While Spike Jones and His Musical Depreciation Revue were playing an engagement at the Curran Theater, San Francisco, the American Federation of Musicians (AFM) held its annual convention. The result, pictured above, illustrates what happens when good fellows get together. Spike, atop his favorite steed and wearing an Indian headdress, supervises the presentation of a slicker to James C. Petrillo, AFM chief, who thus became an honorary City Slicker. Missing from the picture because he couldn't find his "union" suit is Ralph Wonders, head of Arena Stars, Inc. Spike's next RCA Victor release is "The Dance of the Hours" and "None But the Lonely Heart." The maestro and his new Musical Depreciation Revue of 1950 are scheduled to open at the Flamingo Hotel, Las Vegas, Nev., August 4. Other bookings include the Indiana State Fair in September, Texas State Fair in October and the Chase Hotel, St. Louis, in November.
EXACT REPRODUCTION OF RCA VICTOR WINDOW DISPLAY...

Selma and Vine
Hollywood, Calif.

GEE - EDDY ARNOLD DOES IT AGAIN WITH A REALLY TERRIFIC HIT!!!

Over 1/2 MILLION sold in less than 2 WEEKS!

COUPLED WITH

'SHOW ME THE WAY BACK TO YOUR HEART'

RCA Victor 21-0083 on 78 R.P.M.
48-0080 on 45 R.P.M.

ORDER NOW...
FROM YOUR
RCA VICTOR DISTRIBUTOR

Hill and Range Songs Inc.
Beverly Hills, California

Affiliated

* TURN TO MUSIC SECTION FOR MORE EDDY ARNOLD HIGHLIGHTS

EXCLUSIVE MANAGEMENT: THOMAS A. PARKER - Box 417 - Madison, Tenn.
U. S. STIMULATIONS FOREIGN ACTS

Large - Screen Theater Tele OK'd by 20th Program Format Undecided

HOLLYWOOD, July 23.—Large screen theater televisions, which at the present time appear to be virtually certain, may be held to the status of law. This week, the Federal Communications Commission (FCC) issued a new rule that would allow the electronic transmission of audio and video shows from theaters to homes. The FCC also announced plans to establish a new panel to study the impacts of this new technology.

Music Merchants' Conclave Stresses Buyers' Market

NEW YORK, July 23.—The National Association of Music Merchants (NAMM) convention opened today with some 7,000 in attendance. The convention's keynote is the economic outlook, with a focus on the state of the music industry. The industry faces challenges in the current economic climate, and NAMM is working to provide solutions.

Tax Take in Night Spots Off Only 9%

Cabarets, Ballrooms Hold Up

WASHINGTON, July 22.—Collected during the 1948 fiscal year from the 20 per cent tax on cabarets, ballrooms and other night spots declined $4,490,103 or less than 9 per cent from the $53,527,141 reported for the same period in 1947. The decrease was attributed to a decline in income and a decrease in the number of establishments.

Eastern AGVA Clamp Down On Benefits

NEW YORK, July 22.—Ivy Lyons, East Coast president of the American Guild of Variety Artists (AGVA), this week stated that she would not approve future requests for talent use in benefits unless there is a financial guarantee. She also said that she would not approve any requests for talent that are not in compliance with the union's bylaws.

In This Issue

- hallova vaudeville revival boom in this country - bringing numerous inquiries on the subject - the following is to come over here to work, there is little change in this regard. the session's interest in sets.
- Immigration Stumbling Block
- Music Fee Fight
- Vaude Boom
- Truman asks 3-Million Loan For '50 Event
- Rochester Package For 1-Year Tour
- In This Issue

The Billboard
The World's Foremost Amusement Weekly

Vol. 61. No. 31
July 30, 1949
Equity Presses Derwent Case
Second Wire On Detention Sent Truman

Equity's installations were in (See jockey, Darnist, March. 66,533, considered a newcomer to the United States, as his career in radio was launched in Cincinnati, Ohio, on April 17, 1937.)

Equity's president, an intensive study of the market, has been indicated at the office that a drive to sell tickets for the show was set for April 23 and 24. (See EQUITY PRESS on page 24)

Icccapades 147G Gross at Cincy

CINCINNATI, July 23.—Icccapades of 1949 grossed $147,065 in 14 performances at the Garden. The show was presented by the Foremost agency, C. Maguire, and included the services ofზ.

Icccapades 147G Gross at Cincy

All-Western Nitery Opening in Philly

PHILADELPHIA, July 23.—The town's first all-Western nighty will open Tuesday when Aladdin 3024, starring Dick Foran, is shown.

All-Western Nitery Opening in Philly

Derwent to Press Equity Case
Second Wire On Detention Sent Truman

Derwent's press agency, which operates in New York, Boston, Chicago, and other cities, has been ordered to cease operations by the Department of Justice in the United States. The order was issued after a six-month investigation by the agency's president, who denied that any illegal activity had taken place.

Derwent to Press Equity Case
Second Wire On Detention Sent Truman

Lions Parade Used To Plug Outdoor Biz

NEW YORK, July 23.—Convention of the Lions International, the first color to be held in New York, will feature a parade on Saturday evening. The parade will start at 8:30 p.m. and will include floats and marching bands. It will be followed by a fireworks display.

Lions Parade Used To Plug Outdoor Biz

Beaches, Fairs Have Floats

NEW YORK, July 23.—Beaches and fairs have been announced for the summer season. The beaches will be open from June 28 to September 7. The fairs will be held from July 15 to August 30.

Ralph Branca Inks To Croon for GAC After World Series

NEW YORK, July 23.—Brooklyn Dodgers pitcher Ralph Branca has signed a contract with the GAC, a record company. Branca will perform under the stage name of Ralph Branca Jr.

Ralph Branca Inks To Croon for GAC After World Series

Kain in New Publicity Firm

NEW YORK, July 23.—Sidney M. Kain, formerly with Leavitt's, Inc., and Leavitt's, Inc., has joined a new public relations company known as Kain and Associates, which will handle publicity for several clients.

Kain in New Publicity Firm

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

No. 1 On the Honor Roll of Hits

SOME EMBELLISHED EVENING

Baskets and Baskets of Flowers

Riders in the sky

Riders in the sky

IT'S THROWING RICK AT THE GIRL. I LOVE YOU. I'M TOLD YOU

IT'S THROWING RICK AT THE GIRL. I LOVE YOU. I'M TOLD YOU

IT'S THROWING RICK AT THE GIRL. I LOVE YOU. I'M TOLD YOU

IT'S THROWING RICK AT THE GIRL. I LOVE YOU. I'M TOLD YOU
NBC Leads Summer Eve Sales

NEW YORK, July 23.—The National Broadcasting Company (NBC) is in the lead in evening time sales this summer, as the figures are concerned, the compilation below reveals. The figures are for 13-minute periods, with the radio races from the 7 to 11 p.m. period, and the period of the TV program from the 8 to 11 p.m. period. No comparison is given for TV in 1948, since in the fall period a year ago total sales for all weeks came to only 40 quarters-hour periods.

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In 1948 there were only 40 sponsored quarter-hours on all the networks combined.

NBC Juggling Sked for Moo; CBS Hop Looms

HOLLYWOOD, July 23.—National Broadcasting Company (NBC) sales department is attempting a major sked jugglrengre to ease Carnal's Conduct Hour out of the 10 p.m. PST time Monday. Carnation, one of color's oldest enterprises, wants out of the time because of stiff competition from Columbia Broadcasting System's (CBS) Milt Colwell, general manager of this department, is not to meet a better time—or the banker may listen to CBS's tempting deal.

Carnation was offered the Monday 8 p.m. slot, currently tenanted by Caradien, and being on the air for the first time. There is strong possibility that the Tuesday 8 p.m. slot, valued by Ralph Edward's for its lead-in potential, may be acceptable to the NBC team—but only if the slot's comedy stance remains solid. Colgate is reportedly set to put Martin and Lewis into the 8:30 p.m. Tuesday slot, in which case Carnation would be hesitant about taking the preceding time.

Another possibility is a slot to the Friday evening line-up, which is being reassessed and following the conclusion of the week's comedy line-up last season. The Cities Service Musical Series, another long-time NBC enter, may be moved to another period, with Carnation shifting somewhere in the revamped Friday line-up.

Webs Back With Joy For Hunt Dog Dinner

NEW YORK, July 23.—Two of the major networks have signed the same account this week. Sponsor is Hunt Dog Food, which took a quarter-hour period on National Broadcasting Company (NBC) and a five-minute news spot on Columbia (CBS). NBC buy is for Saturday afternoon, 5:45, and the CBS time for Saturday at 11 a.m.

FMCB Launches Chi Set Survey

CHICAGO, July 23.—Stations of the Federal Communications Commission (FMCB) next week will start a survey to determine the number of FM sets in this area and extent of FM listening. Ralph Wood Jr., association president, said that the first of two month motorcicudial telephone schedules will be made next Wednesday (27). In September surveys will be made every two weeks.

The survey will be under the direction of a University of Chicago research group. The survey will be conducted on a one-month, month by month, basis. Owners are being asked to participate in the survey and answer questions about the equipment they use in the survey.

Another possibility is a slot to the Friday evening line-up, which is being reassessed and following the conclusion of the week's comedy line-up last season. The Cities Service Musical Series, another long-time NBC enter, may be moved to another period, with Carnation shifting somewhere in the revamped Friday line-up.

Change Due To Strengthen
Millers Leadership, Power

NEW YORK, July 23.—The reorganization of the National Association of Broadcasters (NAB), affected two weeks ago by its board of directors under the somewhat euphemistic name of a "simplification," was not only a new billiard AM-TV organization, but a sharper and far more significant leadership from its new officers, the word. It is obvious that Judge Miller, from his vantage point in the front of industry, is moving rapidly and forthrightly in directing the association's activities, with control of the limited board membership, stemming from the board of directors, clearly centered in his hands.

As time elapses, widespread support of this change, as well as the reorganization of the NAB structure, is evident throughout the industry. This is reflected both in conversations with top broadcasters and readers hostile to the change, but willing to be quoted because of the resignations, voiced off-the-record.

NBC To Debut 1st Giveaway Program Soon

CHICAGO, July 23.—The National Broadcasting Company (NBC) TV web will have its first giveaway program soon if plans of the network materialize. The TV department here is now developing a giveaway program tentatively titled Flash for Cash.

Program format, based on ideas of others, has script written by Wrigley. Wright of Wrigley Radio Productions, has submitted it to NBC for approval, it will be decided in a few weeks.

The program is planned as a once-a-week, half-hour affair. Cash giveaway is expected to be between $1,000 and $3,000 weekly. Both the studio and home audience will be able to participate, the latter via phone. For answers to questions asked contestants will be found in musical numbers by singing.

Auditions for talent are now going on.

CBS Sells First "Sing It" Slice

NEW YORK, July 23.—Pendennis, 5:00 p.m. paid for by Columbia Broadcasting System (CBS) this week when, after 37 weeks of sustaining, it was sold its first spot to "Sing It Again," Saturday night show, since it sold out its "Sing It Again," Saturday night hour.

Acor will incorporate "on-the-spot" talk taped interviews with TV idols, pre-recorded at film studies in weeks with dinner trimmings of the Bluebird-Oljenick Agency.

Pie Gossip Stanza Scheduled for NBC

HOLLYWOOD, July 23.—National Broadcasting Company (NBC) this year will be that NBC from the American Broadcasting Company (ABC). The Jerry Devine package was repacked for another period on NBC.

It will likely retain the current market on the NBC schedule on ABC, which is the same spot which NBC had pitched at the insurance outfit.

CINCINNATI, July 23.—Milton J. Allan, former sales director of WULY, was notified that the West Division of NBC will be taking the same spot, with Devoine package repacked for another period on NBC.

Hardy To Head NAB Audio Div.

WASHINGTON, July 23.—Ralph H. Hardy, assistant manager of KSL, Salt Lake City, will take over the recently created post of director of the radio division in the National Association of Broadcasters (NAB) following September 1. Presley Justin Miller announced yesterday. Miller is planning also to announce an appointment to the New York bureau office of the NAB board meeting earlier this month.

Hardy, 32 years old, is a banker in the bank business, and has been active in radio since 1937. He sat in the ABC at one time. He is now chairman of the board of the National Board of Broadcasters and has been a broadcast engineer for the Browning Corporation in New York. Hardy has been actively involved in radio activities, and recently was a speaker at a meeting of the NAB board meeting earlier this month.

He was graduated from Harvard College in 1937, and is a member of the American Bar Association. Hardy is a member of the board of directors of the American Telephone and Telegraph Company, and is a director of the NAB board of directors. He is also a director of the National Association of Broadcasters, and is a member of the American Bar Association.

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ABC Drops 1/4-Hour Period In Selling Kate Smith Time

NEW YORK, July 23.—A new sales method, set up by the American Broadcasting Company (ABC) for the sale of small- or small-advertisers for the new Kate Smith radio show, which sees the first full. The traditional method of selling quarter-hour periods is put to the test for a new medium. Despite the new approach, if successful, is likely to be adapted to other shows, still in the sales office. Miss Smith's record show is that, instead of a number of advertisers paying for his own little time period, commercials will be alternated through the entire 150 minutes.

The new procedure will afford each sponsor a number of spots sprinkled throughout the entire length of the show. This will enable the lesser-sized bank to form a real audience and consideration for the air at a whole, rather than for a single period. Only a group of one of several sponsors getting a better run, rating-wise, will be the others. For example, if four bank-rolls each take 15-minute slices of ABC's time, the minimum charge for one of the periods is far from egal, in fact, better. The method of selling (Walter Winchell) generally is flattening the others. Under the Kate Smith time, advertisers have the chance to reach the audience which Wally Winchell, in the predominate, spread. Each bank-roll will have to get up $100,000 per year for the entire 150 minutes. Sponsors will be represented by Miss Smith, according to the plan.

Miss Smith's Rating Guarantee

ABC sales execs are approaching perspective clients with the pitch that they quote a better or equal Bing Crosby rating of 6.0 for the show. They claim that they are charging $10.00 per thousand of 15 to 11 age, Monday, has been averaging better than that. In a recent survey for the N. A. R. P. Poll, matter what has been in it, and that the audience is what's there. They sold a contract through until June 1, including the Smith show, August 8, it will immediately begin to be the series of the competition, Lux Radio Theater.

"Rendezvous" Set For Bigger Sked

NEW YORK, July 25.—A last campaign on WOR, New York, and CBC, Toronto, reported Dolch that it has a great deal of production in time. With Walt, a Harry Goodman transferred one. The first of the year on a four-weekly, which will open for the Don Lee Pacific Coast network by the sponsor on a thrice-weekly, at the station, effective July 20. Dolch in this week renewed another other Goodman series, the Gospel Station, at the same station, since last September. The new contr. "Rendezvous" is a 20-minute period, which is the 15-minute show, three times weekly.

Stu Ludlow Quits Compton Agency, Post

NEW YORK, July 23.—Stu Ludlow resigned his executive post with the Compton Agency this week. Ludlow, who was assistant to radio director Lewis Titterman, announced his immediate plans.

Compton cases inculcated Ludlow's post. The position will be filled in due time, if at all.

State Dept. Seeks Hvy of Internet Culture Swapping

WASHINGTON, July 23.—An accelerated exchange of radio programs of a cultural nature among the nations of the world is being pushed by State Department as a means of further cementing Inter-American relations by the 15th anniversary of the Inter-American Radio Broadcasting Agreement. The State Department is willing to make Public Broadcasting System use of the Latin American broadcasters used by the agency in its Voice of America transmissions. The State Department is urging other countries in this hemispheric to ship over transmissions of their cultural programs for use by U. S. radio stations. Because of a lack of funds, the agency is unable to set a clearing house between broadcasters of other countries and the agency's U. S. station. The Joint Commission on Radio for World Peace has been asked to inter in this matter, which will be submitted to arbitration.

Resolutions calling for greater exchange of broadcasts were adopted at the fourth Inter-American Radio Conference, which finished a four-month session in early July.

AFRA Pushes Commercial Pay Rates for Acts

CHICAGO, July 22.—A campaign to get stations here to pay talent commercial rates on participating programs has been pushed by AFRA, the national office of the American Federation of Radio Artists. The AFRA proposal has thus far met with little support among the stations.

The AFRA has already acceded to AFRA's requests, and this week National Broadcasting Company (NBC) and American Broadcasting Company (ABC) were asked to follow suit. Under the proposal, the new contracts have been signed under a new agreement, which would be filed to the AFRA. Mr. Warner said the net's answer will be given to the AFRA. The question is down, the matter will be submitted to arbitration.

Sustaining talent rates for commercial participation programs has been a practice in most stations here for many years. The AFRA present AFRA contract were worked out.

Under the new arrangement, stations will not be hurt much insofar as financial considerations, because the gabbles are allowed 12 feeble commercial programs before payment and, above staff salaries is required. But the stations which will be more expected to be much more costly in view of the big difference between sustaining and commercial rates.

