Cline, and Phil and Betty Escalante. Betty recently celebrated her birthday. Personnel of the Redwood Empire Shows were guests at the matinee in Baker, Ore.—EDDIE DULLUM.

Kelly-Morris

Since the close of school, Mr. and Mrs. Pat Kelly, Jo Bernie, Billy Morris, Mrs. Ayres Davies and Peter Davies have joined. Mr. and Mrs. Kelly celebrated their golden wedding anniversary recently. Linda Bagwell came on to spend the summer with her father, James Bagwell.

Tex and Doris Allen joined to do a knife throwing act in concert. Doris also does web and ladder. Beulah Sauls is learning to do ladder. Roy Hershberger will leave soon for a checkup at a veterans hospital. Bobby Rawls celebrated his fourth birthday.

We had short jumps and nice lots thru most of Pennsylvania. Business was good in spite of rainy weather and muddy lots.—BETTY BENNETT.

Mills Bros.

Lenora Hammond joined to do trick riding in her husband Billy's Wild West number. Billy's colt, Stormy, is now broken and makes the line-up.

Sander Beketow observed a birthday. At Aberdeen, Charley Brady met one of his ex-prop boys, now a policeman. The clowns made a hospital show at Hatboro.

Charles Kister and Ernie Novak brought greetings from Connecticut fans. Laysel Pitts, New Concord, O., took the long way home from a Carlisle convention and visited us at Amherst. Other recent visitors included Manuel King, the Walletts, Harry Hackley, the Violi brothers, Rudy Conway, Paul and Janet May, Grace Genders. — PROCTOR BAUGHMAN.

Polack Western

Tulare was our first outdoor date of the season. The Ward-Bells repainted their outdoor rigging, and the sun glasses are now standard equipment for the web sitters in the cancan number.

Joe Sherman celebrated his birthday with an impromptu party emceed by Lum Wong. Bob Yerkes visited his wife, Dorothy. Bob Pryor joined to replace Ronnie Johnsrud, who returned to Los Angeles. Sonny and Jean Moore's bus in backstage social center featuring lemonades a la Moore.

Recent visitors were Charles and Madelaine Parr and Bill Robbins.—HARRY DANN.

Polack Eastern

Salt Lake City greeted us with hot weather, while the surrounding mountains were still covered with snow. Curt Wicon went skiing.

Henry Kyes and band played "Happy Birthday" during the matinee June 12 to celebrate Lorraine Chuckels' 12th birthday. During our lay-off, Fred and Betty Proper drove down to Las Vegas. Scotty Jackson, Van Nuys, Calif., is visiting the Lewises.

To carry his camels next year, Jack Joyce has ordered a special new trailer and truck to be built and delivered at the end of our season. Order was placed while he was in Los Angeles recently.

Making two hospital shows were Nate Lewis, Weidemanns, Joyce, Ivanoffs, Guy and Esmeralda Theron, Antanucios, Kyes and band, Janet, Sheridan twins, Al Ackerman, Jack Klippell, Gene Randow, Harold Conn, "Karlo," Larry Benner and Bob Lorraine. Shrine Temple served luncheon.—BOB LORRAINE.

Siebrand Bros.

First scorching week of season came in Pueblo, Colo. The Erickson troupe made the local swimming pool every day, while Panchito Roche, Bob Emerico and Joe Hodges spent the hot hours in the movies. Tom and Betty Hodgini bought a large wading pool for their two babies and spent most of the time in it themselves.

The camera fans—Harry and Herta Forebess, Danita Roche and Penny Wilson—made an all-day trip to the Royal Gorge. Cark Erickson showed movies several nights after the performance.

Capt. and Mrs. Clark had one of their ponies put away when it broke its leg in a ravine on the lot. George Vest changes music in the trampoline act every week. Little Cathy and Juanita Matchett opened a small-scale juice joint in the backyard. — JOE HODGES HODGINI.

Kelly-Miller

Every top except the cookhouse went down in the blowdown June 9 at Wilmington. But the canvas was put up in time for the night show. No one was hurt, and no serious damage was done the canvas. Rigging for the Hanel bar act and the Wells Brothers' bar act was demolished.

The next day at Hillsboro the poles had to be dropped on all the tops because of the wind. But no damage resulted, and the show started at the usual time.

Claude Coons played his bass in big show band at Lexington. Sandra Lee celebrated her birthday June 2. Mrs. Edward Wright, Tommie Lee Fulton and Jim Rossie joined for the remainder of the season. Mrs. Evelina Snodgrass is sporting a new 37-foot house trailer.

D. R. Miller was dismissed from the Frankfort hospital after a siege of pneumonia. Barbara Jane Miller, Obert Miller, Don McLennan, Laura Eros, Virginia Hary, Jack Fulton, Mary Miller and several of the workmen have all had the flu.

Visitors included Bob King, Stuart Reed, Duke Patterson, Bob Mason and George Hubler.—BARBARA FULTON.

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32 MORE NEW STYLES in Men's and Ladies' Rings from \$1.63 to \$3.50 per doz.

ATTENTION

IF YOU WORK STORES—FAIRS—SHOWS OR CARNIVALS—AND SELL RINGS AND ENGRAVING JEWELRY

YOU BETTER SEND FOR OUR NEW SUMMER ISSUE AT ONCE. (CATALOG JUST OFF THE PRESS.) SHOWING ALL THE UP TO THE MINUTE NEW ARRIVALS IN RINGS—ENGRAVING JEWELRY AND EXPANSION IDENTS.

COMPARE OUR MERCHANDISE—STYLES—AND PRICES. YOU WILL THEN KNOW WHY IT PAYS TO DEAL WITH

McBRIDE JEWELRY CO.

1261 BROADWAY, N.Y. 1, N.Y.

28 STYLES IN NEW MEN'S — WOMEN'S BOYS' — GIRLS' EXPANSION IDENT BRACELETS

from \$4.00 to \$6.00 doz. Biggest \$1.00 and \$2.00

RETAIL VALUES

ORDER SAMPLE DOZEN

1/2 doz. No. 77 for Men
1/2 doz. No. 77 for Boys

at \$4.75 per dozen

Include 25c postage

Bubble Boy FOR YOUR BAR

NEW! NEW! NEW!
Brussels Boy Fountain comes to "Automatic" Life!

MYSTERIOUS—MAGIC—ACTION
No gears, no pump, no charged water. Works in regular faucet water for 10 to 30 minutes.

Confuse Your Friends with a phoney Action Hi-ball. Greatest Bar Gadget ever invented.

Send \$1 for sample 10 day Money Back Guarantee
1 doz. \$6.50—Gross \$78 P.P. Prepaid

HOLLYWOOD HOUSE, Mfg. 2262 Norwic Pl. Altadena, Calif.



Finger-Tip Control for Whizzing Up Your Drinks and Fun.

SI-FUN

FITS STANDARD BOTTLES of charged water or ginger ale. Just push—and SI-FUN does the work. Individually packaged in Transparent Gift Box.

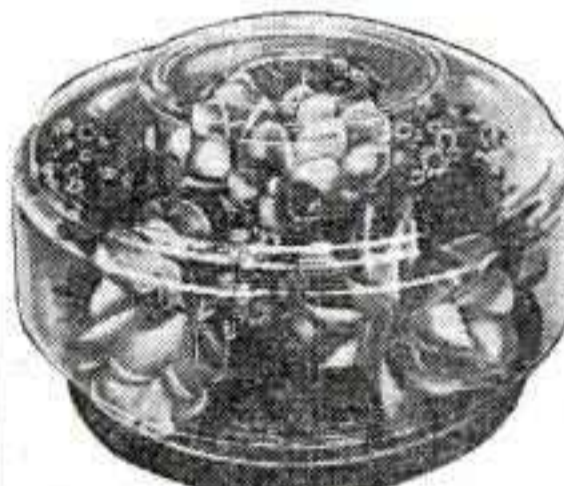
Send \$1.50 for Sample and Catalog. Returned by prepaid postage.
\$1.50 Ea. Retail \$9.50 Doz. Paid Postage
Special Offer 2 Samples \$2. P.P. Prepaid Cash, Check or Money Order.



'Bubbles' The Original Squeeze-Me M-A M-A!!

Squeeze her tummy—pinch her hips and this gorgeous life-like rubber doll will startle and thrill you. My, what she DOESN'T do! She sells—they buy! Sample \$1.00 postpaid (includes fast-selling novelty catalog). Catalog alone only 25¢. Dozen Bubbles Dolls only \$9.00. Postpaid. Order while supply lasts.

JAY SALES CO., Dept. B
192 N. Clark St. Chicago 1, Ill.



HOT! NEW! EYE-CATCHING! EVERLASTING GARDEN UNDER GLASS

Ideal Item for Bingo and Merchandise Operators, Concessionaires, Premium Users!

This beautiful, fascinating, colorful floral centerpiece is a real show-stopper! Stays MYSTERIOUSLY FRESH FOREVER. Requires NO water. Roses, gardenias and carnations surrounded by natural Brazilian straw flowers.

Available in 3 sizes:
Large—30" round, \$14.40 per doz., packed 1 doz. per ctn.
Medium—25" round, \$10.80 per doz., packed 2 doz. per ctn.
Small—19" round, \$7.20 per doz., packed 3 doz. per ctn.
Each dozen assorted; red, white, rose, pink.
THEY LOOK MANY TIMES THE PRICE. Send \$1.50 for large sample; send \$1.00 for Medium or Small sample. 1/3 dep. with each order, balance C.O.D.

MONEY MAKING NEWS!

A Miniature EVERLASTING GARDEN UNDER GLASS

Size 13" round. Weight 25 lbs. per ctn. Packed 4 doz. per ctn. Each dozen assorted: Red, yellow, pink, orchid and white.
Price: \$3.40 per doz. 1/3 dep. required on each order. Send \$1.00 for 2 samples.

NOVEL MFG. CO. 3 BLEECKER ST. N. Y. 12, N. Y.

FLASH! FLASH! NEW MEN'S RHINESTONE JEWELLED WATCH WITH GOLD-PLATED EXPANSION BAND

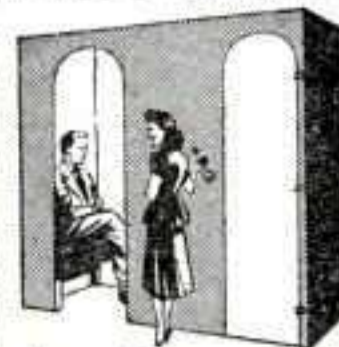
- 14 KT. Gold Plated
- Hand Set Genuine Rhinestone
- Engraved Back
- Unconditionally Guaranteed Full Year
- Copy of \$125.00 Watch \$5.00 Lots of Six
- Individually Boxed
- Sweep Second Hand

We also carry name brand watches, clocks, appliances, jewelry and premiums. LOWEST PRICE GUARANTEED. WHOLESALE ONLY: 25% w/order Bal. C. O. D. F. O. B. Chicago.

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3145 W. MADISON ST.



P D Q—World's Greatest PHOTO BOOTH CAMERAS



Dependable — efficient. Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

Also portable cameras. Write for details. P D Q CAMERA CO. 1165 N. Cleveland Ave., Chicago 10, Ill.

TABLES & STEEL OR WOOD CHAIRS

Folding or Non-Folding
Prompt delivery. Minimum order 4 doz. Ask for prices, tell number needed. ADIRONDACK CHAIR CO. 1140 B'way, N.Y. (27 St.), Dept. X-42, MU 3-1385

AUCTIONEERS, PITCHMEN, WAGONMEN APPLIANCES, TOOLS, HOUSEWARE, JEWELRY, ETC.

OUR PRICES ARE EXTREMELY LOW	• HERE ARE A FEW SAMPLES	WRITE WIRE PHONE Or send Guard for our money-saving price list on over 400 fast selling items.
	• PORTABLE ELECTRIC SEWING MACHINE \$169.50 Retail Complete \$38.50 Each w/Attachments	
	• FISHING RODS 5' Fiber Glass. \$16.68 Dozen	
	• CAMEO SET 24K Gold Plate, Earring and Comb, Necklace and Pin. \$8.76 Dozen Pretagged \$14.95	
• SCREW DRIVER SET—MAGNETIZED 6 PCS. 80¢ Set Pretagged \$4.85	• With #2 Phillips amber handles. Hardened and tempered tool steel blades. 25% Deposit, Balance C.O.D., F.O.B. Chicago.	

SIMON DISTRIBUTING CO. 1105 LELAND AVE. CHICAGO, ILLINOIS Phone: LONgbeach 1-8439

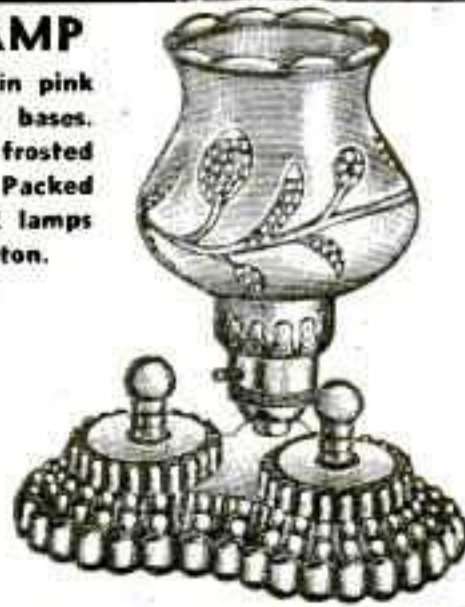
YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

BRODY'S SUMMER SPECIALS

No. 2 HURRICANE LAMP

\$1.00 Ea. \$10.80 Doz.

Comes in pink or blue bases. White frosted shade. Packed bulk 12 lamps to a carton.



No. 51 ELECTRIFIED SHOW LAMP

Ten 6" cut plastic prisms. All metal parts nickel plated. Frosted 6" glass ball. Fired on colors: pink or frosted white. Height 14". Individually boxed — 6 lamps to carton. Weight per lamp 2 1/2 lbs.

\$1.00 ea. \$10.80 doz.

CARNIVAL AND CIRCUS NOVELTIES

- #151 Dangling Skeleton Pin, Gr. \$2.75
- #152 Dangling Duck Pin, Gr. \$2.75
- #153 Dangling Devils, Gr. \$2.75
- #155 Assorted Dangling Novelties, Gr. \$3.00
- #1P15 Long Glass Necklace, Gr. \$2.75
- #2521 Brand New Style Flying, Gr. \$9.00
- #801 Special, 1000 pieces assorted slum, 1000 pieces \$6.50

OUR NEW 72-PAGE 1953 CATALOG

Please send for your free copy at once. Thousands of items. Serving the trade for over 36 years in Chicago on the same stand. TERMS: 25% Deposit, Balance C.O.D. Chicago. Add 35¢ to sample orders of Lamps to cover handling and shipping.

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When in Chicago . . . always plenty of close-out merchandise on hand for immediate delivery

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ALLIANCE SALES OFFERS THEIR SUMMER SPECIALS



\$9.50 per doz.

#1105

Genuine Lamb Skin Billfold — Individually Boxed—Redwood, Brownwood, Tanwood—turned edge.



#101 Genuine TOP grain Cowhide zipper all around small saddle wallet, Black & Brown, \$8.50 doz.

We carry a complete line of billfolds. Write for our confidential price list.

CARNIVAL SUPPLIES

- 1. CHARACTER DOLLS, beautifully dressed in assorted costumes. Individually boxed \$6.50 Doz.
- 2. NYLON HOSE, 51 G., 15D DuPont Nylon, all shapes and sizes \$7.00 Doz.
- 3. SCATTER PINS, wonderful assortment, one pair to individual box \$3.75 DOZ.
- 4. STUFFED ANIMALS, Pandas, Bears, Elephants, Dogs, ranging from \$30.00 Per Doz. & Up
- 5. BINOCULARS, EXTRA POWER, with compass. Indiv. boxed \$6.50 Doz.

We can supply all your needs—Watches—Costume Jewelry—Ballpoint Pens—Radios—Sunglasses—Kitchenware—Dishes—Clocks—Glassware—Lamps—Elect. Appliances—Toys—Giftware.

OUR PRICES CAN'T BE BEAT—YOUR PROFIT IS HIGHER WHEN YOU BUY FROM US. LET US KNOW YOUR NEEDS.

25% Deposit With Order, Balance C.O.D.—F.O.B. Chicago.

ALLIANCE SALES CO.

4222 W. ROOSEVELT ROAD NEVADA 2-1535 CHICAGO 24, ILLINOIS

NEW FAST SELLER!

SINGING BIRD —In Cage

Only \$3.00



PER DOZEN Net F.O.B., N.Y.C. Remarkable, novel profit-builder 4" high miniature metal cage, with multi-colored plastic bird that "chirps" at slightest vibration of the cage. Lightweight, sturdy construction, with copper finish metal cage, and red plastic base. 25% with order, balance C.O.D. Write for free novelty catalogue.

BENGOR Products Co.
18 W. 23rd St., New York 10, N. Y.

SPECIALS—NOVELTIES—SLUM

- Large Plastic Space Men . . . per gr. \$7.20
- 25c Job Story Books . . . per gr. 7.20
- Hopalong Cassidy Paint Books . . . per gr. 3.50
- Rubber Water Guns . . . per gr. 7.50
- Twin Dolls in Cellophane . . . per gr. 7.80
- 50c Close-Out Fountain Pens . . . per dz. 1.50
- Ming Gardens . . . per dz. 2.00 ea.
- Jumping Rubber Monkey . . . per dz. 1.75
- Close-Out Asst. Straw Hats . . . per dz. 2.50
- Balloon Sticks . . . per gr. .50

Deposit with order, balance C.O.D. F.O.B. Philadelphia. Send for additional list. SAM MESHBERG 826 N. 4th St. Philadelphia 23, Pa.

5,000 LAMPS

- Below Manufacturer's Price
- Vanity Lamps . . . \$.75—\$1.00—\$2.00 ea.
- Table Lamps . . . 1.50—2.50—3.50 ea.
- Tall Chinese Lamps . . . 4.50 ea.
- Ming Tree Lamps . . . 4.00 ea.
- Lamps With Roses . . . 3.00 ea.
- Ballerina Lamps . . . 3.50 ea.
- 14 Sample Lamps . . . 35.00
- Calendar Pocket Mirrors, per 100. \$3.50
- Pin-Up Girl Pictures, 8x10, per 100. 2.50
- 5" Convex Pictures, per doz. 2.00

1/3 deposit, balance C.O.D. **Smith's Jobbing House** 1388 Milwaukee Ave. Chicago 22, Ill.

MR. CIRCUS: FLOYD KING

Veteran Personifies Big Top Business, Its Ups and Downs

Continued from page 78

in 1948 for a rough season, and in February, 1949, formed the present partnership with Lucio Cristiani.

Success of the King-Cristiani team has been a major one. King decides where to put it and handles the business part. Cristiani not only supervises the performing end but, with his family, supplies most of it.

The '49 season was a shake-down run for the new organization. The bigger 1950 edition boasted seven elephants, a giraffe owned by Tony Diano and a full complement of top acts, sparked by the Cristianis. They experimented with the auspices system. And one of King's major contributions to that season was the daring route.

Makes Far North

After a trek from Macon, Ga., quarters thru the East and Middle West, King Bros. of 1950 turned north. Floods near Winnipeg forced a detour, but still it moved north. It topped the territory familiar to the Beatty and Dailey shows, and King routed it far into Upper Alberta, along parts of the Alcan Highway and into places no show had made since Elmer Jones took two-car tricks thereabouts. But King was moving by trucks, not tracks, and the going was rough.

The Far North people were excited about the circus. Reproducing old-time State-side conditions, Canadian Indians traveled for days to reach a show stand and camped on the lot until circus time. Local newspapers romanticized about tracks of wild bears and circus elephants appearing side by side in the sand at river fords. Twenty-four hour men carried axes to clear the roads. They substituted woodsmen's blazed tree trails for the usual chalk arrows.

With all the rough jumps, the show was plagued with truck breakdowns and wrecks. Stands were lost, sometimes at a ratio of 50-50, but when the show got in and up, business was sensational. It averaged out at a pretty fair tour, but part of the roll was lost when the show tried the West Coast on the home run.

Sensational '51 Take

With a conventional route and better conditions for all shows in 1951, the King aggregation fared exceptionally well. A notable change took place at Ironton, O., when the format under which King had worked from the first was dropped and the local auspices plan was substituted.

Before and during the '51 excursion, equipment was added and replaced. There were 12 bulls, new tops with aluminum center poles, a canvas spool truck and other improvements as a result of the long series of straw houses and extra performances.

To prepare for 1952 Lucio Cristiani toured Europe in search of new acts while at Macon King put together a street parade and tried unsuccessfully to lease the Hagenbeck-Wallace title. As it came from quarters, the show was King Bros. & Cristiani Combined Circus, and it swung into another series of strong-grossing weeks. This season King-Cristiani experimented with a balloon ascension to continue its expansion and hype its advertising pitch. It's a safe bet that Mr. Circus is dreaming up still more fresh angles.

Sees Steady Future

Certainly he conveys that impression and also a vast confidence in the future of the circus when he says, "You've got to change with the times, but there always will be circuses." He points out that Ben Wallace used to predict that big shows would be given indoors, and he acknowledges that it is rough to keep a canvas show moving. But his attitude is that circling always has been a complicated task.

While lots are a problem and its difficult to find good feed and costs are high, he points out that aluminum poles, canvas rollers, power plants and highways have eased the circus path in other ways. "There's no obstacle that a fair day's business can't overcome," is King's thought.

A prolific letter writer, a constant newspaper reader, a student of past and present circus routes,

he holds there is no trade trick or formula by which he decides upon a town or territory—at least he's not telling. But he places great reliance on his newspaper reading. Most important to him are the financial pages of metropolitan newspapers, which tell him where the money is and where it is probably going to be.

A 40-year study of routes has taught him some spots always are good while others never cut it. No pet scheme works for long, he states. You can't contract a town only because its post office handles a lot of mail or because Sells Floto concessions did well there or because Teets Bros.' Circus made it 50 years ago. You've got to know the town, he says, know what it looks like and what makes it tick. In his mind, each town is associated with some incident. Maybe it's where a storm once hit a show, where an old boss canvasman comes from, where a stock car burned or where you strayed there last year. And nothing but tramping can give the kind of knowledge that's needed.

Getting the folks to the lot is the next thing, and King sees all-out advertising as the only way. That's where the parade and balloon fit in. He also gives the folks a big splash of pictorial paper. And, believing no other medium puts as much advertising directly into the towners' hands so inexpensively, his shows always use heralds in profusion. Whether it's heralds, lithos or newspaper ads, King's glitters with the alliteration, sesquipedalianism and pardonable exaggeration that are expected from a circus.

King rarely sleeps more than four hours a night. Those extra wakeful hours may explain how he has packed so much activity into the years. Whatever the method, he is sitting on top again. It has not always been a smooth course or one without interruptions. But Floyd King is Mr. Circus.

SUMMER SPECIAL!

3,000 GOLD and MARBLE LAMPS WITH RUCHING SHADES: 30" Tall \$3.00 ea. in doz. lots

YOU CAN'T BEAT THIS ONE . . .

Hgt. 28" overall GENUINE CHINA TABLE LAMPS



Hand-painted 24K gold decorations; marbled shades; finished in lustre finish; in asst. of styles, colors.

\$2.75 in doz. lots Sample \$3.50 prepaid

2000 Rejects—Marble Table, Lamps & Shades. \$2.25 ea. Gold Boudoir Lamps & Shades. \$1.00 ea.

Terms: 25% dep. bal. C.O.D., F.O.B. Chicago.

TOLPIN PRODUCTS MFG. CO. 7240-44 N. Western Chicago 45, Ill. WE MANUFACTURE CHINA NOVELTIES & LAMP BASES. WRITE FOR CATALOG.

1,000 PIECES OF SLUM

ONLY \$6.75

ASSORTED TOYS GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

NOVELTIES AT DEEP CUT PRICES

- Beacon Mohawk Blanket. Ea. \$ 1.85
- Lash Whip, Topp . . . Gro. 14.50
- Hawaiian Leis. Import . . . Gro. 1.75
- Cigarette Holders . . . Gro. 1.80
- Key Chains & Charms . . . Gro. 2.50

25% deposit with order, bal. C.O.D. Send for FREE C-53 Carnival Catalog.

OPTICAN BROTHERS

SINCE 1909 300 W. NINTH ST., KANSAS CITY 6, MO.

- Bubbles, sensational . . . \$ 9.00 Doz.
- Powder Girl . . . 8.50 Doz.
- Pee Wee Poker Game . . . 14.40 Doz.
- Shocking Cigarette Case . . . 18.00 Doz.
- World's Smallest Falsies75 Doz.

Above samples sent prepaid for \$5.00.

JAX SALES CORP.

406 Canal St. New Orleans 16, La.

ATTENTION! ALL CARNIVALS, FAIRS, PARKS, RESORTS



SPECIAL LOW PRICES ON PLUSH TOYS

LARGE 30" PLUSH BEAR Cotton Stuffed Assorted Colors \$31.00 doz.



LARGE PLUSH SLEEPY DOGS with Squeaky Tail 28.00 Doz.

- Plush Sitting Fawns, Dz. \$28.00
- 27" Plush Bear—Cotton Stuffed. Assorted Colors, Dz. 27.50
- Medium Size Plush Floppy Dogs With Squeaky Tail, Dz. 19.50
- Jumping, Bucking Plush Bronco Horses—Beautiful Colors, With Saddle, Rein, and Bridle, Complete, Dz. 39.00
- Large Jumbo 36" Clown, Beautiful Gay Colors, Dz. 18.00
- Mimi Jr. Rag Doll 24" High, With Skirt Attached, Dz. 14.00
- Small Plush Scotties, Dz. 6.00
- 15" Plush Bears, Dz. 11.00
- 15" Plush Marmoset & Dolls, Dz. 11.00

AL BEDROFF NOVELTIES

1024 Filbert St. Philadelphia 7, Pa. Phone Walnut 2-0240

FAST SELLERS 18 inch POP GUN



\$2.50 doz. \$27.60 gross

TRAPEZE ARTISTS Boy performing tricks on trapeze. \$3.80 single doz. in gr. lots \$3.60 doz. in gr. lots

WALKING PENGUIN Large plush-covered triple action toy. \$3.80 single doz. in gr. lots \$3.60 doz. in gr. lots

WALKING SEAL Large plush-covered seal, waddles forward twirling a ball on its nose. \$3.80 sample doz. or \$3.60 doz. in gr. lots

WALKING BEAR Stop & go, triple action, plush covered. \$3.80 doz. in gr. lots \$3.60 doz. in gr. lots

1/3 deposit with order—balance C.O.D. F.O.B., New York City. Sorry, no Catalog

COHEN BROS. 134 Centre St. New York 13, N. Y.

A MILLION LAUGHS FOR PENNIES



REAL LIVE-looking snake slithers in and out of bow tie! Squeeze hidden bulb! Sure-fire, works anytime, anywhere! Loud multicolor tie . . . only \$1

FLASHING ELECTRIC BOW TIE

Gets attention! Press concealed pocket battery and 2 bright bulbs flash on and off . . . like a neon sign! Complete, ready to work.

\$1.98

WORLD'S LARGEST NECKTIE

Nearly 2 ft. long, 1 1/2 ft. wide! Loud multicolor canvas tie almost as big as a tablecloth! Terrific LAFF-GETTER! \$1.49

GIANT BOW TIE

1-ft. long, 4" wide! Specialty made in polyester party colors! Fits boy or adults! \$1.49

Send check or M.O. for fast ppd. shipment! NO C.O.D.'s! MONEY BACK GUARANTEE!

ABC NOVELTY CO.

391 Chester St. Brooklyn 12, N. Y. EV 5-0456

Jobbers Write for Quantity Prices! We are Manufacturers!

Send for New Price List ON REED BALLOON STICKS

Charles H. Demarest, Inc. 229 Water St. New York City 38

30TH ANNIVERSARY

So. Automatic Hosts Trade From 6 States

LOUISVILLE, June 20.—Hundreds of operators, servicemen, factory representatives and their guests from six States attended the simultaneous open house parties held in the five offices of the Southern Automatic Music Company Saturday and Sunday (13-14). The events signified the 30th anniversary of the

firm's founding by Leo Weinberger, still the active head of the organization.

Among the highlights of the showings was the display of newly introduced equipment led by the unveiling of the 1953 AMI juke box line (see separate story in music section).

Following is a summary of the five parties:

Louisville

Leo Weinberger reported the crowds and the enthusiasm for the new games and music machines reached a new high since the opening of the firm in 1933. It is located at 735 South Brook Street. The program was scheduled to continue until 6 p.m. each day but actually lasted until 9 p.m. Food and refreshments were available for all and many attending were awarded valuable door prizes. One of the special attractions for youngsters was the setting up of several kiddie rides on free operation.

Cincinnati

Manager Joe Weinberger stated that over 400 participated in the two-day gathering in the Cincinnati branch located at 1000 Broadway and established in 1934. Operators, servicemen and their families traveled from as far as 100 miles and good fellowship was the order of both days. Joe Weinberger and his staff had a busy time writing up orders for new equipment and there was a general feeling that the trade was starting a new phase of high activity.

Indianapolis

Like the Louisville party, coinmen and guests from many miles away kept arriving thruout both days and so many came in toward evening that the event continued thru 9 p.m. The Indianapolis office was established in 1936 and has been under the active management of Sam Weinberger ever since. It is at 129 West North Street. Sam Weinberger estimated the two-day attendance at over 500.

Lexington, Ky.

Led by Manager Homer Sharp, the staff of the Lexington branch extended some authentic Southern hospitality to visiting operators, mostly from Central and Eastern Kentucky. Among the employees, aiding in the discussions of new equipment, were James McKechnie, Stanley Burger, V. C. Courtiour, C. F. McMillen Jr., and Hazel Vice. The Lexington office was opened in 1945.

Fort Wayne, Ind.

Coinmen and their guests from Northern Indiana and parts of Ohio helped to make the Fort Wayne fete a gathering long to be remembered. This branch of Southern Automatic is located at 3011 East Maumee Street and is under the direction of Sam Dieter. It was opened for business in 1945. With Dieter and his assistant, Fred J. Allen, leading the reception line, over two hundred trade enthusiasts took in the festivities. Souvenirs, food and refreshments were served thruout each day.

Dutch Import Duty Eased

AMSTERDAM, June 20.—A larger portion of Dutch imports are now license-free as a result of a raise in the ceiling value of duty-free shipments. Both imports and exports are covered.

The former ceiling on license-free imports and exports has been increased from 400 guilders (\$104) to 1,000 guilders (\$260). The Netherlands has imported increasing numbers of coin machines during the last several years, and the new import license ceiling is seen as a further aid to U. S.-Dutch trade in this field.

Cig Operator Dies

MILWAUKEE, June 20.—Edward Levin, president of Schiller & Wright, Inc., cigarette vending operation, died at Milwaukee Hospital after a long illness.

INVISIBLE MEN?

Rob 12 Games In Cleveland Bus Station

CLEVELAND, June 20.—An arcade type game installation in the American Bus Station here was robbed of an estimated \$80 this week. The operator, Joseph Borovy, said that each of the 12 games was damaged, with broken locks and split plywood panels indicating the determination of the robbers. In addition, wiring systems were cut in the process of opening the coin boxes.

Following repairs, Borovy reinforced the front panels and other wooden parts of the cabinets with metal bands.

Altho the bus station is in use 24 hours a day, no one reported seeing the thieves.

Salem, Mass., Ops Win Pin License Suit

SALEM, Mass., June 20.—Pinball operators won a major victory here by besting City Marshal Joseph V. McDonough in court. He sought to outlaw pins completely.

Pins in Salem were shut down by Mayor Francis X. Collins, following complaints from McDonough that certain types of the machines were contributing to juvenile delinquency. When Collins refused to issue licenses, Salem operators took their case to court.

It was ruled that Collins did not have the sole licensing authority and that authority, governing the machines, was vested in the Licensing Board, which previously had concerned itself solely with liquor licenses. McDonough said this week that between 50 and 60 machines were in operation, approximately the same number as when the marshal began his fight to oust them.

In a new twist, McDonough has to certify the machines to the Licensing Board. The board, which accepted the authority, said it would issue licenses only for machines used for amusement purposes. They asked that McDonough certify the pins. He has certified the 50 or 60 now in operation.

Friedman Joins Cincy Union Staff

CINCINNATI, June 20.—Harry Friedman, Cleveland, arrived here this week to take over as secretary-treasurer and business representative of the Vending Machine Service Employees Union Local 122, AFL, replacing the veteran Alfred S. (Babe) Salupo, who died May 27 in Detroit of a heart attack.

A former juke box operator and serviceman, Friedman comes to Cincinnati with a background of 12 years in labor relations in the industry in Cleveland. The union's local offices are in the Teamsters' Building, 219 W. 12th Street. In his local connection, Friedman will in no way be connected with the pinball branch of the business.

Coin Export Dollar Volume Running 30% Ahead of 1952

First Three Months of 1953 See Shipment of Nearly \$3,000,000

CHICAGO, June 20.—Coin machine exports in March totaled \$847,680, compared with \$533,106 in the same month a year ago, thus establishing a new record \$2,726,774 for the first three months of any year.

If export volume for the remaining months of this year shows the same percentage of gain, 1953 total coin machine exports should be in excess of \$10,000,000.

Significantly, the value of amusement game and vending machine exports during March nearly doubled, while the value of juke boxes showed a slight decline.

Since the beginning of the year, amusement game export dollar volume has been climbing. In former years, juke box exports accounted for as much as 50 to 66 per cent of the total. In the first three months of 1953, how-

ever, amusement games accounted for \$943,048 of the total export dollar volume.

Vending machine exports in March, 1952, amounted to only \$50,783. In March of this year, shipments of automatic merchandising equipment were valued at \$91,014.

As it has for months, Canada topped all other countries as the major importer of U. S.-built coin machines. During March, Canadian purchases totaled \$239,926. Surprisingly, juke box and vending machine values were nearly equal, while amusement game shipments accounted for more than double the volume of either phonographs or games.

Interesting to note was the fact that only five nations were listed as major buyers of automatic merchandising equipment—Guatemala and Portugal (see accompanying chart). The juke

box and games market, on the other hand, embraced many more nations.

Largest single importer of juke boxes was Venezuela which took 199 phonographs with a total of \$135,353. Canada, where the vending industry is growing rapidly, was the largest importer of automatic merchandisers and also of amusement games.

Chicago Coin's Triple Score Bowler Bows

CHICAGO, June 20.—Chicago Coin Machine Company started regular shipments of its new shuffle game, 10th Frame Triple Score Bowler, Owners Sam Wolberg and Sam Gensburg announced Friday (19). The game can be played on two different straight skill scoring methods and introduces several new service features.

Triple Score, a six player game, is eight feet long and has a Formica playfield. It has all the proven ideas of shuffle play such as direct dial scoring, strike and spare flasher boxes, fly-away jumbo pins and rebound action.

Among its highpoints are a new wide and flat front rail to handle player's refreshments and a light which automatically goes on when the serviceman is emptying the coin box. The protective lid over the pin area can be moved back on hinges for servicing.

In scoring on the new Chicago Coin game, the points made in the last frame automatically triple. It is also possible to have triple score in the third, fifth and seventh frames.

CONN. OPS AID STORM VICTIMS

HARTFORD, Conn., June 20.—The Connecticut State Coin Association voted to send \$100 to the Worcester, Mass., Red Cross to aid tornado victims. The action was taken at a special CSCA executive meeting last week, Paul Rechtshafer, public relations director, announced.

COIN-OPERATED TV BOOM SEEN

Transvision, Starrett, Sheraton Plan To Make Sets; Bendix Sets Exhibit

NEW YORK, June 20.—A boom in coin-operated television appears in the offing. This week three video manufacturers announced plans for the making and marketing of pay-for-play receivers, and a fourth, Bendix, will exhibit its coin-operated TV set Monday (22), at the American Furniture Mart Show, Chicago. (The Billboard, June 20.)