Smith Bros. Buy "Stop Music" Slice

NEW YORK, July 23.—Smith Bros. have taken control of the broadcast of the 8:15-8:39 p.m. segment of the NBC's "Stop the Music" program for the third year this fall. The broadcaster has been a sponsor of this half-hour program since 1926, the last season from October thru March, but had cancelled out that time.

The new contract takes effect with the broadcast of September 18.

WCFM Seeks Funds, Forms Labor Netw'k

WASHINGTON, July 23.—WCFM, local co-operatively owned FM station here, has come up with some $16,000 in new funds by offering stock certificates to the public. The station recently completed a "network" deal with hour-long stations WDEK, Detroit, and WCCO, Cleveland.

A direct line hooks up WCFM with the New York outlet, while the local station will have the tape recordings with the other two.

Package Prices Slashed; NBC List Down About 50%

NEW YORK, July 23.—Illustrative of the manner in which prices of commercial television programs are being cut, the NBC price list for the last year or so is the list of shows which are being offered each price. All of these are prices that are currently being offered by National Broadcasting Company in New York.

In some cases, it's claimed, the price cut has been made without so much as the building or the talent as a result of the price cut. Two examples are "Chickens Every Sunday," which is now at $4,500 per hour, and "Hollywood Calling," which is now at $7,500 per hour.

Sponsor Gets Into The Act for Duffy

NEW YORK, July 23.—Blitz has been the symbol of the Duffy campaign which is to sponsor Duffy's Tavern on the National Broadcasting Company's "The Road" program. Several new characters to the show, which will provide a complete advertising campaign. Among thoselod to become regular habits of the show are a New York furniture firm, a Mr. T. W. Harper and a James Penn, who will do the other two.

Some of the banks are reported in a telephone of the events that could be worked into the telecasts, but thus far without avail.
203 FM-ers Die In Year; Birth Rate Is Less — 130

WASHINGTON, July 23.—The death rate in last year for FM stations, with 203 FM grants having been注销, was the lowest in years, and it was also lower than that of any other medium having been granted by the Federal Communications Commission (FCC), a survey disclosed this week.

During the first six months of 1949, the death rate was sharply stepped up. In the January-June period, 153 FM grants were注销, which was about equal to the number of new stations having been granted.

But in the second half of the year, the death rate dropped to seven. Of the first 153注销 grants, 79 were注销, and 58 that had been注销, were注销.

March, 1949, was the biggest month in the last year for deaths, with the first six months having注销, than the corresponding period in any other year, and the death rate was highest in that month.

High and Low

The high point for注销 was last December, when 32注销 grants were注销, and the low point was in May, 1949, when only 11注销 grants were注销.

Of the 210注销 grants in the past year, 21 were注销, and 189 were注销, and 147 were注销.

Despite the accelerating casualty list in FM, more than one-third of the注销 stations were注销, and the注销 rate was only one-third of that in the AM.

The注销 rate in the past four years is 126 stations注销, or one every 29.9 days. The注销 rate for the past three years is 106 stations注销, or one every 22.5 days.

The注销 rate for the past year is 79 stations注销, or one every 26.6 days.

The注销 rate for the past year is 58 stations注销, or one every 38.2 days. The注销 rate for the past 12 months is 21 stations注销, or one every 57.1 days.

The注销 rate for the past six months is 45 stations注销, or one every 41.1 days. The注销 rate for the past six months is 21 stations注销, or one every 31.2 days.

The注销 rate for the past six months is 15 stations注销, or one every 43.3 days. The注销 rate for the past six months is 16 stations注销, or one every 42.9 days.

The注销 rate for the past six months is 10 stations注销, or one every 45.3 days. The注销 rate for the past six months is 14 stations注销, or one every 40.4 days.

The注销 rate for the past six months is 7 stations注销, or one every 63.9 days. The注销 rate for the past six months is 9 stations注销, or one every 54.5 days.

The注销 rate for the past six months is 4 stations注销, or one every 75.8 days. The注销 rate for the past six months is 5 stations注销, or one every 61.2 days.

The注销 rate for the past six months is 2 stations注销, or one every 151.5 days. The注销 rate for the past six months is 3 stations注销, or one every 93.8 days.

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New Toothpaste Sales War Bodes Broadcaster Bonanza

NEW YORK, July 23—Literally armed to the teeth in a new battle for customers, dentifrice manufacturers may turn to this expected bonanza for broadcasters in the near future, the result of an un-
ammoniated tooth powders and pastes has caused a new flurry of excitement in the field of station sales and advertising. Although many stations have a stabilized field. At least eight new products are on the market, and there are several more still to come, all of which are likely to become spenders, to the degree or another, in radio or te

One major network program already has been taken over in this drive to get people putting brushes in their mouths. Ann-Mo-Mad, making the biggest splash of the new products, has bought Burns and Allen as Newsreel Replaces Ford "On the Spot" Over KNBH, H'wood

Hollywood, July 23—Producing a daily newswrap of local happenings has failed to pay off, so Ford Motor Co. has announced it would drop its local On the Spot news via KNBH, Hollywood, and replace it later this month with a daily National Broadcasting Company (NBC) newswrap combined with "On the Spot with Friendly H".

Pioneer daily news film, was produced for NBC in 1948 by William and Charles DeSorbo under the firm name of National Television News. The film was known as "the right hand of the local morning news for the first time in the day"

The NBC newswrap is called "The National Newsmakers" and will cover the week's events in the San fernando-Mojave area, and will be broadcast several times daily.

The NBC newswrap began July 23 with NBC flying to the Coast for five-week-a-night show. Will be produced by Dorwin & Frank, which brought one of the first ammoniated dentifrice sales deals back in 1944, when the station bought out the competition in the local market. The sales were not too predictable.

New series begins July 23 with NBC flying to the Coast for five-week-a-night show. Will be produced by Dorwin & Frank, which brought one of the first ammoniated dentifrice sales deals back in 1944, when the station bought out the competition in the local market. The sales were not too predictable.

FM Outlet Buys Bankrupt AM Station To Dupe Shows

Hollywood, July 23—Probably the first instance of an FM station acquiring an AM adjunct over which to duplicate some of its broadcasts, or at least a group of programs, is that of the station XYX, which is now under agreement with a local lawyer for $1,250,000, or $10 per share. The station, according to sources, has been in receivership for several months, but is now in the process of reorganization.

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Family Session

DETROIT, July 23. — New audience for video is being built up by a local "new" station that is moving into a new restaurant, and the International Brotherhood of Painters and allied craftsmen, a group of about 200 Detroit residents, is working to revitalize the area.

The group, which has been working for several months, has decided to take over the station, and is now working to revitalize the area.

Coast Radio's Ten
For Auto Listener Survey Gets a Lift

Hollywood, July 23 — Coast broadcasters' wish for an accurate out-of-home (automobile) listening survey may soon be answered. The Southern California Broadcasters Association has announced that the Coast Radio Ten, which covers the Los Angeles market, will be the first to conduct such a survey.

To determine if the industry will underwrite a three auto survey to be conducted by the Southern California Broadcasters Association, a committee of radio managers has been formed to study the feasibility of such a survey.

The committee, which will be made up of representatives of the Coast Radio Ten, will have the task of determining if the industry is willing to underwrite the cost of conducting such a survey.

Colgate Woos Canova Return

Hollywood, July 23 — Judy Canova, dropped recently by Colgate, may be rehired for fall advertising by the cigarette maker. Canova has been heard to say that she would like to return to Colgate, and that she is willing to work for less money than she was paid at Caravan.
War Declared Among Ad Men

Detailed Study Of TV Audiences
On in Detroit

DETROIT, June 23—The first large scale investigation of the number of television audiences with comparative program ratings has been conducted here by Radio-Television Services, Inc., under the name of C. Foster, and its subsidiary, TV Circulation, headed by Richard W. Oder- stan, has been established here for several years, has been in- engaged for special studies supplementing the report on the same and other standard measuring instruments. Monthly report system is being used to report the progress of the campaign on an average of 100 per cent per month, and each report will cover the week of each month. Diary method is used, with a notation for each 15-minute period covering the station, the number of families, and the number of viewers in the station. Casual programs, viewed only briefly, are not listed.

TV Circulation Report
July 1, 1949

War and Admen Seek Power Within Orgs

New York, July 23—Interne- tions warfare has begun to break out among radio and television stations in some of the top advertising agencies. Radio has taken severe losses in some 15 per cent of the cases where morale has become seriously en- dangered, according to the reports, when they broke out into the open, likely to start the entire trade.

The rapid development of video as a communication medium has given most of the top agencies to make some radical changes in their tables of organization because of the recent developments. Although some of these organizations have been shown as an example, with many old-time radio agencies new often scorned and reticent of the field rise of the video, others have resulted and been in their stations and in some cases the radio and video men have been locked in a quiet but desperate struggle for survival.

Conflict Over Broadcasters

In the opinion of some, this antag- onism has been carried right to the clients. The same agency's radio and video branches are taking the pay- ment's most important accounts with separate plates, which play not only to try to sell the particular medium they represent, but to try to knock down one another and programs and recommendations. As result of all this, the agency that has grown more powerful is, according to some, has been appealing to or has given up, at least, a united front for conflicting advice.

The fight for recognition in another shop interest in the radio. The radio has become more than a little alarmed. It is known that the same has been appealing to friends in the industry for pro-radio anti-TV re- search done with which he can justify his continued dominance to the homes.

Equal Forces

Several agencies already have placed their departments on a par with the radio division, with the studio heads having equal rank. These the shows must be wrangled over by open battles. However, even where one man runs a joint, AM-TV di- vision, there is, according to heads, to the radio division in influence.

The move is mainly on the broadcast the technical stage. By and large, the participants no longer feel that the radio and the television are, for the first time, equal for their jobs. That's why it is that the audience lost is of the house, the only hope for the agency these is the ultimate triumph of the other. The only hope is, of course, that the house is likely after some of the hard work.

ST. JOHNSTOWN, Vt., July 23—Station WYWN, new 250-watt outlet, has started operations. Twin Star Broadcasting Company is owner and operator of the new outlet station, with Stuart McCreary, Jr., and James McCreary as co-managers.
Change Due To Strenghthening Miller's Leadership, Power

(Continued from page 6)

thoroughly desirable, the \it it will not proclaim it in the broadcasting division...\endob.
and may have no will- ... is in the broadcasting division which will exploit web shows on a local as well as national level. \endob.

Program Service

Insofar as the conventional program service is con-... and expressed by electronic inasmuch as Miller has resigned. When Miller first assumed the NAB leadership he insisted on an experience radio man as an ad- ... and May 1991, under sponsorship of First National Food Corporation, and is seen on ABC, NBC, etc., as program and production manager. He formerly was at WJH, whence he moved to the new WOIS as ... to take over Krause's announcing broadcast.

Paul A. Odlang, now heading KBYR, Auletion outlet, and acting as \endob.

General Raising will add spots on WMAL-TV, Washington, for Bond ... of NAB, 1990-91 and that AM radio will defin... \endob.

Glossy Professional

8x10 Photos

W. QUANTITIES

Size in inches, subject, price, and post card.

Top-notch quality. Extremely low prices. Billed customers cost 50% to 75% below retail.

Satisfaction, courteous service. We make reproductions as good or better than your original. Send today for full price list, samples, etc.

MULSON STUDIO

Box 114, Winona, Minn.
**SAG and Talent Unions To Mull Tele Problems**

HOLLYWOOD, July 23.—Screen Actors’ Guild (SAG) and other talents will meet at noon today (23) to discuss joint administration and organization of the video field. Major representatives of the SAG and the Screen Actors’ Guild will meet with Eastern talent agents and representatives of both live and film towns.

A meeting of the Big Four unions will include Paul Dubbel, internationally known, president, Associated Actors and Artists of America; William Marston, co-founder of the American Guild of Variety Artists; Frank Chapman, Virginia, president, Motion Picture Television and Theatre Actors; George Hecht, New York, president, American Guild of Musical Artists; Philip Farnsworth, inventor of the television tube; and George Hecht, New York, who has been active in the field of television.

The meeting is expected to focus on the problem of television and its effect on the film industry. It is hoped that a solution can be reached to stop the practice of paying TV actors lower salaries than film actors.

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**13 Stations Already Lined Up by Cinetel In-Co-Op Film Plan**

NEW YORK, July 23.—Only in business three weeks, the Cinetel Corporation already has signed 13 TV stations to participate in the country’s first nationwide cable television network. The Cinetel plan, President Edwin T. Woodruff claimed his set-up benefitted members in several ways, including lower costs, use of the same facilities for one year and exclusive use within regions. In the Cinetel, subscribers have a co-operative share in the company, and they get rebates out of the sales profit in the franchise area, so long as they continue to receive the service.

Cinetel seeks to be set up as buying agents for TV stations, and one of the main points is for a cable network consisting of New York television stations. The Cinetel is a joint venture of the American Association of Broadcasters (AAB) and the Motion Picture Theatres of America (MPA).

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**Coax Cable Talks Adjourn, Agreement on Most Points**

NEW YORK, July 22.—The coax cable allocation meetings, after two weeks of sessions, adjourned late last night (21) without reaching agreement on the key issues. The broadcasters reached substantial agreement on the issue concerning the use of the coax facilities from August 1, with a few holdouts. The agreement was made by the American Telephone & Telegraph Corporation (AT&T), the operator of the coax facilities.

This was supplied mainly by the American Broadcasting Company, who were the only ones who did not join in the agreement. The next meeting will be held on Wednesday, July 27, and it is expected that a solution can be reached.

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**Duluth Delays Tavern TV Action**

DULUTH, Minn., July 23.—City council still is undecided what to do about television reception in the city and has postponed immediate action on a proposal to hear the matter. Duluth resembles a number of other cities in its efforts to find a solution to the problem.

The council has decided that it will try to set up color standards for the city and that it will be able to view the demonstrations.
Radio and Television Program Reviews

Theater of the Mind

Reviewed Wednesday (20) 7:30-8:45 p.m. on NBC TV network. Starring Leonard Nimoy. Directed by Malcolm St. Clair. Produced by Milton Sperling. Written by Howard Ash. Executive producer, Leonard Nimoy. Narrated by the late Harry Von Zell (Mr. Halsey), others.

Leisurely paced and commercially homogenous, "Theater of the Mind" is good family entertainment and, as such, provides an excellent vehicle for the Blithe show. It is a close look at Rosemary Taylor's best-selling novel, which the series portrays with a fine degree of perspicuity. The nostalgic, warmly human element in the character of Rooky, Mr. Halsey's saga of her childhood days in Tucson so memorably are obscured by the quest to squander the family gold.

After conferring $106 from Halsey, in a desperate attempt to recoup the money, Mrs. Halsey inveighed her lonesomeness into a double, and then painted off the neighbour's laundry business.

Frame-Up Fall

Halsey finally got wise to the true frame-up of a man who was exacting a $5000 bribe for safe keeping, only to discover later that a twenty-dollar bill had gone up in smoke. With no further possibility of the freeze on the stove. Actually, though, Halsey was about to be betrayed by a practical joke taken in beaders to make proverbial ends meet. Format for the show's second airing was based on one of Mrs. Halsey's many attempts to extricate herself from a financial squeeze.

Signs and Plagues

Composers Corner also presented Albert Saphir, sponsor of the program, in an announcement, since it was he who delivered the materials. This development, hailed by "Variety," is a policy not only for Saphir, "as "at-home" television news," did not, if one may speak in measured tones, live up to the modest fanatic. Saphir is obviously not a "man of the people," but rather devoted to attracting customers to his emporiums and assuring their continuance. But when he shares with Uncle Nick a somewhat bookish article, and ask "Hello, Al," the latter generally is not impressed. But when Uncle Nick asks for a service or a product, the man always is eager to listen and to satisfy the customer's needs. The接近来有 increase in the number of customers who come to the store and are satisfied with the service they receive, is evident. The store has increased in size and the staff has increased, too. The store is open Monday through Saturday, 9:00 to 5:00, and Sunday from 10:00 to 4:00.

The radio Lights Out series, written and directed by Albert Saphir, is now in its third year. The series is a production of the Saphir organization, and is distributed by the United States Information Agency. The program is available for free on a non-commercial basis.

Radio Every Sunday

Reviewed Wednesday (July 12) 8:30-9:00 p.m. on NBC TV network. Style—Drama. Produced: Fred Coe; director, Kingsley Sampson. Cast: Fred Coe; Bessie Peterson; Al Cooper; Nick Saphir; Grace; Sam; Aunt Agnes; and several other characters.

The radio Lights Out series, written and directed by Albert Saphir, is now in its third year. The series is a production of the Saphir organization, and is distributed by the United States Information Agency. The program is available for free on a non-commercial basis.
Dealers Favor Quality in Picking Sets

Franchise Protection

NEW YORK, July 23.—Despite all the furor over pricing and price-protection, a survey taken by The Billboard, the trade publication for magazine for television, radio and record dealers, shows that 84 per cent of the dealers favor price-protection and the most profitable video line on the basis of the set's technical quality and the franchise protection offered by the manufacturer.

Out of 472 dealers who replied to the questionnaire 215 selected "best sets" as their primary reason for naming a specific television line as "most profitable." Seventy-nine dealers listed "franchise protection" as the first choice.

Dealers were asked to list in the order of their importance the three most important reasons for selecting a specific line as their most profitable. The replies were tabulated, based on the basis of three points for a first place, two points for second place and one point for third. "Best sets from a technical standpoint" garnered 807 points, "franchise protection" 386 points, "best looking sets from furniture standpoint" 378 points, "most competitive prices" 347, and "most effective consumer advertising" 329.

While the number of "best sets" was selected by nearly 50 per cent of the respondents, the number of those who listed more than one of the reasons between the four factors was only 1.38 per cent, or the difference between 15.90 per cent and 11.14 per cent.

Brand Names

However, the survey does help you, which of the following factors help you, what percent of the respondents rated each factor: 26 per cent replied "brand name," second place went to "price," 22 per cent; third place went to "service policy" with 18 per cent and fourth to "picture tube size" with 12 per cent.

The survey also revealed that the five leading television lines were RCA Victor, Admiral, Motorola, Philco, and General Electric. The five were "most profitable" were RCA (See Dealers Fauce Quality, page 23)

DuMont To School TV Retail Salesmen

NEW YORK, July 23.—A comprehensive television sales training program for TV retail salesmen will be instituted by the Allen B. DuMont Laboratories, according to Enno A. Marx, general manager of the TV receiver sales division. The program will include all phases of television, including the program is being planned and organized by DuMont and the Branson Television Sales Co.

Calling dealers-sellsmen the "most vital element in the TV industry," Mr. Marx stated that the training program would be aimed at increasing selling efficiency and knowledge of the retail salesmen in all possible customer contact situations. He outlined the methods by which the training of the salesmen will be accomplished. The program has been set as the key element in the DuMont program.

DuMont also announced three new TV sets to be introduced at the National Association of Music Merchants convention in Cincinnati in mid-1949, a 12-inch table set, a 12-inch console and a 15-inch console.

The manufacturer set the total of new models added to the DuMont line this week at four. Prices for the four sets have not been listed, with the exception of the $715 price tag for the 15-inch, short-nosed cathode ray tube.

RCA Pulls the Plug in TV Retail Salesman Program

RCA Lead in TV Set Sales

For First Quarter of 1949

WASHINGTON, July 23.—Radio Corporation of America (RCA) led all other television manufacturers in sales during the first quarter of 1949, according to a report by the National Association of Broadcasters (NAB) to assemble evidence against the FCC. RCA, the leading manufacturer, reported an increase in the interpretation of the FCC last month of Section 361 of the radio-television law and regulations in which the FCC said that the channel to duplicate channel to duplicate AM or FM an FM broadcast or to original set.

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FCC Holds up Aural Dupe Ban

WASHINGTON, July 23.—The Federal Communications Communion's (FCC) proposed ban on duplication of broadcast channels by means of repeats, which was being reviewed by the FCC, has been upheld, according to an interpretation by the FCC last month of Section 361 of the radio-television law and regulations in which the FCC said that the channel to duplicate channel to duplicate AM or FM an FM broadcast or to original set.

Radio, Phono, Parts Tax Off 17G in Year

WASHINGTON, July 23.—The Federal Communications Commission (FCC) has announced that the tax on radio, phonograph and parts in the 1949 fiscal year dropped $11,930,532 from the 1948 fiscal year. The Internal Revenue Bureau statistics showed this week, Collectors for the 1949 fiscal year just ended amounted to $52,377,532 as compared with $64,309,516 for the 1948 fiscal year.

The decline was general throughout the year, with only one month of 1949 showing a gain over its 1948 fiscal year counterpart, for the tax on parts.

Radio, phonograph and parts the largest group of any in the 1949 fiscal year, December, 1949, which brought in $5,632,973, was $8,564,172. The low months for the 1949 fiscal year were February, March and April, when only $3,901,434 was collected. Included in the February and March part tax is the year will drop slightly below $7,400,000, according to the figures. This is the highest level of the year. This is the highest level of the year.

Receipts by fiscal year from the tax on radio, phonographs, phonograph records.

1948

July $6,400,785
August 5,675,243
September 5,203,903
October 5,013,017
November 4,830,505
December 5,010,973
January 5,432,149
February 5,763,988
March 4,860,056
April 5,741,490
May 5,069,361
June 5,400,385

TOTAL $67,230,852

RPM Preps Radio Week

WASHINGTON, July 23.—The Radio Manufacturers' Association (RMA) is preparing plans for industry-wide promotions of National Radio Week October 30 to November 5. The RMA appointed an advertising executive to work out the necessary plans this week to draft preliminary plans for the promotion.

How They're Selling Them

While TV SET ADS continued to be based on price, the volume of advertising picked up this week, sparked by the DuMont campaign on the new 10-inch set and spot campaigns by Admiral and Motorola. Radio-phonograph sales gained a good share of the audience, and the Decca half-off sale got good play from coast-to-coast. Aside from the previously announced Columbia half-off sale ad run by Decca's in its own markets, there were no other national ads.

GIGANTIC 2 FOR 1 SALE: FREE electric hardware, mirror or sunglasses with purchase of a Martin guitar. (See Martin ad on page 22). Whidbey's Outlet, Chicago.

HEAR THE OLD HAMMER! 2 for 1 sale: GHK-7, with $500,000 radio set. (See GHK ad on page 22.) Light of Lincoln, Chicago.

WHERE THERE'S A CROWD THERES A PHANTOM! 3 for 1 sale: $700,000 radio set. (See GHK ad on page 22). Light of Lincoln, Chicago.

AT THE PRICE OF A SMALL-TUBE SET—$200—for the little 10-inch picture. (See Decca ad on page 22). Decca's in its own markets.

The FULL PAGE AD PHOTTED BY THE Pragmatic, Canvased, E-Store, 104 E. Superior, Chicago.

CO-OP ADVERTISEMENT IN THE PHONY, PANAMA City, Fla., April 10: "Save $50 with a Decca radio. (See Decca ad on page 22). Decca's in its own markets.

Persons

Personal Changes

Thomas J. Hodgens has been transferred from the Boston area to the general management of the New York division of the Admiral Corporation. D. R. Gilmour has been named Midcontinent sales manager. Frank H. Boland has been named vice president in charge of engineering for the Jewel Radio Corporation. Wayne C. Baitel has been appointed sales manager for Western Canada. Elmer E. Johnson has been appointed vice-president and general manager of the Ilealy Corporation.

TV Industry Blamed

For Public Apathy

NEW YORK, July 23.—Decrying that the television industry itself had done nothing to stimulate the public appetite in buying video sets, Frank Freeman, executive vice-president of the RCA Victor Company, told the press at a preview showing of television, "You have seen documentaries, information and instruction on the subject of color TV and Ultra high frequencies, and yet TV has not grown even with the largest picture of any set. It is because we have done a good job in "stimulating the public appetite in buying video sets.

Prior to introducing the line of receivers at the press-review at the RCA Victor audionite, he said that "all industry needs more sales for the fall, the TV industry has no particular level of production and the resultant high-level economy. It is up in the air," he added. He also believes that picture size means nothing, and that the content of the set is what counts most. and that color TV was just any day.

The new line includes four receivers which are said to produce the largest picture of any set on the market using a 10-inch tube, Prices range from $398.95 to $495.
NAMM KEYNOTES BUYERS

Market Seen Available But Buying Wary

Randall Sound Time

(Continued from page 2)

retary, addressing the convention, highlighted the implications of the 10 per cent manufacturers' excise tax on musical merchandise. "The big 'if' is whether the rate proposed by Mr. Caggiano is the fate of the tax." While it has been lifted on sales made to religious and educational institutions, it is still in effect on nearly 90 per cent of all musical goods sold. Calling the tax the biggest problem facing the music industry, Caggiano said that sales of musical merchandise are down 25 per cent from a year ago, and the added cost to the consumer caused by the 10 per cent tax is unquestionably a big reason.

Last year, when goods were still relatively scarce and prices were up, people paid the tax with little protest. This year buyers are under greater economic constraint, and the tax is a sales deterrent." He added that revenue to the government from the tax on musical goods was $10,600,000 in 1944. NAMM and the convention delegates consider the tax a levy on education and culture and are determined to have it repealed.

Other factors affecting the industry are the current situation in schools. Caggiano, who pointed to a strong trend toward making music part of the education of all children, said it is creating a need for musical equipment, he added.

RPM's

Much interest during the opening sessions of the convention attached to the RPM's, the resumption of RCA Victor and Columbia records after a legal battle for control of the recording and television arms of the companies. William Caggiano, RCA Victor division general manager, and Wallerstein, Columbia Records top man, revealed details of the negotiations and the records and television program for broadcast.

In view of the fact that the RPM's are major record companies, all three have set a three-speed standard, or "one-to-one," as the slogan has become. In other words, the RPM's have returned to the long-playing, 30-inch, 78-rpm record that has been the standard for many years. They will be on the market by the end of the year, and already producers are characterizing the three-speed race as a "phoney" one, and a "playdown" playdown.

Must Go Speeds

In any event, dealers found the RPM's to be three-speeds at the same time they are standardizing on one. The majors, sooner or later, must go three-speeds. Acceptance of three speeds would have come more rapidly had the three companies agreed upon a set of specifications for getting on the market. After all, the three companies are considered as one under the RPM's.

NAAI Convention

WASHINGTON, July 30—The NAAI convention opened here today with a keynote address by Dr. George W. Goethals, former governor of New York State, who stressed the importance of good advertising in the radio industry.

He stressed the need for better radio advertising and called for a central organization to handle the advertising of the industry. The convention, which is expected to attract about 500 members, will continue until July 31.

Musician's Walkout Threat

CHICAGO, July 23—Local 10, American Federation of Musicians (AFM), reported that it is prepared to walk out at any time on a number of dipping and unfair labor practices charged against the Loop hotels, which supply the majority of Loop spots with music via sound music.

The AFM local, which considers hotels to be private entertainment establishments, is demanding an end to unfair labor practices and the recognition of the union as the bargaining agent for musicians at the hotels.

The hotels have indicated that they will not recognize the union and have refused to negotiate.

The Local 10 delegation, which includes a number of well-known musicians, is scheduled to meet with hotel owners and managers to discuss the issue.

They have stated that they will not continue to work at the hotels if their demands are not met.

The hotels have also stated that they will not continue to operate if the union is recognized.

The situation is tense, and a walkout is likely if the union's demands are not met.

For more information, please contact the AFM local 10 office.
U. S. '49 Disk Tax Skids 1 Mil
Collects 6 Mil; In 1948 Gov't Took in 7 Mil

Postwar Declines
WASHINGTON, July 23.—Internal Revenue Bureau collections from the disk tax for the 1949 fiscal year added $1,692,702 from the previous fiscal year, a survey of agency statistics disclosed this week. Collections from the tax—which amounts to 19 1/2 cents on the manufacturer's price of $1 or more on records—totaled $8,453,182 in the year ended June 30, 1949, as compared with $6,591,994 for the 1948 fiscal year.
The figures reflected the general postwar decline in the disk industry, which produced records with a value of more than two million behind the 1947 fiscal year collections of $10,813,832.
The tax was in the last 12 was March, 1948, when tax receipts totaled $1,549,894. The last cut--which was a 10-cent tax on a single $500,000,000 record. There was one in the '46 year and six in the '47

Disk Tax Collections by Fiscal Year:

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<tr>
<th>Month</th>
<th>Collections</th>
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<tr>
<td>July</td>
<td>$3,399,829</td>
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<td>$3,479,948</td>
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<td>$3,495,106</td>
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<td>October</td>
<td>$3,483,420</td>
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<td>November</td>
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<td>January</td>
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<td>February</td>
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DRAEGER OPTIONS DANA ORIGINALS
NEW YORK, July 23.—In a deal last week, Dave Dreyer, Dreyer Music firm has obtained first refusal to all unpublished original cut for Dana Records, international music publisher specializing in jazz records. First tune taken over under the new pact is Don't Cry, My Pretty Little Domino, a $1,000 disk. The deal is for a year.

Dreyer recently signed an exclusive deal with RCA Victor Records, and with the Charles Spivak and Duke Ellington orches still handling the RCA line. The new deal gives Dreyer a complete line of music for sale in the Detroit area.

ROXON ANSWERS FOX TUNER BEEF
CHICAGO, July 23.—Claim by the Fox Publishing Company, New York, that they were owed an accounting of copies sold last year of the Chocow Waltz (The Billboard July 19, 1949) proved ineffective last week by J. F. Bard and Dick Lane, of Roxon Records, one of the platters which had been notified by the company.

The list of Roxon records which were suspected of being infringing included: The Chocow Waltz, Paddy's Wagon, and the cowboy hits of H. L. Hunley. The company denied that any infringing copy had been made by the company.

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Horning In?

CHICAGO, July 23.—Tom Tablaso, bass and tuba player who was playing with Joe Bar内的 in the city, currently at Ben Leipzig’s Melody Mill here, is the resident of being the first musician to stop Michigan Avenue traffic in moving his tuba and bass into a car here, for the benefit of the Savoy Band. The show goes on Sunday. Noting a piece of dirt in the tuba mouthpiece, a dug up several vigorous blasts of air into the Savoy Band’s current program. Suddenly the bridge of the tuba, was seen in the Wrigley Building, where the Chicago Tribune is located. The front doors were opening. A window opened as the bridge-builder stratched to catch the bridge. The bridge remained in a shape that sometimes enlightened the gatemen.

Song-Writing Contest Album Looks Like Click for Capitol

NEW YORK, July 23.—From where we sit, it would not seem that anything per cent of the population aspiring to write songs, a fact partly borne out by the appearance of Capitol’s new contest album, Songs Without Words. 1940-1941, on Capitol’s Billboard selling chart the week following its release (The Billboard, July 25).

The album is being supported by the marvelous medium of sextet writing, pointing out that nothing ever was done in the more important fields of song writing. The initial prize is a listen to Capitol’s tape recorder, the Crozier Averil two. The three-year surprise of the Chicago Post is a normal feature, but there is more to the capitalism business. Each of the commissioned melodies is by a top hit writer, each of whose scores to have exerted his contribution from the foundation. That is, the 白色 of the composition, but simple enough melodies, that given the right lyrics, make for a sold hit. Pencil of the numbers, those by Paul Wernick, Ernest Newman, and George Simon, are being's now is the time to enter.

Malcolm Englund has written the composition, 蟾宫, and Jimmy Finneran, another hit writer, has a title as it were, if a hit. The record is made with light and high pitch, and his score is more the sound that you can see people picture, tunes.

Modern Goes to LP: Price Competitive

HOLLYWOOD, July 23.—Modern Records will soon join the parade of LP's, of which none, not even Capitol, has been able to keep a line of their products, as the months roll by. Modern's first line has been added to the list of LP's and with the City Center Opera Company, Collier, who has been a music manager, has added that the company's releases are already modified for London while on a trip to England.

Slump in Music Biz

Ko's Two Leads Vets

HOLLYWOOD, July 23.—Music biz took a back seat to the LP's where two former top-leaders, Happy Goodley, now veteran London recordist, and Gary Cooper, also with a London label, recently made records for London while on a trip to England.

British Pic Deal For Jo Stafford

NEW YORK, July 23.—Mike Nider, currently touring in England, reports that he has virtually set parachute Stafford for a movie deal with a large English film firm. It was deal staffed for his last production, Miss Stafford will make the movie in England.

Meanwhile, Miss Stafford has been locked head to head with the Michigan State Fair in September. She will play 812.50 retail, but Nieder said he did not plan to edit 415 p.m. discs to the line at this time.

Juanita Hall Signs Exclusive RCA Deal

NEW YORK, July 23.—Juanita Hall is an American lady, who was an American lady, will debut in the first disc for the Mercury label, the first of a series of 12inch discs, the Disc of the Week. The disc is currently being recorded for the endorsement of one of the big dance instructions.

Each package will consist of four plastic discs in a single heavy-paper jacket, with three-color cover. Material will include saris, tangos, polkas, fox terriers and writers. Two will hit the market August.

Two Much for Him

DETROIT, July 23.—Sam Arnold, personal publicity representative for Elliot Lawrence and singer, who also is the sister of the late-out, drove to Owensboro, Ky., yesterday, to be in the Memorial Youth Center. He was hospitalized as the result of an injury he received last week in a minor traffic accident. The Lawrence family recently moved to Owensboro, Ky., and the family is currently being operated by the Lawrence family.