Announcing new models this week were Transvision, Inc., New Rochelle, N. Y.; the Sheraton Television Corporation, Red Bank, N. J., and the Starrett Television Corporation, New York.

David Gnessin, Transvision sales manager, said his firm has been manufacturing coin-operated sets for Pre-Vue Television, Inc., for about a year. The new receivers are 17-inch models available as either consoles or table models. For hospital use, separate remote control units make it easier for the bed-ridden patient to operate the set.

30 Minutes for 25c

The Transvision unit, like the other three makes, operates for 30 minutes for 25 cents. Gnessin said the sets have locked backs to stymie any attempt to adjust them.

He said the receivers will be sold primarily as a package deal in combination with Transvision's master amplified antenna system. They will be sold both directly to locations and to operators.

Meanwhile, Jack Kreiger, executive vice-president of Starrett, revealed that his firm will soon introduce 17-inch and 21-inch receivers in Plexitone cabinets. This will be Starrett's first excursion in the coin machine field. Deliveries are set for July 15, with the prices to be announced within two weeks.

Distribution

Krieger added that the national distribution set-up has not been decided upon, but he said the firm would probably handle its own distribution.

Sheraton is slated to introduce its coin-operated models at the Music Show in Chicago in July.

Herman Marsen, director of sales, said that a recent survey disclosed a great potential for coin-operated video equipment. He said the timing mechanism of the Sheraton unit is tamper-proof and is built into the cabinet.

Sheraton Models

Sheraton sets will be available in 17-inch, 21-inch and 27-inch console and table models in both mahogany and oak veneers.

Altho coin-operated video sets have been on the market for several years, these receivers were adaptations of existing sets. The activity of the last few weeks marks the first time that receivers are being made expressly for coin operation.

Many operators feel that, with the firm grip that video programs have on the viewer, many a TV fan will gladly spend a quarter to watch his favorite program while he is staying at a hotel, motel, or is confined to a hospital bed.

Distribution Plans

With the exception of Bendix, which has appointed Telco, Ltd., as its national distributor, most of the other firms seem hazy about their distribution plans.

Altho at least one firm indicated that it would sell directly to locations initially, the feeling in the industry is that this method of distribution will prove unsatisfactory inasmuch as the average location will not be able to handle repair problems.

The probability is strong that a breed of video repairmen-routemen will be developed. This figure to take some time and slow up placement of the receivers on locations.

However, with the influx of coin-operated receivers expected to hit the market within the next few months, estimates are that the number of locations will at least have doubled by fall.

Illinois Senate Okays Coin Taxes

SPRINGFIELD, Ill., June 20.—Two proposals—one to place a State tax on coin machines, the other to grant specific approval of the operation of free-play games—passed the Illinois Senate after months of inactivity.

The measures have been sent to the House for consideration. Both bills were introduced by Sen. William G. Knox (R., Chicago) but pushed in his absence by Sen. William J. Walsh (R., Chicago). Knox suffered a heart attack some weeks ago and has been absent from the Legislature.

The revenue proposal, which would place a State tax on coin machines for the first time in Illinois history, is Senate Bill 453. The bill would make the following taxes effective:

\$50 for free play pin games.
\$10 for guns and ray machines.
\$25 for bowling and shuffle games.

In an amendment Wednesday (15), a proposed \$5 tax on juke boxes was knocked out as was a proposed tax on penny amusement devices. Vending machines are specifically exempted in the proposal.

The revenue measure provides that Illinois municipalities may license coin machines at any amount they desire.

Senate Bill 454, the companion bill, would amend an old Illinois law to specifically legalize free-play pin games which do not return coins, tokens or entitle the winner to merchandise prizes.

Illinois has a law passed in 1895 generally entitled "an act to prohibit clock, tape, slot or other machines or devices for gambling purposes." Under this law, Illinois courts have ruled free play illegal altho many of the State's municipalities have held free play does not constitute gambling.

Altho the proposed tax rate on pin games, bowlers and shuffle games struck many an Illinois coinman as excessive, there appeared to be no opposition to the bills.

The provisions of the two legislative proposals are similar to legislation passed by both the Senate and House during Gov. Adlai Stevenson's administration. Stevenson vetoed the legislation.

Coin Machine Exports

March, 1953

Country	Phonographs		Vendors		Amusement Games		Total	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	171	\$ 55,550	1,062	\$55,076	737	\$129,300	1,970	\$239,926
Venezuela	199	135,353	231	23,072	122	26,518	552	184,943
Mexico	205	93,935			55	5,790	260	99,725
France	56	29,176			624	49,814	680	78,990
Belgium	114	29,447	700	7,370	378	15,073	1,192	51,890
Japan	20	12,979			125	35,490	145	48,469
Cuba	50	20,934			32	2,250	82	23,184
Panama	17	11,960					17	11,960
Switzerland					56	11,718	56	11,718
Salvador	15	10,095					15	10,095
Dominican Republic	17	9,325					17	9,325
Philippine Republic	16	6,675			26	2,000	42	8,675
Israel					100	7,000	100	7,000
Netherlands	14	4,083			42	2,698	56	6,781
Peru	12	6,550					12	6,550
Nicaragua	10	6,206					10	6,206
Guatemala	7	4,580	5	1,610			12	6,190
French Morocco					26	4,957	26	4,957
Colombia	17	4,400					17	4,400
Sweden					100	4,000	100	4,000
Honduras	4	2,892					4	2,892
Italy					22	2,620	22	2,620
Bermuda					3	1,629	3	1,629
Netherlands Antilles	2	1,516					2	1,516
Greece					4	1,358	4	1,358
Canal Zone					5	1,180	5	1,180
Costa Rica	3	1,110					3	1,110
Portugal			50	1,066			50	1,066
Other Countries	4	2,212	109	2,820	42	4,293	155	9,325
TOTALS	953	\$448,978	2,157	\$91,014	2,499	\$307,688	5,509	\$847,680

Exhibit Supply Bows New Type Space Ride

CHICAGO, June 20.—Exhibit Supply started sample shipments Friday (19) of its new Space Patrol Scout Ship ride, Frank Menci, sales manager, announced. It was given its premier showing at the Store Modernization Show in New York last week.

The kiddie ride measures 5½ feet by 28 inches. It has a color wheel in the translucent nose and lights from inside. It has a dorsal fin on the tail assembly, plus two other elevator fins. The nose section is finished in white and yellow and the tail section is painted in a checkerboard pattern of red and white.

The space ride can be easily controlled by the child to bank

to either side and climb and dip. It has an unusual gun section and was constructed so that it is easy for a child to climb in or out.

Coin Veterans Start Detroit Kiddie Routes

DETROIT, June 20.—Coin-operated indoor musical Merry-Go-Rounds will be distributed shortly to Detroit supermarkets and other locations by the recently organized Kiddie Rides Company.

The devices feature interchangeable animal attachments, such as reindeer for the Christmas season, bunnies for Easter and other types of animal characters throughout the year for youngsters to ride upon while parents are shopping.

Plans for city-wide distribution in supermarkets and drugstore chains are being made by the Kiddie Rides Company owners, Joseph Kanterman, Joseph Siwak and Harry Bloomfield.

The machines are being built by the Bert Lane Company, of Miami. Kiddie Rides Company will have them operate at 10 cents per two rides, but with chutes for both nickles and dimes, should each child wish to deposit a coin. The Merry-Go-Rounds, about four feet square, provide a minute and a half ride accompanied by music.

Kanterman and Siwak have been in the coin machine business for the past 20 years, frequently in the same pin ball or skee ball line. Both are at present in the shuffleboard business, Siwak as owner of Joe's Coin Machines, and Kanterman owner of Kay's Amusements.

Nova Games to Have 10-Cent Coin Chutes

NEW YORK, June 20.—All Nova Basketball games, shipped from Nova, Marseilles, to Mondial Commercial Corporation, U. S. distributor here, will come equipped with 10-cent coin chutes. The units had formerly operated for a nickel.

Suren D. Fesdjian, Mondial president, explained that most American Arcade pieces operate at 10 cents a play; he pointed out that the Basketball game is played by two contestants, while the Football game may be played by four.

The first major shipment of 18 Nova units arrived here early this month (The Billboard, June 13). Fesdjian said that two units, one Basketball and one Football, have been sold to International Amusement Company-Scott-Crosse Company, Philadelphia. The games are currently in an Arcade there.

Fesdjian leaves July 18 for a seven-week business trip which will take him to France, Italy, Belgium, Spain and North Africa.

Bally-Donan School Draws Large Turnout

CHICAGO, June 20.—The Bally service school held at Donan Distributing Company here was attended by over 150 operators and servicemen, Don Moloney, general manager, announced Friday (19).

The school lasted three days, Tuesday thru Thursday (16-18), and was under the direction of three of Bally's top engineers—Bob Breither, Paul Calamari and Henry Brown. It featured streamlined refresher sessions program on all late model Bally equipment. The program was set up so that coinmen who could attend for but a single day received a complete course, altho all were encouraged to stay three days.

Bally officials announced that the school was one of the most successful held in this area in several years.

O. Henry Sets Ride Covering

CHICAGO, June 20.—The O. Henry Tent & Awning Company is now delivering an umbrella-type covering for kiddie rides.

The covering is made of striped canvas and houses two horses. It can be closed up at night with a snap-on sidewall section. It measures 7 by 7 feet square and has a strong top frame of pipe construction. It is useful both as a shelter for the children and an added protection for the rides in inclement weather.

O. Henry is owned by Bernie Mendelson and Charles Driver.

Fisher Brown Exec Marries; To Resign

DALLAS, June 20.—Mrs. Marjorie Everett was married to Capt. Warren L. Byrd, United States Marine Corps Reserve, at Fort Worth Saturday (13). For the past 19 years Mrs. Everett has been assistant sales and advertising manager at the Fisher Brown Distributing Company here.

Because the Byrds will make their home in Los Angeles, Mrs. Byrd will resign July 1. Capt. Byrd is an engineer specializing in the building of bridges, dams and roads.

The Brown firm is headed by Fisher Brown and handles a wide variety of coin machine equipment including the Northwestern and Watling lines.

AL BLENOW SAYS

Dept. Store Decentralization Gives Ops New Opportunity

NEW YORK, June 20.—The trend of department stores to decentralize by establishing branches in suburban shopping areas provides an opportunity for kiddie ride

operators to set up in downtown stores, according to Al Blendow, sales manager of the Meteor Machine Corporation. Blendow based this observation on talks he had with department store executives at the recent National Store Modernization, Building and Maintenance Show at Madison Square Garden.

Here's the way it works out: Department stores have discovered that whenever they open a suburban branch, business at the downtown store falls off. Therefore, kiddie ride installations at the downtown store serve two purposes—they attract customers and provide a source of revenue.

Blendow said that many department store executives told him that before they had opened suburban branches they had given scant thought to kiddie ride installations at their main stores. However, after the suburban branches had opened, they became more receptive to kiddie rides for their downtown outlets.

RECORD KID RIDE SHIPMENT GOES FROM FLA. TO L.A.

MIAMI, June 20.—The largest single shipment ever made by the Bert Lane Company to a distributor, and probably one of largest single shipment ever made by any kiddie ride manufacturer to a distributor, left here by rail this week. The shipment consisted of an entire carload—more than 150 rides. The destination is Los Angeles, where the Minthorne Music Corporation is the Bert Lane distributor.

DO YOU KNOW YOUR ONIONS WHEN BUYING KIDDIE RIDES?

Do you know what to look for?

DO YOU KNOW . . .

- That there is no substitute for steel?
- That the "guts" in the base are more important than the body you can see?
- That Meteor Rides are UNCONDITIONALLY GUARANTEED for ONE YEAR or 10,000 rides — whichever comes first?
- That Meteor Rides TRIPLE your earnings?
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THE METEOR LINE IS THE PROFIT LINE!
Meteor Flying Saucer (Pat. Pend.)
Meteor Rocket
Meteor PT-Boat
Meteor Pany Boy

I'M ON MY WAY TO DISTRIBUTORS OF EXHIBIT SUPPLY'S

- Roy Rogers Trigger • Sea Skate • Rawhide • Buzz Corey's Space Patrol • Pete the Rabbit • Big Bronco • Rudolph the Red-Nosed Reindeer • El Toro the Bull • Ferdie the Bull • Space Gun.

EXHIBIT SUPPLY 4218-30 W. Lake St., Chicago 24, Ill. Est. 1901



Coinmen You Know

Detroit

George Toul, owner of the Rohr Sales Company, has added a few novelty items to his vending machine line. The wholesaler and distributor, who is established in the near downtown district, occasionally includes pocket books and cigarette lighters with his gum and candy machines which he distributes over the State of Michigan. George Koosis is no longer listed as a partner in the company.

Joseph Kanterman, who has been in the coin machine business as a shuffleboard, skee ball and pin ball operator for the past 20 years as owner of Kay's Amusements, keeps himself busy trying something new. Besides his new partnership in the Kiddie Rides Company, Kanterman is making full scale plans to try out the latest shuffleboard craze known to the operators locally as the "Challenge Program."

New also are to recently established music box operators, Luther Howard and Philip Berman. Both have been in the

automotive sales business, but plan to open the Crown Music Company, within a month or two, operating from a West Side location. . . . Coining an apt name for their new coin machine business, Pat's Motelvision, co-partners Frank J. Fecteau and Mrs. Elizabeth Thompson are occupied as operators of television coin machines in the thriving Dearborn suburban community. The machines are regulated to operate for 25 cents per 45 minutes, and the partners plan to confine operations strictly to local areas for some time.

Albert A. Weidman, head of Weidman National Sales Company, returned from a short vacation in Florida, much relieved to find that none of his customers in the Flint area had been injured personally or financially by the tragic tornado of last week. . . . Hugh C. Howes, head of Howes-Shoemaker Company, made a trip to Traverse City to check on the trout situation. While there, he visited with Charles Baker, retired cig-

(Continued on page 125)

Calendar for Coinmen

- June 23—Western Vending Machine Operators' Association, monthly meeting, Unique Restaurant, Los Angeles.
- June 23—NAMA Area Meeting, covering six Region I States, Sheraton Plaza Hotel, Boston.
- July 2—Illinois Amusement Operators' Association, monthly meeting, 208 N Madison Street, Rockford.
- July 16—Recorded Music Service Association, annual golf party, Southmoor Country Club, Palos Park, Ill.
- August 2-6—National Candy Wholesalers' Association annual convention, exhibit, Conrad Hilton Hotel, Chicago.
- August 22-23—National Association of Bulk Vendors, annual convention, exhibit, Congress Hotel, Chicago.
- August 23-26—National Automatic Merchandising Association, annual convention, exhibit, Conrad Hilton Hotel, Chicago.

**QUALITY
DURABILITY
APPEARANCE**

That is what Kiddy-Ride operators must have, and that's what they get with Bally SPACE-SHIP and THE CHAMPION. Big profits, too!

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**GIVE TO THE
RUNYON CANCER FUND**

**Detroit Ops
Adopt Label**

DETROIT, June 20.—A new identifying label has been adopted by the Detroit Shuffleboard Association headed by Fred Chlopan. Printed in 3 by 3-inch size on broad yellow cardboard stock, it is in black lettering.

The upper portion is devoted to a reproduction of the symbol of the DSA with its name in a neat artwork effect. The lower portion is imprinted with the operator's name, address, and phone number, while space is provided to print in individually the operator's license number.

These are being placed on all machines operated in this area by DSA members, and will serve to do an institutional job of publicity for the organization. Most operators place the cards upon the scoring mechanism, where they are readily visible. In some cases in the past, makeshift identification tags have been placed upon machines, including a torn slip of paper written in pencil. This new system will provide the essential information, including the legal license number, and will serve to enhance the prestige of the organization, Chlopan said.

**Boyer, Coin Mach.
Collector, Dies**

CHICAGO, June 20.—Alden Scott Boyer, 66, founder and president of the Boyer Chemical Laboratory, died at his office here Tuesday (16). He was noted for his collections of old-time coin machines, coins, curios and automatic musical instruments and had an Arcade-type display of each in his home.

He is survived by his widow, Elizabeth, and a sister Mrs. Helen Horton, Mount Lebanon, Pa.

Coinmen You Know

Continued from page 124

rette machine operator from Flint, now a resident of Northern Michigan.

Milwaukee

Nick Novasic's daughter, a student nurse, is recovering from injuries sustained last week in an auto accident... United Venders, coin trade association composed of cigarette and bulk venders in Milwaukee, was formally dissolved a few weeks back. In existence for approximately 20 years, the group had been relatively dormant of late. About eight members remained of what was once a very active group. Members felt that its work was being duplicated by various other coin machine associations.

Herb Geiger was blessed with another addition to his family, a girl, born June 9th and named Katherine. This brings the Geiger brood up to a total of seven—three girls and four boys. Business-wise, Geiger reports spending a good deal of time lately in the Windy City working with his committee on matters involved in setting up the forthcoming NAMA program schedule.

Cigarette operators in the Badger State seem agreed that the bulk of the credit for effectively beating down the proposed additional penny tax on each package of smokes should go to Bob Matheson. A member of the Legislature himself, from the Third District in Racine county, Matheson was able to speak effectively in opposition to the tax hike. He is from Racine and runs

the Automatic Sales Company there.

Eric Rakow, Canteen Company's headman here, reports business holding its own rather well these days. Several promotions have come off recently in the local Canteen branch. Clarence Schmidt, who was a route supervisor under Rakow for eight years, left his job for a

(Continued on page 135)

FOR SALE

Deco "Space Rangers"

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Price \$545.00

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**WANT TO BUY
Kiddie Rides**

All cash. What have you? For private enterprise. Call

MR. A. MARCUS

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Rahway 7-0710

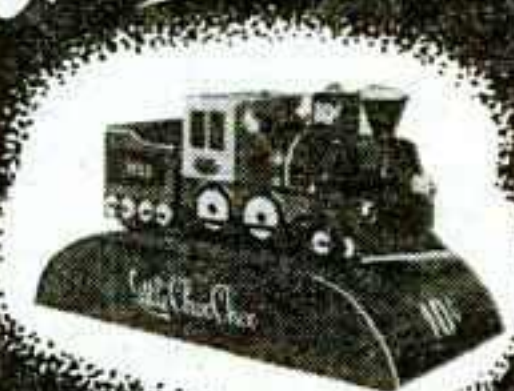
A STEAL

Kiddie Swing with 500-pound Tower, \$700.00; 10-Car Kiddie Auto, like new, \$900.00. Mr. Britt.

ENDURABLE RIDES

229 Palmer Hill Road, Greenwich, Conn.

**"LITTLE
CHOO-CHOO"**



Designed by
World Famous Manufacturer of
Amusement Rides

Sensational new coin-operated Kiddie Ride for Dime Store and Super Market locations. Train goes thru all of the motions of a real locomotive. Foot accelerator operates variable speed control. Device has seven flashing lights and realistic bell. Terms: Payments arranged for established operators. Write today for complete information.

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- ★ Variable speed controlled by pilot
- ★ Colorful Eye-Appeal attracts attention on location
- ★ Colored lights flash in nose, tail, wings and dials of realistic instrument panel
- ★ Twin Ray-Guns with exciting sound-effects
- ★ Airblast blows from blower
- ★ Safe, sturdy construction
- ★ Simple mechanism
- ★ National Rejector



Ride The **SPACE-SHIP**

**FINANCE
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NOW AVAILABLE
THROUGH
BALLY DISTRIBUTORS

Ride THE **CHAMPION**

**TO BIGGEST PROFITS
IN HOBBY-HORSE CLASS**

Cash-box records prove that THE CHAMPION... the deluxe hobby-horse... is the champion money-maker in hobby-horse field. Why be satisfied with so-so earnings when you can easily be in THE CHAMPION class?



**IT TROTS!
IT GALLOPS!**

RIDE THE **CHAMPION**
10¢

Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

AMI Line Gets Heavy Operator Turnout at 'E Week' Showings

Designed for 'Job Tailor' Installations, Jukes Include 40, 80 and 120 Selections

CHICAGO, June 20.—Operators, servicemen and their guests throughout the country got their first look this week at the new AMI line of model "E" juke boxes.

The new AMI line includes three models, a 40, 80, and a 120-selection machine. The E-40 plays 78 r.p.m. disks and lists at \$795. The E-80 plays 45's and lists at \$925. The E-120 plays 45's and lists at \$1,050. The juke boxes were designed to enable

operators to "job tailor" installations to whatever number of selections are required by the location.

Also on display at the "E Week" showings were AMI wallboxes available in 40, 80, and 120 selections, as well as two new hideaway units in a choice of 80 or 120 selections.

All three models feature a rolltop window for easy access to the mechanism. It opens into the box itself, away from the serviceman. Another feature of the line is eye-level selection and one-button play. A select light is located on the program panel which permits the customer to see if he has any remaining credits to select. The light goes out after all credits have been used, and blinks as the credits are utilized.

Wichita Premiere

WICHITA—Operators from the Wichita area were in the showrooms of United Distributors for

the showing of the new line of juke boxes by AMI. The showing was held in the South Seas, one of Wichita's select dine and dance clubs.

Refreshments and buffet luncheon were served to approximately 200 guests. Dancing was enjoyed by many with music furnished by the new E-120 phonograph.

M. Y. Blum and Mel Hammer, of United Distributors, acted as hosts and were busy introducing operators.

William FitzGerald, advertising manager of AMI, Inc., Grand Rapids, Mich., was in town for the showing and helped set up the displays and greet operators.

Assisting Blum and Hammer were the following: C. L. Firmin, Clyde Gage, Tommy Randall, Bill Perry, Luther Autry, Byron Waggoner, Ted Lovett, Bill Blanchard, Earl Beaver, Barbara Sexton, and Virginia Moore.

Operators in attendance included the following from

(Continued on page 128)

JUNE ANTHONY

2,000 Voters Pick Hit Tune Day Winner

CLEVELAND, June 20.—June Anthony, vocalist on the Okeh label, walked away with Hit Tune Day top honors Saturday (13) with her rendition of "Why, Daddy, Why?" as the culmination of a highly successful radio-newspaper promotion arranged by Cleveland juke box operators.

More than 2,000 radio listeners mailed in printed ballots clipped from the previous day's Cleveland Press. The disk jockeys (Bill Gordon, WHK; Virgil Brinson, and Howie Lund, WJW; Bob Forster, WSR; Joe Mulvihill, WTAM; and Bill Randle and Phil McLean, WERE) devoted one-half hour of their Saturday sessions to seven un-released records selected by a judges' committee.

"Why, Daddy, Why?" received more than 50 per cent of the first place votes and was followed in order by: "Don't Take Your Love From Me," by the Three Suns; "What Good Is Falling In Love?" by Tony Morelli on M-G-M; "I've Got You Under My Skin," by Peggy Lee on Decca; "The President's Lady," by Jackie Gleason on Capitol, and "Close the Door Richard," by Burl Ives on Decca.

The Cleveland Press tabulated the ballots and reported only two voters had rated the records correctly from one to seven. The two, both housewives, won special Hit Tune Day prizes.

McKenzie Joins Central Music Distributing

KANSAS CITY, Mo., June 20.—Dean P. McKenzie has been appointed Western sales representative for the Central Music



DEAN MCKENZIE

Distributing Company of Kansas City and Omaha. The announcement was made by Bill Mashek, president of Central. McKenzie will cover Central and Western

(Continued on page 139)

ASCAP Leads Off Jukes Copyright

Line-Up of Witnesses Shaping Similar to That of Last Congress

WASHINGTON, June 20.—American Society of Composers, Authors and Publishers will lead off witnesses at the June 30 hearing on juke box copyrights legislation, according to current plans by the Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks which will stage the hearing. The line-up of witnesses appears to be shaping up fairly similar to that which argued the Bryson-Kefauver juke box copyright bill in the last Congress. The subcommittee's current plans call for testimony first by supporters of changes in the copyright law,

with opponents to follow that same day if possible, or to be held over for a second day.

There is still considerable talk that more than two days will be required. Also there is an outside possibility that the hearing, already twice deferred, may be postponed once again. Subcommittee officials gave no confirmation of this, but they said that numerous requests have been received for a further deferment.

Heading the line-up of opponents of the legislation are the Automatic Phonograph Manufacturers' Association and the Music Operators of America.

Senator Wiley is presently planning to preside at the hearing, which will focus on two bills. One is sponsored by Sen. Pat McCarran (D., Nev.) which proposes to extend the copyright act to juke boxes but exempt operators of single juke boxes. The other bill, sponsored by Sen. Everett M. Dirksen (R., Ill.) also proposes to amend the Copyright Act so as to wipe out the juke box exemption, but does not specify how the royalties would be collected or what the royalties would be.

Companion legislation is expected to be introduced in the House, which in previous years has carried the ball on juke box legislation. In two previous congresses, including the last one, juke box copyright legislation got lengthy hearings by the House Judiciary Subcommittee on Copyrights, Patents and Trademarks, but never got out of committee. Senate subcommittee action is unlikely to bring the juke box issue to the Senate floor this year, inasmuch as congressional leaders are hoping for adjournment by the end of July.

Two for Dime OK, Says Petrocine

MIAMI, June 20.—Altho the local experiment of two plays for a dime, six-for-a-quarter, is only a few weeks old, at least one operator is hailing the changeover as successful.

Eddie Petrocine, North Dade Amusement Company, reports business is up 20 per cent in the spots which he converted. He encountered virtually no resistance, he says, and believes the move will enable him to slide into straight dime play by the end of the year, provided of course, that the vast majority of AMOA members vote to go along. Petrocine was careful to point out, in connection with the two-for-a-dime deal, that he left undisturbed and still on nickel play one or two of his spots which cater exclusively to the teen-age trade.

North Jersey Ops Discover Dime Play Meets With Strong Resistance

Public Relations Program Is Dud; 10-Cent Play, 5 for 25c Works Out in Test Area

NEWARK, N. J., June 20.—The high hopes Northern New Jersey operators entertained about 10-cent play have been deflated by location and consumer resistance. After several weeks of experimenting in the Paterson area, local juke-men learned the expensive lesson that theory and practice are not the same, and that the success of 10-cent play in other sections of the country doesn't necessarily insure the success of 10-cent play in their own bailiwick.

This doesn't mean that North Jersey operators have given up the

idea of getting a dime a tune; it does mean, however, that they'll take time in trying to get that dime.

According to the Music Guild of New Jersey, the supposedly good relations techniques in newspapers, trade journals and point-of-sales placards proved to be ineffective in the test area. Operators found out that rather than explaining the reasons for the price increase, these messages served to remind the location owners and the public that the price had been increased.

The experiment was started in

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

MAY TRY TO FORM INDIE DISTRIB ORG. Rumblings in the trade indicate that another attempt is being planned to set up an organization of independent distributors (Music department).

CITE POLKA GROWTH. There are now over 500 polka deejay shows aired thruout the country (Music department).

CUT DEALS OFFERED BY INDIE POP LABELS. The growth of over a dozen indie labels has caused many of the indie pop lines to offer substantial concessions to their distributors and to one-stops (Music department).

DECCA CUTS 45 ALBUM PRICES. Decca Records will dispose of its inventory of conventional 45 r.p.m. albums at half price, beginning June 29 (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

Select Grand Jury To Probe Juke Box Union in Detroit

County Attorney Acts Following Testimony Before Congressmen

DETROIT, June 20.—Moving with unprecedented speed, Gerald K. O'Brien, Wayne County prosecuting attorney, asked for a grand jury investigation of labor practices in Detroit's juke box and vending machine business.

O'Brien's action followed a three-day investigation of the juke box-Teamsters' Union tie-up (The Billboard, June 20) in which witnesses testified the prosecutor had been lax in the enforcement of existing laws.

Judges of the Circuit Court, responding six hours after O'Brien's request, named Judge Miles N. Culehan to sit as a one-man grand jury as provided under Michigan law.

Congressmen May Not Return Meantime, members of the congressional subcommittee said they might not return to Detroit later this summer for further investigations if the grand jury "satisfactorily cleans up the situation." Rep. Clare Hoffman

(R., Mich.) announced earlier that the subcommittee would return to Detroit to put William Buffalino, president of juke box Local 985 of the Teamsters' Union (AFL), on the stand. During the three-day hearing last week, Buffalino was hospitalized with what physicians termed a psychoneurosis.

"Operators of vending machines and juke boxes" were named first in O'Brien's petition for a jury, but auto wash establishments, parking lots, bowling alleys, laundry and linen suppliers and "other businesses" were included.

Bombing & Intimidation The petition for a grand jury was couched in general terms and aimed at "certain persons representing certain labor unions." The petition went on to cite a host of objectionable practices including intimidation, bombing, forcing employers to pay union

(Continued on page 139)

5 MINUTES FREE

Tel-A-Vue Systems Equip Coin TV Sets

DAVENPORT, Ia., June 20.—A new method of merchandising and managing coin-operated television installations in motel and hotel rooms now is offered by Reemtsma Tel-A-Vue Systems here. Included in the system is an electronic device that provides a 5-minute "free view" at the beginning of each half-hour period. This free view feature, it is claimed, increases the revenue of the set as much as 400 per cent.

M. W. Reemtsma, president of the firm, said the principal advantage of the new system is that instead of controlling the free viewing from a centrally located point outside the guest room, each set is individually equipped with a free viewing de-

vice that can be controlled by the user. Thus, if a guest wishes to retire early, he can turn off the intermittent viewer and be free of disturbance, a feature welcomed by motel and hotel operators because it eliminates a possible customer complaint.

The idea behind intermittent viewing is a simple, merchandising lure. TV sets frequently fail to interest hotel or motel guests for various reasons. But when the set is automatically turned on for a free sample five-minute viewing at the start of a programming period, the guests' attention is attracted, and his interest is aroused. Having gained an interest in the program or having utilized a portion of the five free minutes to select an interesting program, the guest subsequently inserts the quarter

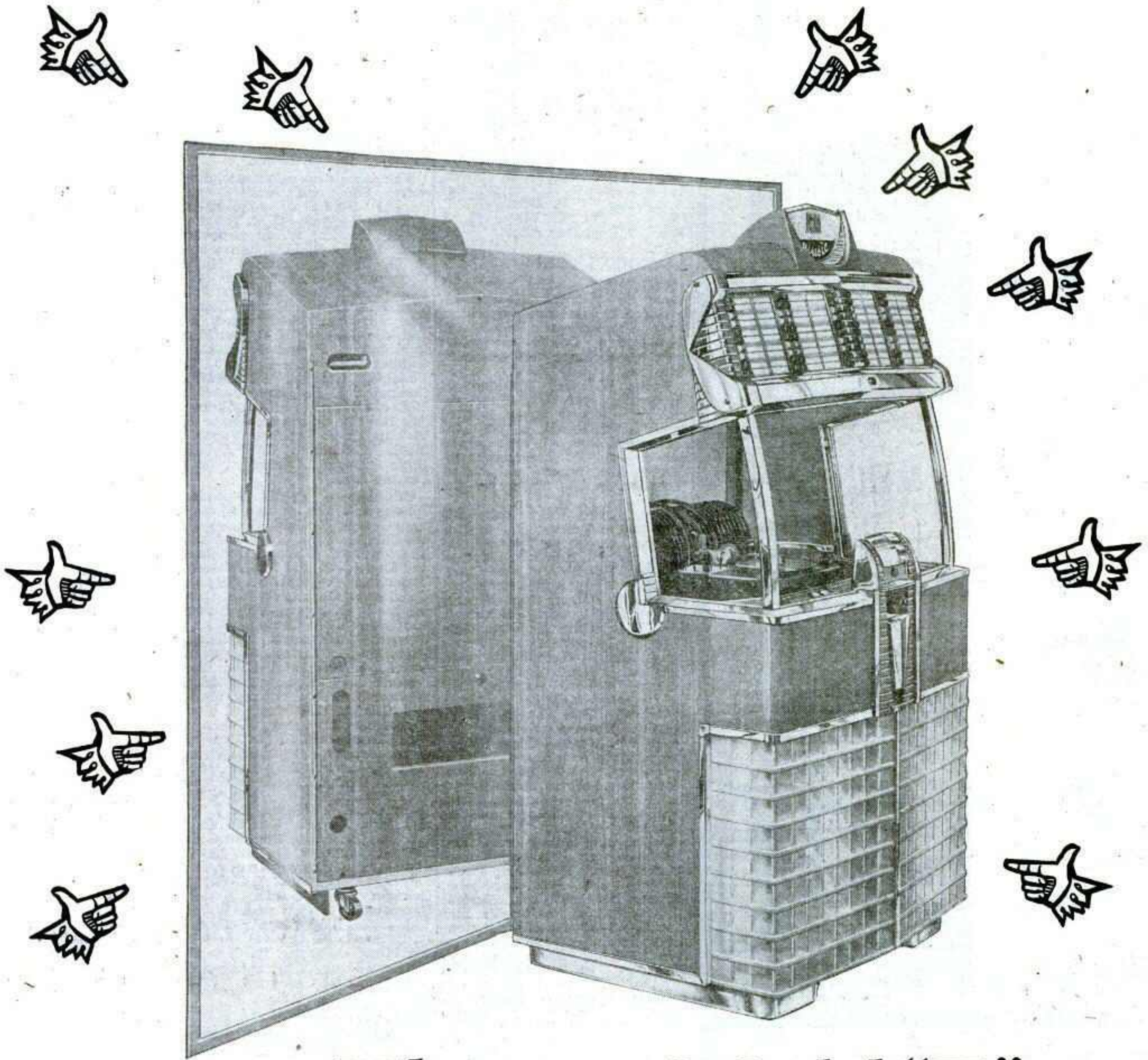
(Continued on page 140)

Poole Hosts Service Class

SPRINGFIELD, Mass., June 20.—Poole Distributors, Inc., of Boston, played host to the Western Massachusetts Phonograph Guild at the Ivy House here, June 9, with more than 38 music operators attending. Chassis mechanism was demonstrated. Ralph Ridgeway, president of the new group, officiated.

The affair was arranged by Alfred Rayfeld, Poole's Springfield representative, and Becker Music, of that city. James Talasaro, honorary president of the Connecticut Music Association and MOA representative, introduced Harry Poole, who spoke on

(Continued on page 139)



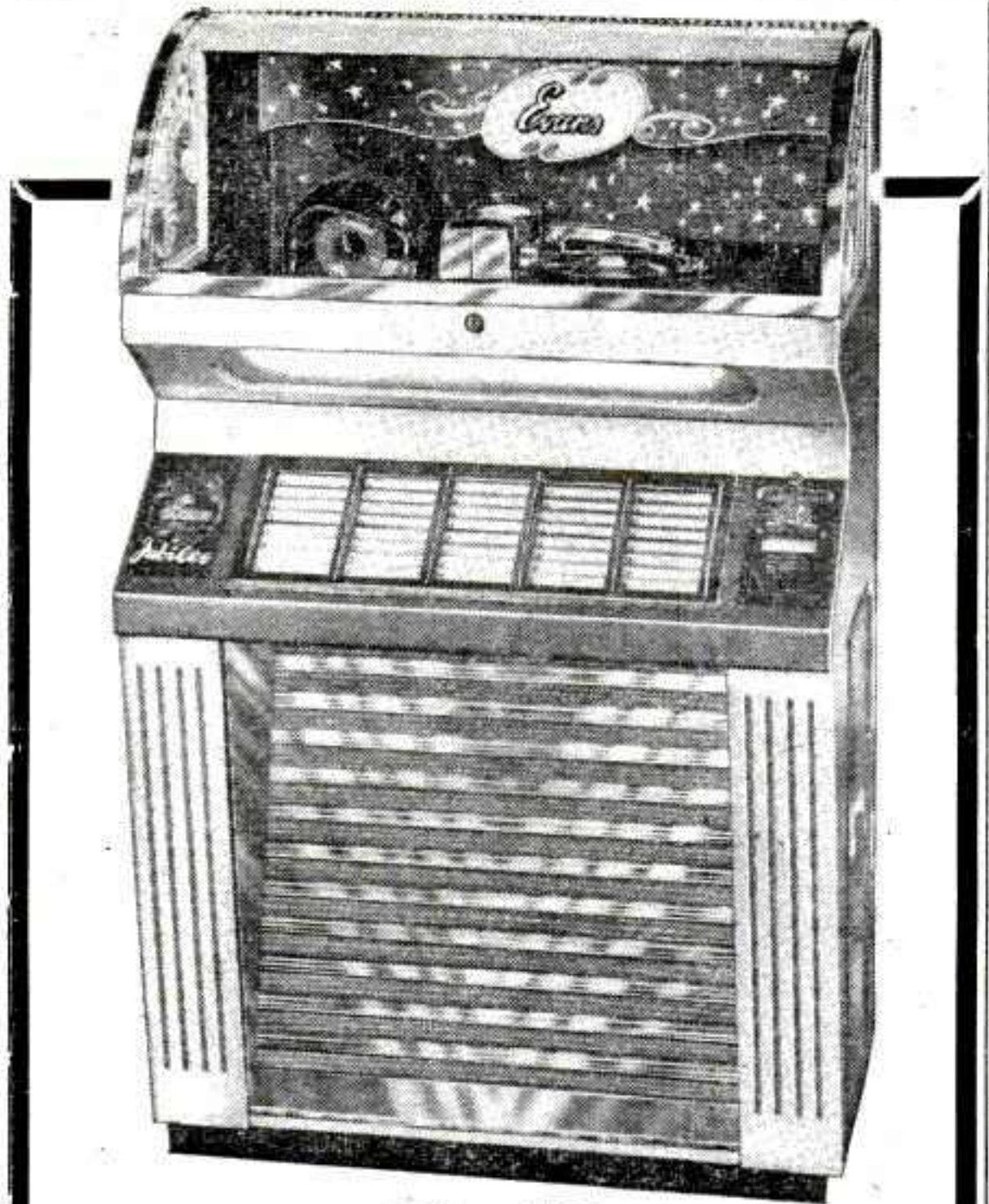
*The new Model "E"
is a beautiful juke box . . .*

ANY WAY YOU LOOK AT IT!