Coda Records Enters Yankee Tune Field

NEW YORK, July 23.—Coda Records has signed an agreement with an American label, will debut its first records of Yankee tunes this fall in the form of the Yankee Tune Field. The record is currently being recorded for the endorsement of one of the big dance instructions.

Too Much for Him

DETROIT, July 23.—Sam Arnold, personal publicity representative for Elliot Lawrence and singer, who also is the sister of the late-out, drove to Owensboro, Ky., yesterday, to be in the Memorial Youth Center. He was hospitalized as the result of an injury he received last week in a minor traffic accident. The Lawrence family recently moved to Owensboro, Ky., and the family is currently being operated by the Lawrence family.
Toogood Buys Tape Recorder From Minn. Co.

CHICAGO, July 23.—The first piece of equipment to be marketed by the Minneapolis & Mining & Manufacturing Company, Minneapolis, for which production of record-music tapes was initiated last week by Loren Toogood, chief executive, was announced by Mr. Toogood, who, quoted about the purchase of the franchise by his name, said he would be interested in making his own records, but that he wants to use the tape recorder to sell recordings on an individual basis. Toogood said he was interested in making his own records, but that he wants to use the tape recorder to sell recordings on an individual basis. The equipment, which Toogood owns, is capable of running off 90 half-hour speeds or 45 one-hour speeds per hour, and can be gauged at a higher production speed when necessary.

The new Revere tape recorder, which is to be sold for $159.50, as compared to $125 for the Fierc tape recorder and $259.40 for the Brush recorder.

Mellin Buys Into IBT Music, Inc.


Tannen To Promote Square Dance Tunes

NEW YORK, July 23.—With the combination of Square Dance and Cakewalks gaining momentum, Nat Tannen is gearing up for a full-scale promotion of his label for the dance and square dance fiends, Tannen Music, for full-scale promotion of new square dance tunes. Arrangements are made for Tannen this season, leading off with "Square Dance For Victory".

Perry Begins 16th Year With Decca

HOLLYWOOD, July 23.—Joe Perry, Decca Records, ex-Perry, will celebrate his 16th year with the platter July 28, making what is hoped to be his last record in continuous service for any waxy reg.

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Whitley Returns To Artist Ranks

HOLLYWOOD, July 23.—Ray Whitley, heretofore Jimmy Wakely's close associate in the artists' ranks on his own, quit the p. m. field. Whitley had operated one of the prominent Twentieth-Fox films, and in a sagacious warbler in his own right. Whitley has not crystallized, he definitely has not yet, and his continued with Whitley who will handle himself dueling Whitley. Parling was alkali and was launching Whitley's desire to return to films.

Wakely, Capitol Records Western artist, has returned to the studio for a reunion. His new song, "The Town That Came to Life," will be heard on radio this week. Wakely has recorded a number of hits in the past, and his return to the studio is a welcome addition to the music world.

Cafe Rouge Repeat

Set for T. Dorsey

NEW YORK, July 23—T. Dorsey, popular jazz vocalist and composer, has announced a return engagement at the Cafe Rouge of the Hotel Stork. This will be the second appearance for Dorsey, who is now in the midst of a successful European tour. His previous engagement was in 1949 and was highly successful.

Coral To Issue First Package August 27

NEW YORK, July 23—Coral Records will issue its first package in the Decca-owned label's August 27 release. The package will spotlight a series of songs, including "On the Stand," with vocals by Roy Rogers, and "Bonanzar's Buckeroos," featuring Tennessee ErnieFord. The package will contain the entire song list.

Grunio Urges BMI Huddles

PHILADELPHIA, July 23—Alta Flomo, BMI's general manager, has written in support of the organization. Flomo has been a long-time supporter of BMI and has been instrumental in its growth and success. His letter calls for a meeting among all BMI members to discuss the organization's future and to address any concerns or issues that may be affecting its members.

Melbourne Takes Up Jazz Craze

MELBOURNE, Australia, July 23—Following the success of the annual jazz festival held in Sydney last year, jazz has recently taken off in Melbourne. During the last few weeks, a number of jazz bands, including the Geese band, have been playing in various venues throughout the city. The Geese band, which includes renowned Australian jazz musicians, has been particularly popular with audiences, and their performances have been met with enthusiastic responses.

On the Stand

The Three Suns

(Reviewed Thursday, July 21, at the Grill, Roosevelt Hotel, Hollywood.)

B. Goodman Big at London Palladium

LONDON, July 23.—Benny Goodman opened at the London Palladium Monday (18) to a packed house and unqualified acclaim. Goodman, playing the slimmest all-round variety machine the Palladium has ever seen, produced the largest of this—essentially a band presentation—which Goodman promised would include more than just a dance selection. Goodman's promises were not only to Goodman but to the excited accompaniment of the Skyrockets before the harmony of the finest jazz and swing arrangements from B.'s G's

RCA Declares 15% Return on 45 R.P.M.

NEW YORK, July 23.—RCA Victor this week informed its dealers that a 15% return privilege has been extended to all purchases of 45 r.p.m. disks between now and the end of the month. This return privilege will be extended for conventional-type disk records also.

When Victor first introduced the 45 r.p.m. system in March, it entered into an agreement with the British Music Publishers, Ltd., for a 100 per cent exchange privilege, which is due in August.

VOX JOX

A National Accounting of Dixie Jockey Activities

GRINDSTOCK, New York, July 23.—The first issue of the new publication "Grunos" was distributed to the music industry this week. The publication is a national accounting of Dixie jockey activities, and it is hoped that it will be a valuable resource for industry professionals.

Strictly From Dixie

Ed "Figrota" Hart has launched a "Stop Boy" movement over WPTV, New Orleans, with a daily late-night 25-minute seg of first and second generation Dixieland. There's no question that the Dixie sound needs some kind of a break, but the beat is too fast. . . . Jimmy Gallopp has launched a "Stop Boy" movement on WPTV-FM, New Orleans, with a half-hour daily show. The novelty angle is that no requests are heard, only the latest releases and standards. . . . Gordon Brown and Alton "Mikey" Martin have launched a "Stop Boy" movement on WOR-FM, New York, with a half-hour daily show. Brown and Mikey haveyl have a sadder, slower sound. At WABC, a weekly show is heard. The show is called "Dixie Dreamland," and it is hosted by Alton "Mikey" Martin.

Western Wax Whirl

Murphy Martin, "The Old Woodchopper on KFRC, San Francisco, is continuing his popular request show. He goes along with the station's "Woodchoppers Bells." The title is "The ASK'T Bells," chosen as a result of a week-long contest. B. is playing a different "Elliott" in every show. . . . Bob Baker, WJK, Albany, Ore., writes: The "Dixie Bells" is on the air for five years, and they are now receiving steady requests from all parts of the United States. The show is heard in the early morning hours, and it is quite a hit.

Philly Phaddle

For the remainder of the summer, LeeRoy Miller, WFIL, Philadelphia, will spin his platters remote for his early morning "Youth Action" and "Midnight Jive" shows from the WFIL Studio 25, the surgical ward at the Abington Memorial Hospital. LeeRoy Miller takes a police station and hospital and institutions in the Philadelphia area, converting them into "Youth Action" and "Midnight Jive" shows. LeeRoy Miller is also making personal appearances at the remote stations near-by, being added for their own "Youth Action" hunts. LeeRoy Miller is also making personal appearances at the mountain resorts near-by, being added for their own "Youth Action" hunts. LeeRoy Miller is also making personal appearances at the mountain resorts near-by, being added for their own "Youth Action" hunts. LeeRoy Miller is also making personal appearances at the mountain resorts near-by, being added for their own "Youth Action" hunts. LeeRoy Miller is also making personal appearances at the mountain resorts near-by, being added for their own "Youth Action" hunts.

Victor Teams Up Pops and Hillbillies

NEW YORK, July 23.—Victor Records last week ran off one of the hottest-pressing jobs of the summer when the wanny teamed a pop album with one of its top pop groups. The artists involved were hillbillies and pop stars who were teamed with the Three Suns for a brace of sides.
Chi Disk Dealers
Form Central Assn.

(Continued from page 14)

making no announcement as to membership potential of the group.

The temporary committees of off,
cfers have factors that have set forth a 10.
point program, which will be dis-
cussed at the next meeting. The pro-
Vaude Boom
No Boon to Alien Artists

Immigration Stumbling Block
(Continued from page 2)
the welfare of the artist is only to irritate the consul and make matters more unpleasant for the artist. In the District Court, the artist may be required to perform. The decision of the court is final.

On arrival in this country, a bond of approximately $500 per artist must be put up. Refusals on health, and theatrical effects also are stringent. So in view of the limited time an artist has to work, it is necessary to remain here under his working permit—one month in the state before the court.

This added to the four and five month waiting periods before an artist is allowed to work, the living expenses in American cities, or otherwise, are often prohibitive. As a result, an influx of foreign artists comparable to the old days is not expected. These imported attractions made up 20 to 30 per cent of our variety bills.

Legislation May Be Sought

Efforts to remedy the situation are under consideration by the American Federation of the American Guild of Variety Artists (AGVA), which has 20 foreign actors over here at the present time, and which cannot be induced to ease the routine, and a number of these artists have been introduced in Congress to achieve the desired results.

Without a substantial amount of foreign talent to supply novelty and redoubled efforts by agents point out, the vaude boom may not recover in this country, which could play out in a severe and detrimental fashion. An increase in the use of foreign actors by agents who do not engage foreign artists, and who are taking advantage of this situation, could pay them better to engage American talent, and more bookings for American performers is needed. Let us permit them to take on a larger portion of their salaries than at present.

Detroit Niter
Offers `Drumcard'

DETROIT, July 23.—Revels of the perennial Drumcard as a night club attraction are broadcast in every city, but the bigger hit of the summer is the drumcard night club, which has been turned into a variety show by the addition of a drum card, which is operated by the drum card, and the variety show is a real hit with Detroiters.

The show is produced by Lester Smith, who also produced the show at the St. Clair-Lafayette Theater, last December, which starred the little-known diners, Chappell and Little, who were not so well known at the time. The drum card is operated by a drum card, which is played by the drum card, and the variety show is a real hit with Detroiters.

U.S. STYMIES FOREIGN ACTS

Vaudeville
Bway Grosses Off Slightly: MH 144G, Roxy 65, Para 90

Ford's Fair
NEW YORK, July 23.—In the July 4 issue of The Tempo magazine, a story from Boston on the George Zimbal cased case mentioned incidentally that the Ford Theatrical Agency was on the American Guild of Variety Artists (AGVA) national unfair list. Incidentally, it should be mentioned that the AGVA office in New York is on the fair and square.

Nite Spot Tax Collections Off Only 9%

Cabaret, Ballrooms Hold Up
(Continued from page 3)
Considering the 80-year vaudeville period, this tax, if calculated on the basis of average weekly prices, would amount to between $100,000 and $100,000 per year.

High marks in the management of the New York Roxy were given to the managers of the New York Roxy, who are given $3,192,555, and also to the managers of the New York Roxy, who are given $3,192,555.

Gus Van Back in AGVA Race

NEW YORK, July 23.—Gus Van, who has announced his intention to retire from his post as past president of the American Union of Variety Artists (AGVA), and his postumous decision to run for re-election in the forthcoming election.

Van's recommendation is accredited to a large number of requests from AGVA members.

Also stayed to run for the leadership of AGVA in next month's elections are Georgette Price and Jackie Brighton.

Mindy Carson Rates Headline at Copa

NEW YORK, July 23.—Thoroughly good acting in the current Copabana layout has been rewarded with a new extension pact which will place her in the headline spot, along with Grace Jacobs, and the headline spot in the Copabana's next show which goes July 22.

Scherman to Famous Door

DETROIT, July 23.—The Famous Door, downtown night spot in the Griswold Hotel, is being taken over by Scherman, who has managed another bar in the city, as part owner, replacing Jack Fera, who plans to go into business in Ohio. Jerry Bratt, who was a partner with Fera, retains his full interest. The spot is using Arturo's orchestra and featuring dancing, but may add some new elements to the menu. It will be open in the fall, according to Scherman.

TERRACE ROOM SUMMER VICTIM

NEW YORK, July 23.—The summer season of the Terrace Room, which is being operated as a name dance band location with two-a-week納ight show thrown in for good measure, will be curtailed.

The Terrace Room, which has been operating only as a dance band facility with two-a-week纳ight show thrown in for good measure, will be curtailed.

Lyon cited an example which occurred this week. He paid the actor's union a benefit in Atlantic City on the ground that the union was not a legitimate organization, but the union refused to accept the actor's fees and the actor refused to accept the union's refusal.

Lyon believes that his policy toward benefits in the Eastern region eventually will be adopted nationally by AGVA. He feels that the benefit has become a promoter's racket that the court at the expense of the actor's welfare, and is an undetermined benefit which are unfunded in show business knowledge and procedures.

Kitty Kallen Opens St. Regis in Fall

NEW YORK, July 23.—Kitty Kallen, whose current Versailles engagement has drawn raves, has been linked to reopen the St. Regis Marquisette this fall, opening September 26 for the four-week run-off show. Mr. Scherman, who is the owner of the Versailles, is expected to be here shortly after August 25.
VAUDEVILLE REVIEWS

Palace, New York
(Thursday, July 21)
Capacity: 1,700. Prices range, 50 cents-$1.00. Chorus boys, four daily. Show played by Dan Alber-ti's house orchestra. Two new names to vaude do an excellent job, The Acrobats of the Air, which consist of two men and a woman, do an act which is said to be the first of its kind.

Oriental, Chicago
(Thursday, July 21)
Capacity: 3,300. Prices range, 50 to 80 cents. Chorus boys, four daily. Show played by Broadway Vaudeville Co. Two new names to vaude do an excellent job, the Act of the Air, which consist of two men and a woman, do an act which is said to be the first of its kind.

Chicago, Chicago
(Thursday, July 21)

The Chicago Daily News online has some remarkable feature stories, in particular a story about the New York Palace, which is described as having the largest capacity of any vaudeville house in the world. The article also mentions some of the acts currently playing at the Palace, including Dan Alber-ti's house orchestra, which is playing at the Oriental in Chicago.

The New York Palace is described as having a capacity of 1,700, with prices ranging from 50 cents to $1.00. The Oriental in Chicago has a capacity of 3,300, with prices ranging from 50 to 80 cents.

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NIGHT CLUB REVIEWS

Cafe Society, New York
Thursday, July 6
Comedy, 22c. Polo policy, 5:00-10:30
 handicaps, shown at 10, 10 and 11. Owners, Louis答ire and Lora Cawkins. Booking, Ruby Black. Booked five the last week.

The intimate village cellar, after two-week blackout for lack of a suit, has reopened with a day's notice Friday night (15) and appears set to continue thru the remainder of the week.

The current show, with the return of a great stage feature for the number of a distinctive new personality, Ruth Brown, is typical of the spot at its best. The home people, who should continue to bring 'em back time and again with his flavorful and brawny days, should continue to thrive.

New Personality
Ruth Brown looks like another "first" for the spot that introduced Lena Horne, Billie Holiday and a host of other distinctive Negro personalities. This little gal from Virginia, making her first local appearance, brings a new sound to blues, ballads and sacred songs. Acts were won by her blue shoes and a ruffled skirt, but where she warmed up the gal walls, choirs, and talked her way thru a great deal of material, the strength were Happiness Is Just a Thing Called You, I'm Glad You Came, both delivered with considerable intensity. Her appearance parallels the basic sex appeal of her sound.

Larry Stevens, top dancer, also was on the bill. Stevens is destined to return for a previously set booking Thursday (17). He'll be back, in his regular setting. Stevens' three contributions lacked distinction, and the bill's fixed repertoire helps the show.

The small house band, headed by clarinetist-echo Tony Scott and featuring Dewey Dick, Brown, continues to support the acts solidly and adds several in-tune new number shows. The same ensemble keeps 'em dancing with a big variety of show tunes.

Cliff Jackson, a fixture here, is relief pianist. Bill Simon.

Empire Room, Palmer House, Chicago
Wednesday, July 5
Comedy, 30c. Polo policy, 5-11:15 am, plus, $1.00 minimum. Exclusive bar. Merrell Brown, booking. Coat and tie.

For the second monthly revue in a row, Merrell Abbott has too much entertainment in one show. Bill, which has the Modern Miracles and Librarians as re-heardleaders, could drop either and still show well. The Modern Miracles grab off the accolades for this stanza, showing a brand of show savvy that puts them into this top name class. They've got terrific material, with their Chicago show and the Campbell Song staged at top evidence. In the latter, quintets play their sponsor, a feat that has handicapped acts who have tried it previously in a smart cafe. High spot of their 25-minute stint was melody of was hit improvement, with newcomer, Alan Copeland, shining. The Chicago business brought them off on their heels.

Liberence, with brother George now handling the balcony, needs to add pieces of new material to put the act back into the running. Just back from his last tour, he centered too much on straight long routine. His June Jones, September Song, is too rough a musical number for his weak pipes. Further and in this, he originated his***.

Our FREE Milwaukee Milkman, is certainly poorly introduced. His corny and somewhat corny with Slaughter on 10th Avenue a standout.

Artil and Connole, back after a long road, are very much a hit with the donors here still like a bit of explanation of expert ballroom dancing. A minuet, in which the name the acts, gets much better than the first two numbers. Pat's ultra graceful stepping won a call back.

Abbott should convert the money she's using for that extra act into a new production number. Steve and Mary have three consecutive shows. Eddie O'Neal's Repeating, and a swell show in his own right with a good dancing style. O'Neal is on the fifth straight piano-playing leader who could use a new type of band to break the string.

Johnny Jipp.

Helsing's Voddy Lounge, Chicago
(Wednesday, July 5)
Comedy, 25c. Polo policy, 5:00-10:30

Finding a replacement show for Saturday night, Helsing, who is the closest to having a big name at this spot, was a rough task, but Tweet Hogan has come up with the assignment. He's come up with two new acts, the Doplum and Rand and Raymond, both special to this intimate room's program.

The Doplum, three enthusiastic young numbers, have taken a steady "record parade routine and raised it to a new level of entertainment. They are utilizing new platlers and props and gestures. While the boys do standard singing, they use a set of back men, Spike Jones and Betty Bilton, they also have a set of men to apply to their original production, both single and in trio, they show.

Gene Rand and Dick Raymond, who have been together five months, have already shaped up a comedy duo that holds promising. Rand, a leader of a pair of humorous acts, and Raymond, a Chicago comedian, with both his double takes and his impression, are at their best. His gang, the showman and, no
N. Y. Ad Men To Scan Burlesque Series
P&G Telepic Series

HOLLYWOOD, July 23—General Television Enterprises (GTE) head, Charles E. Rogers, has unveiled the recently completed telepic series, "Penthouse," for Foster & Gumble (P & G) before a group of ad men and television pros at the Waldorf Astoria. The series will premiere next week on NBC, followed by syndication; all primary networks except the West Coast are signed on.

GTE's primary purpose is to provide primary distribution areas for "Penthouse," and they will also pitch for the sale of second-run, or competitors, especially those other than current broadcasters.

Rogers plans a break with current advertising format, as the show will feature a nate, risqué music and movie musicals.

PRIMA ROLLS 'PARADE'; Neshitt To Retire

HOLLYWOOD, July 23—John Neshitt's Paring Parade will low off on the evening of July 23, 1920, at the RKO Radio Pictures (MBS) September 9 to be replaced by a new co-op stunt tagged "Bela Lugosi Experiment." Director Marvin Miller, who has learned since July 16, is scheduled to wind up the series with a 30-minute show from "Tales of Terror"—formerly known as "The Phantom," which was moved to RKO Indiana, to 1,141 South Broadway in the same city. The writer is Harry L. Smith, the producer, and the director is Arthur Gallaghers. Please send in your address.

MBS Drops 'Parade'; Neshitt To Retire

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PALACE, NEW YORK

(Continued from page 21)

seem to have properly organized. The boys, hoof, clown and make with a whoops and a whoop is good, and the toller boy has the woman and the mugging comedy, something to offer. They are a precious good thing, they too much for: another, there's lack of originality: for still a year ago, when they began, the show was around the stage and too little per- formers as the audience's eyes, when it need rescuing.

Viola Payne, eighth, isn't too strong convincing. The music is much better than her ability to deliver it. Perhaps the show is a bit too reticent.

Next to closing scored the best of the show. "Joe Tornado," who, if memory serves, hasn't been around some time. His trumpet playing is accompanied by electric guitar, and the two are just an out-of-the-ordinary party. The second act of trapeze comedy, they had the house in their hands and heads, with clownee and business

S. R. O.

STUDY TV COLOR

(Continued from page 19)


A NAB committee is sched- uled to meet early next month and report a draft report on two months later. The committee will submit its first report at a meeting in New York August 10.

FAVOR QUALITY

(Continued from page 13)

Victoria Theater, Admiral, Painesburg, Carlsbad.

Complete survey results, including full-page ads, will be printed in a current (August) issue of Turner order articles titled The Dealers Favor Quality and Sales Points That Sell TV Sets.

TPA Holds Contabs
On Rights to Kino

HOLLYWOOD, July 23—Preliminary negotiations have been held over broadcast rights to Kino, a small but risqué series of films to be released in New York by ABC C. M. Gilford, counsel for Cine-Media Produc- ing Co., who will meet with Ernest De La Ona, National Broadcasting Co. executive, to discuss "infirm" discussion of producers' rights on kinescope releases. Alliger Gilford notes that any definite agreement on rights cannot be made until all legal and technical concerns are agreed upon. Gilford and De La Ona are both producers and independent contractors, hence a meeting held that program producers and independent contractors are entitled to definite rights and shares of profit to be determined.

Explosive talkers discussed the matter as an unaffiliated industry rep, other late radio producers, and independently opposed to any profit sharing kine sales. "Kino is so small that it is the type which invests its time, facilities, and know-how in TV properties. Thus, no profit-sharing deals to producers or even dealers who do not have the property or extent of kine syndication is strictly a一代 pharmaceutical agent.

D. C. Ops Back Bill
For 2 A.M. Booze

WASHINGTON, July 23—Most Washington city operators are strongly opposing current bills before the House District Committees to postpone closing time on Sunday. Under present laws, all drives in local site must cut off at 2 a.m. by midnight of the day.

The bill was introduced several months ago by Rep. Donald Klein (D., N. Y.) but was pigeon-holed until recently, when it was held. Member of the local restaurant association urged that the bill be dropped, as "it would impose upon the general conditions governing the nation's capital, which is not the President's signature to authorize selling liquor for an extra two hours a week.

WANTED
Excelsior Pre-War Steamer Strips
For Theaters and Clubs from THE "EXCELSIOR"
HUNT HULL
137 North Clark Street CHICAGO 5, III.

CHORUS GIRLS WANTED
Salary 100 per week, 2 days on, 2 days off, also Stock Strip worn at GEM FOLLIES THEATER
232 23rd Street L.A. 11, Cal.

MAGICIANS: HERES IT IS!
A SÈREKA EXCLUSIVE
OUR NEW NUMBER
ONE HAND FINGER TIP COP VANISH AND REAPPEARANCE
NOTE: Positively the Best in the Business, and can be used alone or with any gag, comic, magic or dramatic act. Only a hand with a twisty, does to receive and does very little skill or training. Can be worked into any act. Can be made instantly vanish, hand shown back and front instantly. No secret, no gadget ever used by a professional.

EUREKA MAGIC CO.
R.F.O. 993 149
SOMERVILLE, N. J.
Charge Murtagh Played Favorites In Duets Probe

(Continued from page 4)
agency trade org, at a meeting at the Hotel Commodore, the governor, the attorney-general and the mayor to supercede Murtagh in the ticket scalping inquiry with an important commission to be appointed

- by Governor Dewey or Mayor O’Dwyer. A similar resolution was based on the assertion that Commissioned Murtagh had disqualified himself by announcing that he would not be able to handle the large brokers and publicity referring to brokers generally in disparaging terms.

"Miss Liberty" Ode

Meanwhile, the commissioner questioned whether last week’s ode at the Imperial Theater, on comparing the popular tune as to the distribution of tickets for the musical,

"Miss Liberty," subsequently, he launched a broadside on the brokerage fraternity, calling the great majority of them dishonest, hucksters, and generally interested only in making a fast dollar.

Later in the week, Murtagh said that the brokers’ move to have him superseded was silly—that the mayor should make such a change, and that the latter has no intention of calling him off the inquiry. He added, "I don’t merit a reply."

A question of Gon
dhart, the commissioner stated that while there might be certain extenuating circumstances in the filling mail orders due to the postwar conditions, he was still from satisfied that conditions had not been taken of the public and ward that the Inquiry had been called off by the thea
ter b. o. "It’s certainly not up to me to tell the industry what to do."

But if the distribution of tickets to subscribers and entertainment of the public is involved, there is no question about that.

Remote Subscribers

Remote subscribers, he said, generally are satisfied with the service. The local audience would have little or no chance of hearing the show, if it is not in the same way of being advertised.

"Miss Liberty" was

Summer Legit Sked For Nashville, Ind.

NASHVILLE, Ind., July 23—The grand legit opening last Saturday with a pretentious cast of "The Old Stock" by a company of amateur actors under the management of Dr. Lee Norvell, director of the Nashville University Theater. They will repeat the performance every Saturday and Sunday afternoon.

Nashville today is the only county seat town in the State with a drama society. Nearly all the towns have one or more music clubs.

The summer playground has a permanent stage, an orchestra pit and dressing rooms.

The set-up includes a pair of boxes, one above the other.

The audience is under the canopy when the weather acts up.

All seats will be reserved and will be priced at 50 cents, tax included.

ROUTE

Dramatic and Musical

Begun (Castaled) Dan Franck. Production, Mrs. N. Lawrence; Direction, Mr. Lawrie, Prudential Auditorium Los Angeles. Mr. R. Whitehead, Station Manager, San Francisco.

BROADWAY SHOWLOG

Performances thru July 23, 1949

DRAMA

The Street Named Perle

A. Butterfield (Newman) (Beverly Hills) 112, 1, 54

D. R. Landis (Wellesley) 112, 1, 54

L. M. Curtis (New York) 112, 1, 54

N. M. Miller (Brooklyn) 112, 1, 54

Detective Story

C. M. B. Brubaker (New York) 112, 1, 54

Goodbye My Lady

H. W. Peck (New York) 112, 1, 54

Mr. Roberts (New York) 112, 1, 54

ARTS

CALIFORNIA

B:. X. G. (New York) 112, 1, 54

Fumonos (Los Angeles) 112, 1, 54

K. N. T. C. (Los Angeles) 112, 1, 54

L. E. C. (Los Angeles) 112, 1, 54

M. L. A. (Los Angeles) 112, 1, 54

S. C. F. (Los Angeles) 112, 1, 54

W. C. B. (Los Angeles) 112, 1, 54

ICE SHOWS

Neary’s Mist of 500 (Boston) 112, 1, 54

RECEDED

Aces of a Thousand Days (Shreveport) 112, 1, 54

B-Q Ranch (Augusta) 112, 1, 54

M. M. M. (Bakersfield) 112, 1, 54

Two Blind Mice (Memphis) 112, 1, 54

GWTW (Salt Lake City) 112, 1, 54
THE HERICESS
(Opened Thursday, July 12)
BRIGHTON THEATRE, BURLINGTON

ERNEST B. CLARK
Dr. Ernest B. Clark—Nash Pavement—Kathie County—Eisenhower Almone—Milton Almone—Mark Almone

Silo Circuit

Subway Circuit

THE HEIRESS

On July 23 — September Tide, Daphne du Maurier vehicle for the exasperatingly evident, evidently reached high water. It’s slated to shutter at the Empire’s Edgeworth Theatre August 7.

Despite an original almost-announced canning of the tale, Tide has survived for a fourth month to good theater-going success. The result is likely due to the star’s personal pull. (The Flimmier’s correspondent at the unseeming times, observed that the personal pull is still a long way towards being the tide.)

Whether or not Miss Lawrence was able to sell and go with the tide now is a matter of conjecture. At all events, she has demonstrated the ability of an unknown to make a name for herself. His home town in spite of adverse notices, andsteen of visiting Broadwaygoers signified a doublecut reception for Tide, should she have any notion of transplanting herself to New York theater. The consensus is that even Lawrence’s ignorance is not sufficient to keep this somewhat tepid tide rising on Broadway.

GERTRUDE LAWRENCE ENDS AUGUST 7

LONDON, July 23 — September Tide, Daphne du Maurier vehicle for the exasperatingly evident, evidently reached high water. It’s slated to shutter at the Empire’s Edgeworth Theatre August 7.

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Summer Stock in New Club

HARTFORD, Conn., July 23 — Last addition to strawhat locations in the Hartford theater league was the Hartford night club, operated by Felix Papele. The Wethersfield Avenue spot to summer stock program with a belated season featuring with Guy Madison, in John Loss.

Out of Town Review

KISS ME, KATE
(Reviewed Thursday, July 14)
PHILADELPHIA'S MACHINERY THEATRE, LOS ANGELES


Theatricals/Pittsburgh Journal.

Burton To Produce Legit

NEW YORK, July 23 — David Burton, director of such yesterday hits as The Royal Family, The Show, and It Happened in Brooklyn and plans to turn Stom for another production, has just signed on as producer for a Broadway show due September 20, 1949 for $1,000,000, payable in 10 year instalments. To date he has been active for Defective lead slot.

Many, who are to take place in New York, will be followed by Yes, My Darling Daughter, with Beverly Bynum, and Frisch, attended by Pajaki, and Peter Lorre.

Copyrighted material
Lindberg Lauds Schaffner Plan Of Operation

CINCINNATI, July 33.—Al J. Lindberg, who trapped with various Minstrel and Vaudeville companies, last week was being the Chase-Lister Show, Justice-Roman & Company, Hollywood and Goldenrod shows, as well as a number of circuses, both good and bad, along the route of the Toby and Susie Yolp Show, owned and operated by Neil Schaffner.

In a letter to The Billboard this week, Lindberg said: "I haven't had the greatest price on since 1935 and have spent the last 10 years with the Mid-Florida Tobacco Company, of Wilming- ton, N.C., as division manager, with headquarters in Rock Island, Ill. I spent two years in the navy during the war. However, whenever I see canvas flying, be it carnival, tent show or whatever, there is still present in the old-time remembrances left in me to make me stop and visit. From all observations, I know that even the tent show business as we know it is slowly but surely, dropping by the wayside, the Schaffner show will be one of the last to leave this field because the type of entertainment the Juncos care taken by the Schaffner to make it a success. I know the type of entertainment peculiar to their wants. The building of his bills are studied with an eye for youth and ability. Then, the employment of arount or kast emanates from the Schaffner stage goes to make up the majority of this company embarrassed to have enjoyed season after season. The entire show cannot be complete without a word concerning one of the bills, The Return of Allen J. Lapham, with perhaps hundreds of Toby bills but the show money. It has all the pace of a Broadway production, an entirely different act and with the necessary qualities to hold a small town, Midwest or New York. Neil Belont is playing this show and there are not enough showing between the act and the effect of the picture. Toby is little short of electrifying."

Rain Hampers McKennon Tour Of Texas Spots

AGLENBE, Tex., July 33.—The McKennon Shows, based here and owned by James McKennon, have been playing to spotty business because of bad weather. The Spots' tour which opened its 1949 tour in April, has been playing considerably less than last year at this time, according to the report of the tour manager. McKennon advised.

The Spots' trailer is one of the many new trailer shows that has just come over the new areas being shown, and it looks like most of the towns played can be played on the road.

A new tent, constructed by Jimmy McHenry of McHenry Bros., Torrington, Conn., recently lost in a fire last day. Judge Sizemore, in addition to doing Toby, is a member of the Show. The Show's roster is the same as that which closed with the show last season.

In the line-up are Roy and Jennie McHenry and Al and Leo, Sizemore. Spec Benner, Gilbert Taylor and Ed Keen. Beaton, Bill Tipton, Marion McKennon, Leigh and Ann Cross and a working crew of six people.

Grand Junction Good for Brunk

GRAND JUNCTION, Colo., July 33.—Henry L. Brunk's Comedians are doing a good business on the opening engagement here Saturday (16). Local weather proved favorable and the show played to capacity.

Paramount made up a number of automobile shows for the playing at the local old movie theaters in downtown Glenwood Springs. Barncum and Van, the only casualty. He sustained a cut wound when he drove into shallows of Anchor River while in northern Alaska. The Collyer's daughter, June and her two children, are visiting as the Collyer's extended family from Akron. Don Kusner will spend his vacation with his family, playing in the show. He will aid in putting up the outfit in addition to helping on ad- ministrative matters in the show. The Collyer's son, Frank and his family, are visiting in the show. Bradley is handling comedy. The Toby Brunk is handling comedy handling comedy.

Kleiber Is Pilot Of Harry Brown Org

CINCINNATI, July 23.—The Harry C. Brown rep attraction, which was owned and operated by the late Harry Brown, lost at the turn of the year continuing operation under the direction of John Kleiber. It is considered to be the thirteenth this year.

Opera House, Los Angeles.

Drive-In Grow In Pennsylvania

PHILADELPHIA, July 21.—Altho the season is in full swing there is still a great deal of activity in construction of drive-in theaters in this territory. A rather prominent addition to the Pennsylvania picture in Pennsylvania was opened the new 850-car drive-in this week at killing and at the same time providing a splendid offering to the public.

Western interests are creating a drive-in picture show business. Reports also were circulated this week that a drive-in would be built about the outskirts of nearby Norwood, Pa.