AMI *Incorporated*

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

FOR EVERY LOCATION NEED . . . 40, 80 AND 120 SELECTIONS



EVANS' JUBILEE 40/45
20 Records—40 Selections
45 RPM

EVANS' JUBILEE 40/78
20 Records—40 Selections
78 RPM

DESIGNED FOR PROFIT!

PICTURE WINDOW VIEW OF RECORD CHANGING ACTION

IMPROVED INDIRECT KEYBOARD ILLUMINATION

GORGEOUS "LIVING RAINBOW" LIGHTING... LOCATION-LENGTH VISIBILITY for LOCATION-WIDE ATTRACTION!

QUICK SERVICE FACILITIES

Contact your Evans Distributor NOW! Assure earliest possible delivery and a future of more carefree, more profitable operating!

ON DISPLAY AT YOUR EVANS DISTRIBUTOR—

EVANS' CENTURY 100/45

50 RECORDS—100 SELECTIONS
45 RPM

H. C. EVANS & CO.

1556 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

AMI Line Draws Heavy Operator Turnouts for 'E Week' Showings

Continued from page 126

Wichita: L. A. Abbott, Richard Chalfant, J. C. Kramer, J. G. Gill, Earl Long, J. E. Adams, Harold Matheny, H. S. Chilton, Ivan Martin, C. E. Wheat, and Larry Salmon. Hutchinson operators attending were Robert Allen, Dorce Hays, and Harold Murphy.

Out-of-town operators were Wayne Eckhardt, Al Ptacek, Joe Sheldon, E. L. Whitehead, Ted Tiller, Bryan McCullough, O. F. Donley, Loda Sullivan, John Clark, Harold S. Hunt, John Coughlin, Fred Brumm, Forrest McGinnis, Mr. Nixon, L. A. Abbott, Don Fooshee, Mr. French, Rex Rymer, L. F. Peterson, T. O. Massa, Leroy Davidson, B. I. Smith, Ray Armstrong, U. S. Grant, W. P. Dielman, Sol T. Blum, H. J. Rohlings, and Don Allen.

Chicago Debut

CHICAGO — The new AMI model "E" phonographs were introduced to local music operators June 15 at Automatic Phonograph Distributing Company, amidst gala decorations, refreshments, and fun.

Philip Weisman, president of Automatic, and Mike Spagnola, general manager, were assisted by Bill Fitzgerald, of AMI Incorporated. Spagnola reported the new model "E" phonographs received the most enthusiastic reception in the history of the firm.

Among the more than 200 operators and servicemen attending the show were: Edward Gilligan, Jacob Nomden, Richard Nomden, Bill Nyland, Art Donovan, Frank Popko, Edward Zagar, Adolph Raymond, Tom Vivano, Ray Cunliffe, Jerry Schuman, Earl Kies, Ollie Herbert, Nate Rothner, Joseph Filitti, Frank Smith, A. H. Hanson, Edward Holstein, Leonard Miska, Marvin Osburn, William Marohn, Paul Golden, Roy Millouzi, Arthur Velasquez, Phil Levin, Louis Arpaia, Howard Palmer, Irv Sands, Mel Jones, William Listak, Bob Gnarro, Vern Hamman, Herb Goldenson, Frank Florio, Sam Florio, Ray Perkins, Andy Bruno, Sam M. ded, Benny Iacullo, Rocky Iacullo, all of Chicago and its suburbs.

Out-of-town guests were Lou Casola, Harold Hildebrandt, and Charles Marik, Rockford; Elmer Hallgren and Pete Langbehn, Moline; Bernard Poss, Aurora; Gilbert Plaster, Peoria; Mr. and Mrs. E. W. Gilbert, Bloomington; Andy Hesch, Arlington Heights; Bob Lindelof, Skokie and Ken Voeck, of Glen Ellyn.

Atlanta Juke Party

ATLANTA — The Friedman

Amusement Company showing of the new AMI model "E" had a good turnout from Record Row, with many oldtimers trying to recall similar events of the past. Refreshments and food were served by Mrs. Freidman, who acted as hostess.

Several representatives of Atlanta business firms were guests at the showing. Many record company executives were on hand and the entire group was pleased to have Mr. and Mrs. Joe Farmer, television and radio personalities from WAGA, on hand to enjoy the festivities.

The Atlanta operators attending were: Sam and Mrs. Cohen; Arnold Feldman, Amusement Vending Company; C. M. Yaughn; K. O. Yaughn; W. L. Groover; R. L. Moody, S. M. Johnson and R. G. Deal, of Rainbow Music Company; Howard and Mrs. Ball; Buck Smith; Buck and Mrs. Folsom; Mrs. Jack T. Harris; Jimmy Cochran; Sam Castellana; F. E. and Mrs. Blalock; H. C. and Mrs. Robinson; C. P. and Bobby Dinwiddie; E. and Mrs. Rubin; C. C. Venable, Georgia Phonograph Company; J. H. Sammons; Bob McConnell and LeRoy Kimble, Ace Novelty Company; James A. Welch; Yank Venable, Venable Music Company; Bob Green, Dixie Music Company, and Jimmie Lee.

Out-of-town guests included Johnny and Mrs. Mudge, Columbus; George R. Huff, George M. and Mrs. Jackson, Raymond and Mrs. Motter, William Doolittle, and Douglas J. and Mrs. Watson, Thomaston; Bob and Mrs. Ozburn, Cedartown; Charles Griffin, Covington; R. B. Brown, Mac Brown and Pee Wee Cowart, West Georgia Amusement Company, Carrollton; Charles Townsend and C. G. Townsend, Kite; Bud Wallace and Eddie Trantham, Wallace Novelty Company, Marietta; Charles M. Johnson of Ideal Amusement Company, W. A. and Mrs. Chambers and R. O. Langley of the Athens Amusement Company, Athens; Bill and Mrs. Smith, Dublin; Fred Cox and Walter Anderson, Hapeville; Horace and Mrs. Estes, and J. W. and Mrs. Laseter, Griffin; Carl and Mrs. Williams, Gordon; Glen and Mrs. Souther, Dalton; Lewis and Mrs. Graham, Barnesville; James Tolbert, Rome; A. C. Wade, Cordele; Mrs. Gwin Kesler, Carnesville; Haywood Wynn, Vidalia; M. B. and Mrs. Weatherly, Cochran; Ida Cravens, Anderson Music Company, La Grange; Marion Hardin, Washington, and H. B. Buffington, Smyrna.

Kentucky Debut

LEXINGTON — The Southern Automatic Music Company, 1535 Delaware Avenue, was host over the week-end to Central and Eastern Kentucky operators at its "E-Week" showing of the new AMI model "E" juke boxes. A large and enthusiastic crowd was on hand both days of the showing. Refreshments were served and souvenirs were distributed.

Homer Sharp, manager of the firm, was pleased over the reception of the new line. A large number of operators came from Eastern Kentucky and one from Paintsville arrived in his truck, expecting immediate delivery.

Hosting at the unveiling of the new line, in addition to Sharp, were Hazel Vice, C. F. McMillen Jr., James McKechnie, Stanley Burger and V. C. Courtiour. The firm is celebrating its 30th anniversary currently.

Cincinnati Views

CINCINNATI — Joe Weinberger, of Southern Automatic Music, here, reported that the firm was literally swamped with operators, servicemen, and their wives. He stated, "This is without a doubt the best showing we have ever held."

During the two days of the showing, over 400 persons passed thru the showrooms. Refreshments and food were served. Many of the operators traveled as much as 100 miles to attend the showing.

Louisville Show

LOUISVILLE — Leo Weinberger, of the Southern Automatic Music Company, reported an enthusiastic reception was given the new AMI line of juke boxes displayed during "E Week"

here. The showing was held simultaneously with Southern's celebration of its 30th anniversary.

Leo stated that Kiddie Rides were in operation thruout both days for the entertainment of the children.

Indiana Premiere

FORT WAYNE — The Fort Wayne Branch of the Southern Automatic Music Company, also joined in a simultaneous celebration of the company's 30th anniversary and the unveiling of the new AMI line of model "E" juke boxes.

Representative operators, servicemen and their families from Northern Indiana and Ohio territories attended.

Visitors enjoyed a lay-out of food, refreshments, and souvenirs were given to all, including children. Samuel S. Dieter and Fred J. Allen were in charge of the affair.

San Francisco

SAN FRANCISCO — Attendance at the E Week showings held June 14-15 at Huber Distributing Company here, totaled 231, with a considerable number of the visitors coming from out of town. The new AMI line of juke boxes was displayed in the newly decorated showroom, on a revolving stand.

Hosting at the affair were Walter and Mrs. Huber, George Brown, Edwin Porter, and factory representative of AMI, E. R. Ratajack.

A buffet luncheon was served by waitresses wearing aprons with emblazoned E's on them. Gifts were distributed, with the women guests receiving gardenias and the men getting Paper Mate pens.

Holiday Affair

COLUMBIA, S. C.—The T. B. Holliday Company, Columbia, S. C., distributors for AMI phonographs, held their premiere showing of the new line of Model E juke boxes Sunday, June 14.

T. B. Holliday reported that the attendance at the E Week showing was exceptionally good.

Alabama Debut

BIRMINGHAM — Birmingham Vending Company held open house for the showing of the new Model E, AMI juke box, Sunday, June 15. The display room was decorated with posters and balloons for the occasion.

Operators from all over the State attended the unveiling of the new line. Among the visitors were Nathan Allen, Joe Allen, M. W. Ryles, C. E. Howard, LaVerne Chappel, Jack Haskins, Robert Watson, Abe Kelly, Fred Percel, D. Lumpkin, Henry Beale, and Jack Biddy, all of Birmingham. Out of towners were Jimmie James and Billy McGee, of Gadsden; H. T. Rowell and J. T. Rowell, Talladega; Pachel Means and W. E. Wooten, Attalla; J. A. Thomson, Tuscaloosa, and James Bukacek, Pell City.

Virginia E Week

ROANOKE — The Roanoke Vending Machine Exchange, Inc., unveiled the three E models of the new AMI line of juke boxes here Sunday, June 14. A good turnout attended the affair and luncheon was served. The Bristol, Va., and the Charleston, W. Va., branches will hold their showings June 20-21.

Niagara Frontier

BUFFALO — Alfred Bergman, president of Sheldon Sales, Inc., announced the E Week showing held Sunday and Monday June 14-15, was exceptionally enthusiastic.

Following is a partial list of the visitors attending the showing: Burton Brown, Arthur, Prantke, Carl Mandt, Thomas Sokoloski, John Cooper, Edward Schaeffer, Bernard Blacher, William Daniels, Myron Oberst, Herbert Ross, Peter Butera, Eddie Pouthier, and Jack Watson, all of Buffalo. Out of towners included: Charles Wagner, Bernard Rapp, Abe Hamza, and Joseph Grillo, Rochester; Mickey Anderson, William Gould, and William Labree, Erie, Pa.; Herbert Moses and Pierce Lonberger, Niagara Falls; Joseph

(Continued on page 131)

How Was Your Timing on ...

"Vaya Con Dios"

LES PAUL—MARY FORD
CAPITOL 2486

Now on Billboard's "Most Played in Juke Boxes" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money... you'll be riding only the winners for top play the year around!

Spotted as a
**Billboard
BEST BUY**



Title Strips
Ready for Top
Juke Profits



CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months

Cards (per week)	Cost (for 3 months)	Cards (per week)	Cost (for 3 months)
20 (400 strips)...	\$ 9.00	70 (1400 strips)...	\$29.00
30 (600 strips)...	13.00	80 (1600 strips)...	33.00
40 (800 strips)...	17.00	90 (1800 strips)...	36.00
50 (1000 strips)...	21.00	100 (2000 strips)...	39.00
60 (1200 strips)...	25.00		

Yermie Stern, 2 E. 45th St., New York 17

Date _____

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$ _____ for 3 full months. Payment is enclosed. 817

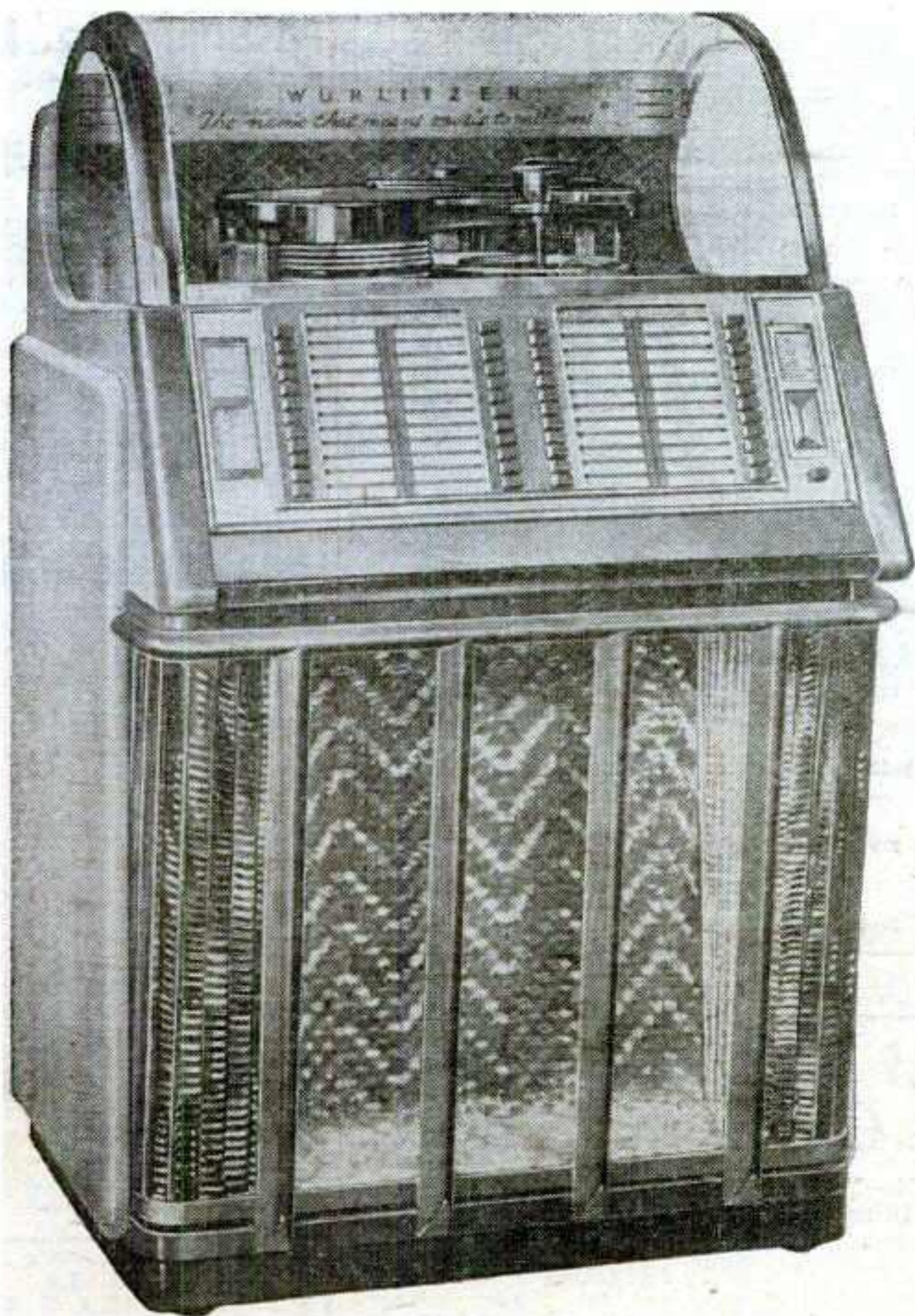
Name _____

Address _____

City _____ Zone _____ State _____

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

IT'S A CORKER



for STOPPING ALL EYES
and STEPPING UP PLAY

Here's a phonograph that plays 48 selections... that's a marvel of cabinet compactness, yet is big in eye and ear appeal. Its sparkling glass AstraDome is an optic-stopper. And the exclusive Wurlitzer combination of twin Zenith Cobra stylus and automatic volume level-control make it as listenable a phonograph as the industry has ever had. Priced low, it has proved itself a marvelous money-maker, a real coin puller in limited space locations.

Wurlitzer

1650 48 SELECTION
STRAIGHT 45 RPM PLAY

1600 48 SELECTION
45 OR 78 RPM PLAY

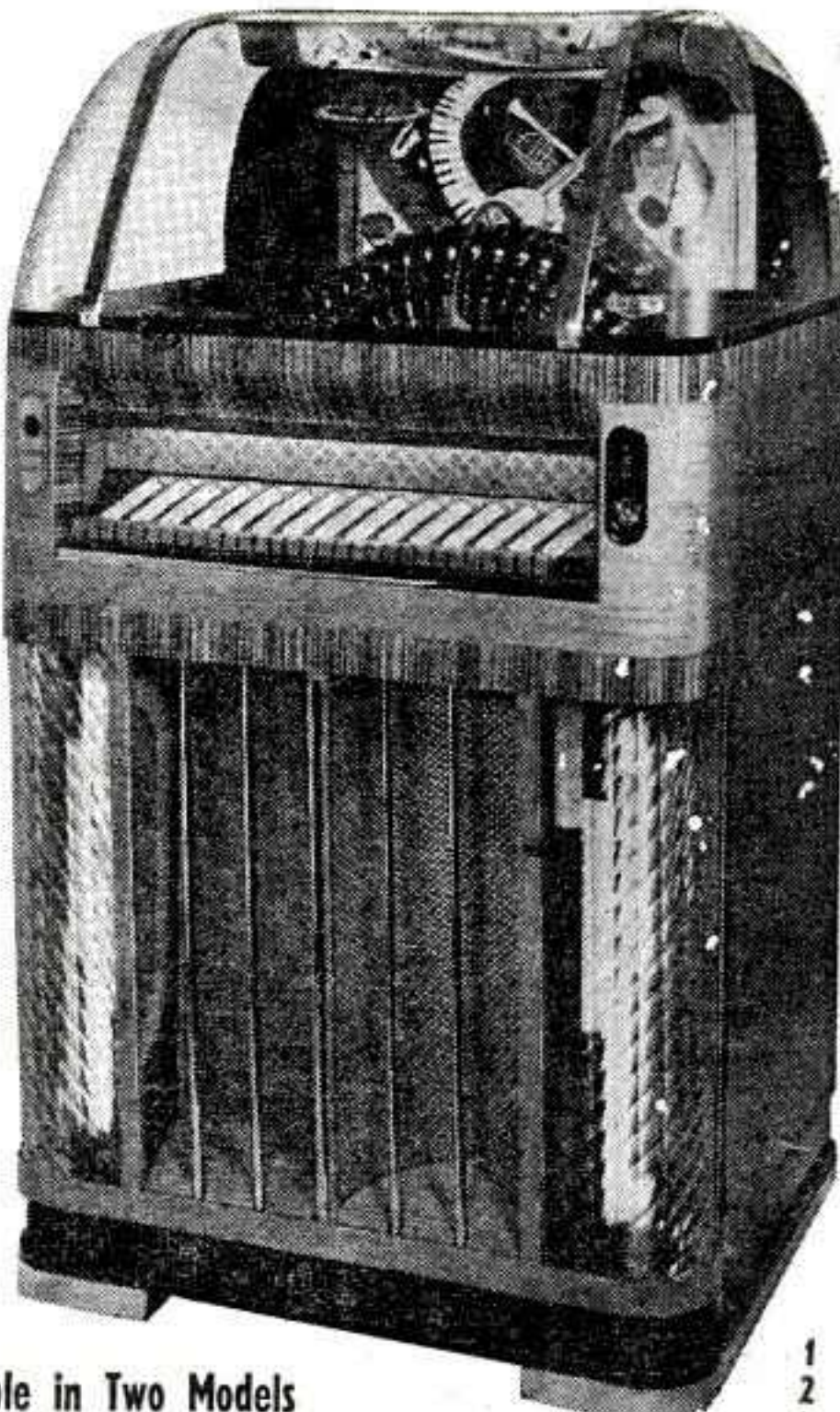
See Your Wurlitzer Distributor

The RUDOLPH WURLITZER COMPANY • North Tonawanda, New York

120 120



SEE PLAY HEAR Order your next Phonograph from your Rock-Ola dealer



Available in Two Models for 75 or 45 R.P.M.

The Industry's Greatest Phonograph Achievement

ROCK-OLA MANUFACTURING CORPORATION

800 North Kedzie Avenue Chicago 51, Illinois

120 120 120 120 120 120 120 120 120 120

SAVE MONEY... ON



Reconditioned Music Equipment

MUSIC SYSTEMS

Clean Equipment—Ready To Go Write, Wire, Phone 1/3 Deposit, Balance C. O. D.

SEEBURG 148SL \$199.00 147M 139.00 146M or S 99.00

Hideaways

H148M \$179.00 H146M 75.00

AMI Model A \$225.00 ROCK-OLA 1432 (50 selections) 395.00 ROCK-OLA 1422 79.00 WURLITZER 1015 119.00 WURLITZER 1250 359.00

Wall Boxes

3W7-L56 (5-10-25¢ 3-wire) \$34.50 3W2-L56 (5¢ 3-wire) 12.50 W1-L56 (5¢ wireless) 5.00 W6-L56 (5-10-25¢ wireless) 29.50 Packard Chrome Wall Boxes 5.00

Export Inquiries Invited

MUSIC SYSTEMS, INC.

Detroit, Mich. • 10217 Linwood Lansing, Mich. • 1224 Turner Cleveland, Ohio • 2600 Euclid Toledo, Ohio • 1302 Jackson

when answering ads...

SAY YOU SAW IT IN THE BILLBOARD!

THE BILLBOARD Index of Advertised Used Machine Prices

Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with columns for Machine Model, Issue of June 20, Issue of June 13, Issue of June 6, Issue of May 30. Rows include AMI, MILLS, PACKARD, RISTAUCRAT, ROCK-OLA, SEEBURG, WILLIAMS, WURLITZER.

YOU'RE WELCOME

Midwest Mercury Distrib Thanks Ops With Party

CHICAGO, June 20.—Midwest Mercury Record Distributors, headed by Henry Friedman, held their fourth annual Midwest Coin Operators' Party Tuesday (18) at Linn Burton's Steak House. Approximately 100 juke box operators and 15 disk jockeys attended. Friedman, as host, was assisted by Henry Grossman, Bob Clark, Dan Rankin, and Irving Zeman, all of Midwest Mercury. Grossman stated that the affair was staged to congratulate the music machine operators on their 65th Anniversary of the Juke Box Industry. Guests of honor were: Irving B. Green, president of Mercury Records; Max Hoffman,

proprietor of the Shangri-la restaurant here; Dr. Joseph F. Brown, and Jack Perno. Two one stops were represented by Jim O'Dwyer, of the Music Box, and the Singer brothers, Fred and Ted, of Singer's One Stop. Friedman explained the annual party, saying, "Our only aim is to provide the fellows with a good time and a sincere thank you. In the four years that I've been running this type of party, I have never attempted to sell a record or promote my product." Refreshments and food were served to the group and music was furnished by a roving accordionist.

Frank Calland, NY Juke Union President, Dies

NEW YORK, June 20.—Frank Calland, 46, president of Local 786, International Brotherhood of Electrical Workers, died Monday (15) at his home in Brooklyn. A cerebral hemorrhage was given as the cause of death; he had been ill for several months. Funeral services were held Friday (19) at Our Lady of Peace, Brooklyn. Calland had been head of the local juke box repairmen's union since its inception 15 years ago. He is survived by his widow Nancy, and four children, Andrew, Rose Marie, Bernadette and Frank Jr.

Taran's Export Mgr. to Visit 15 Countries

MIAMI, June 20.—Taran Distributing Company has mapped out an ambitious sales and travel program for its export manager Sam Benton. A veteran of the export business, who formerly served as resident salesman in Cuba for National Silver Company, Benton plans to cover the following countries for Taran beginning July 1: Mexico, San Salvador, Costa Rica, Panama, Honduras, Nicaragua, Colombia, Venezuela, Peru, Bolivia, Puerto Rico, Jamaica, Trinidad, Port-Au-Spain and the Bahamas. He will offer Taran Distributing's complete line of juke boxes and other coin-operated equipment. He will also handle phonograph records.

MGNJ Meets In Newark

NEWARK, N. J., June 20.—The Music Guild of New Jersey will hold a full-membership meeting Thursday (25) at the Military Park Hotel here. It will be the last meeting until September 24. To be discussed at the meeting will be "Music Fees" by Ed Burg Runyon Operating Division "Trade Group Areas" by Manuel Ehrenfeld, and "Legislation and Performance Fees" by Sol L. Keselman, MGNJ counsel. Trade area group meetings were held in East Orange Tuesday (16) and in Paterson, Thursday (18).

Los Angeles E Week

LOS ANGELES, June 20.—Badger Sales Company opened its E Week showing of the AMI line recently acquired by this firm for this territory at an open house here Sunday (14). On hand were Ed Ratajack, Western representative for AMI; Ray Powers, Badger's general manager, and Fred Gaunt, Badger coin machine sales manager. Refreshments were served thruout the day. To properly handle the new line, Badger constructed a special showroom. In the parts department, headed by Jack Leonard, additional showcase space was created to take care of effective displaying of parts and supplies. A steady stream of operators from this city as well as its environs took advantage of the showing to view the new models. The showroom was especially decorated with flowers and drapes for the occasion.

FOR SALE DISTRIBUTORS STOCK OF NEW WURLITZER PHONOGRAPH PARTS for MODELS 1100 & OLDER... \$1,500

AMI 'E Week' Showings Draw

Continued from page 128

Clemeti and Joseph Hanna, Utica; Jack Driscoll, Avon; Ralph Denby, Canandaigua; Joseph Cardone, Medina; Ralph Eibl, Albion; Jake Barsuk, Batavia, and Norman Bathrick, Medina.

Other out of towners were Robert Scott, North Tonawanda; Fred Beman, Gloversville; H. E. Betz, Fairport; Ed Britt, Lockport; Russell Caccamie, Jamestown; Earl Foy, Watertown; Frank Gennuso, Fredonia; Mr. Butterfield, Hudson Falls; Henry Genter, Brownville; Henry Hamed, Olean; James Hammond, Charles Maresek and Harry Samuels, Little Falls; Mr. Jeanette, West Chazy; Dave Solomon, Elmira; Francis Kennedy, Ilion; Henry C. Knoblauch, Glen Falls; Stanley Kuznicki, Dunkirk; George Leeret and Joe Real Jr., Syracuse; Lyndon Kelly, Arkville; Roy Olson, Jamestown; Dan O'Brien, Red Creek; Bruno Quattrone, Salamanca; Stanley Sumner, Brandt Lake; Bernie Tiffault, Balston Spa, and Joseph Marty, of Corry, Pa.

500 Attend

INDIANAPOLIS — Over 500 operators, servicemen, and their wives attended the "E Week" showings of the new AMI line of juke boxes at Southern Automatic Music Company's Indianapolis showings of the new AMI line branch, which covers an area of 50 miles radius, celebrated the 30th Anniversary of Southern's founding in conjunction with the "E Week" display. Southern is owned by Leo, Joe, and Sam Weinberger.

Sam Weinberger, head of the Indianapolis branch, said, "This is the most enthusiastic group I have ever witnessed in all the years I have been connected with the coin machine business."

Food and refreshments were served and all who attended were given gifts.

Boston Juke Party

BOSTON—W. S. Redd, president of Redd Distributing Company, Inc., hosted at that firm's "E Week" showing of the new AMI line of juke boxes which were unveiled before over 500 visitors. Operators, servicemen, location owners, and their wives attended the showing.

Redd was pleased over the reaction of the trade to the AMI Model "E," which is available in 40, 80, and 120 selections.

Texas Showing

TEXAS—Sixty visitors from 15 cities attended the open house of the Wallace Distributing Company in the Orchid Room of the Baker Hotel, Mineral Wells, Tex., Sunday, June 14, at which the company held its initial showing of the new AMI Model "E" juke boxes.

Playing host were Allen and Mrs. Wallace, W. O. Wilborn, John W. Reynolds, Bill Jacobs, and Mrs. John Taylor, Wallace and Wilborn are the owners of the company.

J. A. Stewart, sales manager of AMI, Inc., flew to Mineral Wells from Grand Rapids, Mich., for the unveiling. Others attending were: W. G. Johnson, Childress; L. N. Newton, Longhorn Music Company, Hoy McCracken, McCracken Music Company and Roscoe Choate, Bowie Novelty Company, all of Wichita Falls; J. C. and Mrs. Marsh, Electra; Louis Solomon, Nell Groene, and Austin and Mrs. Watts, Solomon Music Company, Abilene; M. T. Cornelius, and Bert and Mrs. Alcott, Cornelius Music Company, Abilene; Connie and Mrs. Smith, Hukel Music Company, Travis, and Ginny Roberts, Keel Music Company, of San Angelo; George Williams and Frances Burt, Llano; Hazel and Clyde Maner, Maner Music Company, Brownwood; Dock Ringo, Gordon; Gene Turnbow and J. C. White, Juke Box Company, Stamford; W. B. Walton and Bob Cochran, Walton Music Company, M. T. Johnson and Rudy Johnson, Texas Music Company, R. L. Choate, A. N. DeBusk, and Bill McCarty, Resort Music Company, all of Mineral Wells; Stanley Owen, Dallas; Bill Jacobs, Parker Music Company, Weatherford; Burl Lawrence, Acme Music Company, Stephenville; J. W. and Mrs. Hooks, Hook's Music Company, Brownwood.

Pittsburgh Results

PITTSBURGH — Herbert R. Rosenthal, sales manager of the Banner Specialty Company in Pittsburgh, announced the unveiling of the new AMI line of juke boxes drew over 400 operators, servicemen, and their families. Six weeks prior to the showing, Banner began renovating the front of their three-story building, all the offices, and the display floor. They installed new rubber tile

flooring, panelled all the offices, plastered, and painted all the walls, as a final touch for the "E Weeks" showings. Banner erected special platforms for the new line of Model "E" phonographs.

Following is a partial list of the Pittsburgh operators attending: Sidney Rosenthal, Phil Lang Sam Chaban, Fred Conteen, Meyer Davis, Mike Ballinger, John Scavo, R. J. Nickel, Furey Ross, Meyer Popkin, Henry Jasek, Anthony Repepi, and Oliver Volpe.

The out of towners were: Dwight Huster and Frank Mikesic, Johnstown; Al Syrek, Ambridge, Roy Fields, Weirton; Herman Custead, Butler; Charles Madlock, Waynesburg, Eugene Reda, Beaver Falls; Frank Salvaggio, Gallitzin; Nick Kratsas, Verona; Elmer Zeifelder, Millvale; Zoltan Kiss, Altoona; R. Bruce Schrack, State College; Joseph Vinski, Turtle Creek; Louis Emeterio, Washington; Charles DeAngelis, Pittcock; Fred Hawkins, Huntingdon; James Fungarola, Bedford; John Zanot, Rimersburg; and John Babich, Aliquippa.

I. H. Rothstein, president of Banner Specialty Company arrived from Philadelphia for the opening of the "E Week" showing.

Taran Showing

MIAMI — Approximately 600 guests — music operators, their families and friends — attended the June 16-17 showing here of the three new AMI Model E phonographs at the showroom of Taran Distributing. Actually the event marked not only the unveiling of the E but also was an open house to celebrate official opening of the new air-conditioned building occupied by the firm recently. Pan American Distributing Corporation, the Taran subsidiary, which is Florida distributor for many phonograph record labels and occupies quarters in the same building, also joined in the celebration with its own guest list of record dealers in the area.

President Sam Taran said the enthusiasm of the juke box operators who came from as far away as San Juan, Puerto Rico, was greater for the E than that shown at any previous AMI premier. Taran added that his company already booked more orders than could possibly be delivered for five months.

The showroom was gaily decorated with banners, placards, and balloons advertising the E. All three sizes of the new Model E were displayed.

Attendance so exceeded expectations, said Taran, that at the end of the first day's showing, all the food and drinks ordered for both days had been consumed. Visitors were received both days from 10 a.m. to 10 p.m.

Included among the out-of-town guests were Jose Romero, San Juan, Puerto Rico; C. Laughlotz, Daytona Beach; M. F. Harris, Fort Lauderdale; Dan R. House, Naples; Robert Schwartz, Fort Lauderdale; M. B. Wellons and Peter Montesano, Hollywood.

Taran Distributing also exhibited the E on June 14-15 at his Jacksonville office with Taran, and the Jacksonville manager, Herb Gorman, greeted approximately 150 operators from North Florida and South Georgia. A showing at Tamia is to be held June 24 with Taran and sales manager, Eli Ross, presiding.

Oregon Debut

PORTLAND—The new model AMI phonographs aroused lively interest among operators here during their showing this week at Western Distributors of Portland.

Budge Wright, of Western, converted the salesroom into a festival setting to display the three new models. Buffet lunches were served thruout the week. E-embossed cookies and lapel roses with E's on them were distributed.

Western was a point of call Thursday (18) for Ed Ratajack, Western regional representative for AMI, who covered the West Coast during the showing.

Minnesota E Week

MINNEAPOLIS — The Liberman Music Company held its E Week showing of the new AMI line of Model E juke boxes this week. Sid Levin, of the firm, reported a good turnout. Al Mason, service representative of AMI, was on hand for the showing.

South Dakota operators who came to view the new line included Ted Salvesson Jr. and

W. Va. Showing of AMI 'E' Line Set

PITTSBURGH, June 20.—West Virginia operators will have their first opportunity to view the new AMI "E" line Sunday (28) at the Fairmount Hotel, Fairmount, W. Va.

The Banner Specialty Company here, AMI distributor for Western Pennsylvania and West Virginia, will hold open house from noon until 8 p.m.