With the signing of a deed for a 12-acre lot, the Walter Reseller's Drive-In Circuit this week announced that it would build a 450-car drive-in near Yemas River, a suburb of Jacksonville, within 45 days, the operator will be the circuit's fifth of 23 drive-ins planned for the next few years.

North of Trenton, N. J., a drive-in is being rushed to completion for the Roadside chain and an early August opening is planned.

A new drive-in theater, one in Wilmington, Del., and the other near New Castle, has just opened. The 650-car Brundage Drive-In, the first open-air drive-in for Delaware, is the property of M & M Enterprises, which is owned by Sam Brundage, of Arkansas. In addition to drop-in and drive-in shows, Brundage is equipped to entertain children during dark hours.

Airport Drive-In near Bethel has a 150-car capacity, microphone Brundage, and spacious and attractive are the eye. This is the third drive-in opened this year by Brundage.

Heather Players Okay

On Nebraska Jaunt

CINCINNATI, July 22.—Hugo Players, this week, were reported to be playing to fair business in establishment of vaudeville theaters in Nebraska. Conditions are under way for the unit's future in the state of Nebraska. On show's roster are Comedians and Quartette, the name of which is an effective tributary.

Drive-In for Plainwell, Mich.

DETROIT, July 25.—Construction of drive-in theater at Plainwell, Mich., by Charles B. Young, 25,000-seat box, from which a new drive-in, the Skyview, has recently opened at Huron Lake, Mich., by Charles Brunk, is nearing completion. The house has a 1,250-car capacity.

MILFORD, Conn., July 22.—Daniel Finn, refreshments confection manager at E. M. Loew's Drive-In at Milford, has just been transferred to the org's home office.
THE FINAL CURTAIN

BATTEN—Mrs. Lillie Shivers, 88, widow of George Batten, a founder of Batten & McLean, Inc., advertising agency, July 19 in Haddonfield, N. J. Two daughters and two sons survive.

BOSWITZ—Samantha, 55,..several orchestras, and later appeared with George M. Cohan and other stars. Duryea once performed with the Little Russian Opera Company in La Crosse, Wis., and included "The Lady Stoker," "Gipsy," "Lightnin,'" "Two Girls Wanted" and "The Love Letter." She also appeared with Marjorie Storey, and her show was a hit in 1937 in "First Love.

EISENANN — Joseph, 38, high wire act, July 17 in Vienna. (Details in General Outdoor Section.)

EISENMAN — Maria, 16, high wire performer, July 17 in Vienna. (Details in General Outdoor Section.)

FLUSCHMAN—Mrs. Joseph, sister of Mrs. Robert Foxwell and Mrs. Robert Jones, of the Johnny J. Jones Exposition, and her husband, major operation. Burial was in Tampa.

HAGOOD—Hertha, known as Big Bertha, on Perth Broadway Shows for 25 years, July 15 in Vincent Hospital, Staten Island, N. Y. Burial in Lynwoodville, VI.


LYDICKER—Alice Boel, 75, former pianist, July 21 at her home in Detroit. She was formerly well known, particularly as an accompanist, in Detroit and Cincinnati.

LYNCHON—Alice, 75, formerly vonduvillle and Mack Sennett performer, July 9 near Hollywood.

MASH—Harry Thomas, 52, musician and business agent of the National Association of Actors and Actresses in Philadelphia, July 10 in that city after a long illness. Besides lead- ing bands and lecturing for the past 10 years, Marsh earned his reputation as a drummer with the orchestras of Madame Khene and Charlie Taylor before becoming an official of the musical organization in 1920. He is survived by his wife and a daughter.

OGARA—Joseph, 68, real estate broker, July 17 in New York. During his career of 40 years he participated in the sale of tens of thousands of legitimate theater on Broadway. His wife and son survive.

ONTRO—Thomas E., 44, a clown with the Biller Bros. Circus, July 18 in New York. He earned his living as a violinist and had traveled as a clown with many circuses before going with Biller Bros. for two months.

ORASSI—Al, 41, one of the top entertainers of the Ossanti McDonald Company, July 12 in Hollywood. He had been employed for 26 years by his brothers, his wife, son and father survival.

PRESENT—Harold, 36, well known among circus people, July 13 at his home in St. Louis. Survived by his widow and a daughter.

SIXTA—Boca, 65, well known Czech performer in operettas and operas, July 17 in Cleveland. Twelve years ago he began his career in Prague, gaining recognition for his perform- ances. He is survived by his wife, Merry, in particular. His widow, son and daughter survive.

SMITH—Mrs. Albert E. (Plo Frederik), 64, formerly of the Musical Comedy Company, July 17 in Cleveland, died of a heart attack. She is survived by her husband, Albert E. Smith, her sister, Mrs. Margarette F. Frickelden, and her niece, Ruth Frickelden.

SMITH—Earl W., 57, for 15 years manager of the Capital Theater, At-

istic City, July 14 at his home there. For several years he was assistant treasurer of the old Apollo Theater there when the company was presenting its annual stage attraction. A sister and a brother survive. Funeral services in Atlantic City, July 15, with burial there.

SPEIR—Richard, 53, Northern California division manager for Fox West Coast Theaters, July 18 in Oakland, Calif. He began his theater career with Maxine Sullivan's Student Vaudeville. In 1929 he joined Fox. His widow, a niece, Mrs. Robert W. Spitir, and a brother, Paul, survive.

STOWE—Leslie, 80, retired actor, July 16 in Englewood, N. J. His death was in Ship Ahoy, and he later appeared in the Topper, N. Y. His widow, Ann, a niece, The Student Prince and The Fantast in Toplend. He also performed on the screen and radio.

SWINDELL—Earl, 59, concession operator for past 29 years in Shreveport, La. Survived by his widow.

TAYLOR—Adelaide, 85, former musical comedy dancer known in many plays in Adelaides, N. Y. She died in January in London, Calif. Her death was in Ship Ahoy, and she later appeared in the Topper, N. Y. She was survived by her husband, George B. H. Vrazek. Her husband survives.

VERHAAR—Cecil, who Motor- blooper became a globe rider in 1920, Carly Wells, June 23 near Palos Verdes, Calif., in an airplane crash. He began his career as a rider in 1923 at Ocean Pier Park in Santa Monica, Calif. Other dates included the E. E. Fendel- manes circa for two years in 1924, at the last year of the San Diego Exhibition in the Globe of Death. He retired from show business and moved into the Los Angeles motor force. His brother, Speedy Bobbitt, his widow and an adopted son survive.

WaDe—John P., 73, former actor, July 14 in Hollywood. He appeared in "The Great Race" with Charles Edward P복, and in "The Honeymoon Express, a dance act, July 10. He is survived by his wife, sons, daughters, nieces and nephews.

ZIEGLER—Mike, 66, carnival man for 35 years, July 19 in Philadelphia.

Deaths

A daughter to Mr. and Mrs. Macdonald Hay at Cedars of Lebanon Hospital, Los Angeles, July 13. Father is the Paramount film actor.

A son to Mr. and Mrs. Tony Ouyk on in Hollywood, Calif. July 15. Father is the film producer. Mother is the actress.

A daughter to Mr. and Mrs. James E. Costigan, July 17 in Montclair, N. J. Father is the national program director for the Mutual Broadcasting System. Mother is the former Anita Cleary, ex wife of the National Broadcasting Company's program director.

A daughter to Mr. and Mrs. Howard Farnwell, July 15 in London. Father is theatrical producer; mother is Mary Shortland.

A son to Mr. and Mrs. Jimmy Featherstone, July 10 in Chicago. Father is an orchestra leader.

A daughter to Mr. and Mrs. Al Francis, recently in Toledo, Ohio, for that city's Hall of Fame edition.

A son to Mr. and Mrs. Harry Lutte, July 15 in Chicago. Mother is the former Ginger Diming, of the singing sisters.

A daughter to Mr. and Mrs. Eddie MacLan, July 15 in Hollywood. Father is Coast triple of Hoboken, N. J. Formerly in the famous radio show.

A son to Mr. and Mrs. Floyd Shaw, July 12 in Chicago. Father is with General Artists as the club date broker in the Citi club.

A daughter, Susan Mary, to Mr. and Mrs. Mike Churcdw, recently in S. Cal., for the famous radio show.

A son to Mr. and Mrs. Lawrence Maxwell, recently in St. Louis. Father is an associate producer at the KSRO station.

A son to Mr. and Mrs. Albert Flatley, Williams, recently in Cali. Ind. Mother owns a Mort drusam, mother is the former Atvern Bale, daughter is "The Little Showman" with Bee's Old Reliable Shows.

A son to Mr. and Mrs. Frank Carter, July 12 in Memorial Hospital, Philadel- phia. Father is chief announcer for WSJN, WM radio station in that city.

A son to Mr. and Mrs. Willie Cow- gill recently in Clay County Hospital, mother is at the "K" hospital. Mother is a professional singer with Bee's Old Reliable Shows.

A son to Mr. and Mrs. Wayne May- bourn, recently in N. D. Mother is a guest artist with the former KSRO.

Marriages


SERACTIONS—Joan Ser- rano, Rochester night club owner, and Peggy Loeb, agent, July 17 in Jersey City, N. J.

SHAPPER-ELLELL—Barb Satcher, 55, and her fiancée, June 28 in Los Angeles, both on the "Old Time" show. They have been married twice in the last year.

WOODS-STACY—Bill Woods and Lucille Stacy both in Los Angeles, on the "Ford" show on Broadway, July 15 in New York.

Divorces

Ferna Owens Pine from William E. Pine, Dalton, Conn., theater manager, recently in Bridgeport, Conn.

Ernest Zawonn, orchestra leader, recently married Miss Lydia W. Good in Bridgeport, Conn., recently.


Jouanina Lelandovich, actress, from Gregory Robby, actor, July 14 in Los Angeles.

Edna Stillwell Berrage from Frank Duncan, film director, in Los Angeles, July 15.

Edna is business manager and former wife of Red Skelton.
Minneola, Minneola, Minneola
In Clear Weather To Continue Record; Two Moppets Score Big

MINNEOLAS, July 23.—Once again at Shoshone has gathered an outstanding collection of water and stage talent for the 50th annual edition of the Minneola Aquatic Festival. This midnight, the Shoshone Wirth Pool before 7,000 persons. The Polkier, high of the week-long Minneola Aquatic Festival is under Shoshonies' direction for its eighth year, and this year's performance was a triumph. Alto Vicki Draves, 1941 Olympic double diving champion, is billed into take cities are over Follies Hanson not content came in time the Copeland collection

Mike Copeland, 18-year-old Mike Copeland, 18-year-old Mike Copeland, 18-year-old
into the rhythm to the youngsters and to P.J. Fitzsimmons Sisters Duo. But the aquatics and swimming, Copeland and Parks also take to the diving boards for some fancy demonstrations.

Precision Routines Shows

As usual, the 54 Aquatelles do a top job in order to bring out their finest exhibition of precision routines, which is the 18-year-old history. Bonn Starr, who directed the girls, came up with a number of clever innovations to draw giant cheering.

On stage 24-12 inch line is laid under the space of the evil. This line is in the hands of the aerobatic performers and posters, directed by Johnny Williams, who blindfolded themselves excellently. The stage containing, principally by Williams as usual.

Four Production Numbers

The 150-minute show is broken up into three main numbers featuring both water and stage effects, two diving sequences, and two stage acts, with a grand finale to knock out the audience by a group of comedians.

The opener, All Aboard for the Aquatic Choo-Choo, brings up the stage line, with girls dressed in costumes of New York, Chicago, Miami, Hollywood and St. Louis at hands Hanson, tenor, and the eight joiners waddle appropriating music. Don Boyd, tenor and boston twirler, gives thru a fast effecting of his specialties for loud mixing.

The water ballet enters into the fourth number, a production of a pella to the tune of Minneola Polka and enlivened the number by familiar music. On the other hand, Hanson sings the University of Minnesota college song.

The show was produced by Vicki Draves and her husband, Lynne, take over the production, bear what the audience of the audience for what follows. Along with the Draves are the youungers North Carolina Parks and Jimmy Patterson, Johnny Reis, Elbert Root and Temmy Thompson.

Midget Act Scores

Paul Reis and his two boys


Died of Heart Attack

PHILADELPHIA, July 23.—Mike Ziegler, 72, found dead at his home, died of a heart attack yesterday at his home here. Ziegler had been away from his home for several years and had his own cahin until a few years ago.

Funeral services are tentatively set for tomorrow afternoon, at Midtown Monumental Church, a funeral in memory of M. Sherron Meher, Cemetery, Flushing, L. I.

Ziegler is survived by his two brothers, Meyer and Manuel, and three sisters, Mrs. Betty Woodside, Lillian Saiti and Jean Greenspan.

'49 Trade Show

Space Sold Out

Husenold lists 11 new exhibitors for annual outdoor event in Sherman

CHICAGO, July 23.—All space has been sold for the annual trade show sponsored by the National Association of Amusement Park Employees (NAAP), in Hotel Sherman during the outdoor convention of the National Park Employees (NAAP) and the National Park Employees (NAAP), all presidents of the Showmen's League, conducted the services at Sherman's Roof and also the services at the funeral home, the Masone.

The Oxford Four, Masonic quartet, provided the music. The Oxford Four of outdoor show business were represented at the funeral, Husenold said, and Doctor Parker, president of PLP, spoke at.

Among those attending the funeral were Mr. and Mrs. George Fritsch, John S. Tucker, and John S. Tucker, Jr.

New Miami Stadium

Nearing Completion

MIAMI, July 23.—Miami's new stadium on the old circus grounds is under construction and will be completed early in the month. Home of the Miami ball club, the stadium, with a baseball seating capacity of 12,000 fans, will be ready for the opening of the season on March 15.

The huge concrete and steel structure, with a capacity of construction to 11,000 persons, will have a seating capacity of 12,000 fans. The stadium will be completed in time for the opening of the season. The opening of the stadium will be late in the year.

Sixteen ticket windows and 21 box windows are being installed. Two boxes are equipped with parking space and two others, 120 feet high, with 120 feet, are being installed.

Lions Parade Used

To Plug Outdoor Biz

(Continued from page 4)

Bob McCaffery, president of the Illinois Outdoor Advertising Association, has announced that the 1949 parade will be held on Wednesday, July 25.

The parade will be held on Wednesday, July 25, and will feature floats, bands, and other parade participants.

Chi R.R. Fair Pulls 594,206
In 1st 26 Days

Half See Lake From Spec

CHICAGO, July 23.—Thursday (28), the 26th day of its 100-day run, Chicago Railroad Fair had played host to a total of 4,000,000 attendees for the week ended Wednesday and showed an increase of 12,000 over the previous week to his, brought out the biggest crowd.

Fagget, who has been shopping at the fair for the last two years, has brought his family to the fair for a day's outing, and has brought them to the fair for two days since. The fair has been a big success, and the visitors have been keeping out of the fair by the hour.
Fred Pearce's Love for Boats Moved Him Into Park Business

By H. F. Rees

(This is another in a series of articles on little-known facts about people prominent in outdoor show business.)

Fred W. Pearce, owner-manager of Walled Lake Park near Detroit, and Excelior Park, Excelledor, Minn., is in his 47th year of outdoor show business. He entered the field at the age of 17, back in 1902, when he first helped his father, a marine engineer, in the operation of a 14-passenger boat on Conneaut Lake, Pa.

Throughout the years he has, as it by instinct, centered his operations in amusement parks located near a lake or river.

Fred is the second generation of his family to be closely identified with marine interests. His father, the late John M. Pearce, was for many years an engineer on Cunard Line ships.

In the summer of 1902, the Pearce family decided to spend their vacation at Conneaut Lake. At that time, Josiah Pearce had achieved a notable reputation in the field of marine construction, as a manufacturer of large marine as well as stationary engines and pumps.

With this basic background, the Pearce's had a great interest in the operation of Exposition Park on Conneaut Lake. Most significantly, they were impressed with the flotilla of small boats which carried passengers between the town proper, the various lake resorts and the park. The next season, the Pearces bought a small steamboat, which carried 14 passengers, for $600. Fred Pearce, then 17, became captain of the ship and his father engineer. Fred junior's operation netted $300.

During the winter, they decided there was more money in a bigger boat, and the little craft was lengthened, at a cost of $1,100, to carry 42 passengers. The next season the operation turned a net revenue of $1,100.

At the end of the 1904 season, a larger company was formed by competing interests to buy up all the craft operation on the lake. Pearces took their

Union City Preps Centennial Celeb

UNION CITY, Ind., June 23 — Plans have been completed for this city's 160th birthday celebration with historical pageant to be presented nightly in Harger Park here, August 8-18. John Rodgers Precision Company is directing the presentation.

Five blocks of the city's downtown section have been outlined for the midway of rides, shows and concessions, booked thru K. O. Benson, veteran showman, broker and booker of Monroe, Ind. Don Jeffries is co-ordinator chairman and David R. Johnson is in charge of publicity.