Darlow Maxwell, Huron; Ernest Woytassek, of Coyuga, N. D., was also on hand. Glenn Rackliffe, of Superior, Wis., also attended. Minnesota operator included B. F. Kragtrop, Tracy; Jim Lucking, Benson; E. E. McDaniel, Wadena; Pete Vanderhyde, Dodge Center; Jack Harrison, Crosby; Len Worseck, Montevideo; Gladys Potter, Fairmont Novelty Company, Fairmont; H. J. Lynard, Kasson; Al Eggermont, Marshall; Harold Peterson, Bethel; T. J. Fischer, Waconia; Phil Stang, Chakopee; C. B. Sersen, St. Cloud; Leo Hennessey, Rochester; Bill Arndt, Long Prairie; Cap Keister, Frontenac; Jeff Kost, St. Cloud; Stan Woznak, Little Falls; Wally Zellmer, Osseo; W. C. Gummow, Hopkins, and Ted Heil, Gaylord.

Dolph Debut

TULSA—H. W. Dolph reported that the H. W. Dolph Distributing Company held its E Week showing in Tulsa on Sunday, June 14.

(Continued on page 135)

Rock-Ola Sets St. Paul School

CHICAGO, June 20. — Frank Schultz, service supervisor of the Rock-Ola Manufacturing Company, having just returned from a five-week nationwide tour conducting service schools on the Fireball 120-selection phonograph, is leaving again to conduct schools in St. Louis and St. Paul.

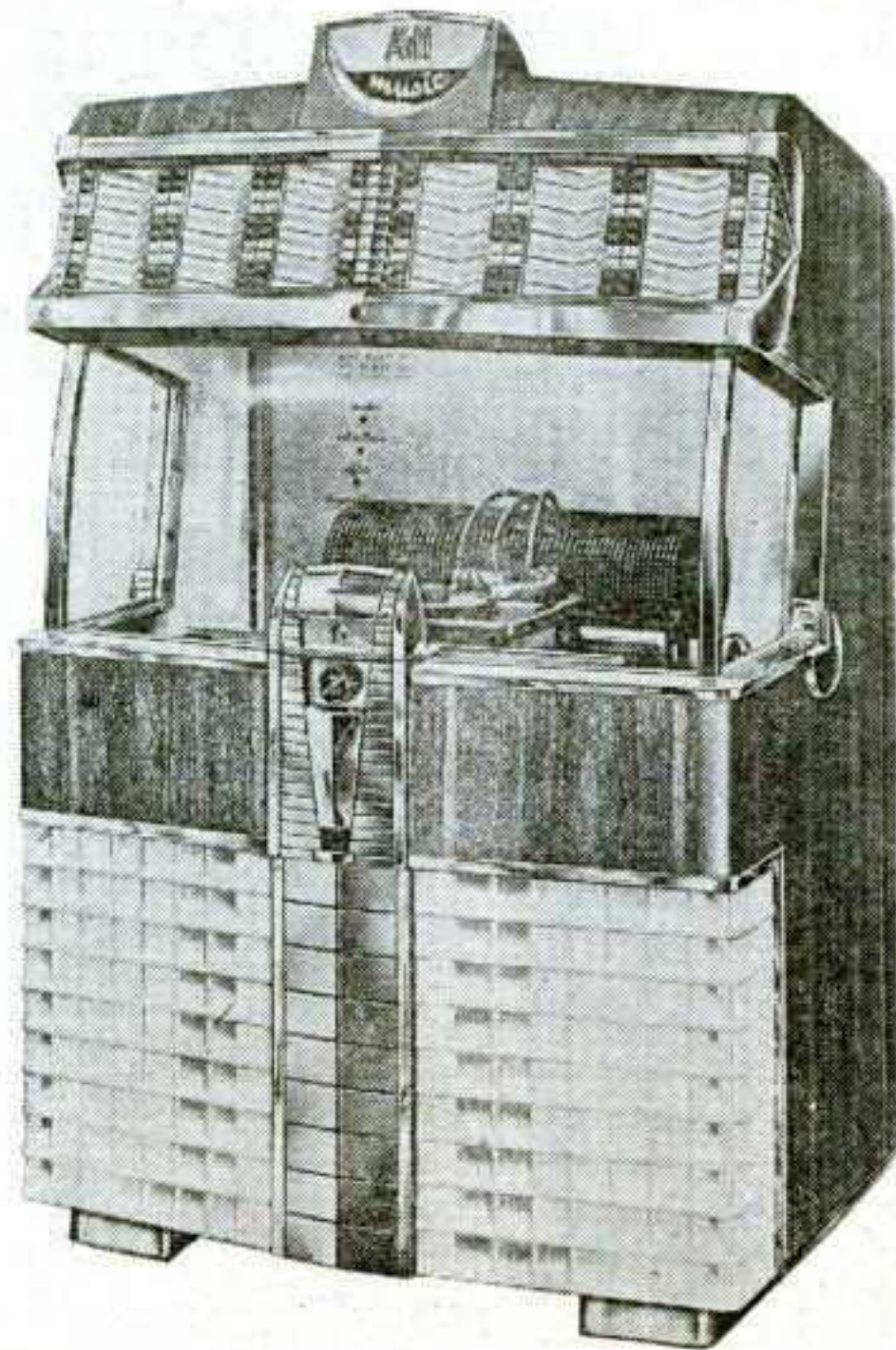
The school in St. Louis is currently in progress, and Schultz leaves for the St. Paul area to conduct a school there on June 24. He will spend time in between schools visiting with operators in surrounding areas.

Oregon Ops Hold Social

PORTLAND, Ore., June 20.—Business cares were laid aside for the June meeting of the Oregon Music Association. Members and their guests were served a buffet supper. Budge Wright, of Western Distributors and president of OMA, acted as host.

Special guests included Edward R. Ratajack, regional representative for AMI; Gary Sinclair, of San Francisco, regional sales manager for Wurlitzer, and Ron Pepple, of Seattle, whose Northwest Sales Company is Wurlitzer distributor for Washington, Oregon and Alaska.

The AMI Model E-120, featuring 120 Selections, IS THE FINEST Phonograph ever produced...



Operators . . .

Come in and see the avalanche of new features on the brilliant Model E-120, 120-Selection Phonograph.

FOR YOU WEST VIRGINIA OPERATORS

We will have a special showing of the new AMI Model E on Sunday, June 28th, at the Fairmount Hotel, Fairmount, W. Va., from noon till 8:00 P.M. You'll thrill to the Model E and you'll be delighted with our Harry's manner of greeting you!

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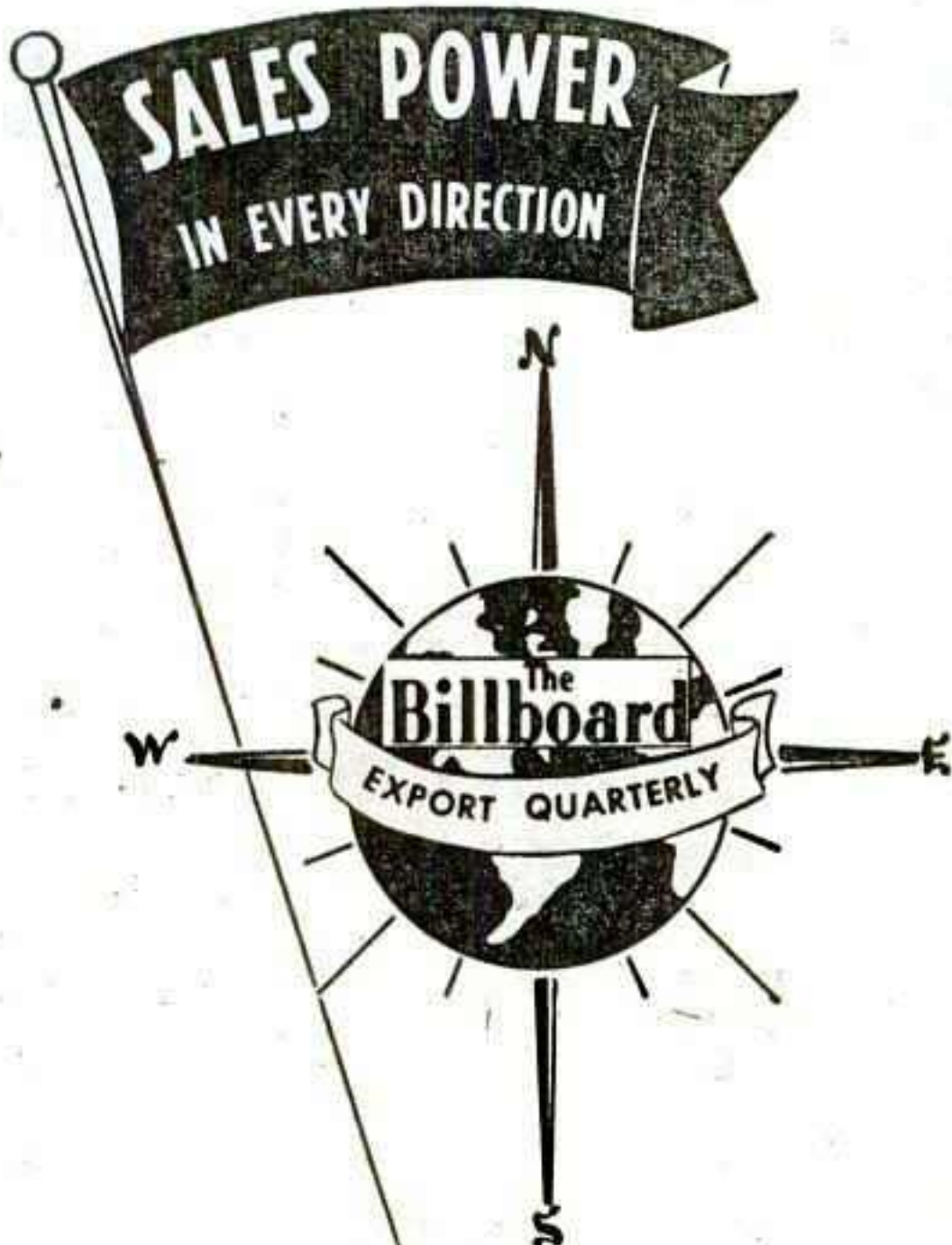
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Gott Terms In-Plant Candy Vending Top Industry Trend

Tells NCA Convention 5c Bars, Packs Are 'Rapidly Disappearing'

NEW YORK, June 20.—Philip P. Gott, president of National Confectioners' Association, told assembled confectioners at the group's annual convention this week (15-18) at the Waldorf-Astoria Hotel that one of the most important trends in the candy field is the growth of the vending machine in industrial establishments. Many workers, he said, are using the 10-cent bar as a dessert after lunch.

More than 50 per cent of confectionery sales continue to be in the 5 and 10-cent units,

also the former was "rapidly disappearing," Gott declared.

He said that the retail candy volume last year was \$1,750,000,000, and that with 1953 sales running about 2 per cent ahead of the 1952 level, the industry's biggest year is in the making. He noted that the high price of peanuts, which are supported at 90 per cent of parity, had almost priced them out of the candy bar.

Improvements in processing during World War II, when the government sought chocolate with fat of a high melting point for tropical use, are responsible today for an increasing year-round market for such candies, Gott reported.

The convention, which drew an attendance of 7,000, got underway Sunday (14) with a get-together chaired by Fred E.

Magenheimer, vice-president of Mason Candies. Business sessions opened Tuesday (16) with Gott's speech and an outline of the program by Charles R. Adelson, Delson Candy Company, chairman of the convention program committee.

Highlights of Tuesday's session were the following talks: "Economic Trends in Confectionery and Other Food Industries," John H. Betjemann, A. C. Nielson Company; "Quality Control Essential to Sell Candy," Robert W. Watson, Sears Roebuck & Company; "Submission of NCA Proposed Policy Statements," Harry R. Chapman, New England Confectionery Company, and "Nothing Happens Until Somebody Sells Something," Arthur H. Motley, president of Parade Publications, Inc.

(Continued on page 136)

Movie Official Tells How to Hike Lobby Candy Vender Sales

Warns at NCA Meet Theater Volume Static; Cites Boom in Bev Vending

NEW YORK, June 20.—Leon J. Levinson, American Theaters Corporation official and concessions chairman of the Theater Owners of America, Inc., warned candy makers and wholesalers attending the National Confectioners' Association meet here this week that lobby candy vendors were not realizing their full sales potential. Beverage vendors, on the other hand, he said, were accounting for more and more drink volume in theaters.

"I know of no surer way to increase the sale of candy bars than by increasing attendance in motion picture theaters," Levinson declared. But, he indicated, changes in merchandising candy in lobby locations would help

greatly in effecting a higher candy vending level. Like soft drink machines, which were originally placed beside the stand as an auxiliary unit but which now account for the bulk of beverage volume in theaters, candy vending can also be emphasized, he said.

Candy Picture

Levinson said that while the number of candy vendors and

(Continued on page 136)

FEATHERS FLY

7 Match, Cup Mfrs. Aid '53 Chest Drive

CHICAGO, June 20.—Book matches and paper cups made by seven firms will carry the Red Feather imprint for cigarette and beverage operators participating in the 1953 Community Chest campaign sponsored by National Automatic Merchandising Association, according to Thomas A. Buckley, NAMA public relations committee chairman.

Dixie Cup Company, Lily-Tulip Cup Corporation, Maryland Cup and Maryland Match Companies, Lion Match Company, Universal Match Corporation and Superior

(Continued on page 136)

Arctic Granted New Stay in Liquidation Suit

MILWAUKEE, June 20.—A further stay in bankruptcy proceedings has been granted the Arctic Vendor Sales Company, Inc., Appleton, Wis., by the U. S. District Court here. The postponement until July 14 was requested by Gordon Haase, president, and his attorney earlier this month.

Initially, involuntary bankruptcy proceedings against the ice

(Continued on page 135)

NAME NABV EXHIBITORS

Charms, Supply Firms To Dominate '53 Show

CHICAGO, June 20.—National Association of Bulk Vendors announced this week the names of the first firms to contract for exhibit space at its 1953 convention August 22-23 at the Congress Hotel here.

Exhibiting firms are: Penny

Install Cig Units in Ice Cream Chain

WASHINGTON, June 20.—In an experimental expansion of its cigarette operation, Westway Vending is installing units in about 70 ice cream stores thru two States and the District of Columbia.

Sid Lotenberg, head of Westway, stated that the equipment was being placed in the High Ice Cream Store chain with outlets here, and thru near-by Virginia and in Maryland.

The placement, Lotenberg said, is purely on an experimental basis.

Bar Milk Venders In Austin, Minn.

Ordinance Also Bans Equipment Vending 'Milk Products'; Mull Interpretation

AUSTIN, Minn., June 20.—In an unprecedented action the Austin City council this week unanimously adopted an ordinance barring the operation of any vending machine dispensing milk or milk products.

The ordinance specifies "that no license shall be granted within the city of Austin for operation or maintenance of any milk dispenser or vending machine for dispensing milk or milk products, or for processed milk products." Operation of such devices, the ordinance rules, is "hereby prohibited."

Richard Bondi, manager of the

milk and ice cream department of Land O'Lakes Creameries, Inc., which operates, distributes and sells Polar quart and half-gallon milk machines in Minnesota, said at his St. Paul headquarters that he "has no idea what precipitated" the Austin council action.

(Continued on page 136)

Import Quota Set on Filberts

WASHINGTON, June 20.—President Dwight D. Eisenhower, acting on the recommendation of the U. S. tariff commission, imposed for the first time an import quota on filbert nuts. The presidential proclamation limited to 4,000,000 pounds the total quantity of imported shelled filberts, blanched or unblanched, that may be brought in or withdrawn

(Continued on page 136)

King-Size Price Hike Predicted for Fall

NEW YORK, June 20.—Cigarette operators this week heard reports that king-size brands will probably be increased in price this fall.

The factory prices of Herbert Tareytons, Pall Malls, Fatimas, Dunhills, Cavaliers and Embassies are currently the same as the standards, altho king-size Chesterfields, Philip Morris and Old Golds are a cent more.

Altho vending operators generally charge the same for the first-named group of king-sized brands and the regulars, some retailers have been adding an extra penny for the longies. The public has been paying without protest.

King-Size Growth

Predictions of a price hike for the 85-m.m. brands are based on the growing popularity of king-size cigarettes, which now account for nearly 20 per cent of the national volume and are climbing steadily.

From the operators' viewpoint, the reported price increase won't create any new problems, nor will it add to existing ones.

Mock to Lead NAMA Panel On Cost-Cut

CHICAGO, June 20.—A survey being conducted by National Automatic Merchandising Association will furnish material for a panel discussion on "How I Have Reduced a Specific Operating Cost" to be featured at the organization's August 23-26 convention.

John W. Mock, business consultant, will moderate the panel session. He will sum up the operator replies to a NAMA questionnaire on the subject and lead panel and floor discussion on cost savings.

Mock will also moderate "Brass Tack" evening clinics during the four-day convention (The Billboard, June 13).

\$395 Coffee Vender Bowed By L. A. Mfr.

LOS ANGELES, June 20.—A 300-cup coffee vender, priced at \$395, has been announced by the Del Manufacturing Company. To be known as the Delcafe 300, it will vend coffee either black, with cream, sugar or sugar and cream for a nickel.

The firm, headed by Manuel

(Continued on page 135)

TEEN MARKET

U. S. Youth Has King-Size Snack Tooth

WASHINGTON, June 20.—Teen-agers across the nation purchase 190 million candy bars every week, according to a just completed survey by the Eugene Gilbert Youth Research Organization.

That the chewing gum, ice cream and soft drink industries also enjoy the benefits of the teen-agers' snack appetite was also pointed up. Venders in each category, when placed where the American youths can patronize them, also rack up better sales totals because of that appetite.

The survey report stated that the teen-agers chew 230 million sticks of gum, eat over 13 million ice bars, sandwiches or cones and drink 130 million bottles of soft drinks each week.

Cartoon Tie-In For Packaged Confection Unit

LOS ANGELES, June 20.—California Dispenser Company here and Vendar Products, Ltd., Santa Barbara, have introduced cartoon characters as a tie-in with a new stand-type selective vender and an assortment of packaged dime merchandise. Li'l Abner characters lithographed on four sides of the machine and use of their names on the various confection packs was expected to promote greater sales volume because of their popularity.

(Continued on page 136)

Amer. Vending Readies 3 Hot Sandwich Venders

CHICAGO, June 20.—American Vending Corporation announced this week that its Grill King hot sandwich vender will be available in three models in 30 to 60 days. At present, the firm's non-selective S-1 unit, vending hot dogs only, is coming off the production line of the St. Charles, Ill., contract manufacturer. Price of the 138-capacity unit is \$995.

Said to be available in from 30 to 60 days are American Vending's two selective models; S-3 offering three selections of flat (bread) sandwiches and S-5, featuring five selections including three columns of hot and two cold sandwiches.

S-3, vending boxed sandwiches measuring 4 by 4 inches, has a total capacity of 120 sandwiches, 40 per column. Price is \$1,095. S-5, vending the same size boxed sandwich in hot and cold selec-

tions, lists for \$1,285; has a 200 sandwich capacity.

All three models include coin mechanisms adjustable to vend from 10 to 60 cents. Components of each model are standard units with one exception; the high frequency heating element. Latter carries a two-year guarantee against failure, with the exception of tubes.

American Vending has been experimenting and testing its hot sandwich equipment for several years. Its hot dog unit has been installed in a number of industrial, rapid transit, school and transportation terminal locations during the last three years. The firm also has worked with bulk and packaged milk and juice equipment.

Julius W. Butler is president and treasurer of American Vending, with George Cohn vice president, and S. Coleman secretary.

NATD Exhibit Award Won by Liggett & Myers

NEW YORK, June 20.—The annual award for "the most popular exhibit" at the recent convention of the National Association of Tobacco Distributors at Atlantic City was presented this week to Benjamin F. Few, president of the Liggett & Myers Tobacco Company.

Bert P. Cunningham, NATD board chairman, made the presentation of the large bronze plaque during a luncheon at the Biltmore Hotel here.

During the convention, Liggett & Myers featured on successive days, Sherman Billingsley, Perry Como, Jack Webb of "Dragnet," Arthur Godfrey, Marion Marlowe and Frank Parker.

Representing Liggett & Myers at the luncheon were George W. Thompson, vice-president; Elliott Jewell and W. B. Lewis Jr., and Dan Provbst, of Cunningham & Walsh, Inc.

Representing the NATD were Joseph Kolodny, managing director; Henry Gunst Sr., Marcus Glaser, Hamilton C. Davis, Ira Katz, Edward Costello, Charles S. Dearstyne, Richard C. Pinney, Stanley Stacy and Claude Harrison.

1,000 Attend ARC Convention in NY

NEW YORK, June 20.—More than 1,000 retail confectioners gathered at the Hotel Commodore here this week for the 33d Annual Convention of the Associated Retail Confectioners of the United States. The four-day meet ended Wednesday (17).

Some 50 firms exhibited at the show. Among them were R. L. Albert & Sons, Inc., and the Cresca Company, Inc., makers of candy for the vending trade.

Kill Ill. Bill Allowing Cities' Easy Cig Levies

SPRINGFIELD, Ill., June 20.—A bill allowing cities to place a one-half-cent a pack tax on cigarettes without a referendum was killed by the State Legislature.

NAMA REGIONS VIE FOR 1953 SCHEUER AWARD

CHICAGO, June 20.—The 12 National Automatic Merchandising association regions are entering the final phase of the 1952-'53 competition for the annual Bernie Scheuer Memorial Trophy presented to the region showing the highest percentage of increase in membership during conventions.

This year's winner, as have those since the award was instituted at the Cleveland meet in 1951, will be announced at the annual convention August 23-26 at the Conrad Hilton here, it was announced by Maurey Heffer, chairman of the 1953 NAMA membership committee.

The first award, in 1951, was won by Region 4, comprising North and South Carolina, Tennessee, Alabama, Florida, Georgia and Mississippi. In 1952, it was won by Region 10, covering Arizona, New Mexico and a portion of Southern California.

The late Bernard W. Scheuer, of Vendomat Corporation of America, Baltimore, was instrumental in the growth of automatic merchandising and the development of NAMA. He served as chairman of many association committees and was active in promoting association membership.

No Diet Beverages At '53 ABCB Meet

WASHINGTON, June 20.—The new sugarless dietary beverages will be absent from exhibit booths at the 1953 American Bottlers of Carbonated Beverages convention. The decision, reached at a recent board meeting, does not imply "disapproval" or "opposition" to such drinks, according to ABCB secretary John Riley.

He indicated that controversial aspects of the dietary drinks' presentation and promotion, in relation to sugar-containing beverages, and the lack of uniformity in State laws and regulations on dietary drinks add to the general confusion in this field.

REVERSE TWIST Return-O-Mat Vends Dep'ts, Takes Bottles

NEW YORK, June 20.—A vender which takes nickels and serves bottle drinks is nothing new, but a machine which takes bottles and pays back deposits—is one "for the book." That, essentially, is the function of the Gurney Bottle Return-O-Mat, made by the Gurney Manufacturing Company, Brooklyn.

According to F. J. Gurney, head of the firm, the unit is a bottle vending machine in reverse. The machine is placed in supermarket parking lots where shoppers can return their bottles without standing in line inside the store.

The shopper inserts either large or small empty bottles into two different size holes. No matter what size or how many empties are fed into the Return-O-Mat, it automatically totals them up and ejects a credit slip. This slip is cashed by the customer at the check-out counter.

The manufacturer claims the unit will save 10 man-hours in a busy supermarket day and will pay for itself in three months.

The unit weighs 800 pounds, sells for \$850. Sales made to date have been directly to food chains, but Gurney says it is available to operators for lease to the supermarkets.

Meyers Named Sales Mar. of Lion Match

NEW YORK, June 20.—Howard C. Meyers this week was named sales manager of the Lion Match Company, Inc., by President Monroe Greenbaum. Al Regensburg, formerly sales manager, will continue as vice-president in charge of sales.

For the last six years, Meyers had been a manufacturer and merchandiser of plastic products. Previously, he had been in the advertising and sales promotion fields.

Dixie Develops Beer Cup

EASTON, Pa., June 20.—Dixie Cup Company has added to its paper cup uses. Cold soft drink and hot beverage cups are now joined by a third series: the Dixie Beer Cup.

Announced this week, the new beer cup uses specially processed paper which is said to be tasteless and odorless. Their main use, it was stated, would be at picnics, sporting events, conventions, etc.

Bayard Pope Named By Benson & Hedges

NEW YORK, June 20.—Bayard F. Pope was elected this week as a director of Benson & Hedges, manufacturer of Parliament cigarettes.

Pope is chairman of the Midland Marine Corporation and serves on the boards of the New York Telephone Company, Tri-Continental Corporation; Hotel Statler Company, Inc.; Remington Rand, Inc., and the Carrier Corporation.

Young New Nat'l Rejectors Engineer

ST. LOUIS, June 20.—National Rejectors, Inc., appointed Robert B. Young development engineer effective August 1.

Young will move from Los Angeles, where he headed his own coin machine maintenance service company, handling electrical and mechanical service on a contract basis, and operated a small music route. He graduated from the West Coast University with a B.S. in electrical engineering.

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Rowe Royal—8 col.	\$90.00
Rowe Royal—10 col., 400 cap.	95.00
U-Need-A "A." 6 col., 180 cap.	87.50
DuGrenier S. 7 Col., 210 Cap.	77.50

Add \$5.00 to Above Prices for 30c Vending.

CANDY MACHINES

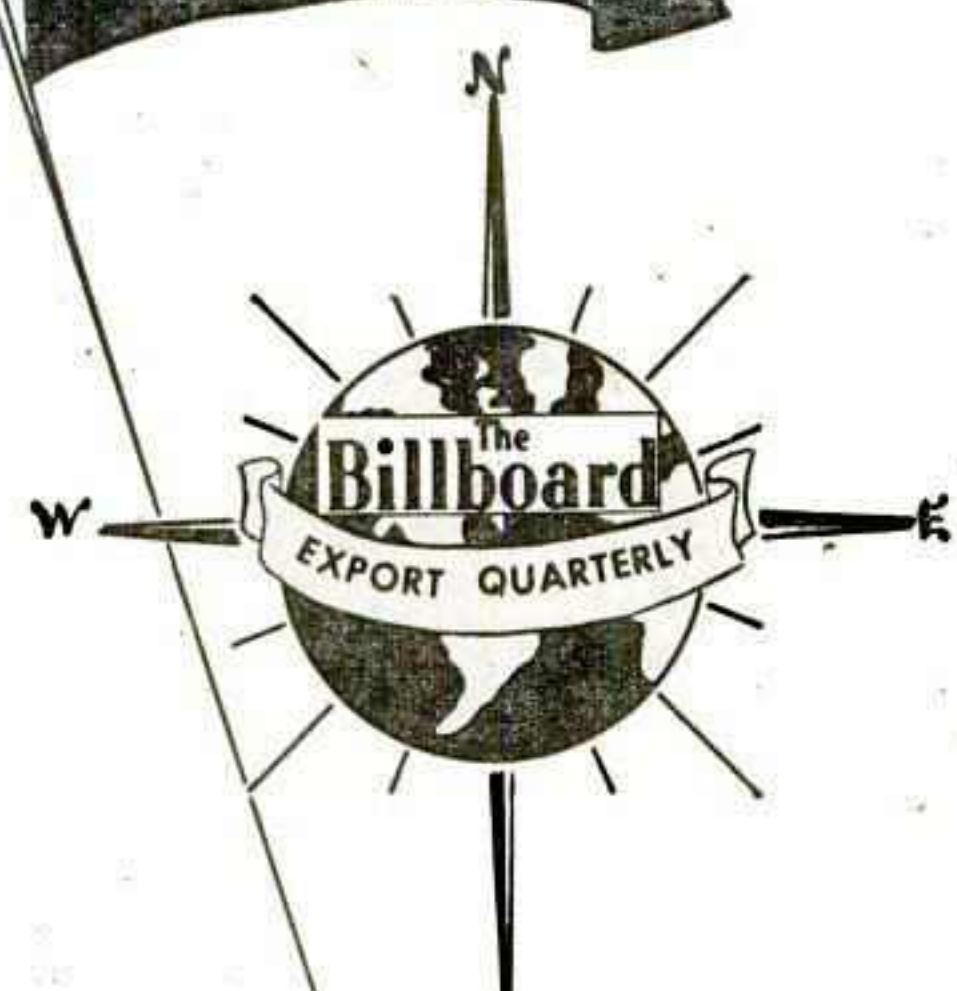
DuGrenier Candyman (with base), 72 Bar Cap.	\$49.50
Uneda Candy Vendor (wall model), 5 Col., 102 Cap.	65.00

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Seattle, Washington
- WESTERN DISTRIBUTORS, INC.**
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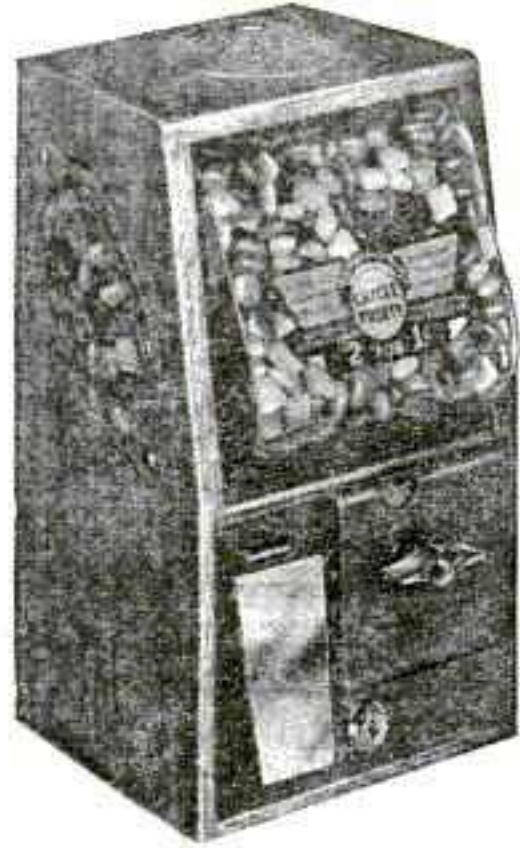
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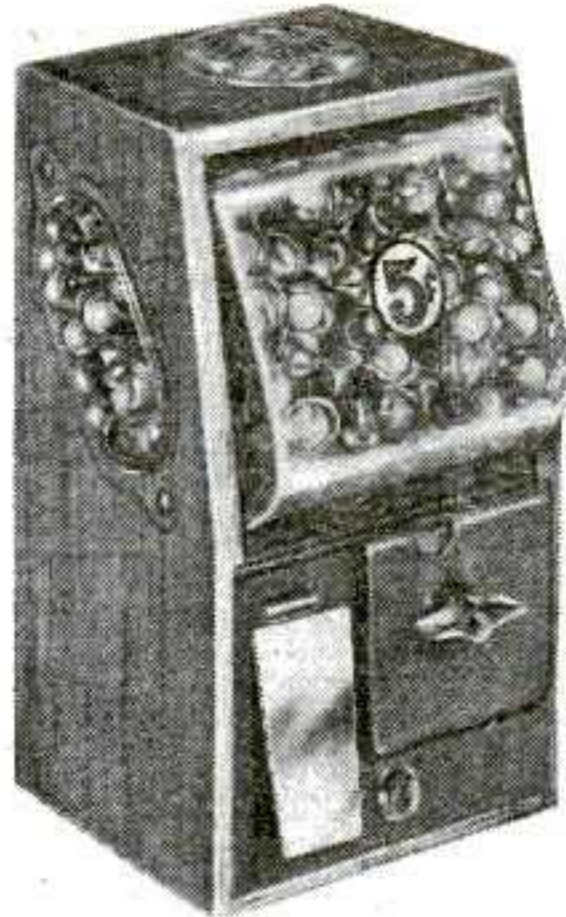
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(TRADE MARK)

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EVERETT GRAFF

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Ph. Yale 8323



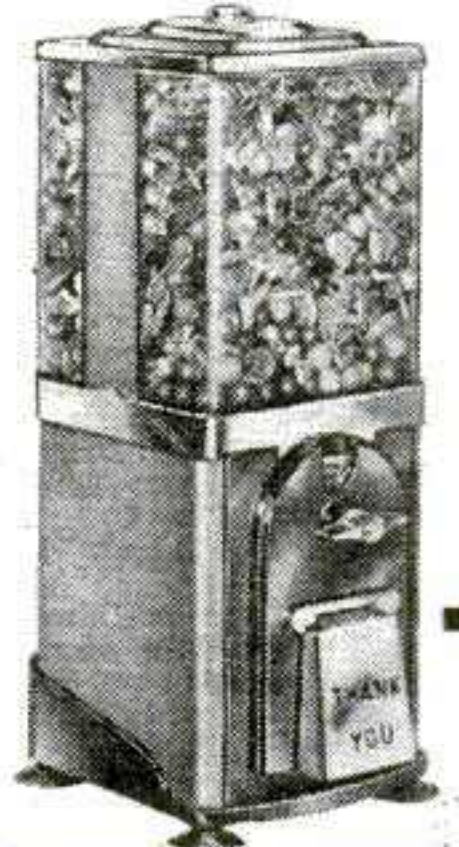
TOPPER DELUXE GLOBE STYLE

Rugged, durable Globe Style vender finished in red and black, trimmed with chrome. Chrome top and bottom available at small extra cost. Capacity: Approx. 7 to 8 lbs. of Ball Gum. Packed and sold 4 to the case.



TOPPER DELUXE HALF-CABINET STYLE

The perfect combination of steel and Lucite finished in red, black and yellow, trimmed with chrome. Large square opening at top for fast, easy loading and dressing of charms. Chrome top and bottom available at small extra cost. Capacity: Approx. 7 to 8 lbs. of ball gum. Packed and sold 4 to the case.



TOPPER DELUXE

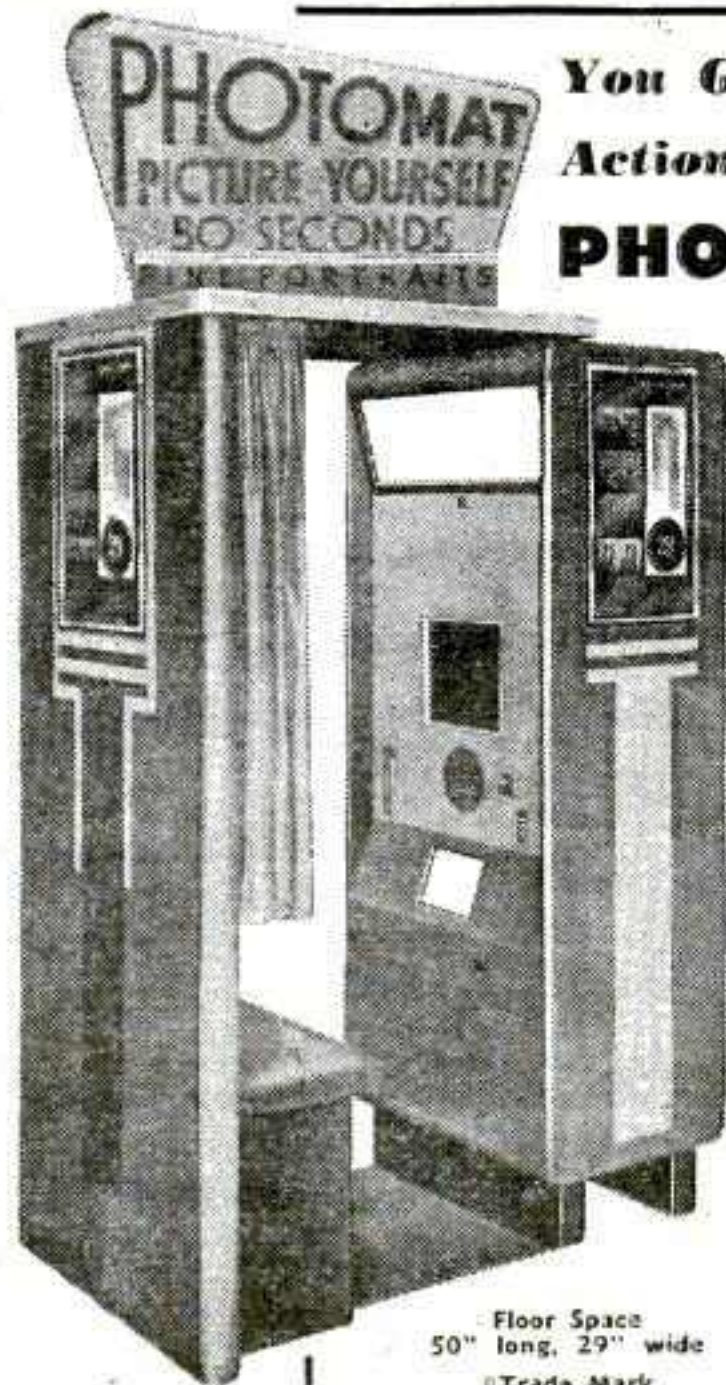
Twin Window Style

Of Transparent Lucite for Maximum Display . . . and featuring all the refinements and innovations embodied in all models of the famous TOPPER DELUXE . . . Same capacity . . . same large square opening at the top for greater efficiency.

VICTOR VENDING CORP.

5701-13 W. GRAND AVE.

CHICAGO 39, ILLINOIS



You Get Quick Action with . . . **PHOTOMAT***

A Sale Every 50 Seconds

Yes, the AMAZING Photomat delivers a set of two fine large portraits (3"x5") in less than a minute. At a high profit margin, too.

Other features include:

Loading capacity for 700 sales • low cost supplies • choice of 25c, 35c or 50c coin chutes.

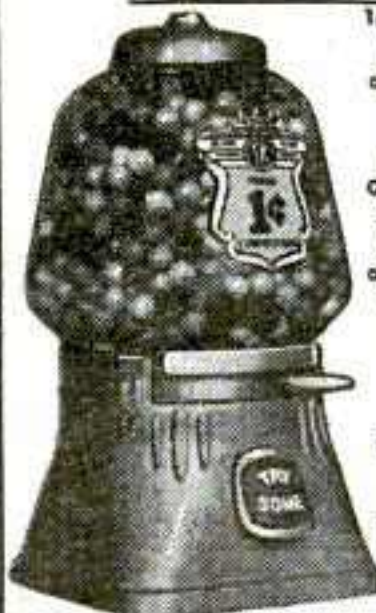
The excellent quality of Photomat pictures produces repeat sales. Such photos sell themselves.

International Mutoscope Corp.

44-02 Eleventh Street
Long Island City 1, N. Y.
STillwell 4-3800

Floor Space 50" long, 29" wide
©Trade Mark

LARGER PROFITS WITH TROUBLE FREE LOW COST "SILVER-KINGS" OPERATORS' CHOICE



1¢ Chlorophyll Ball Gum Vender, Today's Sensation (Vends 210 count), 1¢ Charm King—Ball Gum & Charms (time-tested and proved), 5¢ Pistachio or Mixed Nuts (The busiest nickel snatcher), 1¢ Super Vender—King-Size Ball Gum (To wake up "sleepy" locations), 1¢ Candy Baked Beans Vender (Fine companion for ball gum machines).

5¢ Silver-King "Hot Nut" (For that "extra-special" spot)
1¢ or 5¢ Silver-King Nut Vendors (Best bet for bars)

Vendors for All Foreign Coins
Immediate Delivery at Best
Dealers Everywhere

SILVER-KING CORP.

622 Diversy Parkway,
Chicago 14, Ill.

WHAT ARE YOU VENDING?

Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume Combs, Sanitary Products or other Merchandise?

ADVANCE Is the Vendor for You

Cigarette Machines, All Models in Stock. Want more information? Write today to . . .

J. SCHOENBACH

Factory Distributor Of
Advance Vending Machines
1645 Bedford Ave., B'klyn, 25, N.Y.
PResident 2-2900

BALL & VENDING GUMS BUBBLE, CHICLE & CHLOROPHYLL

New LOW factory prices

Bubble Ball Gum, 140-170 & 210 ct. 24¢ lb.
Clor-a-Vend Ball Gum, 140 & 210 ct. 40¢ lb.
Clor-a-Vend Chicks, 275 & 320 ct. 45¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 30¢ lb.
These LOW prices F.O.B. factory 150 lb. lots.

AMERICAN CHEWING PRODUCTS CORP.
Mt. Pleasant & Fourth Aves.
Newark 4, N. J.

20 BRAND NEW 5c Hot Nut Machines

Slug proof. White enamel finish, 6-lb. capacity. \$12.50 Each
Terms: 1/3 deposit, balance sight draft.
Seacoast Distributors
1200 North Ave., Elizabeth, N. J.

"Smokeshop Lo-Boy"

THE NATION'S FINEST CIGARETTE VENDOR!

486 PACK CAPACITY

Tear Out and Mail This Ad for Details

Smokeshop corp.

(AUTOMATIC PRODUCTS CO.)
250 West 57th Street, New York 19, N. Y.

ATTENTION!

VENDING MACHINE OPERATORS

Everyone of your customers can use a SNO-MASTER SNO - CONE machine because SNO-MASTER SNO - CONES will earn for your customer \$100 or more a week! We will guarantee the sale of every machine you buy.

Get in on the ground floor now with this fastest selling sno-ball machine on the market. Thousands are in use everywhere!

Write, Wire or Phone for Complete Information!

SNO-MASTER

124 HOPKINS PLACE
Dept. B Baltimore 1, Md.

WE HAVE NEWER CHARMS!
NEW IDEAS — NEW DESIGNS — NEW FINISHES
We take pride in producing the finest and most complete line of charms in the country.
IMMEDIATE DELIVERY!
Send 35c for complete samples and low, low prices.
FALSE TEETH—SILVER TIPPED BULLETS—SHIP-IN-A-BOTTLE—LIGHT BULB—CAMEO RINGS—RECORD ALBUMS
PENNY KING CO. 2538 MISSION STREET
PITTSBURGH 3, PA.

VICTOR'S TOPPER DE LUXE



H. B. HUTCHINSON JR.
850 North Ave., N. E. Atlanta 6, Ga.
Tel.: Emerson 4300

AMI 'E Week' Showings Draw

Continued from page 131

Five of the areas top operators attending were S. F. Welsh, of Okmulgee; C. E. Dawson, of Afton; Gus Hayes, of Bristow, and H. K. Houston and Charles O. Gibbs, of Tulsa.

The Oklahoma City office held its E Week showing there on Tuesday, June 16. Operators in attendance were W. B. Atkins, Lee Keels, and Schuyler Cox, all of Oklahoma City, and Mack Phillips of Garber, and Lester Hert, of Altus.

Dolph stated the two shows

were the best he has ever held.

Jacksonville Debut

JACKSONVILLE — H. N. Gorman, manager of the Jacksonville branch of Taran Distributing, Inc., announced the E Week showing held there was well attended and that the new AMI line of juke boxes received considerable attention.

Georgia operators in attendance were Alex Graves, Tifton; Crash Hopkins, Savannah, and Clarence Bramlett, Valdosta. Out-of-town operators included Oscar Ard, Pensacola; D. W. Shader, Palatka; Ed Hill, Gainesville; F. D. Johns, Daytona Beach; H. H. Wood, Orlando; C. O. Shepard, Jasper; Phil Goldman, St. Augustine; E. J. Dahmer, Starke; Edwin J. Jackson, Perry, and Charles Langlotz, Daytona Beach.

Jacksonville operators attending were B. C. Paul, Billy Valentine, C. O. Hutchinson, John Mondelli, Bill Whitcomb, Joe Barton, Tom Holland, Lee Board, Bill Dukes, Tom Coleman, Pat Howard, Gene Jeansome, Raymond McCombs, Charlie Ledford, Jack Williams, and Al Gorman.

Chris Novelty

BALTIMORE — Chris Novelty unveiled the new Model E AMI phonographs at a showing attended by several hundred Maryland and D. C. operators this week. Everyone was enthusiastic, reported Frank Crowley, and he and Virgil Christopher, Vic Christopher, and Art Pineau were busy taking orders.

Among the visitors were Bunny Levnson, George M. Summers, Sol Polovy, Stacy Lewis, Hirsch de La Viez, Blanch Heffernan, K. C. Smith, Nick Gouzoulis, Henry Baker, Bill Landsman, and many others.

Coinmen You Know

Continued from page 125

boost upstairs to the Chicago national office staff. Schmidt is now on the road for the firm in a supervisory capacity. Replacing Schmidt in the local office is Willard Hansen, who has been a route serviceman here since 1940.

Business is rather quiet, according to **Erv Beck** at Mitchell Novelty. Dime music play continues to show good results at the better spots, he says. Some of the marginal spots are wavering and a few have had to be reverted to the old buffalo, as had been anticipated... **Cliff Cottrill**, route collector for Mitchell Novelty is passing out the cigars this week for his new baby boy.

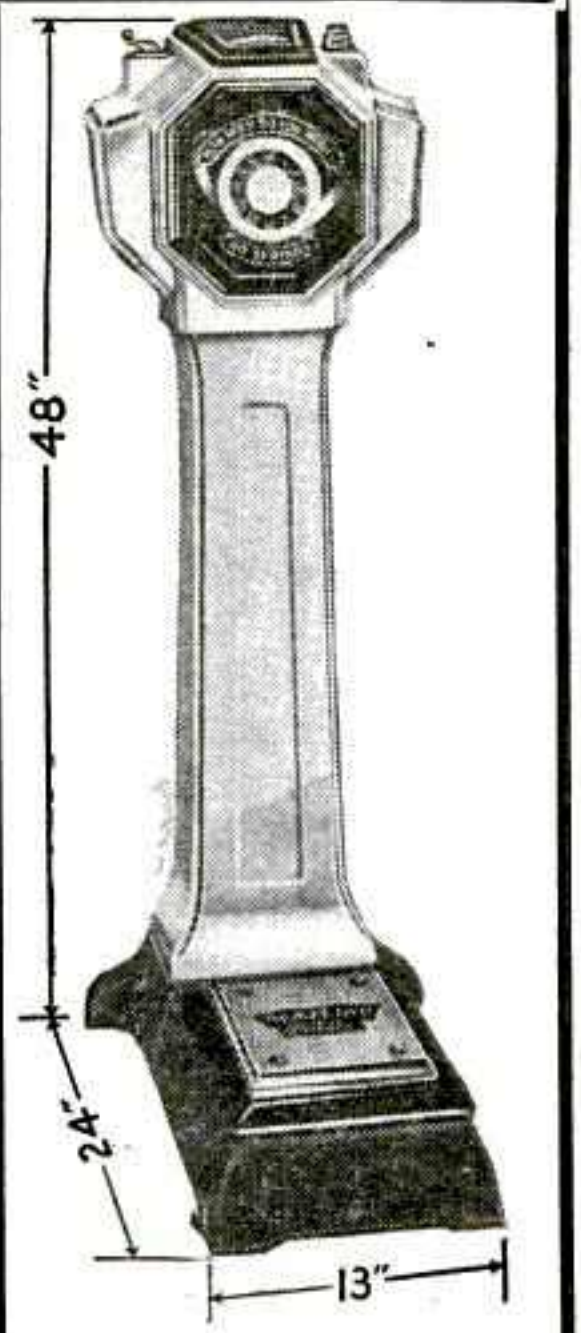
Sam Hastings is searching for the right man for the job of handling his contact work with operators holding Minut-Bun-Bar-B-Q franchises. "The deal is rapidly growing and I don't have the time to devote to it. I plan to hire a man to sell and service the ops tied in with us on this project," he says. Hastings also infers that there are no vacation trip plans in view for this summer. Reason for staying close to home is that his sailor son, **Jack**, is expected home for a furlough during most of July.

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of June 20	Issue of June 13	Issue of June 6	Issue of May 30
ABT Guess Your Weight Scale				\$100.00
Acorn, 5c	\$10.00	\$10.00		
Advance Model D Ball Gum	6.95 7.45	6.95 7.45	\$7.45	7.45
Advance No. 11	5.95	5.95	5.95	5.95
Ajax Hot Nut, 5c	39.50	39.50	39.50	39.50
Aikona Cracker Machine	27.50	37.50	37.50	37.50
Almond Vendor, 5c			4.95	4.95
Asco Hot Nut, 5c	7.50	7.50	7.50	7.50
Atlas Bantam, 5c	10.00	10.00	12.50	12.50
Atlas Deluxe				7.95
Bonanza Pop Corn Vendor	75.00			
Cash Tray, 5c	4.95	4.95		
Columbus, 1c	6.95 7.45	7.45 8.00	6.95 7.45	7.45 8.50
Columbus 5c	8.00	8.00	8.00	8.00
Columbus Ball Gum, 1c	8.00	6.95		6.95
Columbus Tri-Mors, 1c (3 col.)	22.50	22.50		
Craig Ice Cream Vendor	250.00	250.00		
DuGrenier Adams Gum, 1c (6 col.)	17.50	17.50		
DuGrenier Adam Gum, (4 col.) 1c	17.50	17.50	17.50	17.50
DuGrenier Candyman	49.50	49.50	45.00	45.00
DuGrenier V (7 col.)	82.50	95.00	95.00	95.00
DuGrenier S (7 col.)	77.50			90.00
DuGrenier Champion (9 col.)	125.00	125.00	125.00	
DuGrenier Model W (9 col.)	115.00	115.00	115.00	
Eastern Electric C-8	129.00			125.00
Exhibit Card Vendor, 1c	15.00(2)	15.00(2)	15.00(2)	15.00(2)
Jewel 5c (2 col.)	10.00	10.00		
Kirk Astrology Scale				90.00
Kleenix 5c or 10c	49.50	49.50	49.50	49.50
Lucky Boy's 1c	6.95	6.95		
Marion Scale	89.50	89.50	89.50	89.50
Master 1c & 5c	7.95 10.00	7.95 10.00	7.95 12.50	7.95 12.50
Master 1c	7.45 8.50	7.45 8.50	7.45 8.50	7.45 8.50
Master 5c	7.45 8.50	7.45 8.50	7.45	7.45
Mills Adam Gum, 1c (6 col.)	17.50	17.50		
Mills Candy (5 col.)	89.50	89.50	65.00 89.50	65.00 89.50
Mills Tab Gum	16.50	16.50	16.50 17.50	17.50
National Candy (8 col.)		89.00	100.00	89.50
National Candy (9 col.)	9.95	9.95		100.00
National King Ball Gum	19.50	19.50	19.50	19.50
National King Candy		99.50	99.50	99.50
National Electric				99.50
National 750	85.00			
National 930	130.00	130.00	130.00	130.00
National 950	145.00	145.00	145.00	145.00
New York Stamp, 1c & 3c	15.00	15.00		
Northwestern 33 Ball Gum	7.50 7.95	7.50 7.95	7.50 7.95	7.50 7.95
Northwestern 33 Peanuts, 1c	7.50	7.50		
Northwestern Deluxe 1c and 5c	8.50 13.95	8.50 13.95	8.50 13.95	8.50 13.95
Northwestern Model 39, 1c	7.95 8.50	7.95 8.50	7.95 8.50	7.95 8.50
Northwestern Stamp	45.00 69.00	45.00 69.00	45.00 69.00	45.00 69.00
Phillies Cigar, 10c			19.50	19.50
Pop Corn Set	49.50 69.00	49.50 69.00	49.50 69.00	49.50 69.00
PX 10 col, 25c			149.50	149.50
Rowe President (8 col.)	155.00	155.00	155.00	155.00
Rowe President (10 col.)	155.00	155.00	155.00	155.00
Rowe Royal (8 col.)	90.00	90.00	90.00	90.00
Rowe Royal (10 col.)	95.00	95.00	95.00	95.00 140.00
Silver King Charm King, 1c	8.50	8.50	8.50	8.50
Silver King Hunter			19.50	19.50
Silver King 1c Ball Gum	7.45	7.45	7.45	
Silver King, 1c or 5c	8.50	8.50	8.50	8.50
Silver King 5c	7.45	7.45	7.45	
Silver King Hot Nut, 5c	15.00	15.00	15.00	15.00
Siros Brush Up	50.00	50.00		
Stamp Vendor, 1c & 3c			15.00	15.00
Stamp Vendor (4 col.)	18.50	18.50	18.50	18.50
Star Candy	10.95	10.95	10.95	10.95
Stick Gum	9.95	9.95	9.95	9.95
Stoner Candy, 6 col., 5c			125.00	
Uneeda Candy, 5 col., 5c	65.00	65.00	65.00 89.50	65.00 89.50
Uneeda Model A (6 col.)	87.50	87.50	87.50	87.50
Uneeda Model E (8 col.)		80.00	80.00	80.00
Uneeda Electric (9 col.)	125.00	125.00	125.00	125.00
Uneeda Model 500 (9 col.)	135.00	135.00	135.00	135.00
Uneeda Monarch (6 col.)	87.50	87.50	87.50	87.50
U-Select-It	49.50	49.50	49.50	49.50
Victor Model V Cabinet, 1c	9.50	9.50		
Victor Model V Globe, 1c	8.95	8.95		
Watling Fortune Scale	119.50	119.50	119.50	119.50
Watling 200 Scale				140.00



\$25 DOWN
Balance \$10 Monthly
ALL WEATHER SCALE
COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS
WRITE FOR PRICES
 Invented and Made Only by
WATLING
 Manufacturing Company
 4650 W. Fulton St. Chicago 44, Ill.
 Est. 1889 - Telephone: Columbus 1-2773
 Cable Address: WATLINGITE, Chicago

Depend on Pioneer for Profits

VICTOR'S Topper Deluxe Globe Style
 (also available in Half-Cabinet Style)
 4 to 20, \$14.20 Ea.
 24 to 44, \$14.00 Ea.
 48 to 96, \$13.75 Ea.
 100 or more, \$13.20 Ea.

VICTOR'S Baby Grand Rocket Style (5c)
 4 to 99, \$14.25 ea.
 100 or more, \$13.25 ea.

ROCKET BULBS
 Large bulbs that glow in the dark, \$20 per 1000.

PIONEER'S SPECIAL CHARM MIX!
 Consists of 21 different items, approx. 570 pcs. \$2.65 per bag. (Minimum shipment, 10 bags)

All machines packed and sold 4 to the case, f.o.b. shipping point. Immediate delivery on all Victor models. Time Payment Plan Available. Trade-ins Accepted. Prices subject to change without notice. Write for our complete charm and merchandise list.

Pioneer Vending Service
 590 Albany Ave., Brooklyn 3, N. Y.
 Phone: PResident 4-5358

New! Plastic Police WHISTLE

Empty your machines faster! Sounds like real police whistle. Made of two-tone color combination. Everyone will want one!

\$15 per M (FOB, NYC)

New JET SERIES 120 ASSORTED CHARMS

Includes crosses, skulls, animals, etc. This is the largest assortment in the charm field!

Plastic \$2.00 Per M
 Copper 3.00 Per M
 Silver 3.25 Per M
 Dominos, Sirens, etc. (minimum order \$10)
 Complete line of charms.

PAUL A. PRICE CO.
 55 Leonard St., New York 13

YOUR Once-In-A-Lifetime OPPORTUNITY!

- ★ The most profitable, stable and consistent money makers in the coin operated field are personal weighing machines!
- ★ We are the largest penny weighing machine business in the world!
- ★ In process of reorganization we are THROWING OPEN OUR OWN ROUTES TO YOU — this will not happen again!

1. Finest, latest models, all types of machines.
2. All machines are within YOUR TERRITORY.
3. Every machine is in active, profitable operation right now.
4. Locations include: chains, super markets, department stores, rail-road and airline stations, bus terminals, theaters, etc.

Write, Wire or Phone for Full Particulars — TODAY!

PEERLESS Weighing & Vending Machine Corp.
 29 28 - 41st Avenue • Long Island City 1, N. Y. • Phone: STillwell 4-1620

Arctic Granted

Continued from page 132

cream vender manufacturing firm were instituted by three of its creditors in February this year (The Billboard, March 7). It followed non-materialization of a suggested standby agreement on the part of the corporation's creditors in September, 1952, which it was claimed would protect their (creditors') interests and keep Arctic Vender in business.

Delays Granted

The bankruptcy proceedings were stayed for 30 days by District Court March 3; a second 30-day stay was granted at the end of that period, with a third extending to June 4. The fourth stay followed this month.

Inventory and equipment on hand at Arctic Vender Sales is purported to be valued at \$30,000.

\$395 Vender

Continued from page 132

Delgado, will devote its plant facilities at 1005 South Central Avenue to turning out the Delcafe as needed. Harry Hinde is sales manager. S. Morgan Barber, a San Diego operator, participated in the designing of the vender.

The new model uses powdered coffee and features a heated lining chamber which delivers the first cup hot. It also incorporates a device for adjusting the amount of sugar or cream in the beverage. The cabinet has a water tight base with a float valve that cuts off the water supply. It is 52 inches tall, 20 inches wide and 17 inches deep.

However, it was pointed out that the actual value depends upon its use in assembling venders.

COMP. RECOND. AND REFINISHED

5c CHLOROPHYLL TAB GUM VENDOR

... with special attachment to vend 3 or 4 pcs. Chlorophyll Tab Gum for 5c.

STARTING DEAL \$17.75

1 Mach. & 5 Lbs. Chloro. Tab Gum \$17.75
 1 Machine Alone \$14.75
 3 or More Machines, Ea. 12.50
 Chlorophyll Tab Gum, 25 Lb. Ctns. Lb.55

RECONDITIONED VENDING MACHINES

N.W. Model 39 1c Bulk \$ 8.50
 N.W. Model 33 1c Peanut 7.50
 N.W. Model 33 1c Ball Gum 8.50
 N.W. Deluxe 1c & 5c Comb. 8.50
 SK 1c or 5c Bulk 8.50
 SK 1c Charm King Ball Gum 8.50
 SK 5c Hot Nut Bulk 15.00
 Acorn 5c Bulk 10.00
 Master 1c Bulk 8.50
 22 Master 1c & 5c Bulk 10.00
 Master No. 3 5c Bulk 8.50
 Columbus 1c or 5c Bulk 8.00
 Columbus 1c Ball Gum 6.95
 Columbus Tri-Mors 1c, 3 comp. 22.50
 Victor Model V Globe 1c 8.95
 Victor Model V Cab 1c 9.50
 Advance Model D Ball Gum 1c 6.95
 Asco Hot Nut 5c 7.50
 Ajax Hot Nut 5c, 3 Comp w/std. 29.50
 Jewel Vendors 5c, 2 comp. 10.00
 Lucky Boy's 1c bulk 4.95
 Cash Tray, 5c tray 23c lb.
 4-in-1 Bulk 1c, 4 Comp. (New) .. 10.00
 Mills Adams Gum, 6-col. 1c .. 17.50
 DuGrrn. Adams Gum, 4-col. 1c 17.50
 DuGrrn. Adams Gum, 6-col. 1c 17.50

MERCHANDISE

Salted Spanish Peanuts 27c lb.
 Salted Virginia Peanuts 31c lb.
 Deluxe Nut Mix 50c lb.
 Cashews, 400-450 Count 65c lb.
 Rainbow Peanuts 23c lb.
 Boston Baked Beans 23c lb.
 Licorice Lozenges 23c lb.
 Candy Mix 23c lb.
 Baby Chics, 500 Count 35c lb.
 All Above Packed in 30 Lb. Cartons.

210 Leaf Ball Gum 28c lb.
 170 Leaf Ball Gum 28c lb.
 140 Leaf Ball Gum 28c lb.
 100 Count Leaf Jumbo Ball Gum 28c lb.
 M & M Candies 45c lb.
 All Above Packed in 25 Lb. Cartons.

SUPPLIES & ACCESSORIES

Heavy Iron Stands \$ 4.25
 Double Cross Bars 1.40
 Triple Cross Bars 1.75
 1c & 5c Coin Counters 1.75
 1c & 5c Weighing Scales 19.50

CHARMS

Take special deluxe mix — Feature Series, Special Items — all hand picked, \$8.50 per M.

1/3 dep., bal. C.O.D., F.O.B. Phila. Full cash with orders under \$20.00.

★ NEW AND RECONDITIONED VENDERS
 ★ PARTS, SUPPLIES, ACCESSORIES
 ★ BALL GUM, CHARMS, NUTS
 ★ EVERYTHING FOR THE OPERATOR

Send for Your Free Copy of Our New 1953 Catalog!

RAKE COIN MACHINE EXCHANGE
 609 Spring Garden St., Phila. 22, Pa.
 Lombard 3-2676

"EASY TO SPOT"



MODEL 49

Northwestern

"Of all my machines, the Northwestern Model 49s are the top money-makers. I think it's because they're so good looking that makes them easy to locate in the best spots. Also I can service them in half the time my old models take."

THE NORTHWESTERN CORPORATION 2453 East Armstrong St. Morris, Illinois

SOLD AND SERVICED BY AUTHORIZED

Northwestern

DISTRIBUTORS

- Badger Novelty Company 2546 North 30th Street Milwaukee 10, Wisconsin
Badger Sales Company 2251 West Pico Blvd. Los Angeles 6, California
Fisher Brown 2218 South Harwood, Dallas, Texas
King & Company 2700 West Lake Street, Chicago 12, Illinois
Maddox Sales & Service 8814 Kensington Parkway Chevy Chase 15, Maryland
Northwestern Sales & Service 440 West 42nd Street New York 18, New York
Northwestern Sales & Service 1198 Tremont Street Boston 20, Massachusetts
Parkway Machine Corporation 715 Ensor St., Baltimore 12, Maryland
Peanut Products Company 801 Second Avenue, Des Moines, Iowa
Peanut Products Company 1123 West 21st Street Indianapolis, Indiana
Peanut Products Company 910 Harney Street, Omaha, Nebraska
Rake Coin Machine Exchange 609 Spring Garden Street Philadelphia 23, Pa.
J. Rosenfeld Company 3218 Olive Street, St. Louis, Mo.
Viking Specialty Company 530 Golden Gate Avenue San Francisco, California
Vend-All Company 816 West 36th Street Minneapolis 8, Minnesota

MANDELL GUARANTEED USED MACHINES

Table listing various machine models and prices, including N.W. DeLuxe 1e & 5c Comb. for \$13.95 and Pistachio Nuts, Vendor's Mix for \$1.81.

MERCHANDISE & SUPPLIES

Table listing various merchandise items and prices, including Pistachio Nuts, Jumbo Queen for \$.88 and Rain Bio Ball Gum for \$.28.

NORTHWESTERN SALES AND SERVICE CO. MOE MANDELL 446 W. 36th St., New York 18, N. Y. LOnagacre 4-6467

SAVE MORE MONEY- MAKE MORE MONEY Subscribe to The Billboard TODAY!

Bar Milk Venders in Austin

Continued from page 132

Land O'Lakes operates 30 quart and half-gallon venders in the suburban areas surrounding Minneapolis and St. Paul. The firm had applied to the city council for permission to sell milk in its retail ice cream store in Austin, but had no thought of installing a vending unit, Bondi said.

Ice Cream, Too?

"As I read the ordinance," he declared, "Austin bars not only our type of vending machine but also all dispensers of milk and milk products—and that includes milk by the cup and ice cream units."

Bondi's firm is not considering any action to test the legality of the Austin ordinance, it was stated.

Only one other community in Minnesota has barred the use of the Polar milk unit, Bondi said, but that was by refusing to license it rather than by legislating against it.

The village of West St. Paul, adjacent to St. Paul, declined licenses to the Land O'Lakes firm for a milk machine on the basis that dispensing of milk "in that manner is not sanitary."

However, Bondi noted "the city of Chicago approved the unit for sanitation. The University of Minnesota, indirectly, gave the machine a similar okay when it permitted us to set up such a unit in its University Grove East Village, housing projects for 250 ex-G.I.'s and their families. The university action was taken by a

branch of its famous medical school which supervises sanitation problems for that institution."

The West St. Paul issue was "too small a matter" for Land O'Lakes to attack in the courts, Bondi explained, altho the firm feels it could win such a test case if instituted.

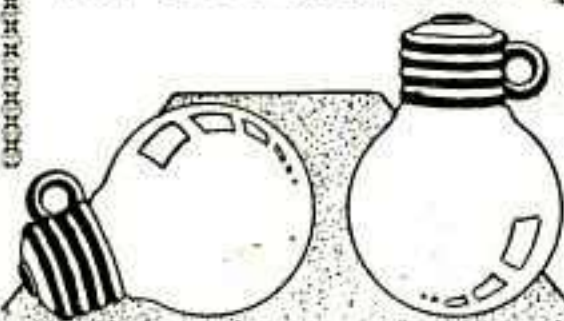
Vending Ahead

Land O'Lakes, Bondi said, has been operating the milk venders for about a year and is "highly satisfied" with results. He said that the average sales per machine—450 quarts a day—was higher than the average of door-to-door delivery by milk route-man. Milk is sold at 16 cents for the quart and 32 cents for the half-gallon thru the Land O'Lakes machines.

"We are sold on the venders and are expecting to expand our operation of them before too long," Bondi said.

The action by the Austin city council was termed as "rapid" because of reports to the councilmen of an "impending invasion of the market by the vending-machine type of milk sales."

ROCKET JUMBO BULBS that-GLOW-in-the-DARK



You've heard a lot about 5c ROCKET VENDING. Now—you will understand it completely.

These ROCKET JUMBO BULBS vend one at a time for 5c each. The ROCKET MACHINE, with a 5c coin mechanism, dispenses only ONE BULB, without miss or jam, each and every vend.

Do people buy JUMBO BULBS for 5c? They sure DO. Sales are astronomical. They use them as Key Chain Ornaments. They STRING 'EM UP along the back window of their cars. At night the bulbs "glow-blue-magic"—and are a pretty sight. Each bulb has a ring for hanging.

\$20.00 per 1000

FREE—ADVERTISING STICKERS INCLUDED

This is profitable vending. Each Rocket Machine holds 500 Jumbo Bulbs. Takes in \$25.00 gross when empty. You pay locations 25% commission. Net profit after paying commission is \$8.75 per empty.

SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 2, New York

IN STOCK VICTOR'S



New Deluxe Model BABY GRAND CHICLE TREETS VENDOR

VEEDCO SALES CO. 2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

SPECIAL!

- Whole Cashews, 450 count, 30 lb. 62c
Jordan Almonds, 600 count, 30 lb. 82c
Virginia Peanuts, 30 lb. 32c
Spanish Peanuts, 30 lb. 26c
Pistachio Nuts, Ball Gum, Adams & Wrigley's Gum, Chiclé Treats, Chloro Treats. Everything for the Operator at lowest market price at time of shipping. 1/3 deposit, bal. C.O.D., F.O.B. Boston.

CHAMPION NUT CO. 1194 Tremont St. Boston 29, Mass.

Movie Official

Continued from page 132

their volume has not fallen off, candy vending in theaters wasn't doing much more than holding its own.

He cited two reasons for the comparative lack of progress in candy vending—the failure to convert a 10-cent bar market and the failure of the industry to utilize fully point-of-purchase possibilities at venders.

Levinson explained that there "simply isn't enough profit for the operator and the theater in a vend 5-cent bar to make candy a worthwhile item."

He suggested that decals on venders, messages on the motion picture screen boosting the sale of bars thru venders, and the use of seasonal greeting messages to the consumer from the industry be the main planks of a public relations program.

Levinson urged the confectioners to co-operate in promoting motion picture attendance thru advertising programs. He explained that the potential increase in attendance was 100 per cent, "and any amount that it is increased will reflect itself in candy sales because of the direct relationship between sales and attendance."

Improvements

He cited the investments in stands, lighting and lobby improvements made by theaters in recent years to merchandise candy bars more effectively and pointed out that to build repeat sales, quality candy is being offered.

"The consumer with 5 or 10 cents to spend is just as much a shopper for value as the one with \$5 or \$10," he maintained. With the new approach to merchandising, which got its start in 1935, he continued "the sale of candy in theaters... built up a volume that represented over 25 per cent of all bars sold thru retail outlets in the country."

Levinson said that sales of candy in theaters dropped off when television first became popular. This drop was combated by adding to the appeal of the candy-selling area and by the judicious use of impulse-exciting trailers and short intermissions.

To cope with the small margin of profit in 5-cent candy items, Levinson said that many theaters were reducing the number of these items and increasing the number of 10-cent items.

Cartoon Tie-In

Continued from page 132

cause of the national publicity and circulation accorded the comic feature, according to company officials.

Called the Vendar-Bar, the eight-column machine has a total capacity of 104 packages. It has a dime National Rejector mechanism, features baked enamel exterior and plated interior finish. Weighing 35 pounds, it is 23 inches high (55 inches when mounted on the 32 inch stand), 12.5 wide and 11.5 inches deep. Rubber base cups are attached for counter placement, and back fixtures are included for wall mounting. Price was not announced.

Specially packaged confections for the Vendar-Bar are produced by the Santa Barbara firm. They include chocolate coated and fresh raisins (Daisy Mae Raisins), Spanish peanuts (Li'l Abner Goobers), assorted caramels (Mammy Yokum's Caramel Chews) and a hard confection assortment called Pappy Yokum's Dee-Light. Vendar Products states it has packaging facilities in Burbank and Selma, Calif.

In-Plant Vending

Continued from page 132

Wednesday (17) started with an executive session, followed by a sales problems meeting with W. W. Cassidy, Sweet Candy Company, Salt Lake City, presiding. Arno H. Johnson, vice-president and director of research, J. Walter Thompson Company, spoke on advertising policies.

Discussed at the Thursday (18) session was the producing and selling of candy in Europe and creating of favorable attitudes for increased sales and profits.

The only vending machine manufacturer exhibiting at the convention was Wright Machinery Company, Durham, N. C., which displayed its potato chip vender.

Cont'l Can Purchases Flexible Packaging Firm

NEW YORK, June 20.—Continental Can Company, Inc., has purchased the flexible packaging business of Shellmar Products Corporation, Mt. Vernon, O.

Shellmar's flexible division works with cellophane, polyethylene, pliofilm, acetate, foil and various laminated and coated products for packaging purposes.

Bake-O-Nuts A New Line Of Salted Nuts For Vendors

Due to the shortage and high prices of Pistachios, we have developed a new patented process for toasting and salting other nutmeats to make them especially suitable and profitable for vending machines.

BAKE-O-NUTS ARE BAKED—NOT FRIED NOT GREASY—NO OILS USED NO OIL SMEAR ON GLASS BOWL NO LOOSE SALT TO CLOG MACHINE MORE DELICIOUS—MORE CRISPY STAY FRESH LONGER THAN FRIED NUTS

Because Bake-O-Nuts Are Not Oil-Soaked, Size For Size, You Actually Get 6% More Nuts Per Pound.

- CASHEWS Small Wholes @ .65 lb.
CASHEW BUTTS @ .60 lb.
MIXED NUTS @ .70 lb.
Cashews—Almonds—Filberts
ALMOND Small Shelled @ .80 lb.
PEANUTS Blanched Jumbos @ .44 lb.
SOYNUTS (Don't Miss Them) @ .25 lb.
PISTACHIOS 4 Star Jumbo @ .93 lb.
Red—In The Shell
All Packed 12 5-Lb. Bags Per Carton or 25-Lb. Bulk Cartons.
Terms: Cash With Order Or If C.O.D. Send 1/3 Deposit With Order. F.O.B. New York

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More vending men in all phases of the industry are using the money-saving, money-making ideas in VEND every month—to insure profits—to be up to date on every important development in the field.

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Name Address City Zone State Occupation

Import Quota

Continued from page 132

from warehouses here between October 1, 1952, and September 30, 1953.

U. S. production of filbert kernels during the 1952-'53 season reached an all-time high of 3,300,000 pounds, and U. S. producers were forced to cut prices of nuts in shells to meet competition of lower-priced imports, resulting in a return to the domestic growers of 55 per cent of parity. This week's action is designed to protect domestic filbert production.

An agriculture department spokesman said that the new quota would not result in a sharp reduction of imported filberts this year, since to date filbert imports annually averaged 3,000,000 pounds. Whether the new quota will be extended will be considered by the tariff commission, he said.