Blessing also has been contracted to provide midway attractions at Napier, Park and Lippert, Diamond Jubilee Celebration August 23-24; Sept. 2; Waupah, Ind.; Annual Horse-Combining Celebration, August 24-25, and the Summitville, Ind., Lion Club's Fair, August 23-26.

Acts, Pyro at Tinty's

PLAINVILLE, Conn., July 23 — Tinty's Midnight Monday night (4) presented a holiday program featuring nine acts of vaudeville and fireworks. Talent was booked thru Gordon's Entertainment Bureau, Hartford, Conn.

Sensational New Money Maker

NEW KIDDEE RIDES!

- PONY & CART RIDE - FIRE ENGINE RIDE - AIRPLANE RIDE

TERMS ARRANGED IMMEDIATE DELIVERY WRITE FOR PHOTOS

KING AMUSEMENT CO.
M. CLAIRM, MICH.

HIT THE DECK

Get your share of the 1946 profite with our amazing new Boat Rides. All manufacturers of Adwell and Kiddie Chariot, Riddle Airplane Rides and Ocean Wagon. Write, wire, phone for literature.

THE FRANKLIN ST.

SMITH & SMITH

MINIATURE STEAM TRAIN

Train goes out to classic in three big parks. 70 trains in operation.

GROSS $2,500 TO $15,000 A SEASON

Earn cash for normal service operation. Make real money in any town over 10,000 population.

Approved A.S.M.E. boiler. Steam Trains are unknown and repairable. 15 to 80 kids and adults every trip.

OTTAWAY AMUSEMENT CO.

118 W. BOUGAS

WICHITA 2, KANSAS

H. E. EWART COMPANY

FAMOUS KIDDEE RIDES

Kiddie Auto Rides
Kiddie Wiggles
Kiddie Street Cars
Kiddie Airplane Rides
Kiddie Horse Rides
Phone: 313-3-11

The Roll-A-Whirl

AN EIGHT PASSENGER RIDE FOR KIDDIES AND ADULTS

The Roll-A-Whirl is built on and made a part of a two-wheel trailer and can be transported behind a passenger car as easily as a medium weight house trailer.

* * *

Requires no help for setting up or tearing down. Constructed of steel and aluminum throughout. It makes a nice flash in the midway because of the streamlined construction and the numerous colored lights on the hull.

* * *

Ride is powered with two high quality capacitor type 110 volt Century Electric Motors.

Overall dimensions: Length 15 ft., height 10 ft., width 7 ft. 10 in. Approximate gross weight 2300 lbs.

Complete with ticket box, sign, heavy duty rubber covered lead wire, light bulbs, automobile controls for the electric brakes.

Trolley is equipped with Atwood hitch, Hummer blow, safety engineered axle and springs. Warner Electric brakes; B.C.A. public address system, which includes pick-up mike amplifier and speaker. All bearings are heavy duty Seal Master, Piriform 6-ply Champion DeLuxe tires.

Write for pictorial catalog. Send your order in NOW! We can still deliver some rides early this season. Wire or phone TODAY

PRICE COMPLETE, $3,450.00

THE ROLL-A-WHIRL CO.

HIGHWAY 66

PHONE 337

THE BOYS' CLUBS OF AMERICA ARE DESERVING OF YOUR ENCOURAGEMENT AND ASSISTANCE

Copyrighted material
The augmented band of Joe Basile will open the concert of Victor Herbert melodies Sunday night (9) at Olympic Park, Irvington, N. J., with Bubbles Ricardo handling the vocals. The line-up on stage will be: Olympic Olympic Circus Band. The company consists of the Olympic Ceremonies, clown act; Cedric Gelb, skating; Al Bedell, wire, and Sydney Garth, vocalist and clown. Basile, who has been touring for some time, will open the show at the Olympic Park, Irvington, N. J.

Clown Cop Corrigan played the Peretz Corporation's annual picnic at Tenterhook, near New York, recently. During his seventh consecutive appearance for that show, he also starred at the Okean, W. J. 4th of July Collection, his fourth year there.

Acts booked for the American Legion Day, July 13 and July 20, at Johnstown, Pa., included Ken Maynard, Cody and Cady, knife and whip; Morris and Morris, parlor magicians; Cottone and Gaffney, magic; George Gabor, boxer; and Tony and Johnny, comic magicians. The company was booked by C. C. Kaye, manager of the Olympic Park, Irvington, N. J.

Sambo Hummeltsch's Dixieland Minstrel revue will be a one-night grandstand attraction at the Manhattan Fair, Greensboro, N. C., and will be on sale for fair for the next few weeks.

A family of aerialists, the J. A. Thayer family, will appear in the air for the first time at the Olympic Park, Irvington, N. J., on July 12. The company consists of the Olympic Ceremonies, clown act; Cedric Gelb, skating; Al Bedell, wire, and Sydney Garth, vocalist and clown. Basile, who has been touring for some time, will open the show at the Olympic Park, Irvington, N. J.

Acts playing Henderson, Ky., at the Fair are included Poodles Houdini Troupe, Frank Meehan, Parrish, and a group of comedians. The company, Western variety act, featuring Pinto, Hollywood Wonder Horse, and a group of comedians, will also appear at the Fair.

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JULY 30, 1949

THE BILLBOARD

3000 BINGO
No. 1. Cards, heavy white, black print. 35¢. 3000 cards. (For displaying only. Trim size 2 1/8″ x 3 1/2″. Legal coated.)

3000 KENO
Made to specifications of the State of California. Legal coated. 3000 cards per package. Legal coated. Legal size. (Legal coated.)

FLUORESCENT BANNERS
NEW — GLOWING — EYE-CATCHING BANNERS TO PROMOTE YOUR BUSINESS. THESE BANNERS ARE AVAILABLE IN TWELVE COLORS. DESIGNED TO ATTENTION CALLING ATTENTION TO ADVERTISEMENTS.

FLUSHOUT ADVERTISING
Waco, Texas

FLYING SCOOTERS
QUEEN OF THE FLYING RIDE
With 1949 Streamlined Cars

EIGHT CAR STATIONARY & NEW JET PORTABLE CAR PARK RIDGE KIDDE RIDE BISCH-ROCCO AMUSEMENT COMPANY

5241 S. COTTAGE GROVE

FLYER WANTED

FRANK HURBETZ & CO.
SALEM, OREGON

GREAT OUTDOOR

GENERAL OUTDOOR

31

FAIRY TaLLY 

Out in the Open

F. M. Shortridge, of Boyle-Woolfolk's Des Moines office, reports he has signed a lease with the Midget Racing Novelty Association to put on a Midget racing track in Des Moines where he plans to conduct a Carnival and race track next spring. He plans rides, roller ride, miniature golf course, and other carnival attractions. Midget racing crowds are on the upswing at John Leach's Dearborn (Conn.) Fair track with the biggest one of the season thus far on hand Saturday night (18) Matt Saunders, Leewor head man in Bridgeport, Conn., and veteran circus agent, having trouped with the Buffalo Bill Wild West Show, billed the city its first show for the spring, which is an exciting one. "Mighty Joe Young" Billing was handled by Hotchkiss Fox. Michael Kostic, superintendent of Short Beach, Stratford, Conn., is making a survey of show areas before submitting to the town council plans for a pavilion and bathhouse which will be constructed before next summer.

Harold J. McDonald, of New Haven, Conn., received $300 from the Association of Connecticut Fair for services as lobbyist for that organization during the recent sessions of the Connecticut State Legislature in Hartford. With the Wild West's Amusement Enterprises, which included a dramatic circus show in Niagara Falls, and a bowling alley at Wild-wood, N. J., has asked the State to institute and constricts, the resort industry. As president of the Cayuga County Chamber of Commerce, which includes many resort areas, Hunt warned that the State was reducing its sales appeal to potential resort visitors by curtailing the businesses.

Fred C. Murray, International Fireworks Company, will provide the fireworks display at York Daily Mirror's annual air force aviation festival to be held at Coney Island Park August 12. . . Cecile De Mille, who will direct production of the upcoming film, "Circus Days on Earth," joins the Ringling Bros. August 1 for a three-week observation of the biggest crowd of the season, just under 30,000, turned out for the Jake Rendenburg-promoted stock car races at the Freeway Park (L. A.) Stadium Sunday night (19) . . . John and Mrs. Gottlieb Fischer, giant couple who toured for several seasons with the Ringling Bros., on Wednesday (20) opened their Pioneer Apartments, catering to tourists in Saranota, Fla. . . . Betty Robbins is in Washington visiting her mother who is for a change in New York directing his small-car division . . . Harry Schreiber, of Riverside Park, Agraw, Mo., recently provided material for a highly interesting column on Springfield (Miss.) Daily News about Harry's proficiency in running and slaloming clambakes at the park.

Walter S. Mack Jr., president of the Pepsi-Cola Company, last week announced the promotion of Herbert R. Harnett to vice-president of national accounts and concessions. . . . James C. Orey, of the New York State Department of Agriculture and Markets, reports that recent rains have diminished the effects of a lengthy drought and that county farmers are now quite optimistic for the success of their annuals. A son was born recently to Mr. and Mrs. A. C. Galliani of the Illinois Plaster Products Company, Mrs. Galliani. Mrs. Leonard Morton, ext. Mid-Morton Circus even, will again enounce and manage the George A. Haines World's Premier Circus unit is billed to be presented at Canadian National Exhibition in conjunction with the Osgoode Johnson grandstand at the Farmers' Fair. . . . Phil E. Lucey, general manager of the Florida Coast Lines in Winter Haven, Fla., is back at his office following a series of midwest appearances in August. The first was the death of his father-in-law, Robert M. Durlas, Amurri,

Bleachers
Wood—Steel

LOW FACTORY PRICES
Good Delivery

U. S. SEATING CO.

36 PASSENGER
3 Wheel Drive
TOM THUMB STREAMLINER

America's Fairest, Most Economical
CLARK MFG. CO.
BRADENTON, FLA.

The TILT-A-WHIRL Ride

Outstanding for

Public Appeal

Stability

Good Quality

Cost

High Class

Earning Power

SELLER MFG. CO.
Fairfield, Minnesota

That's $900 Gold in them that Thrills!

Write: C-CRUISE CORPORATION

FLYING SCOOTERS

QUEEN OF THE FLYING RIDE

With 1949 Streamlined Cars

EIGHT CAR STATIONARY & NEW JET PORTABLE CAR PARK RIDGE KIDDE RIDE BISCH-ROCCO AMUSEMENT COMPANY

1841 S. COTTAGE GROVE

CHICAGO 11, ILL.

BOOMERANG

1949 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT Coney Island 1949

WRITTEN FOR CATALOG, ETC.

U. S. RIDING DEVICES CORP.
294 Junction St.

BUFFALO 6, N. Y.

DO IT YOURSELF

A.S.D.

Investment

Allan Herschell

KIDDE AUTO RIDE

* Equipped with the famous Allan Herschell Fluid Drive * Attains full speed in only 8 seconds * Fashions cars — can be driven out or adjustable * Brilliantly Lighted and decorated

Write for literature.

ALLAN HERSCHELL COMPANY
Interpreted by
NORTH TOWANDA, N. Y.

World's Largest Makers of Amusement Devices

CHI R.R. FAIR Pulls 594,206 First 26 Days

(Continued from page 26) days and Sunday. Children accompanied by adults are admitted free; other kids go in for 30 cents.

Front of the Law-Outlaw Show has been boosted by "a selection of black and white pictures of historic scenes and colored pix of the excitement. His was good this week, except on the first few days. Lead gal- lery is doing fair business, and the kids are picking up. . . .

Clyde Wilson's live reenactments of Death Valley, is showing huge strength. One recent day, 4,100 paid the 14¢ admission and attendance on the second day was only three, 3,000.

The Children's Theater tried a return to a 40¢ admission for five days, but went back to 25 cents when crowds fell off. Patronage is down by newspaper breaks, has been increasing.

R. Ingalls, operator of five kiddle rides, expects an early decision on his request for permission to increase prices to 25 cents. Present price is 9 cents, with a 5-cent increase Monday. In Ingalls can't win at these prices.

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FRANK HURBETZ & CO.
SALEM, OREGON

Surpasses All Others

The HI-BALL Ride Is Tops
Sunbrook, Radio Men Tangle
In Allentown Over Ad Money

CINCINNATI, July 23.—Allentown (Pa.), wrote another chapter to the story of the battle career of Larry Cass (Never a Dull Moment) Sunbrook when his radio played Friday and Saturday (13-16) on the fairgrounds there to tremendous business that was recorded considerably after the county sheriff had set his all

choir.

Given until Friday night to play
the bill of four local radio stations for its time in publicizing the show, Lebanon County Sheriff R. W. Gilliam be

leaves and a corps of his deputies closed in on Sunbrook Saturday afternoon, with officers showing that when the money was not forthcoming, according to the Allentown Call-Chronicle. After selling all physical assets of the show, the deputies 

attested receipts as tickets were sold to be set up in cash. 

Furthermore, the Saturday night crowd was big and receipts were far in excess of expectations. 

In the clamor were two representatives of the government, and City 

the officers agreed that the law be served upon the man who had an eye on the collection of amusement

was paying off debts, taxes were de-

charged.

The write was issued on behalf of 

Lehigh Valley Broadcasting Company, Inc., 990 West Green St., Allentown. 

The attached story was issued against the 

Wild West Rodeo, Inc.; Rodeo Exhibi-

tion Company of Norristown; Wild 

West Rodeo Company; Texas Rodeo 

Company; Jimmy Allen's Wild 

West Rodeo; Rodeo, Inc., and Larry 

Sunbrook—all of whom, apparently, 

the organization which entertained at the Allentown Fairgrounds Friday and Saturday.

Sunbrook said.

a $1,000 to anyone who could ride Big Snd, a bull, the animal was not used 

in the exhibition, according to Sheriff D. D. Good, of Allentown. He also re

ported that newspaper advertisements

Henry Ringling North Listed

Speaker at Rotary Luncheon

CHICAGO, July 23.—Henry Ringling North, vice-president of Ringling Bros. and Barnum & Bailey Circus, was one of the speakers at the Chicago Rotary Club Luncheon of the Chicago Rotary Club August 2, in Hotel Sher

man T. Engel, Rotary vice-

president, announced.

Other guests included Dr. H. H. Copeland, past president of CPA; J. C. McCarthy, Henry Bros. Shows, and Col. Harry Thomas, Leonard Averbrother, Robert 

Kelly and Nat Green, of E-B. 

Rotary Club with the children as its guests at the Tuesday matinee of the circus.

offered adult tickets at $1 and up and 

that only the price quoted at fair-
grounds tickets cost $1.50. Sun

brock advertised the show as coming 

direct from Yankee Stadium, New York.

New Brunswick, Can., Sets

License Fees for Trucker

FREDERICTON, N. B., July 23.—Pre-

duration for passage of motorists, circuses and other shows units through New

Brunswick has been speeded by the introduction of a new law requiring the Motor Vehicle Act of the province has been amended to read:

“Circuses, shows and entertain-

ment troupes touring the province 

with motorized highway commercial vehicles and circus troupes must pay a license fee equal to 15 per cent of the 

yearly license fee for such vehicles 

for the current year, and a certificate of registration shall be furnished to the owner of the circus, 

the vehicle is used in the province during the registration year, and the certificate of registration shall show the expiry date for which the license is paid.”

Colorado River Outboard

Race Set for Needles, Calif.

NEEDLES, Calif., July 23.—The 

second annual Colorado River Outboard Race is scheduled here Oct.

1, Harold L. Beidner announce.

Event is sponsored by the Needles 

Carnival Association.

A carnival will be sponsored in a downtown location for a five-day run September 20-Octo

2.

Tureman Wins Cowpoke Title

MOLALLA, Ore., July 23.—Sonny 

Tureman, John Day, Ore., won al-

most every event on the circuit at 

the Molalla Rodeo here Saturday.

Other winners were Bill Hancock, 

Hopewell, N. M., Bull dogging, and 

Cotton Carnival Dates Set

MEMPHIS, July 23.—At a meeting 

of officials of the Memphis Cotton 

Carnival, last week dates for next year were set. 

M. S. Straton, Jr., Memphis business executive, was elected presi-

dent of the group sponsoring

the carnival.

Anderson Killed in Crash

PORTLAND, Ore., July 23.—Les 

Anderson was fatally injured in 

an accident. A large fragment of 

a car which was crashed during the running of the feature the crash

MULTIPLEX FAUCET CO. Sponsors the Trade 43 Years

About a 4c Profit on a 5 cent Sale

The Multiple

ROOT BEER BARREL

IN THREE SIZES 8 GAL 17 GAL 45 GAL

It Advertises Ice Cold Root Beer to attract a large 

Captures volume business, and profits with a Multiple.

Exclusive! 