Penny Hike in Iowa Cig Tax Effective July 1

DES MOINES, June 20.—The penny increase in Iowa's cigarette tax goes into effect Wednesday (1) by special provision. Regulations determining the method in which wholesalers and retailers will pay the new 3-cent a pack revenue on cigarettes on hand on July 1 are to be issued within the next few days by the Iowa State Tax Commission.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of June 20	Issue of June 13	Issue of June 6	Issue of May 30
ABC (United).....	\$85.00 95.00 110.00 125.00(2) 175.00	\$85.00 90.00 110.00 135.00	\$90.00 125.00 135.00 149.50 175.00	\$75.00 95.00(2) 130.00 135.00 175.00
Across-the-Board (United)...	225.00	225.00		225.00
All Baba (Gottlieb).....	34.50	34.50	34.50	34.50
Alice in Wonderland (Gottlieb).....	49.50	49.50	49.50	49.50
All Star Basketball.....		145.00	145.00	145.00
Amoebade (United).....	39.50 59.50	39.50 59.50	25.00 39.50	25.00 39.50
Arizona (United).....			29.50	29.50
Atlantic City (Bally).....	300.00(2) 335.00 339.50 349.50 350.00(2) 365.00 375.00(3) 385.00 395.00 415.00	325.00(2) 330.00 335.00 339.50 350.00 365.00(2) 374.50 375.00(3) 385.00 395.00 415.00	330.00 350.00 365.00(2) 375.00 385.00 390.00 395.00 400.00 415.00	335.00 375.00(2) 385.00(2) 395.00(3) 415.00
Baby Face (United).....	49.50	49.50	49.50	49.50
Ballerina (Bally).....	49.50	49.50	49.50	49.50
Bank-a-Ball (Gottlieb).....		75.00	75.00	75.00
Barnacle Bill (Gottlieb).....	34.50	34.50	25.00 34.50	34.50
Basketball (Gottlieb).....			95.00	85.00
Basketball Champ (Chicago Coin).....	195.00 250.00	195.00 235.00 250.00	195.00(2) 235.00 250.00	195.00 225.00 250.00
Basket Ball (Chicago Coin).....	235.00	250.00	250.00	250.00
Bat-a-Score (Evans).....	275.00	275.00	275.00	275.00
Batting Practice.....	69.50 89.50 95.00	69.50 89.50	69.50 89.50	69.50 75.00 89.50
Beauty (Bally).....	425.00 450.00 459.50 475.00(2) 485.00(2) 495.00(3)	465.00 474.50 475.00(4) 485.00 495.00(3)	475.00 485.00 495.00(2) 495.00(2) 515.00	485.00 495.00(2) 510.00 525.00 540.00
Be Bop (Exhibit).....	84.50	84.50	84.50	94.50
Bermuda (Chicago Coin).....	49.50	49.50	49.50	49.50
Big Hit (Exhibit).....			165.00	165.00
Big Top (Genco).....	54.50 64.50	54.50 64.50	54.50 64.50	54.50 60.00 64.50 64.50
Bing-a-Roll (Genco).....			35.00	35.00
Black Gold (Genco).....	59.50	59.50(2)	59.50(2)	50.00 59.50(2)
Bolero (United).....	150.00 165.00 175.00(2) 195.00 200.00	165.00(2) 175.00(3) 195.00	165.00 175.00(3) 195.00(2)	175.00(3) 195.00(2)
Boston (Williams).....	79.50	79.50	89.50	89.50
Bowling Champ (Gottlieb).....	50.00(2) 74.50	49.00 50.00 55.00 74.50	29.50 50.00(2) 74.50	50.00(3) 74.50
Bright Lights (Bally).....	135.00 149.50 150.00(2) 164.50 165.00 175.00(4) 190.00(3) 195.00 225.00(2)	149.50 150.00 165.00 175.00(3) 185.00(3) 190.00 195.00 225.00	150.00 165.00 175.00(2) 185.00(3) 195.00 215.00 225.00	175.00(3) 190.00(3) 195.00 215.00 225.00
Bright Spot (Bally).....	200.00 225.00 239.50 250.00(4) 275.00 285.00 290.00 295.00	200.00 225.00(2) 240.00 245.00 250.00(3) 255.00 275.00(2)	225.00 245.00 250.00(2) 265.00 275.00 290.00 295.00(2) 300.00	250.00 265.00(3) 290.00 295.00(5)
Buccaneer (Gottlieb).....	34.50 59.50	34.50 59.50	34.50 59.50	34.50 59.50
Buffalo Bill (Gottlieb).....	74.50	74.50	74.50	74.50
Bustons & Bows (Gottlieb).....	69.50	69.50	69.50	40.00 69.50
Campan (Exhibit).....	84.50	84.50	84.50	65.00 94.50
Canasta (Genco).....	89.50	89.50	29.50 89.50	89.50
Caravan (Williams).....			165.00	180.00
Carolina (United).....	34.50		34.50	34.50
Carnival (Bally).....	49.50		45.00 49.50	49.50
Champion (Bally).....	40.00 45.00 75.00 89.50	40.00 45.00 75.00 89.50	25.00 45.00 75.00 89.50	37.50 40.00 45.00 89.50
Champion (Chicago Coin).....	40.00 65.00	40.00 64.00 65.00	40.00 65.00	40.00 65.00 69.50 19.50
Chico (Chicago Coin).....				19.50
Chinatown (Gottlieb).....	195.00(2)	195.00 210.00	185.00 195.00	175.00 195.00
Cinderella (Gottlieb).....	29.50 49.50	29.50 49.50	29.50 49.50	29.50 49.50
Circus (United).....	375.00 395.00	375.00 395.00	375.00 395.00	295.00 375.00
Citation (Bally).....	30.00 55.00 79.50	25.00 30.00 79.50	19.00 25.00 30.00 55.00 65.00 79.50	25.00 30.00 79.50
College Daze (Gottlieb).....	89.50	89.50	50.00 65.00 89.50	50.00 75.00 89.50
Coney Island (Bally).....	195.00 220.00(2) 229.00 240.00 250.00 275.00(2) 285.00 290.00 295.00	200.00 225.00 239.50 240.00(2) 250.00(3) 255.00 275.00(2) 285.00 295.00 305.00	225.00 240.00(2) 250.00 265.00 275.00(3) 290.00 295.00(2) 305.00	235.00 240.00 245.00 265.00 275.00(4) 290.00 295.00(2) 305.00
Control Tower (Williams).....	100.00 119.50	100.00 119.50	100.00 119.00	100.00
Coronation (Gottlieb).....	210.00(2)	210.00 220.00	210.00 220.00	210.00
Cross Roads.....	159.50	175.00 185.00(2)	175.00(2)	175.00 185.00
Cyclone (Gottlieb).....	140.00 150.00 159.50	140.00 150.00 159.50	140.00 150.00	140.00 175.00
Dallas (Williams).....	44.50 69.50	44.50 69.50	44.50 69.50	44.50
De-Icer (Williams).....	99.50	99.50	79.50 99.50	75.00 99.50
Deluxe World Series.....			225.00	
Dew-Wa-Ditty (Williams).....	34.50 49.50	34.50 49.50	34.50 49.50	34.50 49.50
Disc Jockey.....	220.00	225.00	200.00 225.00	215.00
Domino (Williams).....	165.00	165.00	160.00 165.00	50.00
Double Action.....			100.00	100.00
Double Feature.....	100.00	100.00	99.50 100.00	74.50 100.00
Double Shuffle (Gottlieb).....	49.50 65.00	49.50 65.00	49.50(2) 65.00	49.50 65.00(2)
Dreamy (Williams).....	89.50	69.00 89.50	75.00 89.50	75.00 89.50
El Paso (Williams).....	39.50 59.50	39.50 59.50	39.50 59.50	39.50 59.50
Fighting Irish (Chicago Coin).....			95.00 95.00	75.00 95.00
Five Star (Universal).....	74.50 79.50	74.50 75.00	79.50 125.00	79.50 85.00
Flip Skill.....	29.50 69.50	29.50 69.50	29.50 69.50	29.50 69.50
Floating Power (Genco).....	44.50 49.50	44.50 49.50	44.50 49.50	44.50 49.50
Flying High (Gottlieb).....	200.00 235.00	235.00	225.00 235.00	235.00
Football (Chicago Coin).....	49.50	75.00	49.50 50.00	50.00 59.50
400 (Genco).....	145.00 165.00 185.00 195.00(3)	170.00 175.00(2) 195.00(3)	170.00 175.00 195.00	190.00 195.00(3) 225.00

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Mills, Jennings, Pace, new or used; 1946 and up.

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	Issue of June 20	Issue of June 13	Issue of June 6	Issue of May 30
400, 5c or 10c (Genco).....			\$195.00	\$249.50
Four Corners (Williams).....	124.50 129.50	124.50 129.50	220.00	215.00
Four Horsemen (Gottlieb).....			75.00(2)	79.50 115.00 129.50
Four Stars (Gottlieb).....	185.00(2)	185.00 195.00	169.50 185.00	185.00 195.00
Freshie (Williams).....	60.00	60.00	35.00 42.50	35.00 60.00 65.00 69.50
Frolic (Bally).....	325.00 350.00(2) 360.00 365.00 375.00(3) 385.00	340.00(2) 350.00(3) 360.00 2375.00(3) 385.00 390.00	335.00 340.00 350.00(2) 375.00(2) 390.00	350.00(2) 365.00 375.00 395.00(6) 425.00
Futurity (Bally).....	169.50 199.00 220.00 235.00	125.00 169.50 199.50 220.00	199.50 200.00	199.50 220.00 225.00 235.00
Georgia (Williams).....	99.50	99.50	75.00 99.50	60.00 99.50
Glamour (Bally).....	175.00	175.00	175.00	175.00
Globe Trotter (Gottlieb).....			140.00	
Gold Cup (Bally).....	45.00 59.50	59.50	45.00 59.50	59.50
Golden Gloves (Chicago Coin).....			75.00	75.00
Golden Nugget (Genco).....	235.00 335.00	235.00 300.00 335.00	300.00	235.00
Grand Award (Chicago Coin).....				35.00
Happy Days.....	200.00 215.00	215.00 225.00	215.00 225.00	195.00 215.00
Happy Go Lucky (Gottlieb).....	220.00			75.00 109.50
Harvest Time (Genco).....	65.00 79.50	79.50 105.00	105.00 115.00	105.00 115.00
Harvester (Williams).....	100.00 105.00 115.00 149.50	129.50 149.50	149.50 150.00	149.50
Hit-a-Homer.....	24.50	24.50	24.50	24.50
Hit 'N' Run (Gottlieb).....	145.00	145.00	145.00	145.00 150.00
Hit Parade (Gottlieb).....	29.50	29.50	29.50	29.50
Holiday (Chicago Coin).....	39.50 59.50	59.50	39.50 59.50	39.50
Holiday (Keeney).....	215.00 235.00	215.00	235.00(2)	235.00
Hong Kong (Williams).....	165.00 180.00	175.00 180.00	175.00	180.00 195.00
Horseshoes (Williams).....			180.00(3) 125.00	
Hot Rod (Bally).....	99.50	40.00 99.50	40.00 99.50	40.00(2) 99.50
Humpty Dumpty (Gottlieb).....	49.50	49.50	49.50	49.50
Jalopy (Williams).....			135.00	125.00
Jennie (Exhibit).....	94.50	94.50	94.50	94.50
Jockey Special (Bally).....	45.00 54.50	54.50	45.00 54.50	15.00 59.50
Joker (Gottlieb).....			95.00 99.50	95.00
Judy (Exhibit).....	94.50	94.50	94.50	94.50
Jumping Jack (Genco).....	225.00(2) 250.00 275.00(2) 295.00	225.00 250.00 260.00 275.00 295.00	225.00 260.00 275.00 295.00	235.00 275.00 285.00 295.00(2)
Just 21 (Gottlieb).....	59.50	59.50	59.50	
King Arthur (Gottlieb).....			35.00 59.50	35.00 90.00
King Cole (Gottlieb).....	49.50	49.50	49.50	49.50
King Pin (Chicago Coin).....	124.50	124.50 145.00	124.50 145.00	124.50 145.00
K. C. Jones (Gottlieb).....	100.00	100.00	100.00	100.00
Knock Out (Gottlieb).....	65.00	65.00 75.00	39.50 40.00 50.00 60.00 69.50 75.00	65.00 69.50 75.00(2)
Leader (United).....	195.00(2) 250.00 269.50	215.00(2) 250.00 300.00	215.00 250.00 269.50 275.00 300.00	225.00 250.00 265.00 269.50 300.00
Lite-a-Line (Keeney).....	75.00 79.50 95.00(2)	95.00(3) 95.00(2)	50.00 79.50 95.00(2)	79.50 95.00(2)
Long Beach (Williams).....	275.00	175.00 275.00	225.00 250.00	195.00 275.00
Lucky Landing (Williams).....	84.50	84.50	84.50	84.50
Madison Square Garden (Gottlieb).....			100.00	
Majors (Chicago Coin).....	74.50	74.50	74.50	74.50
Majorette.....	110.00	110.00	110.00 140.00	125.00 140.00
Mardi Gras.....	29.50 49.50	29.50 49.50	29.50 49.50	29.50 49.50
Maryland (Williams).....	49.50 84.50	49.50 84.50	29.50 49.50 84.50	49.50
Mercury (Genco).....	54.50		54.50	

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SHUFFLE GAME SPECIAL!

100 CHICOIN 2 PLAYER

BOWLING ALLEY IN WORKING ORDER NO CRATING \$10 EA.

NEW Williams FAIRWAY

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Chicoin SUPER JET Chicoin CROWN BOWLER Chicoin TRIPLE SCORE PLAYER United OLYMPICS United CLASSIC Bally YACHT CLUB

Miscellaneous Equipment

- Exhibit SIX SHOOTER \$165 Bally TURF KING 95 Universal WINNER 50 Chicoin GOALEE 125 Rock-Ola '52 ROCKET 550 Keeney KING PIN 25 Keeney BOWLING CHAMP 55 Universal TWIN 25 Williams SUPER TWIN 35 Williams DELUXE BASEBALL WRITE

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- CYCLONE \$150 CHINATOWN 195 CORONATION 210 CROSSROADS 175 FOUR STARS 185 MINSTREL MAN 145 DISK JOCKEY 220 SKILL POOL 210 FOUR CORNERS 195 HONG KONG 165 MAJORETTES 110 OLYMPICS 145 SHOOT THE MOON 145 SILVER SKATES 195 STAR LITE 220 TWENTY GRAND 195 PARATROOPER 140 HAPPY DAYS 220

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- BRIGHT LIGHTS \$190 SPOT LITE 225 PALM BEACH 395 BEAUTY 475 ATLANTIC CITY 350 FROLIC 375

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FOR BETTER BUYS BUY MCGINNIS YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT Bomber \$65.00 Punchy \$65.00 Stop & Go \$59.50 Champion (CC) 65.00 Knockouts 65.00 Freshie 55.00 Red Shoes 75.00 Pin Bowler 75.00 Hits & Runs 59.50 Golden Gloves 75.00 Double Shuffle 60.00 Sportsman 75.00 Nifty 95.00 Shoo-Shoo 85.00 Bright Spot 245.00 Pinky 92.50 Tumbleweed 69.50 Keeney League Bowler 4-Player \$125.00 Keeney 6-Player Bowler 250.00 Keeney Team Bowler 400.00 WE SHALL BE PLEASED TO DEMONSTRATE THIS NEW EQUIPMENT KEENEY DOMINO BOWLER 6-Player, 4-Way Optional Play, 3 Matching Features. Keeney Electric Cigarette Vendors With and Without Changers. Tropics—Yacht Club. Established 1913 ROY MCGINNIS CORP. 2011 MARYLAND AVE. BALTIMORE 18, MD. PHONE: BELMONT 1800

Patrons Buck Dime Juke Play In No. Jersey

Continued from page 126

the service guarantee or favorable percentage arrangement was pegged at 50-50 to get them to go along.

No More Concessions

This was done in the test area, operators in other areas are pretty much agreed that these concessions can no longer be made, as they tend to break down the rate structure which has taken years to develop, and which covers the depreciation factor in equipment.

According to Dick Steinberg, MGNJ executive secretary, the rate-line based on age of equipment means that the location owner can have what he wants, providing he contracts for it at the prevailing rate, plus a minimum guarantee. He termed this a realistic policy, as new juke box models are constantly coming off the production lines, location owners are constantly asking for them, and this policy assures them of being able to get new boxes without investment.

In the Paterson test area, the current policy is one play for a dime and five for a quarter. The playing public obviously likes this arrangement, as operators report a substantial rise in collections, with mostly quarters and few dimes found in cash boxes.

Fair Increase

Comparisons with route averages on nickel play showed only a fair increase when the tariff was switched to 10-cent play, three for a quarter—after several weeks of losses. A higher increase was made on dime play, five for a quarter, without any income loss when first introduced.

According to Steinberg, the situation is still in a state of flux; however he believes that 10-cent play and a bargain on multiple plays is the answer. Just what this bargain will amount to, he added, won't be determined for another six months or a year.

THE BILLBOARD Index of Advertised Used Machine Prices

Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with columns: Machine Name, Issue of June 20, Issue of June 13, Issue of June 6, Issue of May 30. Lists various machines like Ace Bowler, Bank Shot, Baseball, etc. with their respective prices and issue frequencies.

THE MARKET PLACE for the COIN MACHINE INDUSTRY The National Exchange for Coin Machine Personnel, Products, Services and Opportunities CLASSIFIED ADVERTISING 188 W. RANDOLPH ST. CHICAGO 1, ILL.

ADVERTISING RATES REGULAR CLASSIFIED (Minimum \$3) Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light. Per word \$2.00 3 or more CONSECUTIVE or 24 insertions, per word .18 52 CONSECUTIVE insertions, per word .16 DISPLAY CLASSIFIED (Minimum \$4) Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more. Per agate line \$1.00 3 or more CONSECUTIVE or 24 insertions, per agate line .95 52 CONSECUTIVE insertions, per agate line .90 1 inch equals 14 agate lines. ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

Parts, Supplies & Services 1¢-5¢ CANDY, CIGARETTE, NUTS, TAB GUM, BALL GUM VENDERS BOUGHT AND SOLD. Cast Iron Stands, \$4.25 ea.; 6 or more, \$4 ea. Top Plates for 2 Venders, \$1 ea. 3 Venders, \$1.35 ea. Aluminum Coin Counters, 1¢ or 5¢, \$1.45 ea. prepaid. Tubular Coin Wraps, 1¢ to 50¢, 85¢ per M; 10,000 or more, 80¢ per M. ALL SMALL PAN CANDIES AND JELLY BEANS AT NEW LOW PRICES. TAB GUM—MIN. 25 BOXES. All Wrigley, 47¢; All American Chicle, 42¢; Teaberry, 42¢; Chloro Tab (200 ct.), 90¢; Candy Charms, 42¢; Hershey Choc. (200 ct.), 1¢; 1¢, \$1.30; Suchard Almond or Milk (200 ct.), 1¢, \$1.20. Ball Gum: 210, 170, 140—25 lb. cases, 25¢ per lb. Chloro Ball Gum, 210, 170, 140—25 lb. cases, 45¢ per lb. Ass'd Candy Coated Gum Chicks, 320 ct.—30 lb. cases, 38¢ per lb. Chloro Candy Coated Gum Chicks, 320 ct.—30 lb. cases, 47¢ per lb. King's Hard Shell Coated Choc's, 500 ct.—22 lb. cases, 38¢ per lb. All prices—F.O.B. Chicago —1/2 Dep., Bal. C.O.D. KING & CO. Direct Factory Distributors for Northwestern Vendors, U-Select-It Candy and Cookie Vendors, Supervend 3-Drink Cup Dispensers, PX Cigarette Vendors. 2702 W. Lake St., Chicago 12, Ill.

Used Coin-Operated Equipment A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill. Cigarette Machine, King Size Conversions, 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710. Free Gum Vendors, almost all makes, like new; buy contents only. R. Westmoreland, Box 1016, Jackson, Tenn. If You Want MORE SALES & PROFITS Take a Tip—Use this standout DISPLAY CLASSIFIED style of ad See rates above Perfume Machines—Like new Perfumatics in cartons, stored in American warehouse, never used, \$65 each delivered. Star Novelty Mfg. Co., 2773 Ontario St., East, Montreal, Canada.

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. Quitting Business—18 Silver Queen 1¢ Bar Candy, Tab Gum Vendors, almost new, \$600 or make offer. E. Crosby, 64 Grant, Denver, Colo. Sacrifice—Change of regular work forces sale of profitable vending sideline. 5 "U-Pop-It" Automatic Popcorn Machines, all operating and on locations, must be sold. P. J. Martin, Ripon, Wis. 33 M-200 Double R Vending Machines, cabinet type; excellent condition; thoroughly cleaned; ready for location. Selling because of other activities; best offer takes one or all. Verne Daehler, Box 278, Tempe, Ariz. 4 Craig Ice Cream Vendors, \$250 each; 2 Super Vend selected cold drink machines, \$300 each; 25 Victor V's, globe type, \$6.50 each. Half deposit, balance either sight draft or C.O.D. Cleveland Coin Machine Exchange, Inc., 2029 Prospect, Cleveland, O. Tower 1-6715. 5 Bally Cup Vendors, fair condition, complete with auxiliary units, \$100 ea.; also 10 pre-war Photomatics, \$150 ea.; crating (if necessary) extra. McGuire, 15523 Lakewood, Paramount, Calif. Wanted to Buy Wanted—Late Model Bowling Games; state quantity, condition and best price. Perkins, 4322-24 N. Western Ave., Chicago 18, Ill. Phone: JUniper 8-1814.

	Issue of June 20	Issue of June 13	Issue of June 6	Issue of May 30
Super Match Bowler (6 player).....			425.00	
Super Twin Bowler (Universal).....	45.00 69.00(3)	69.00	65.00	
Super Twin Bowler (United).....	59.50			
Super Twin Rotation (Exhibit).....		395.00	395.00	\$395.00
Team Bowler, 10 player (Keeney).....	400.00	425.00	425.00	425.00
10th Frame Bowler (Chicago Coin).....	360.00	365.00	365.00	345.00
Trophy Bowl (Chicago Coin).....	59.50 70.00	59.50 75.00	59.50 75.00	59.50 99.50
Twin Bowler (Universal).....	75.00 99.50	99.50	99.50	
Twin Rotation (Exhibit).....	35.00 49.00(2)	49.00(2) 49.50	49.00 49.50	49.50(2)
Twin Shuffle Alley Rebound (United).....	245.00		275.00	275.00(2)
Twin Shuffle-Cade (United).....	75.00 125.00	99.50 125.00	125.00 145.00	99.50 129.50
Two Player (United).....	145.00(2)	135.00 145.00	150.00	145.00
	150.00	150.00	150.00	150.00
	110.00	110.00	110.00	110.00

Pick Grand Jury

Continued from page 126

dues and even, in some cases, paying dues for employees who were not union members. Union representatives, the petition stated, controlled the type of juke box a location could have as well as the transfer of a machine from one location to another.

Altho no specific union was named, it was assumed the petition referred principally to the Teamsters, to local 985 and to Buffalo, all of whom played the major role in the congressional hearings.

O'Brien said he had been studying the situation for some 60 days and had considered calling for a grand jury investigation some two weeks before the congressional hearing opened. He said the secret nature of the jury process would make it easier to get necessary evidence for prosecution.

Evidence "Far-Reaching"
O'Brien declared that evidence now in his possession "is more far-reaching and more involved" than that uncovered by the congressmen.

Donald S. Leonard, who became Detroit police commissioner some months ago, said he also welcomed the investigation since the jury would have wide powers to get at the root of the trouble.

(Editor's Note: A similar grand jury investigation searched into Teamsters' records some six years ago, stirred up considerable publicity, caused the ouster of Eugene (Jimmy) James as head of Local 985 and enabled Buffalo to take over the union.)

Inspector Joseph V. Krug, head of the Detroit police department's special investigation squad, dispatched Lt. Thomas Maxon to interview Charles Toy, counsel for the Michigan Automatic Phonograph Owners' Association, about statements made at hearings last week that Detroit police enforcement was lax. Toy declined to give additional information on the ground that the information was given him by clients and was confidential.

Both Detroit and State police personnel were assigned to assist the grand jury. Two members of O'Brien's staff likewise were assigned and Judge Culehan asked for the services of Michigan Assistant Attorney General Irving Beattie.

Pool Hosts Class

Continued from page 126

distributor-representative relations. Rayfeld spoke to the group, stressing route diversification. Wurlitzer phonographs were demonstrated and exhibited. Among those present were Leo P. Shack, Wurlitzer service representative; Abe Fisher, president of the Connecticut Music Association; John McLenhy, Poole special sales representative; A. J. Shrina Jr., Forest Park Amusements; Joseph J. Naderio, Louis J. Naderio, Frank J. Watkins, A. B. Hill, Dennis Doloin, R. E. Wolf, Joe Sarno, George Hatze-petro, Raymond Carr, Joe Reisine, Al Raffeld, Douglas Larson, Chris Magenta, John Hagberg, Clarence Sorrentino, George Rode, Peter Slepchuk, Stephen Brocka, Fred Mielnikowski. Represented were Valley Automatic Sales Company, Superior Music, Wilkas Amusement, Holyoke Amusement, General Amusement, Pioneer Valley Music, Reliable Coin and Valley Automatic Sales.

McKenzie Joins

Continued from page 126

Kansas and will make his headquarters in Wichita. McKenzie has been in the coin machine business since he returned from the Armed Forces, and is well acquainted with the operators in Kansas. He will move his family to Wichita in the next three weeks. He has been traveling with John Balk, sales manager for Central, for the past two weeks renewing acquaintances. The appointment will enable Central to give better services on Wurlitzer equipment and keep closer contact with the many operators in the area.

Amusement Games

Continued from page 137

	Issue of June 20	Issue of June 13	Issue of June 6	Issue of May 30
Spot-Lite (Bally).....	185.00 190.00	185.00 200.00	195.00 210.00	215.00 225.00
	200.00(2)	205.00 210.00	225.00	250.00(2)
	225.00 229.50	225.00 245.00	250.00(4)	275.00
	245.00 249.50	249.50	275.00(3)	285.00(2)
	250.00(2)	250.00(4)	295.00(2)	290.00
	275.00(3)	265.00	310.00	295.00(2)
	295.00	295.00		
Springtime (Genco).....				75.00
Starlite.....	220.00	220.00	220.00	
Stars (United).....	235.00 250.00	225.00 235.00	250.00 260.00	195.00 255.00
	275.00(3)	250.00 265.00	275.00(4)	265.00
		275.00(3)	279.50	275.00(3)
				279.50
Steeple Chase (United).....	150.00		119.50	
Stop and Go (Genco).....	70.00	70.00	70.00	70.00 89.50
Summer Time (Gottlieb).....	34.50 49.50	34.50	34.50 49.50	34.50 59.50
Sunshine Park (Bally).....	239.00	239.50 260.00	300.00 335.00	295.00
		319.50		
Super Hockey.....	59.50	59.50	59.50	59.50
Super World Series (Williams).....	125.00(2)	195.00 225.00	175.00 200.00	225.00
	225.00		225.00	
	89.50	89.50	39.50	
Sweetheart (Williams).....				
Tampico (United).....	64.50 79.50	64.50 79.50	64.50 79.50	64.50 79.50
Tahiti (Chicago Coin).....			60.00	65.00
Telecard (Gottlieb).....	69.50	69.00 69.50	25.00 69.00	69.50
			69.50	
Tennessee (Williams).....	29.50 49.50	29.50 49.50	29.50 49.50	29.50
Texas Leaguer (Keeney).....	49.50 50.00(2)	49.50 50.00	49.50 69.50	49.50 50.00
	69.50	69.50	69.50	
Thing (Chicago Coin).....	89.50	45.00 89.50	45.00 89.50	45.00 89.50
Three Feathers (Genco).....	64.50(2)	64.50(2)	64.50(2)	64.50(2)
Three Musketeers (Gottlieb).....			85.00	74.50 85.00
3-4-5 (United).....			75.00	
Thrill (Chicago Coin).....	29.50	29.50	29.50	29.50 30.00
Trade Winds (Genco).....	29.50	29.50	29.50	29.50
Trinidad (Chicago Coin).....			45.00	45.00
Triplets (Gottlieb).....	95.00 109.50	95.00 100.00	70.00 95.00	60.00
		109.50	100.00(2)	74.50(2)
				95.00(2)
				100.00(2)
				125.00
Tri-Score (Genco).....	89.50	89.50	89.50	89.50
Tumbleweed (Exhibit).....	74.50 75.00	74.50 75.00	74.50 75.00	75.00
Turf King (Bally).....	40.00 69.50(2)	69.50(2) 74.50	49.50 65.00	75.00(3) 95.00
	74.50 75.00(3)	75.00(3) 90.00	75.00 90.00	125.00 149.50
	85.00 149.50	95.00 149.50	125.00 149.50	
Tucson (Williams).....	44.50	44.50	44.50	44.50
Twenty Grand.....	195.00	195.00	195.00-210.00	
Utah (United).....	84.50	89.50	84.50	84.50
Virginia (Williams).....	49.50	49.50	49.50	49.50
Watch My Line (Gottlieb).....			75.00	115.00
Whizz Kid (Chicago Coin).....				
Wild West (Gottlieb).....	169.50	169.50		
Winner (Universal Industries).....	49.00 60.00	49.00 60.00	60.00 99.50	49.00 55.00
	99.50	99.50	65.00 99.50	
	34.50	34.50	34.50	20.00 25.00
Wisconsin (United).....			34.50	34.50
Yanks (Williams).....	49.50	49.50	49.50	49.50
Zingo (United).....	125.00 175.00	125.00 175.00	175.00	175.00

ONE BALLS

SPECIALS

SUNSHINE PARKS.....	\$195	SUPER WORLD SERIES.....	\$125
FUTURITY.....	175	HAYBURNERS.....	65
TURF KINGS (as is, off location).....	40	JALOPI.....	65
		EXHIBIT JET GUN.....	185

WE SHIP ALL OVER THE WORLD!
100% SATISFACTION GUARANTEED

SPECIAL SALE

Large stock of late 5 balls, late United Shuffle Alleys and kiddie rides.

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Record Selections
5c or 10c Play

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FIRST PRIZE!

EVANS
SADDLE & TURF
Dynamic 7-Player Spin Table
5c or 10c Play
Phone or Write today!

CATCH THOSE BIG LOCATIONS WITH CHOICE NEW AND RECONDITIONED GAMES FROM FIRST DISTRIBUTORS!

SHUFFLE GAMES

NEW
Chi Coin CROWN BOWLER
Chi Coin 10TH FRAME TRIPLE SCORE BOWLER

CONVERSIONS

IT PAYS TO BUY THE BEST! GENUINE SUPER DELUXE FORMICA TOPS

Absolutely highest quality! Instructions, gutter and strike zones silk screened during manufacturing process. Available for United 2, 4, 5, 6 & 7 Players; Keeney, Chicago Coin and Universal Games. Complete with cement. 8' & 9' sizes. \$17.50

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Bally YACHT CLUB United TROPICS Genco SILVER CHEST "First-Conditioned"

BALLY
BEAUTY.....\$485
PALM BEACH.....375
FROLICS.....375
ATLANTIC CITY.....375
BRIGHT SPOT.....275
CONEY ISLAND.....275
SPOT LIGHT.....275
BRIGHT LIGHTS.....195

UNITED
STARS.....\$235
A.B.C.....125

KEENEY
HOLIDAY.....\$215
LITE-A-LINE.....95

GENCO
JUMPING JACKS...\$295

NEW KEENEY DOMINO BOWLER

TRIPLE MATCH FEATURE
MAGIC DIAL—Selects 4 ways to play

NEW KEENEY CARNIVAL BOWLER

Magic Dial—4 ways to play; 6 Players; Quick Dial Scoring; Fast, Silent Rebound.

"First-Conditioned"

KEENEY
SIX PLAYER.....\$250
SUPER 6 PLAYER...245
BIG LEAGUE BOWLER.....185
LEAGUE BOWLER...125

UNITED
STAR 6 PLAYER...\$375
SUPER 6 PLAYER...325
OFFICIAL S.A.....325
DELUXE SIX PLAYER.....295
SIX PLAYER.....225
FIVE PLAYER.....195
SKEE ALLEY.....79
SHUFFLE SLUGGER...65

CHICAGO COIN
SIX PLAYER.....\$255
BOWLING CLASSIC...75
TROPHY BOWL.....75

UNIVERSAL
HIGH SCORE BOWLER.....\$115
SUPER TWIN BOWLER.....69
TWIN BOWLER.....49

GENCO
8 PLAYER.....\$125
SHUFFLE TARGET...95

NEW ELECTRIC SHUFFLEBOARD SCOREBOARDS

CENTER OVER-HEAD.....\$125
WALL MODEL...95

NEW EXHIBIT SPACE GUN

GENCO SKY GUNNER
ABT RIFLE SPORT
EVANS BAT-A-SCORE
ABT CHALLENGER

"First-Conditioned"

SEEBURG SHOOT THE BEAR.....\$235
WMS. SUPER WORLD SERIES.....225
EXHIBIT JET GUN...195
CHI COIN BAS-KETBALL CHAMP 195
EX. SIX SHOOTER...175
EX. GUN PATROL...175
CHI COIN 4 PLAYER DERBY...155
TELEQUIZ.....168
CHICKEN SAM.....105
RIFLE RANGE RAY GUN.....105
BALLY RAPID FIRE CHI COIN GOALEE...95
WMS. QUARTERBACK.....85
UN. TEAM HOCKEY...85
EXHIBIT DALL GUN ABT CHALLENGER...27

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KEENEY NEW DE LUXE ELECTRIC CIGARETTE VENDOR

Easy to Service
Quicker Loading
Greater Profits.

Reconditioned
Uneda Electric Cigarette Machine, 9 Col., \$125
Pop Corn size, Like New.....69

ARCANE

NEW EXHIBIT SPACE GUN
GENCO SKY GUNNER
ABT RIFLE SPORT
EVANS BAT-A-SCORE
ABT CHALLENGER

"First-Conditioned"

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TRIPLE MATCH FEATURE
MAGIC DIAL—Selects 4 ways to play

NEW KEENEY CARNIVAL BOWLER

Magic Dial—4 ways to play; 6 Players; Quick Dial Scoring; Fast, Silent Rebound.

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STAR 6 PLAYER...\$375
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CHICAGO COIN
SIX PLAYER.....\$255
BOWLING CLASSIC...75
TROPHY BOWL.....75

UNIVERSAL
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TWIN BOWLER.....49

GENCO
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Chicago Coin 6 Player Match Bowler.....295.00
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Mutoscope Cross Country
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Coin Wrappers, 1000 Per Box, Per Box.....90
Collection Books, Per 100.....7.50
Pucks for Shuffleboard, 8 in Set, Per Set.....12.00
Shuffleboard Pucks, Each.....1.50
Leaf Rainbo Gum, Per Lb......28
Leaf Tab Gum, Chlorophyll, Per Lb......40
Leaf Chlorophyll Ball Gum, Per Lb......40

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Genco 400.....\$145.00
Genco Jumping Jack.....250.00
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Seeburg 5-10-25 3-Wire Wallowmatic.....\$ 27.50
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Wurlitzer Bar Box, 5-10c.....9.95
Seeburg 1947 Metal Cabinet.....175.00
Wurlitzer 1100, Very Clean.....250.00
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AMI Model A, Very Clean.....239.00
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AMI Wall Box, 5-10c, 40 Selections Write

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Bally Futurity, Like New.....\$225.00
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National Candy Vendors.....\$ 19.50
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Star Candy Vendor.....10.95
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Bonanza Pop Corn Vendor.....75.00
Aikuna Cracker Vendor.....27.50
Uneda-Pak Monarch Cigarette Machine.....Write
PX-5, Like New.....Write

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FOR YOUR PREMIUMS GO TO

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LOWEST PRICES GUARANTEED
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2 FLIPPERS
ORDER FROM YOUR DISTRIBUTOR TODAY!



A NEW Sensational OPERATING FEATURE:
HINGED FRONT DOOR enables operator to service cash box and coin receiving mechanism with greater accessibility and ease!
CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILMORE ST. CHICAGO 24, ILL.

- features:**
- ★ HIGH SCORES plus STROKES SCORES!
 - ★ 4 TRAP HOLES each good for 500,000 plus 5 strokes each!
 - ★ 5 KICKOUT HOLES and ALL 6) ROLLOVERS score 1 stroke each!
 - ★ 1 to 7 lites 2 top rollovers and 2 center rollovers for replays!
 - ★ 4-5-6 and 7 lites up 2 "special" (Top at side) bumpers for replays!
 - ★ A-B-C and D ROLLOVERS lites 2 bottom rollovers for replays!
 - ★ HOLES 1 to 9 in "par" strokes, or under, scores 5 replays!
 - ★ 9 HOLES OVER "PAR" scores 1 replay!

SEEBURG 1-44	\$150
SEEBURG 1-46 HIDEAWAY	125
SEEBURG 1-47	175
SEEBURG 1-48 BLOND	250
SEEBURG M-100A	650
SEEBURG WOM W4-L561	35
WURLITZER 1013	150
WURLITZER 1080	125
WURLITZER 1250	150

RECONDITIONED—REFINISHED!
Terms: 1/3 Deposit, Balance C. O. D.
FOREIGN BUYERS
Write for Latest Postwar Photograph Catalog
ATLAS MUSIC COMPANY
2200 N. WESTERN AVE., CHICAGO 47, ILLINOIS Phone: Armitage 6-5005

MUSIC MONEY MAKERS!

WURLITZER 1100	\$275
A.M.I. MODEL A	325
A.M.I. MODEL B	375
A.M.I. MODEL C	395
A.M.I. WOM (S/10)	25
A.M.I. MODEL D-46	495
BRAND-NEW CHICOIN HIT PARADE	\$132.50

SPECIAL—PANORAMS Guaranteed Reconditioned WRITE
YES! WE HAVE ALL SHUFFLE GAMES, NEW AND USED!

BINGO BUYS
Frolics \$350
Zingo 175
Stars 250
Bolero 175

HOLIDAY
Holiday \$235
Jumpin' Jacks 225
Genco "400" 195
Bright Spot 250

SPECIAL! "POP" CORN SEZ 10c VENDORS
RECONDITIONED LIKE NEW WRITE
CLAYT NEMEROFF • CHARLEY PIERI
Monarch Coin Machine, Inc. 2257-59 N. Lincoln Ave. Chicago 14, Ill. Phone: Lincoln 9-3996-7-8

FOR SALE
Penny Arcade and Shooting Gallery; over 200 machines. Near Cleveland, O. Widow, unable to operate; will sacrifice.
MRS. LAVINE
3624 Strathavon Rd. Shaker Heights 20, Ohio
Phone: SK 1-4299

COBRA CARTRIDGES
Realigned and Resurfaced, 75¢ each. ORIGINAL PERFORMANCE GUARANTEED. 10 Days' Service Via Air Mail.
ELECTRONIC INDUSTRIES
P. O. Box 2008 Mesa, Arizona

5 Minutes Free
• Continued from page 126
or quarters needed. However, the free view toggle switch located at the top of the set can turn off the intermittent activator.
Tel-A-Vue Systems, located at 2831 E. Pleasant, in Davenport, are manufacturers and assemblers of the coin-operated mechanism. They build and install these units not only in the Motorola, Capehart, and GE sets, which they deliver, but also on any other make TV set now on location or intended for location installation. The component parts manufactured by private firms as well as by Reemtsma.
Tel-A-Vue is already operating in several Midwest States, plans are being made to expand installations throughtout the country. Reemtsma stated, "We are definitely interested in having coin-machine and juke box operators throughtout the country taking our line and placing sets on location."
Reemtsma has already had several talks with juke box operators in other areas.

ACME-INTERNATIONAL
Announces
REMOVAL OF OFFICE
and SHOWROOM to
3643-45 W. MONTROSE AVE.
CHICAGO 18, ILLINOIS
NEW PHONE: CORNELIA 7-7272

IN STOCK—

FROLICS	\$365
ATLANTIC CITY	365
SPOT LIGHT	250
CONY ISLAND	245
UN. SHOW BOAT	300
UN. STARS	245
Un. 6 Player, formica	\$225.00
Un. 5 Player, formica	190.00
Un. Twin Rebound, formica	125.00
Un. Shuffle Slugger	79.50
Univ. Twin	49.50
NEW—Yacht Club—Olympic—Classic—Crown Bowler—Sky Gunner—Tropics—Domino Bowler—Carnival Bowler.	

Write for Complete List, New & Used.
IRV OVITZ
ACME-INTERNATIONAL DISTRIBUTORS
3643-45 W. Montrose Chicago 18, Ill. CORNELIA 7-7272

FOR SALE SHUFFLE ALLEYS
United 6 Player Regular \$195.00
United De Luxe 6 Player, original formica and big pins 259.00
United 6 Player 10th Frame Reels Chicago Coin 6 Player Reels and Match Score 295.00

BINGO
Atlantic City \$335.00
Frolics 335.00
Palm Beach 360.00
Bright Spot 215.00
Bright Lights 175.00

UPRIGHT GAMES
Genco "400" \$185.00
Genco Jumping Jack 240.00
Discount and Quality Lots. 1/3 Deposit.
Phone calls make person to person.

DONALD ZAK
3017 S. 14th St. Milwaukee, Wis. Phone: EVergreen 4-6466

BINGO GAMES
B. Beauty \$459.50
Palm Beach 364.50
Atlantic City 339.50
Coney Island 229.50
Bright Spot 239.50
Bright Lights 164.50
Spot Lite 229.50

PIN GAMES
Crossroads \$159.50

ONE BALL
Turf King \$ 69.50
KRAMER DIST. CO.
729 Camp St. New Orleans, La. Tel.: Tulane 6720

ATTENTION
ROCKET PATROL KIDDIE RIDE \$375.00
Ex. Pony Express Pony Ride 175.00
Grip Testers 15.00
Ex. Gun Patrol 175.00
Genco Bing Roll 45.00
Mills Empress & Throne, Ea. 39.50
Wurl. 1250 395.00
Used United Alleys, all kinds Write
Seeb. Bear Gun 224.00
Wms. Jalopy Pin Game 144.50
OLSHEIN DIST. CO.
1100 Broadway Albany 4, N. Y.

Service Men Wanted
1 Juke Box and 1 Game Repair Man. Good salary and steady work. Apply
LA RU NOVELTY CO.
3210 N. Southport Ave., Chicago, Illinois
Phone: Diversey 8-7438

THE BILLBOARD Index of Advertised Used Machine Prices

• Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of June 20	Issue of June 13	Issue of June 6	Issue of May 30
Ace Bomber (Mutoscope)....	\$195.00	\$125.00	\$195.00	\$195.00
Air Raider (Keeney).....	125.00	100.00	125.00	100.00
All Star Baseball (Williams).....	95.00			
All Star Hockey.....				69.50
Astroscope, 10c.....	125.00	125.00		125.00
Atomic Bomber (Mutoscope)....		125.00		
Auto-Shoot.....		325.00	325.00	495.00
Ball Grip.....	75.00	75.00		85.00
Baseball (Scientific).....	79.50	79.50		79.50
Big Inning (Bally).....	149.50	150.00	149.50	150.00
Bolascro (Supreme).....	95.00	95.00		95.00
Blow Ball.....	75.00	75.00		75.00
Bomber.....	65.00	65.00		65.00
Boomerang.....	40.00	45.00	40.00	45.00
Career Pilot.....				100.00
Challenger (ABT).....	27.00	29.50	27.00	29.50
Chicken Sam (Seeburg).....	105.00(2)	150.00	105.00	150.00
Dale Gun (Exhibit).....	59.00	65.00(3)	65.00(3)	94.50
Derby, 4 Player (Chicago Coin).....	155.00	195.00	155.00	195.00
Drop Picture Machine (Mills).....	240.00	295.00	240.00	295.00
Electric and Grip Tests.....	42.50	42.50		42.50
Electricity Is Life.....	79.50	79.50		79.50
Fists Striker.....	129.50	129.50		129.50
Flash Hockey (Coinex).....	125.00	125.00(2)	125.00	125.00(2)
Flying Saucer (Mutoscope)....	75.00	75.00		75.00
Field Goal (Scientific).....	150.00	150.00		150.00
Glider.....	175.00	175.00		175.00
Goatee (Chicago Coin).....	45.00			
Gypsy Palmist.....	95.00	115.00	95.00	115.00
Gun Patrol (Exhibit).....	119.50	125.00	119.50	125.00
Hi Ball Striker (Exhibit)....	175.00(2)	175.00(2)	175.00(2)	175.00(2)
Hockey (Chicago Coin).....		184.50		
Hockey (Mutoscope).....				90.00
Hockey (Seeburg).....				
Horoscope (Mutoscope).....				90.00
Hot Rods.....				
Jack Rabbit.....	49.50	65.00	49.50	65.00
Jet Gun (Exhibit).....	69.50	69.50		69.50
Jitters (Exhibit).....	49.50	75.00	49.50	75.00
K O Fighter.....				85.00
Leaping Lena.....				85.00
Lite League.....				110.00
Love Clinic.....				
Love Meter (Exhibit).....				
Love Pilot (Mutoscope).....				
Midget Movies.....				
Midget Ski Ball (Chi Coin).....				
Midget Racer.....				
Miss America (Lane).....				
Night Bomber (Success).....				
Panorams.....				
Periscope.....				
Photomatic (Mutoscope).....				
Pikes Peak.....				
Pistol Pete (Chicago Coin).....				
Pitch 'Em & Bat 'Em (Scientific).....				
Pokerino (Scientific).....				
Pokerino Jr.....				
Pool (Scientific).....				
Pool Table (Edelco).....				
Quizzer.....				
Rapid Fire (Bally).....				
Recordio (Wilcox-Gay).....				
Rifle Range Ray Gun.....				
Shoot the Bear (Seeburg)....				
Shoot the Monk Rifle Range.....				
Silver Bullet (Exhibit).....				
Silver Gloves.....				
Six Shooter (Exhibit).....				
Skee Ball (Wurlitzer).....				
Skull Gun (ABT).....				
Sky Fighter (Mutoscope)....				
Space Rangers (Decol).....				
Star Series (Williams).....				
Sub Gun (Keeney).....				
Super Bomber.....				
Target Skill (Genco).....				
Team Hockey (United).....				
Telequiz.....				
Ten Pins (Rock-Ola).....				
Ten Strike (Evans).....				
13-Way Athletic Scale (Mercury).....				
Tommy Gun (Evans).....				
Torpedo (Bally).....				
Undersea Rider (Bally)....				
View-A-Scope.....				
Voice-a-Graph (Mutoscope)..				
Western Baseball.....				
Whee Gee Mystic.....				

over **67,000 ACTIVE BUYERS** read The Billboard Classified columns each week

SALES POWER IN EVERY DIRECTION

THE BILLBOARD COIN MACHINE SUMMER EXPORT QUARTERLY

CLOSEOUT Brand NEW GENCO'S GOLDEN NUGGET
Fast, Upright Bingo Game! \$269.50

5-BALLS

NEW UNITED TROPICS
BALLY YACHT CLUB
GEN. SILVER CHEST
WMS. FAIRWAY
GOTT. GUYS & DOLLS

BINGO

Palm Beach	\$400	
Frolics	365	
Atlantic City	375	
Circus	350	
Stars	250	
Spot Lite	265	
Long Beach	250	
Coney Island	275	
Bright Spot	275	
Bolero	195	
Bright Lights	195	
A-B-C	150	
Genco "400"	195	
Gen. Jumpin'	Jacks	225

GENCO

Tri-Score	\$ 89.50
Canasta	89.50
So. Pacific	79.50
Rocket	79.50
1-2-3	49.50
Black Gold	59.50
Big Top	54.50
Screwball	49.50
Mardi Gras	49.50
Control Two	119.50
Floating Pwr.	49.50

WILLIAMS

Shoot the Moon	\$159.50
Shoo Shoo	119.50
Pikes Peak	20.00
Dreamy	89.50
Georgia	99.50
De-Icer	99.50
Rag Mop	99.50
Pinky	99.50
Sweetheart	99.50
Lucky Inning	84.50
Maryland	84.50
Boston	79.50
St. Louis	69.50
Dallas	69.50
El Paso	69.50
Virginia	49.50
Yanks	49.50
Dew-Wa-Ditty	49.50
Saratoga	49.50
Tennessee	49.50

BALLY

Hot Rod	\$99.50
Ballerina	49.50

CHICAGO COIN

Whiz Kids	\$149.50
King Pin	124.50
Pin Bowler	99.50
Thing	89.50
Punchy	89.50
Major	74.50
Holiday	59.50
Sally	49.50
Bermuda	49.50

UPRIGHT GAMES

Golden Nuggets	\$335.00
Genco 400	195.00
Genco Jumpin' Jax	275.00

RIDES—USED

Lane's Miss America	\$575.00
Hot Rods	425.00
Leaping Lena	425.00
Midjet Racer	425.00

VENDORS

VICTORS—Toppers	Globe Type
4 to 20	\$14.20 each
24 to 44	14.00 each
48 to 96	13.75 each
100 or more	13.20 each

4 Craig Ice Cream Vendors... \$250.00 ea.

ONE OR FIVE BALLS

Futurities	\$220.00
Turf Kings	75.00
Winners	49.00
Champions	40.00
Photo Finish	39.00
Across the Board	225.00

WANTED!
6-5-4 Player SHUFFLE GAMES

ARCADE

GENCO SKY GUNNER
AUTO-PHOTO
WMS. DELUXE BASEBALL
EXH. SPACE GUN
ABT RIFLE SPORT
ABT CHALLENGER
EVANS BAT-A-SCORE

Photomatic, Late \$450.00
Voice-o-Graph, 35c 525.00
Midget Movies 295.00
Ev. Bat-A-Score 275.00
Shoot the Bear 269.50
Ch. Basketball Champ 250.00
Photomatic, Pre-War 250.00
Muto. Sky Fighter 195.00
Muto. Ace Bomber 195.00
4 Player Derby 195.00
Scientific Field Goal 175.00
Telequiz & Film 169.50
Exh. 3 Little Meters & Stand 159.50
Chicken Sam, Rebuilt 150.00
Star Series 139.50
Mills Electricity Is Life 129.50
Bully Rapid Fire 125.00
Exh. Jitters 125.00
Chi. Pistol 119.50
Goatee 119.50
Rock-Ola Ten Pins 99.50
Pokerino Jr., New 99.50
Mercury 13-Way Athletic Scale, New 99.50
Pokerino 99.50
Life League 99.50
Exh. Dale Gun 94.50
Heavy Witter, Se 89.50
Marion Scale 89.50
Quarterback 89.50
Exh. Hi Ball, Striker 89.50
Se Elec. & Grip Test 79.50
Scientific Baseball 75.00
Flash Hockey 75.00

COUNTER GAMES

Hit-A-Homer \$ 24.50
View-a-Scope & Film 39.50
Art Show & Film, New 49.50
Mercury Counter Grip 34.50
New 29.50
ABT Challenger 29.50
Acme Shocker, New 24.50
ABT Skill Gun 39.50
Ex. Love Meter 39.50
Heavy Witter, Se 69.50
Flip Skill and Stand 69.50
Groot. Skill Test, New 59.50
Texas Leaguer 49.50

CIGARETTE VENDERS

FACTORY REBUILT, 25c, KING SIZE COLS.

Rowe President, 10 Col. or 8 Col.	\$155
National Model 950, 9 Col.	145
National 930, 9 Col.	130
Unedapak Model 500, 9 Col.	125
DuGrenier Champion, 9 Col.	125
DuGrenier Model "W", 9 Col.	115

TERMS: 1/3 DEPOSIT; BALANCE SIGHT DRAFT OR C.O.D.

Empire Coin MACHINE EXCHANGE
1012-14 MILWAUKEE AVE. Phone: EVERLADE 4-2800 CHICAGO 22, ILL.

SHUFFLE GAMES

UNITED CLASSIC S. A.
UNITED OLYMPICS S. A.
CHI. CROWN BOWLER, 6 PLAYER
CHI 10th FRAME, DOUBLE SCORE
KEENEY DOMINO BOWLER, 6 PLAYER

Star Bowler, 10', 2 Player, Wood Balls \$295.00
United Super & Player S. A. 325.00
United De Luxe S. A., & Player 315.00
United 4 Player 195.00
United 5 Player 225.00
United Twin Rebound 145.00
United Twin Shufflecade 150.00
Un. Single S.A. Rebound 89.50
Un. Double S.A., Express, Rebound, B' 119.50
Un. 2 Player S.A., Express 109.50
Univ. Twin Bowler 49.50
Chicoin & Player, Formica Top 295.00
Chi. Baseball 2 Player 69.50
Chicoin Bowling Classic 89.50
Chicoin Trophy Bowl 99.50
Bully Hook Bowler 149.50
Keenev League Bowler, 4 Player 149.50
Keenev Double Bowler, 2 Player 79.50

WMS. 2-PLAYER DOUBLE HEADER 49.50

Exclusive National Distributors!

COINWAY CHANGEMAKER
Unconditionally guaranteed. Takes dimes and quarters. Dispenses nickels. **\$69.50**
Distributor Inquiries Invited

MARVELS NEW SHUFFLE SCORE

CENTER OVERHEAD \$139.50
WALL MODEL 95.00

VENDERS

ACORN VENDOR, 1c or 5c \$14.95

Mills & Col. Candy 198.50
Mills 5 Col. Candy 89.50
Mills Tab Gum 27.50
Mills Tab Gum, Rebuilt 16.50
Silver King 13.95
N.W. 49, 1c, 5c 17.35
25c Razor Blade 19.95
S.K. Hot Nut 29.95
72-Bar U-Select-It 49.50
N.W. Tab Gum 25.95
N.W. Stamp 49.00
U-Pop-It Write
Kleenex, 5 or 10c 49.50
Smokeshop Lobby 239.50
Ajax 8-Col. 320-Pkg. Elect., New 175.00

1-BALLS

Bully Futurity Write
Turf King \$149.50
Winner 99.50
Champion 89.50
Citation 79.50
Gold Cup 59.50
Jockey Special 54.50
Special Entry 49.50

UNITED'S Genuine 8' FORMICA TOPS
\$15.95 ea.
9' Tops, \$16.95
Minimum Order 5 Tops

EVANS' 100 Selections CENTURY Now on Display

ISSUE DATED JULY 18—AD DEADLINE JULY 9

"WE ARE EASY TO DEAL WITH"

SHUFFLE BOWLERS

2 Pl.	\$116.00
5 Pl.	160.00
5 Pl. with Formica	185.00
6 Pl. original	190.00
6 Pl. with Formica	215.00
6 Pl. DeLuxe	245.00
6 Pl. Supers	285.00
6 Pl. 10th Frame	375.00
Genco Target Skill	95.00
Bully Base Ball	75.00
Bully Speed Bowler	45.00
C.C. Horse Shoes	100.00
Gov. Bowliettes	40.00
Cascade	Write

COUNTER GAMES

Hit-a-Homer	\$ 20.00
Art Show & Film	49.50
A.B.T. Challengers	20.00
Acme Shocker, New	24.50
Heavy Hitters	39.50
Texas Leaguer	39.50

NEW—NOW DELIVERING

Genco Sky Gunner	200.00
Genco Silver Chest	150.00
United Olympic	150.00
United Tropic	150.00
Gottlieb Guys-Dolls	150.00
Evans Saddle & Turf	150.00

BINGOS

Atlantic Cities	\$365.00
A.B.C.	95.00
Beach Club	Write
Beauties	485.00
Boleros	175.00
Brite Lites	190.00
Brite Spots	250.00

ARCANE EQUIPMENT

Auto Photo	\$2500.00
Astroscope, 10c	125.00
Bully Big Inning	150.00
Boomerang	45.00
Bully Heavy Hitter	65.00
Bully Rapid Fire	125.00
Chi. Coin Hockey	75.00
Chi. Coin Pistol	75.00
Chicken Sam	105.00
Chi. Coin Goatee	125.00
Dale Gun	65.00
Edeico Pool Table	75.00
Ex. 6 Shooter	135.00
Ex. Silver Bullets	125.00
Fast Striker	125.00
Mills Panoram	275.00
Mut. Flying Saucer	150.00
Mut. Photo, late	625.00
Mut. Photo, early	250.00
Pitch'm & Ball'm	185.00
Pokerino Jr.	75.00
Pop Set	69.50
Quarterback	85.00
Quizzer & Film	95.00
Star Series	100.00
Siro's Brush Up	50.00
Sci. Pokerinos	85.00
Seeburg Bear Gun	249.50
Standard Metal	185.00
Typex, new	465.00
Supreme Bolacore	95.00

UPRIGHT GAMES

Golden Nuggets	\$335.00
Genco 400	195.00
Genco Jumpin' Jax	275.00

RIDES—USED

Lane's Miss America	\$575.00
Hot Rods	425.00
Leaping Lena	425.00
Midjet Racer	425.00

VENDORS

VICTORS—Toppers	Globe Type
4 to 20	\$14.20 each
24 to 44	14.00 each
48 to 96	13.75 each
100 or more	13.20 each

4 Craig Ice Cream Vendors... \$250.00 ea.

ONE OR FIVE BALLS

Futurities	\$220.00
Turf Kings	75.00
Winners	49.00
Champions	40.00
Photo Finish	39.00
Across the Board	225.00

AMT Distributors for Northern Ohio NOW DELIVERING MODEL E

Cleveland Coin MACHINE EXCHANGE, INC.
M. S. GISSER Sales Manager
2021-2025 Prospect Ave., Cleveland 15, Ohio
All Phones: Tower 1-6715

DAVIS PHONO SATISFACTION! EASY AS A - B - C . . .

Always Buy Choice DAVIS PHONOS EVERY ONE FULLY GUARANTEED

—WIRED MUSIC BARGAIN—
50 Units—PANTAGES-MAESTRO Music
Complete with Studio Equipment—Like New
WRITE for Details and Price

SEEBURG	AMI
148 ML \$199.00	A \$225.00
147 M or S 115.00	B 325.00
146 M or S 99.00	
1941 HIDEAWAY 49.00	ROCK-OLA
WURLITZER	1426 \$99.00
1080 \$125.00	1422 79.00
1217 HIDEAWAY 249.00	

Phonographs listed are complete, in working order. They may also be purchased reconditioned and refinished with Davis 6 Point Guarantee for \$35 additional per machine.

WALL BOXES

Wurlitzer 4820, 5c, 10c, 25c, Converted	\$39.50
Wurlitzer 3020, 5c, 10c, 25c, Reconditioned	19.50
Wurlitzer 3031, Reconditioned	9.95
Wurlitzer 219 Stepper	19.50
Seeburg 3W2-L56, 3-Wire, Reconditioned, Refinished	7.50
Seeburg W1-L56, 5c, Wireless, Reconditioned, Refinished	4.95
Packard Pla-Mor	3.95

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. WE SPECIALIZE IN EXPORT TRADE.

DAVIS DISTRIBUTING CORP. SEEBURG FACTORY DISTRIBUTORS
738 ERIE BLVD E.
Branches in BUFFALO • ROCHESTER • ALBANY SYRACUSE, N. Y. PH. 75-5194

ELECTRIC SCOREBOARDS

NEW DELUXE MODELS WITH 36" FLUORESCENT LIGHTS, Models O-D-1, 15-21 point.

Model O-D-2, 15-21-51 point Horseshollar.

Lights operate automatically or continuous—5c or 10c play

Overhead and Wall Models

Wall Models Model O-W-1, 15-21 point, \$90.00.

Horseshollar, 15-21-51 point, \$95.00.

Model O-W-2

Orders: 1/3 Deposit, Bal. C.O.D.

All Models Adjustable 5c or 10c Play

Overhead Models Model O-C-1, 15-21 point, \$115.00.

Horseshollar, Model O-H-1 15-21-51 point, \$125.00.

Replacement Control Buttons. \$5.75 per set.

S & S MANUFACTURING CO., P. O. Box 6081, Flint 3, Mich. Ph. 58293

Immediate Delivery

Keenev DeLuxe League Bowlers	\$250.00
Keenev 10-Player Shuffles	400.00
Keenev Conversions for Long Board	225.00
Chi Coin Bowl-a-Ball	395.00
5 9E National	75.00
Atlantic City	340.00
Frolics	355.00
Spot Lite	225.00
Bright Lights	150.00

UNIVERSITY COIN MACHINE EXCHANGE
854 N. High St. Columbus 8, Ohio
Tel.: UUniversity 6900

SELLING OUT!

1 Chi. Coin 6 Player, Formica	\$225.00
1 United 5 Player, 9', Formica	159.50
1 United 5 Player, 8', Formica	159.50
3 Keenev 2 Player Double Bowler, 9', Ea.	29.50
2 Bally Shuffle Bowlers, need checkings, Ea.	10.00
2 United Shuffle, need check- ing, Ea.	10.00

1/3 Dep., Bal. C.O.D.
K. C. SPECIALTY CO.
410 Market St. Philadelphia 6, Pa.
Phone: Market 7-6391 or Market 7-6865

NATIONAL 5-BALL GUARANTEED VALUES

Flying High	\$225	Cyclone	\$140	Four Stars	\$160
Coronation	200	Mermaid	140	Rose Bowl	125
Skill Pool	200	Joker	90	Shoo Shoo	95
Chinatown	190	Queen of Hearts	225	Double Feature	95
Hong Kong	180	Silver Skates	200	Control Tower	95
Crossroads	175	Happy Days	200	K. C. Jones	95
Hit 'n' Run	145	Quartette	175		

Exhibit 6-Shooter \$155
Exhibit Gun Patrol 175
Seeburg Shoot-the-Bear 225

Chicoin Basketball Champ \$175
Telequiz 145
Goatee 85

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. (Phone: BUCKINGHAM 1-6466) CHICAGO 14

SAY YOU SAW IT IN THE BILLBOARD!

**SPECIAL CLUB MODEL
WITH ADDED WINNERS**
NOW AVAILABLE FOR PRIVATE CLUBS,
FRATERNAL AND SERVICE ORGANIZATIONS



**Saddle
and
Turf**
SEVEN PLAYER
SPIN
TABLE

COLORFUL CABINET
OCCUPIES LESS SPACE
THAN ORDINARY PIN TABLE

- ★ Sensationally new Replay AMUSEMENT MACHINE. Fast-colorful Flashing lights and high speed action attract and hold players as well as spectators.
- ★ High scores possible with single coin for top play incentive!
- ★ As many as 7 players can deposit coins.
- ★ LOCATION TESTED AND OK'd for mechanical perfection and top earnings.
- ★ Single coin drop with slug rejector, for 5c or 10c play.

**SEE YOUR DISTRIBUTOR QUICK!
OR WRITE FACTORY DIRECT**

H. C. EVANS & CO.

1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

SPECIAL SUMMER CLEARANCE
We're cleaning house

AVAILABLE FOR IMMEDIATE DELIVERY

- ★ OVER 400 LATE MODEL PIN GAMES
- ★ LARGE ASSORTMENT OF USED MUSIC including Seeburg's, Rock-Ola's, Wurlitzer's & AMI's
- ★ ARCADE EQUIPMENT

We have 35 SEEBURG "SHOOT THE BEAR" GUNS—Send for prices.

WRITE TODAY FOR PRICE LISTS—COMPARE TRIMOUNT'S PRICES.
Exclusive Gottlieb, Williams, Seeburg and Chicago Coin Distributors



Remember
IN NEW ENGLAND
IT'S TRIMOUNT!

40 WALTHAM STREET
BOSTON 18, MASS
Tel. BR-17-9480



**YOU CAN'T BUY A BETTER
RECONDITIONED PHONOGRAPH
ANYWHERE!**

MONEY BACK GUARANTEE

WURLITZER		SEEBURG		Exclusive Distributors for SMOKE SHOP	
1250's	\$345	M100A	\$565	CIGARETTE MACHINES	
1100's	250	M100B	695	9 Col., 486 Cap. . . . \$239.50	
1015's	125			NYLCO	
		AMI "C"	\$375	ROCKET SHIP . . . WRITE	

Exclusive Wurlitzer Distributors in No. Illinois and Indiana



distributing company
3181 Elston Chicago 18, Ill.
Independence 3-2210

Summer Specials!

Chicoin
2-Player Bowling
Alleys
\$35.00 EA.
Crating—\$10 Extra

ARCADE EQUIPMENT

Wms. Doubleheader (2 Player) \$ 69.50
Seeburg Shoot the Bear Gun . . . 225.00
Exhibit Jet Gun 185.00
Exhibit Dale Gun 59.00
Mercury Athletic 13-Way Scale . . . 79.00
Glider 45.00

SHUFFLE GAMES

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Shuffleboard Conversions:
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(Formica \$10 Extra)

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Shuffle Game Wax, Case (12) . . \$ 3.30
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Pucks (Set of 8) Write
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FORMICA TOPS
SPECIAL UNITED 8" sizes.
Genuine Silk Screen.
Lots of five or more. \$13.50

SHUFFLEBOARDS—18, 20, 22 Ft.
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\$79.50**

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Available settings seconds to hours. Slotted for both dimes and quarters. Dust proof—rust proof—tamper proof.

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Meets Every Location Requirement by Adjusting MAGIC DIAL Inside the Cabinet

6 PLAYER

TERRIFIC FAST ACTION!

DIFFERENT!

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- Number
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NEW SCORING!

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THE ONLY BOWLER COMBINING SUCH FEATURES WITH 6 PLAYER PARTICIPATION

GIANT disappearing PINS silent "PLASTOK" PLAYFIELD

Install it today for LONG RUN PROFITS!

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SENSATIONAL NEW IN-LINE GAME

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NEW SHIFTING, OVERLAPPING CARDS

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G U Y S D O L L S

**PLAY THAT SPARKLES
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RESETTING SEQUENCE FROM 1 TO 9—

ADVANCES BONUS for high score . . . INCREASES VALUE of point lanes . . . LIGHTS ROLL-OVERS at bottom for replays . . . AWARDS REPLAYS for spelling out "DOLLS" . . . EACH RE-SET lights one letter . . . MYSTERY "SPOT-EM" spots one letter intermittently at start of game.

**4
POP
BUMPERS**

**BRAND NEW!
6 HIGH POWERED
POP-UP
POSTS**

A - B - C - D SEQUENCE

creates dazzling ball action . . . marvelous recovery shots . . . induces repeat play.

Lights bonus holes for replays.

D. Gottlieb & Co.
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CLASSIC • OLYMPIC • TROPICS

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"THIS IS IT"

The many thousands of operators have spoken. Operators are smart people. They do not want to be told to buy any particular phonograph for all locations. For the first time in music history, operators can choose the type of phonograph to fit the locations.

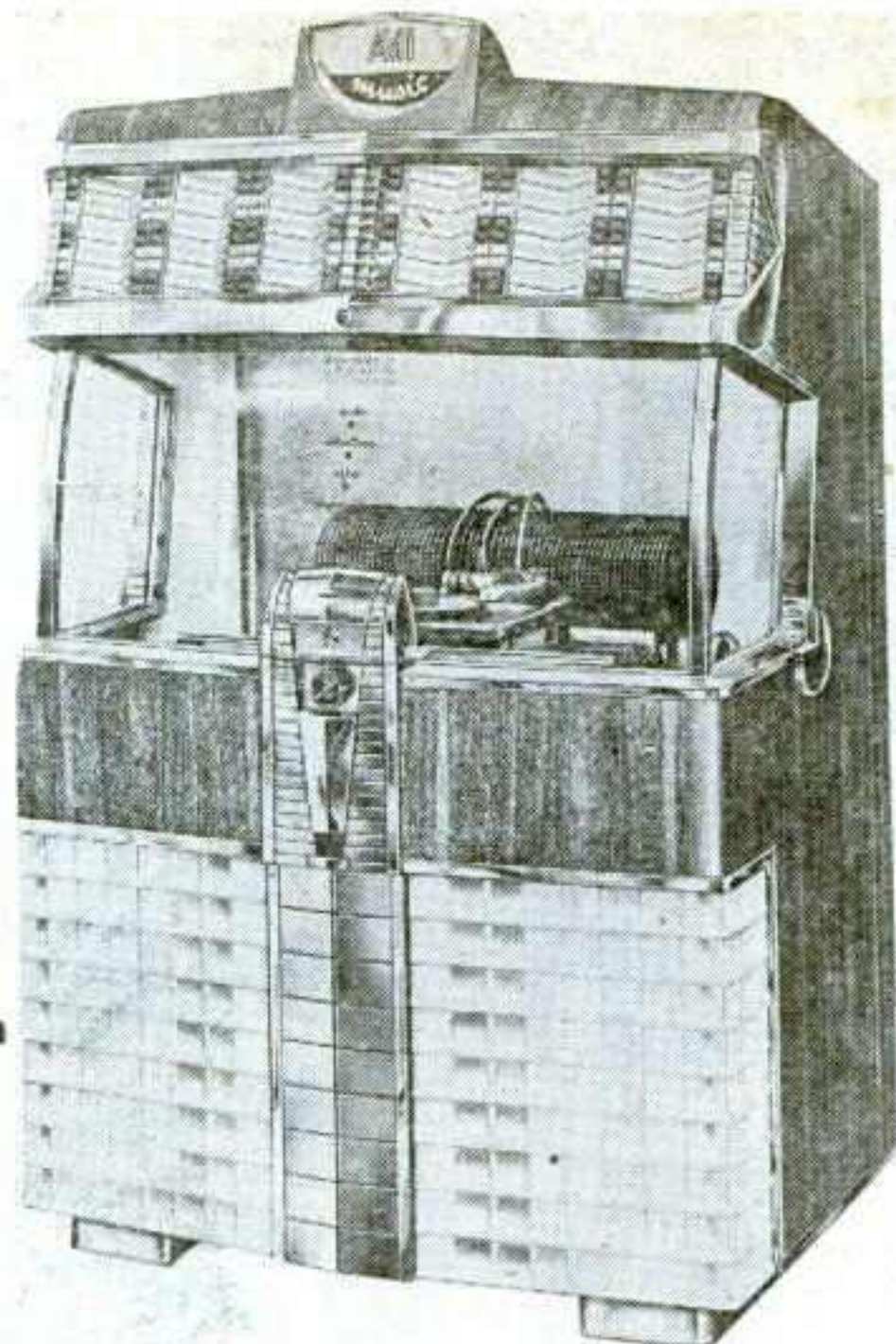
We at Southern have never before received such a turnout of operators and servicemen who were so enthused about a new product. We appreciate the operators' overwhelming praise for the new

AMI MODEL "E" PHONOGRAPH

in 40-80-120 Selections

This makes us mighty proud to be AMI DISTRIBUTORS and happy to serve the operators. Our most sincere congratulations to the entire AMI organization for producing the finest product we ever known in coin machine industry.

We are very grateful to our operator friends. The operator, in the final analysis, is the judge of a product. Operators are important people. Without operators there could not be manufacturers or distributors. All of us at Southern Automatic will continue to cooperate with the operators and will deliver the new MODEL "E" and Wall Boxes as fairly and speedily as possible.



**THE MODEL "E" has
EYE APPEAL
SOUND APPEAL
SERVICE APPEAL**

AMI

**The MODEL "E" is RIGHT!
The TIME is RIGHT
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Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio
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WANTED—FIRST CLASS MECHANIC & SERVICE MAN

EXPERIENCED ON ROCK-OLA & SEEBURG PHONOS AND SOUND. Games, Alleys, etc. Amplifiers. Good salary and working conditions to the right man. Wonderful opportunity to connect with a well-established distributing firm in the South. Drifters and boozers do not apply.

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PHONE 3-6463

HERE! HERE! ROCK-OLA FIREBALL 120 PHONOGRAPH IN CENTRAL OHIO

BINGO GAMES	NEW UNITED 6 Player Shuffles OLYMPIC CLASSIC Prompt Delivery	MUSIC
Tropics Write	20 National Electric Cigarette Machines, \$99.50 Ea.	1422 Rock-Ola . . \$119.50
Atlantic City . . \$350.00		1426 Rock-Ola . . 149.50
Bally Beauty . . . 495.00		H148M Seeburg . 199.50
Spot Light 250.00		PIN BALLS
Coney Island . . . 250.00		Gott. Rose Bowl . \$139.50
Brite Spot 250.00		Gott. Triplets . . . 95.00
Bright Lights . . . 175.00		Gott. Spot Bowler 119.50
ONE BALLS		Gott. Sharpshooter 65.00
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CENTRAL OHIO COIN MACHINE EXCHANGE
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Marvel's New SHUFFLE-SCORE



**COIN-OPERATED
ELECTRIC SCOREBOARD**
Fits Any Shuffleboard

3 BIG FEATURES!

- ★ 15-21 and/or 50 Pts.
- ★ 10c 1-Player or 10c 2-Player by Simple Plug Switch-Over.
- ★ Large METAL Coin Box.

New Shuffle-Score is 2-faced—adjustable for all boards . . . chrome tube supports.

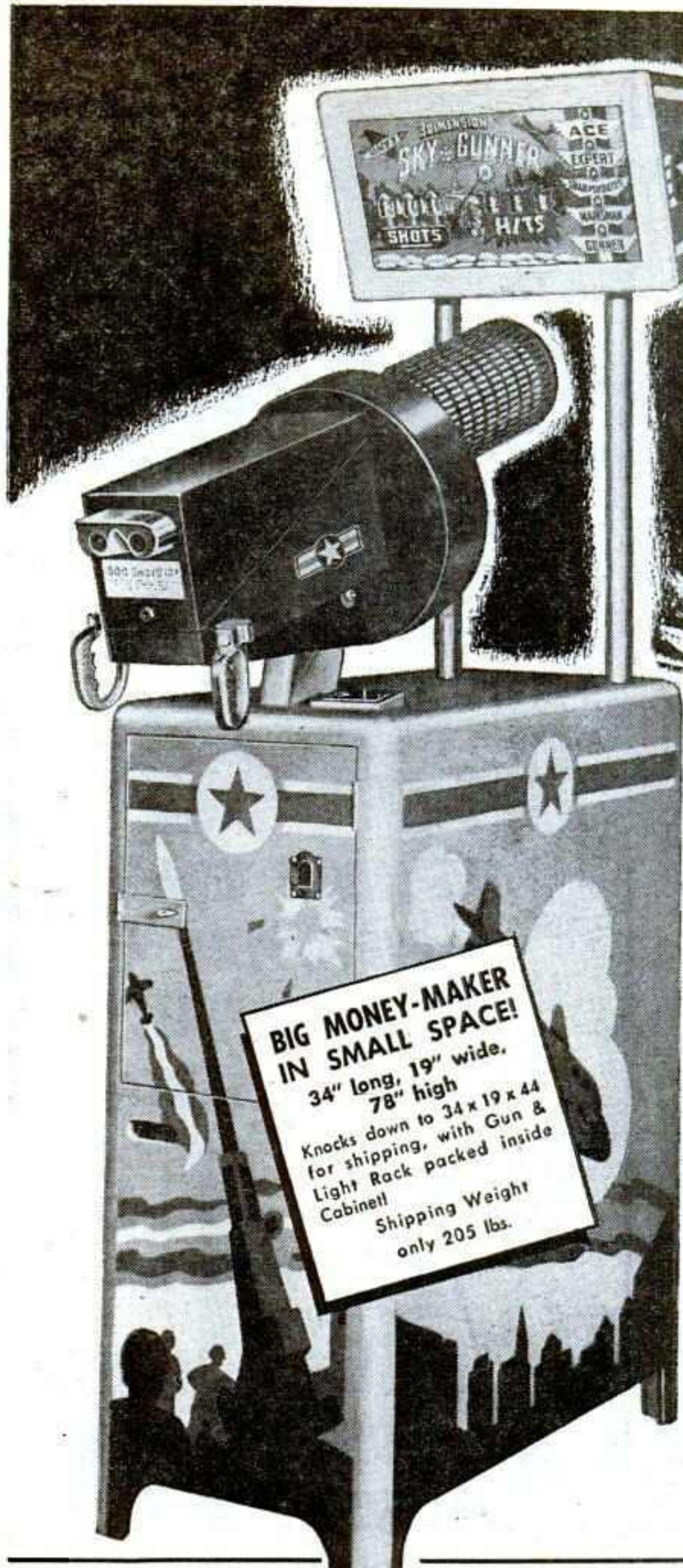
Write or Phone for Price.
IMMEDIATE DELIVERY

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TEL.: DICKENS 2-2424

Also Available Wall Models

Horsecollar (15 - 21 - 50 pts.)
Marvel Score (15 - 21 pts.)
\$95.00 each.



GENCO'S Sky Gunner

SENSATIONAL **NEW** ALL-LOCATION GUN GAME

REALISTIC RECOIL ACTION
...TWIN BUTTON TRIGGER GRIPS!

4 FLASHING GUN MUZZLES!

300 EXCITING SHOTS!
(Easily adjusted to 200)
Playing Time **1 MINUTE!**

BIG MONEY-MAKER IN SMALL SPACE!
34" long, 19" wide, 78" high
Knocks down to 34 x 19 x 44 for shipping, with Gun & Light Rack packed inside Cabinet!
Shipping Weight only 205 lbs.

HERE'S GENCO'S exciting new all-location money-maker. Packed with thrilling action for players—attractive profits for operators!

NEW 3-DIMENSIONAL "BIG-PICTURE" SKY SCENE WITH LIFE-LIKE DEPTH . . . COLOR . . . MOTION!

• Gives player feeling of actual Anti-Aircraft combat. Shows Enemy Planes speeding through moving clouds—planes "explode" when hit.

- **RAPID-ADD Drum-Type SCORING UNITS** Score Shots and hits!
- **ADJUSTABLE SCORING** classifications keeps Players trying for highest rank!
- **MOVABLE GUN MOUNT**—Player adjusts up or down to desired angle.
- **10c DROP COIN CHUTE** with built-in Slug Reject.
- **DOUBLE-LOCKED CASH BOX**—extra large
- **ALL-STEEL GUN**—STURDY WOOD CABINET.

LARGE-SIZE 3rd DIMENSIONAL MOVING TARGET SCENE IN COLOR!

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Another Current GENCO FAVORITE **SILVER CHEST** NEW UPRIGHT GAME PACKED WITH MANY EXCITING NEW FEATURES!

WRITE... WIRE ... PHONE YOUR GENCO DISTRIBUTOR FOR DETAILS!

FOREIGN BUYERS!

NOW DELIVERING
Bally
YACHT CLUB
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WANT TO BUY
Seeburg
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We always offer the greatest values in equipment and service . . . that is why we are the world's largest exporter of coin machines.

Remember: For export and domestic business it's International and Scott-Crosse
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To Service Bingo Pin Games. Salary \$130 per week. Must have car . . . must be sober . . . no drifters.

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ELECTRIC SCOREBOARDS		Jumps'n' Jacks ... \$275.00	
Overhead, 15-21 pts.		Lite-A-Line	\$ 79.50
Horizontal, 15-21 pts.	\$125 ea.	Keeney Holiday ..	259.50
Wall Model 15-21 pts.		Bright Lights	190.00
and 15-21 pts.	\$95.00 ea.	Bright Spot	290.00
50 pts.		Coney Island	290.00
Shuffleboard Adjusters, set	\$12.00	Spot Lite	275.00
Floor, Shuffleboard, Lights (set of 4) ..	12.00	Leader	269.50
Shuf. Scorepads, Ea. .	.25	Atlantic City	375.00
Pucks (set of 8)	12.00	C. C. Holiday	39.50
Wax, dozen	3.00	C. C. Football	49.50
		Un. Carolina	34.50
		Un. Summertime ..	49.50
		Got. Bowl, Champ. .	50.00
		Genco Mercury	54.50
		Genco 1-2-3	54.50

WANTED
Auto Photo
Voice-a-Graph Mut.
Sky Fighter
Boxer
Shoot the Bear
Keeney Sub.
Grandma Fortune Teller

FOR SALE OR TRADE
Pokerinos
1015 Style Wurlitzer With Keyboard, \$97.50
Packard Wall Boxes
1017 Hideaway
15 Wurlitzer 219 Steppers
5-30 29 W. Boxes

AMUSEMENT CENTER
16526 WOODWARD
DETROIT 3, MICHIGAN

MECHANIC WANTED
Must be thoroughly experienced on all types of coin operated machines, incl. Seeb. 100s, Wurl. 1500s, amplifiers, arcade, etc. No drinkers or drifters. State qualifications and ref. in letter.
Jax Phonograph Co.
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TICKETS
2500 7-11 \$1.15 bag
2170 R.W.A.B. 1.00 bag
2460 Lucky 7, 1.10 bag

MID-STATE COMPANY
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— ACTUALLY —

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SUPER SIX

SHUFFLE ALLEYS

- over 50 CASCADES, too!

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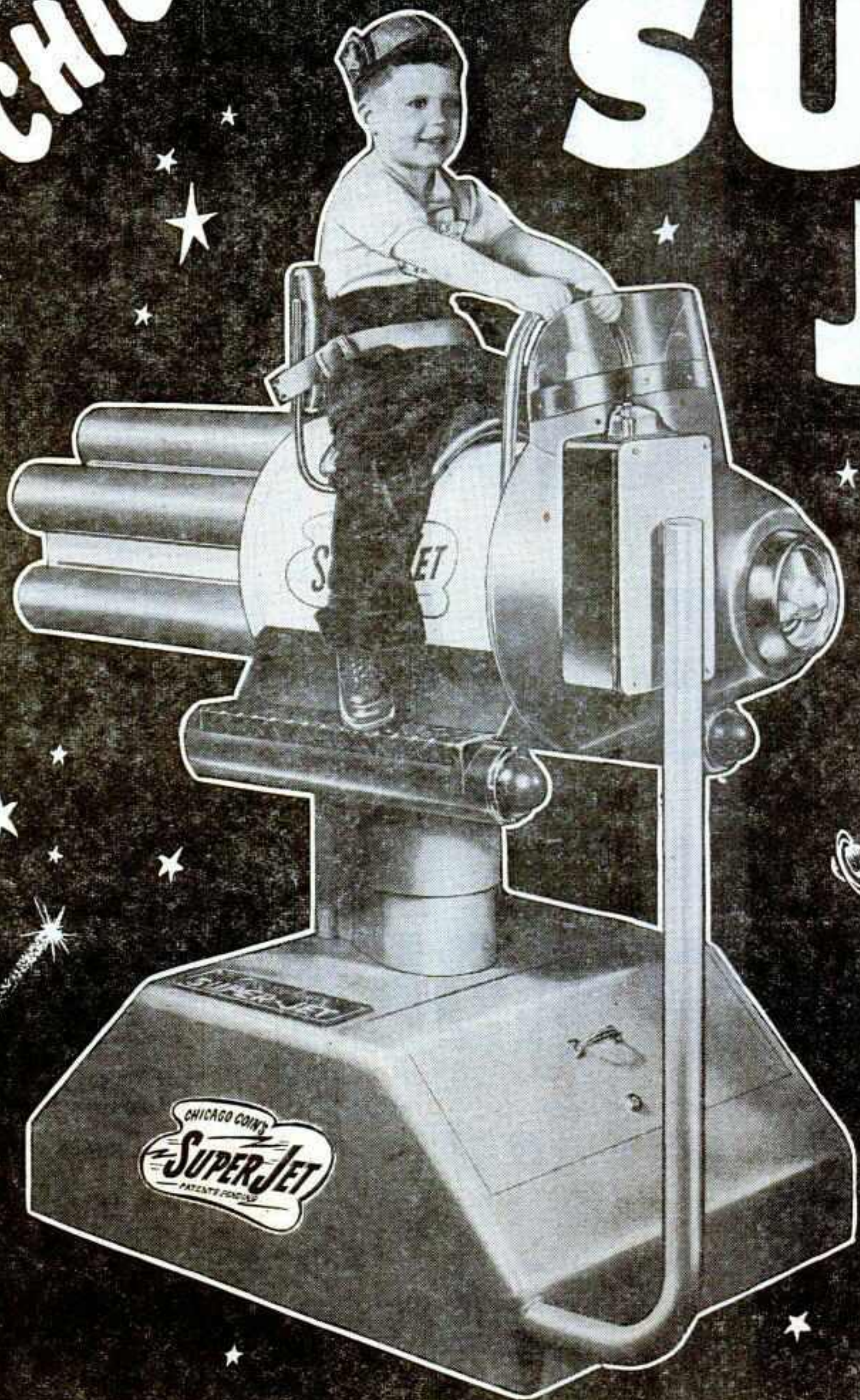
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GRant 1-1373

★ *It's Out of This World!!*
 LIKE A COMET OUT OF THE SKY COMES THE
 HOTTEST PROFIT MAKER IN YEARS

CHICAGO COIN'S

**SUPER
JET**



★ **IT'S A PROVEN FACT!**

Chicago Coin has built into the SUPER JET all the rugged sturdiness to assure you peace of mind in operating this Kiddy Ride from long distance. That's right! With SUPER JET you can spread your operation from coast to coast and know that you're in business all the time, every minute of every day. Simple, trouble-free pre-tested mechanism is your positive assurance!

**chicago
coin**

MACHINE COMPANY

LOOK...

Revolutionary Pneumatic Principle actually raises SUPER JET 10 inches on a column of air, giving youngster the sensation of jet plane flying!

LOOK...

The SUPER JET dives, dips, rolls! 3 speeds are easily controlled by youngster to assure high repeat play!

LOOK...

Sturdy ALL METAL construction assures operator that the SUPER JET will take all the punishment today's space-struck youngsters can give it!

LOOK...

SUPER JET is completely portable! Easy-rolling casters make moving from one place to another effortless, indoors or out-of-doors!

LOOK...

SUPER JET offers thrills galore, with all the realism of firing rocket tubes and flashing lights in nose, tail, wings and instrument dials.

* **THE BEST ROCKET
SHIP AT THE
LOWEST PRICE**

1725 W. DIVERSEY BLVD.
CHICAGO 14, ILLINOIS

**Chicago Coin
Does it Again!**

Now!

The Greatest Attraction in Years!

TRIPLE-SCORE BOWLER

NOW! 5th Frame Score TRIPLES!

NOW! 10th Frame Score TRIPLES!



NEW

Hinged Pin
Compartment!
Easy Servicing!
Easy Cleaning!

**chicago
coin
MACHINE COMPANY**

- ★ NEW Hinged front door with protected cash box!
- ★ NEW Lited Cash Box Compartment for Easy Meter Reading!

That's Right!

A Player in the 10th Frame can NOW Add up to 270 Points to his Total Score!

Plus Features!

Triple Score Bowler is also adjustable for Triple Scores in the 3rd and 7th Frames!

- ★ New Wider, Flat Front Moulding for Easier Play!
- ★ Easy to read individual score dials!
- ★ Jumbo "fly-away" pins!
- ★ 7-10 split pick-up!
- ★ Formica playfield!
- ★ High Score of the week!

★ Rebound action 20-30 scoring!

1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

A Sure Winner!

NEW

Hinged Pin
Compartment!
Easy Servicing!
Easy Cleaning!

- ★ NEW Hinged front door with protected cash box!
- ★ NEW Lited Cash Box Compartment for Easy Meter Reading!

Chicago Coin's CROWN BOWLER

Triple Match Feature



Plus! 10th FRAME DOUBLE SCORE FEATURE!

Player In 10th Frame Can Add Up To 180 POINTS To Total Score!

Plus! 5th Frame Score DOUBLES!

- HIGH SCORE OF THE WEEK
- JUMBO "FLY-AWAY" PINS
- 7-10 SPLIT PICK-UP
- FORMICA PLAYFIELD
- REBOUND ACTION 20-30 SCORING

1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

**chicago
coin
MACHINE COMPANY**

This New Game YACHT CLUB

**is the best yet
for the kind of
fast action and
Scoring-Appeal
that keeps you
coming back for
more and more**



Fun-loving Americans from coast to coast show their enthusiastic approval of YACHT CLUB by continuous repeat-play, resulting in the fattest cash-box collections operators have ever seen. If you thought Bally Beauty and Beach Club were fast money-makers, wait till you get a taste of YACHT CLUB earnings! The teasing, tantalizing new selectable OVER-LAPPING CARDS and generous 2-IN-LINE WINNERS provide the kind of play-appeal that insures plenty of extra coins every game . . . and keeps players coming back, day after day. Get Bally YACHT CLUB at your Bally Distributor today.

Bally
MANUFACTURING COMPANY
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

UNITED'S CLASSIC SHUFFLE ALLEY

TRIPLE MATCH FEATURE

NUMBER

STAR

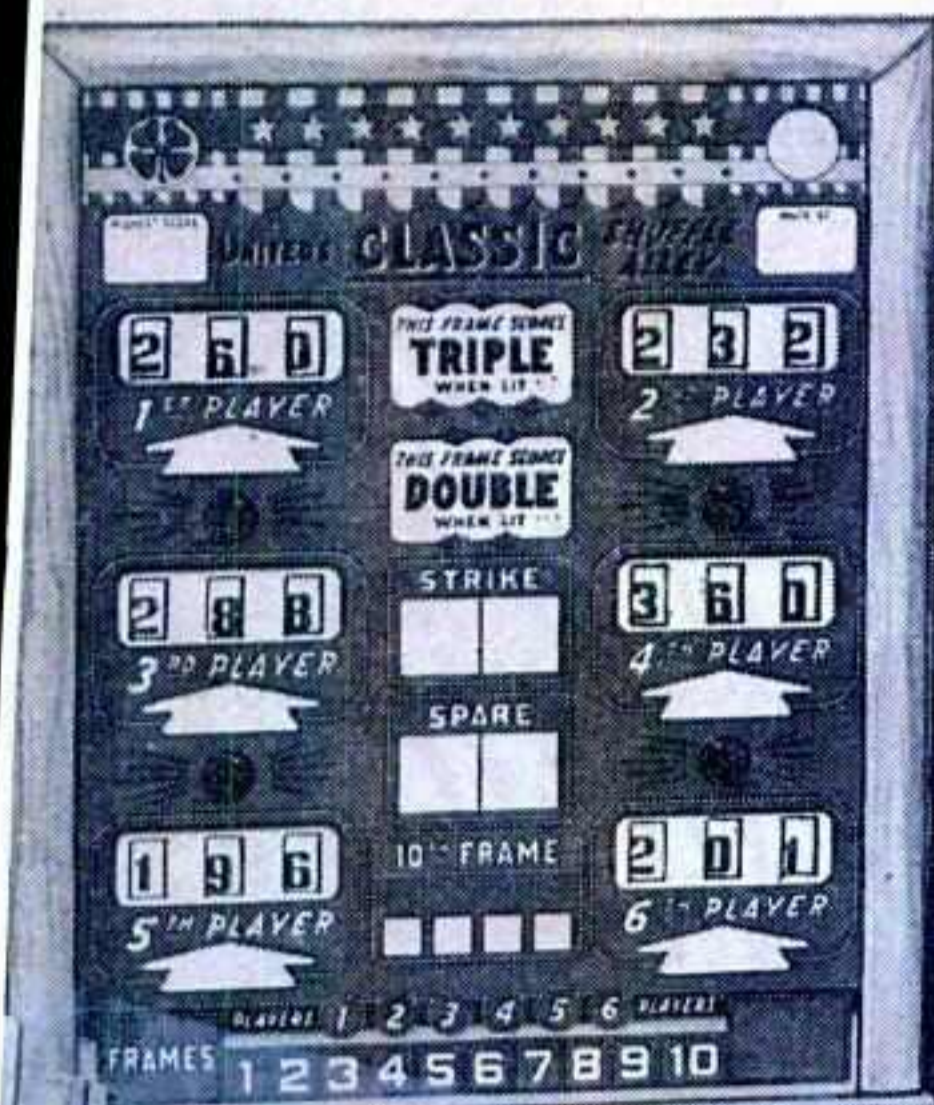
CLOVER

(0-9)



THIS FRAME SCORES
TRIPLE
WHEN LIT

THIS FRAME SCORES
DOUBLE
WHEN LIT



FRAMES



10th FRAME FEATURE

ALSO SCORES
DOUBLE WHEN LIT

CAN SCORE
180 POINTS

**STRIKE OR SPARE
FLASHER LIGHTS**

CAN PICK UP
7-10 SPLIT

**FORMICA
PLAYBOARD**

SIZES
8 FT. BY 2 FT
9 FT. BY 2 FT

**SEE
YOUR
DISTRIBUTOR**

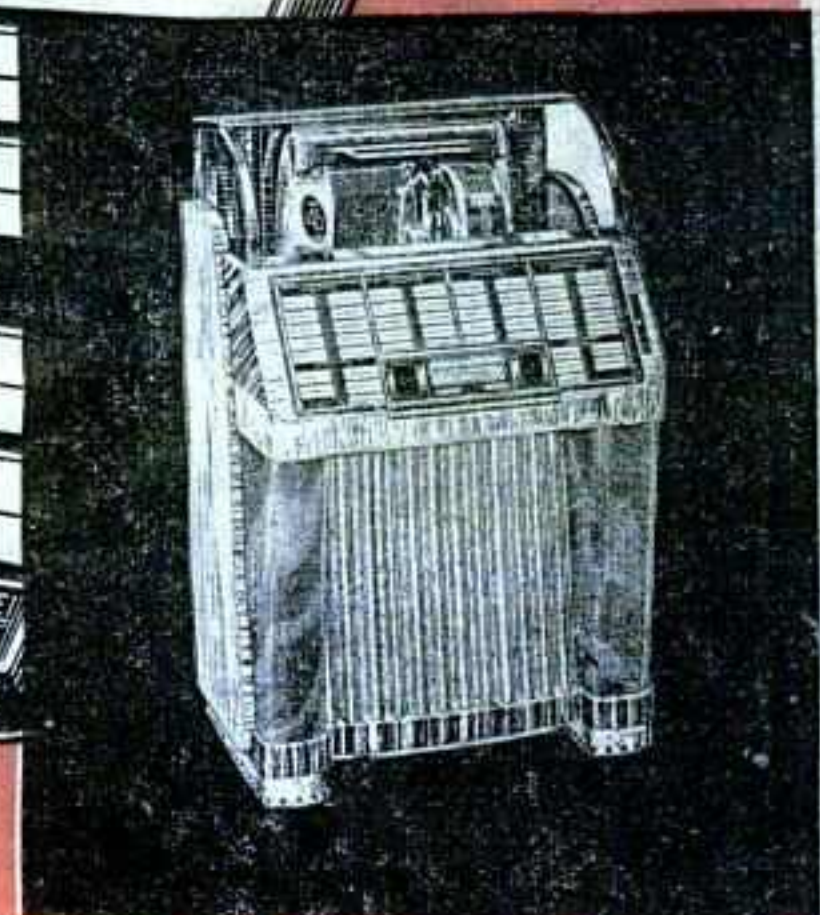
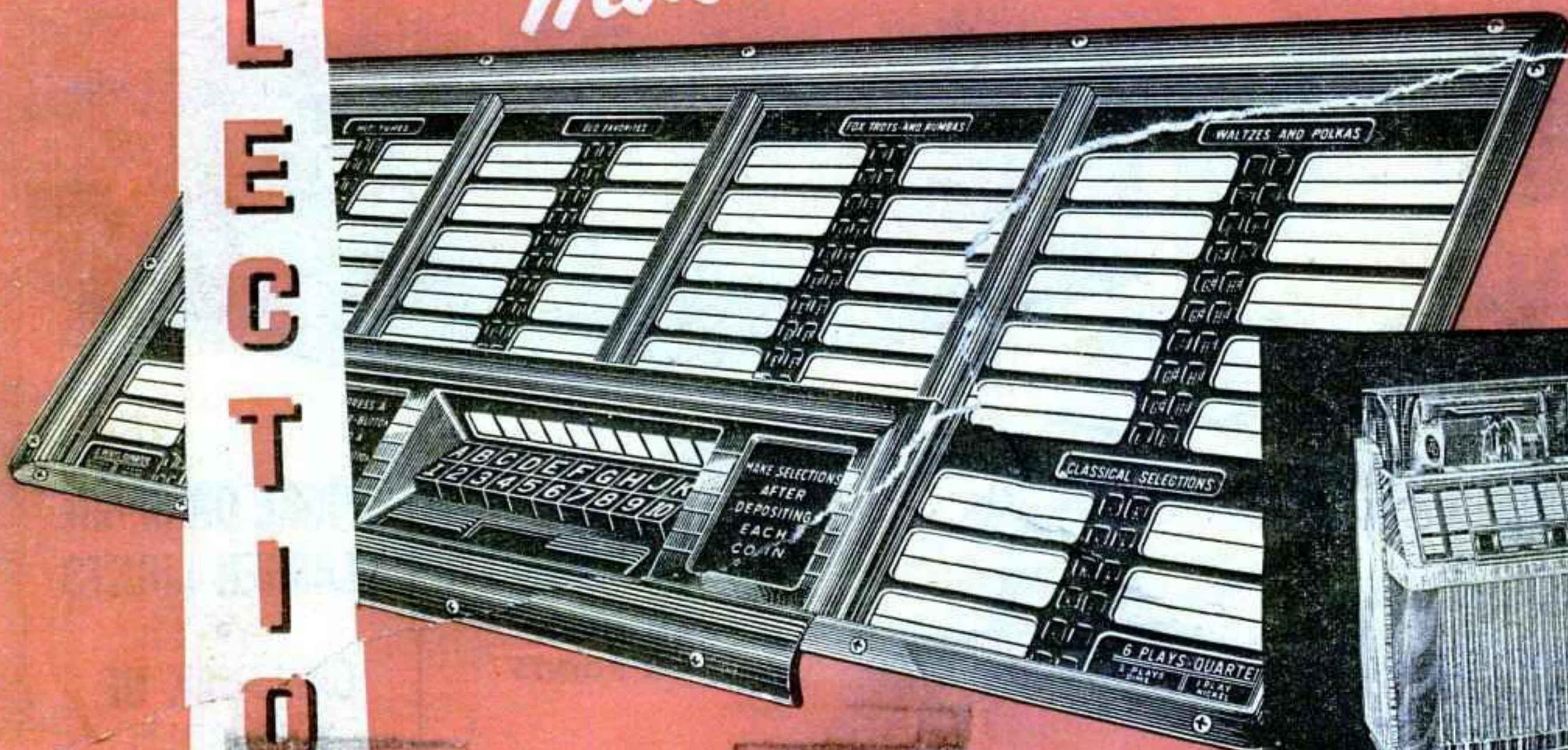
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3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

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P R O G R A M M I N G

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*the key to successful
music merchandising!*



100 SELECTIONS
AT THE PHONOGRAPH

There's "music for everyone"
under the 5 basic music classifications!

100 SELECTIONS ANYWHERE
IN THE LOCATION



Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois

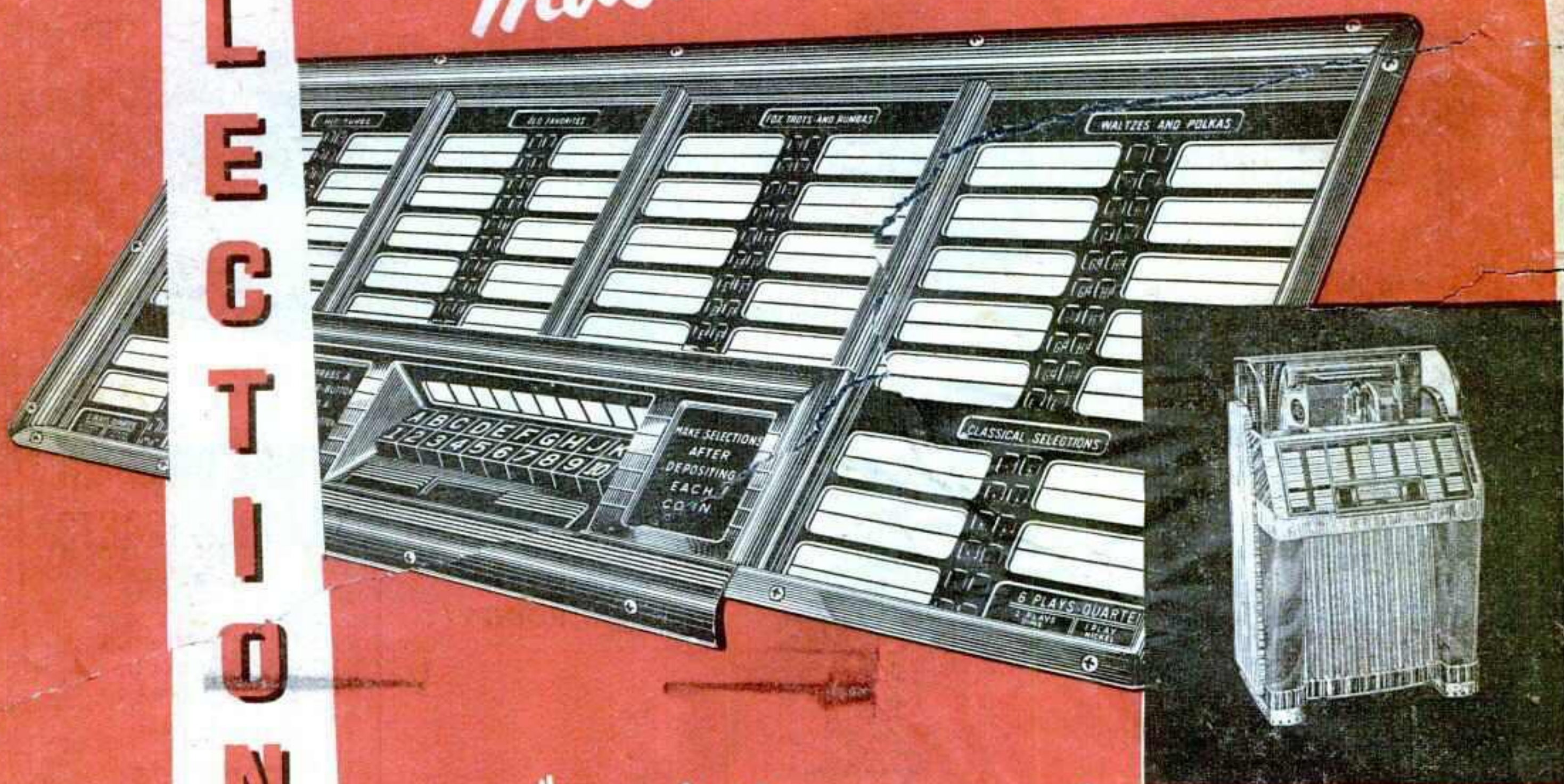
AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS

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P R O G R A M M I N G

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S**

*the key to successful
music merchandising!*



There's "music for everyone"
under the 5 basic music classifications!

100 SELECTIONS
AT THE PHONOGRAPH

100 SELECTIONS ANYWHERE
IN THE LOCATION



Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS

UNITED'S CLASSIC SHUFFLE ALLEY

TRIPLE MATCH FEATURE

NUMBER

STAR

CLOVER

(0-9)



THIS FRAME SCORES
TRIPLE
WHEN LIT

THIS FRAME SCORES
DOUBLE
WHEN LIT

UNITED'S CLASSIC SHUFFLE ALLEY

1ST PLAYER: 2 6 0

2ND PLAYER: 2 3 2

3RD PLAYER: 2 8 8

4TH PLAYER: 3 6 0

5TH PLAYER: 1 9 6

6TH PLAYER: 2 0 1

10TH FRAME: [] [] [] []

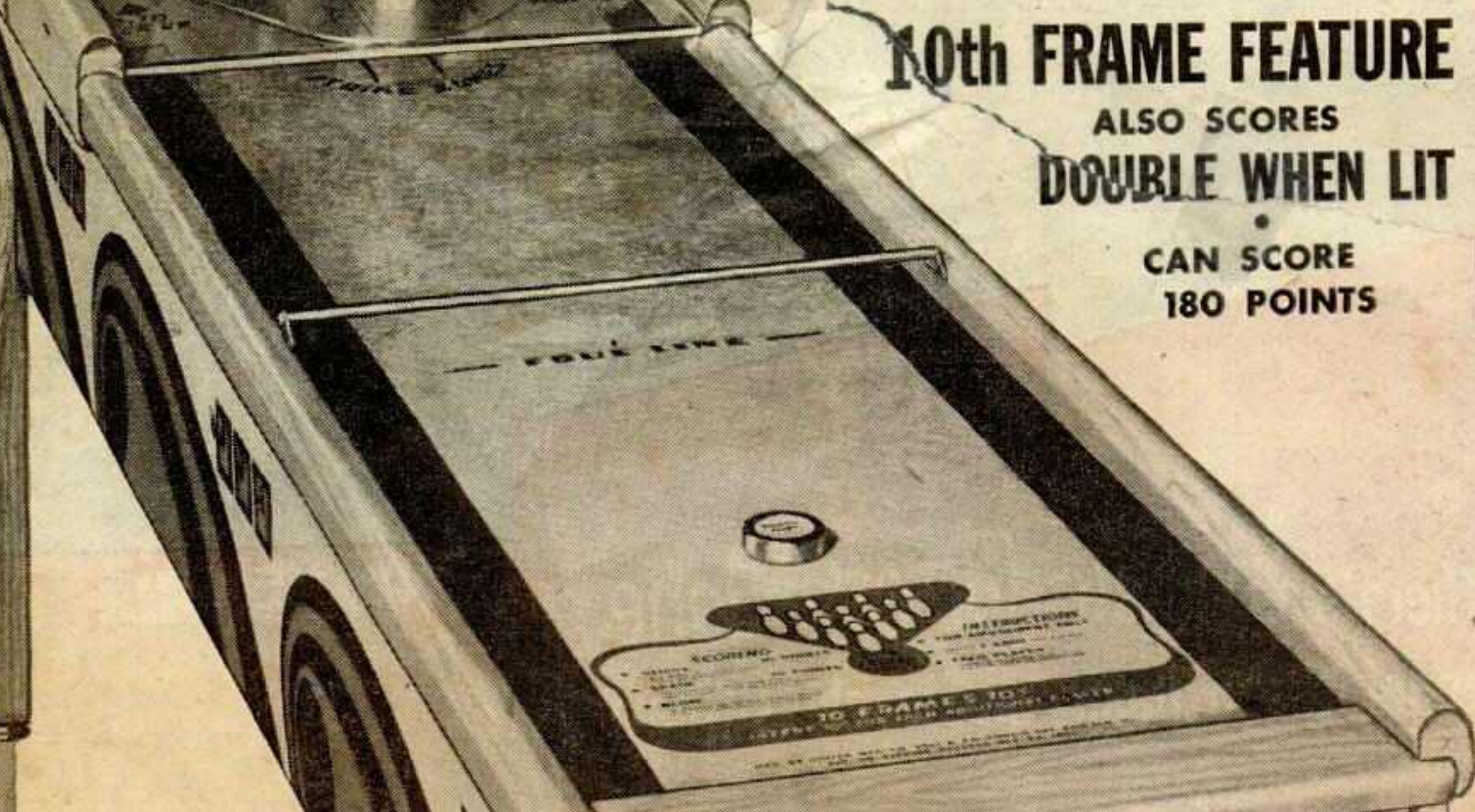
FRAMES 1 2 3 4 5 6 7 8 9 10

STRIKE [] []

SPARE [] []

THIS FRAME SCORES **TRIPLE** WHEN LIT

THIS FRAME SCORES **DOUBLE** WHEN LIT



10th FRAME FEATURE

ALSO SCORES
DOUBLE WHEN LIT

CAN SCORE
180 POINTS

**STRIKE OR SPARE
FLASHER LIGHTS**

CAN PICK UP
7-10 SPLIT

**FORMICA
PLAYBOARD**

**SEE
YOUR
DISTRIBUTOR**

**SIZES
8 FT. BY 2 FT
9 FT. BY 2 FT**

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