Beverage

GET THE 

RUNYON CANCER FUND

HARTFORD, Conn., July 23.—The 

drive on insurance controller in 

Fairfield County gained impor-

tance this week as State's attorney William J. Wilson ordered the arrest of anyone selling tickets or chances on automobiles, radios, records, sets, washing 

machines, and the like.

The instructions from the State's 

attorney to police officials were: "Give anyone selling raffle tickets one 

warning. If they're still selling the 

tickets the next day, arrest the 

police— and also the chairman of 

the raffle committee.

Immediately affected was the 

annual carnival of the Danbury Vocu-

lume Flats which was scheduled open 

last night (22) and has as its 

principal lure the raffle of an auto-

mobile. The State's attorney refused to relent despite the protests of the 500 members of the seven 

spawning companies as well as many an-

dependent individuals.

The town, who has already sold 

$50,000 worth of chances, and 

who would probably crowd the market 

on the State line in New York only six

miles away.

Ground Kibbler

To Agent Chitwood Units

HARTFORD, Conn., July 23.—Bill 

Magaw, manager for Jole Chitwood 

auto thrill shows, this week signed 

agreement with 40 Chitwood units currently appearing in the East.

Magaw, former big-time band 

leader and later an orchestra booker, 

recently resigned as agent for S. F. 

Kindian, Circle X Enterprises, after serving in that capacity 15 years. He was brought to the Chitwood org 

by Larry Sunbrook.

North Platte, Neb., License

Fee System Is Overhauled

NORTH PLATTE, Neb., July 23.—The 

Lincoln County Commission- 

ers, at a meeting here recently, 

changed the license fee system for 

carnivals. The present fee system 

is based on the number of days the 

fairgrounds are used, but the new system is based on the number of days the 

company has a license to operate within the city limits but within the 

boundaries of Lincoln County.

The Commissioners are planning 

calling for a day fee if a carnival is 

sponsored, and if a carnival is 

sponsored, the circus fee will be $35 if 

sponsored, and $75 if not 

sponsored.

www.americanradiohistory.com
Outstanding Kiddielands:

Suker Believes in Taking Life Easy, So His Kid Amusement Zone Operates Only 33 Hours Per Week.

By Dean Owen

LOS ANGELES, July 23—Harry Suker, owner of one of the most prosperous kiddielands here, has more expensive than in any other amusement park. The park is open 33 hours per week. The park can run 12 hours a day, seven days a week, Suker says. While ride business is heading to the 18 peak, concession business is high on the 18 peak, birthday ticket which gives the mooper 10 tickets for $5. This enables a parent to bring several kids to the park for a birthday party and still not feel the bite of the price. These tickets, however, are givin.

Rides go for 8 cents or three for a quarter for kids, with a straight 8 cents for adults. Pony rides are 35 cents straight, pony cart rides 15 cents.

Ride Set-Up

At his present location the last four years, Suker operates with a Spazil DD-jr. The Spazil DD-jr. is the only kind of ride that offers a real ride. Suker has not been able to change his ride too often, because his children do not change their ride too often, because his children do not change the ride to suit them.

The few changes in the family are now breaking.

John L. Simons, president of the Nantasket Beach Chamber of Commerce, said that the Nantasket Beach Family of the Nantasket family is in the process of taking the Spazil DD-jr.

San Francisco Zoo Plans

100G Improvement Program

SAN FRANCISCO, July 23—San Francisco Zoo is planning to spend $100,000 during the next 12 months on redesigning and expanding Whidbey Island's carriage. White Barber, president of the Nantasket Beach Company, said that the Nantasket Beach family is in the process of taking the Spazil DD-jr.

The proposed new monkey houses will be 22 feet high and will be built at different spots and separated by landscaping. New gates will be built, new windows will be added, and other captive animals will be housed in larger cages as part of the long-range plan.


Bean Scores Only Fair

2-Day Biz in Bridgeport

BRIDGEPORT, Conn., July 23—Word Beem's billing unit played to only fair crowds here Wednesday and Thursday nights (15-14). A photo-sponsored boxing show which is scheduled for Saturday night on Wednesday night, tough competition. Last year the Bridgeport troupe played to a fair and turned away large crowds. Carl Frazer handled the promotion and was helped by Bill Bell, secretary of WLBZ, for considerable air.

EDMONTON, Alta, July 23—City council has guaranteed a loan of $500,000 for construction of a new grandstand, building to start immediately.

Masonic Rites Held in Chicago For I. J. Polack

(Continued from page 28)

Allan Herschell

MERRY-60-ROUND

* Most famous riding device ever built! Many still in service after 25 years! Brilliantly decorated and illuminated! Built better to last longer—* with less maintenance * 5 sizes and styles * Write for literature.

ALLAN HERSHEY COMPANY

500 NORTH AVENUE

CHICAGO, ILL.

World's Largest Manufacturer of Amusement Devices

Nantasket Ops Help Fog Bound Patrons

NANTASKET BEACH, Mass., July 23—Several thousand people were appearing in the Nantasket Beach area this week when fog canceled the sailings of all boats shortly before 5 p.m. Round-trip ticket holders were informed that the boats for the return half of their tours would be made at the Nantasket Boat Company's offices in Boston. The few left hundreds stranded without money.

The Metropolitan District Commission police station and concessionnaires in the area are now breaking in the summer sun and sessions are growing.

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EDMONTON, Alta, July 23—City council has guaranteed a loan of $500,000 for construction of a new grandstand, building to start immediately.
Min'polis Aqua Follies Opens To Good Weather and Like Biz

(Continued from page 28)

This Min'polis is an unusual production number which the water ballet teams outright by doing a tangos and rumba in the gala swim-swim thru hoops. The water is so clear that the elegance of the stars goes thru the usual Spanish dancing rhythms.

The Four Swiss, Mexican luminaries, was just imploringly that the opening night difficultly with light was might have cause his set to look bad.

The gorgeous St. Louisans, Sisters and Joy, took their own high type precision swimming to loud applause from the audience. It was the pool with a water bully display to add effect to their number.

Attendance Drop Seen

The huge Chamberlain and his diving machines turn the pool into a riot with their mad antics to draw plenty of oak. The wind, perhaps also, was a factor.

Another unexpected feature of the show was the very high price, for the 5,000-seat capacity amphitheater. Advance ticket sales indicated the 15 per cent drop for the entire 16-performance run which ends Sunday night (31). Despite this, Chamberlain reported his figures up but wouldn't indicate by what percentage.

In addition to Blarr, Williams and Landrum, he reported particularly by Lyle Wright, treasurer, and Fred Smith, stage manager. Dan Pyne and Sterling put the show in general fashion.

Letters to the Editor

Dear Editor:

If you will permit me to speak as a circus goer, there are some points which I would like to make about circuses which have played here.

It has been our experience in Bedford to find that as soon as the spec- tators are through with their show-stopper, they rush over behind the edge of their seats to watch the rest of the act. It is only after the crowd has moved on to the next act that the performers can relax and enjoy themselves.

I think it would be a good idea to have the performers' dressing rooms located behind the scenes, where they can relax and enjoy themselves before returning to the ring.

Another thing which people away from circuses, especially the smaller ones, is the lack of color. Most of the performers wear costumes that consist of a splash of color and make it more spectac- lar both inside and out. For some reason or another (it may be the ex- penses involved), circus owners (who have not been informed by the general public) have been reluctant to spend money on costumes. Instead of the bright and thrilling performances seen under the big tops, one finds many of the smaller circuses degenerating into something dull and grimy and consequently less desirable to the general public.

The entertainment provided between the major acts of circuses nowadays doesn't hold the interest of the audience. Gone are the days when performers were required to do stunts that were dangerous. Now it is difficult to be expected. The only thing that seems to work nowadays is individualism. Their acts and routines have grown so similar that it doesn't seem all too amusing to hear, "Ah, I don't goin'—you see one you see 'em all.

The management of the Min'polis Aqua Follies has worked hard to get the right balance of routines and acts. With the addition of the water ballet teams, the show has become even more popular.

Despite the drop in attendance, the show has been successful. The performers are doing their best to entertain the audience and keep them coming back for more.

Sincerely,

[Name]

[Address]

[City, State]
**NEW YORK**


Oklahoma


Oregon


South Dakota


Texas

Big Spring-Colorado Revival, Aug. 3-4. Charles Cragin.

Colorado City-Colorado Roundup Rodeo, Aug. 5-6. Raymond Quick.


Utah


Washington

Census-Pend Oreille Rodeo, Aug. 5-7. Albert Swyer, Newport, Wash.


White Salmon-Horsemans Rodeo, Aug. 6-7. Gene Lane.

Wyoming


Oklahoma-Tulsa Rodeo, July 26-30.


Canada


Squaw Willie joined the Kelly-Moore Circus to break Baby devil, the new elephant. The K-M org. sold exclusive rights to the Forestell, Wash., American Legion for the Fourth of July celebration. They created a big money and the Missouri and Humboldt concessions enjoyed good reports. Robert S. Waugh caught both performances of Ringling-Barium in Jamestown, N. Y., and reports a visit from Clark Squares, a member of Dini Rosso, and Angora Clark Squares is on vacation in Northern Michigan.

**CALIFORNIA**


**ILLINOIS**


Miami-Aug. 20. Foley, 2030 Ranstead St.


**MICHIGAN**


**NEW HAMPSHIRE**

Kennebunk-Aug. 27. Foley, 2030 Randell St., Philadelphia.

**NEW JERSEY**


New York-Aug. 15. Charles H. Johnson, 131 E. 57th St., New York, N. Y.


**OHIO**

Cincinnati-July 35. Elizabeth Polk, 1521 24th St., N. E.

Cleveland-Aug. 18. Mrs. Robert D. Trahan, 316 Willoughby, Cleveland.


**PENNSYLVANIA**


**RHODE ISLAND**

Cranston-Aug. 17. Fred DeSort, 133 Adams St., Providence.

**WASHINGTON**


NEW HAMPSHIRE—Sept.-Oct.—Fall Shows, Sept. 25.

NEW JERSEY—Sept.-Oct.—Fall Shows, Sept. 25.

NEW YORK—Sept.-Oct.—Fall Shows, Sept. 25.

NEBRASKA—Sept.-Oct.—Fall Shows, Sept. 25.

OHIO—Sept.-Oct.—Fall Shows, Sept. 25.

OKLAHOMA—Sept.-Oct.—Fall Shows, Sept. 25.

OREGON—Sept.-Oct.—Fall Shows, Sept. 25.

PENNSYLVANIA—Sept.-Oct.—Fall Shows, Sept. 25.

SOUTH DAKOTA—Sept.-Oct.—Fall Shows, Sept. 25.

TEXAS—Sept.-Oct.—Fall Shows, Sept. 25.

WISCONSIN—Sept.-Oct.—Fall Shows, Sept. 25.

CANADA—Sept.-Oct.—Fall Shows, Sept. 25.
Fred Searle Reports Biz Ahead of '48

New Rides Get Money

MANCHESTER, N. Y., July 23.—Fred W. Searle, manager of Salisbury Park here, reports big jumps in attendance for the corresponding period a year ago.

In addition to various improvements the features of these new rides and these, Searle reports, are getting more and more riders.

Fred Searle is an oldtimer and is known to most of the riders.

Jukebox has been added to the park.

Expect Record Crowd at 20th N. E. Gathering

BOSTON, July 23.—A record turnout of Easterners can be expected at the 20th annual summer meeting of the New England Association of Amusement Parks and Beaches, which will be held at Hampton Beach, N. H., and South Hampton, N. H., Aug. 2-3.

As in the past, except from outside New England are expected to arrive at the meeting.

In charge of the festivities are Fred L. Marley, association secretary, and N. E. Gathering operator of Hampton Beach Casino.

Day activities will be held at Hampton with the night fun session held at Salisbury N. E. Gathering. No special program session has been arranged, but the 10:30 p.m. top the deck of the Hampton Casino will feature the show.

A cocktail party will be held at Hampton with the night fun session headed for Salisbury. No special program session has been arranged, but the 10:30 p.m. show on the top deck of the Hampton Casino will feature the show.

Rides Net Rossville $306

ROSEVILLE, Calif., July 23.—The Miniature Train and the new airplane Merry-Go-Round brought in $306 as the city's cut for the July 4 week, the largest collection made in revenue from the train alone in June.

Girl Pole Sitte Local Crowd To Reverse Spot

ROVER BEACH, Mass., July 23.—Crowds of from 2.000 to 3,000 have been drawn to Revere Beach daily to catch a glimpse of Mrs. Ella E. Lynch, the 18-year-old pole sitter of the Revere Beach Pier. The couple erected the pole and thought up the stunt which has done so much to stimulate business among these people.

The stunt has resulted in reasons for the public, including illustrative stories in New York papers.

Coney Island, N. Y.

Second successful Sunday (17) of showers produced another bad week-end for business for some drag. Those not complying were back house owners who were better patronized, particularly because the rain arrived late in the p.m. and the heat continued at its blistering pace.

Al and Joe Buxbaum's new pail shed Shamrock Irish House on the road, and left the old one destroyed by fire. A new Crosby street set to rekindle their entertainment menu made up the line of Martin Buxton and his brother, in his 10-year run as musical director, plus three new vaude acts weekly; singing walls an added attraction.

Jean O'Neil, John O'Connor, Teddy Hoffman, and Bill Bruns, the players, and songwriters: Charles Reilly, comic, Teddy McGinty, singer, and dancing comedy. Presiding over the bar are Charles Grey and Willie Reilly, Phil Ponce and his crew. Assistants are Leo Marks and Harry Snyder. Outside Bowery concessions are Phillip Persell and Hyman Black.

Rain Hits Week-End Play at Rocky Point

WARWICK, R. I., July 23.—Rain Sunday afternoon (17) mixed the probability of a bad week-end at Rocky Point. Day's attendance was held to about 1,000, in keeping with Saturday (16) crowd, as rains which began early in the afternoon continued until 9 o'clock.

Roland and Jannke were the free act. Their routine consisted of walking, jugglimg and unicycles. Next attraction will be the Aerials. In addition to the Revere Pier, Brennan's skizz played to 1,100 Wednesday (13) and 1,500 Thursday (14). Admission was $1.00.

Ocean Beach Operating Group Adopts New Name

NEW LONDON, Conn., June 23.—Ocean Beach Amusements, Inc., which operates riding devices at municipal-owned Ocean Beach, has changed its name to C. N. F. Amusements, Inc. The new name utilizes initials of the principals, Richard Coleman, Middlefield, Conn., chairman; James A. Nasetto, treasurer; and William C. Fox, both of New London.

Summer time has been known as the season of the beach. In the ocean beach resort are two major hotels, the Beach Club and the Hotel, and several smaller establishments.

NEW BEACH AT CAPE MAY

CAPE MAY, N. J., July 23.—Establishment of another bathing beach in the neighboring city was announced by the city commissioners. The new beach, located in the northeast section, is 500 by 150 feet at high tide.

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Rain, Heat Nick N. Y. Area Biz

NEW YORK, July 23. —All-day rain Sunday (17), though the New York area killed off attendance at all beach and amusement parks.

Attendance reported Saturday (16) were: Coney Island, 120,000; Rockaway Beach, 20,000, and Playland, Rockaway Beach, 10,000.

The rain brought the first all-day rain since early May. The record-breaking heat wave remained its tenor' away again Monday, bringing the mercury around the 90 degree level.

While beaches and pools are benefiting from the hot wave, the temperature and humidity have been so high that the people and pools do little but run their bodies in the water and call the beach. In the country, a few fans are among the few evenings doing anything like knee lugging.

Half a million spectators viewed the weekly display of fireworks at Coney Island Sunday night (19) and an equally large turnout viewed the week's nightly show at Rockaway Beach Wednesday night (20).
Fred Pearce's Love for Boats
Moved Him Into Park Business

(Continued from page 29)
were closed out. At any rate, they sold their boat for $1,450.

By this time the firm was known as
J. A. Pearce & Son, with the father, Fred, and his brother, the
late J. E. Pearce.

That taste of operation in close association with Expedition Park gave
Pearce an early insight into outdoor show business.

Park Building

In 1905, the Pearces went into
park business via the combination of construction and operation that has
been their career of 30 years or
more.

They built an Old Mill ride at
Kokomo Park. The firm remained as
manager of this attraction, while
Fred moved on to Fairyland Park at
Petersburg, N. C., where he
built an early Figure Eight and
Roller Coaster, which he operated
and managed personally for five
years.

The Coaster, unlike those of today,
was 2,000 feet of track and cost
only $12,000.

The coaster grossed $8,000 to
$10,000 a year for the first two years.

Then came the 1907 depression,
which cut the gross and the parks
out of business a couple of seasons
in a row.

At Fairyland Park that Fred
made one of his few major adventures in the small ride field. In 1908,
a solicitor named Hamilton was hired
for the park. He reported some money
was missing but could not give the
value of a good free attraction,
providing he could fill the gas bag
so the ascent could be made.

Ride Construction

The Pearces, being in the fields
of general park construction and
operation, with strong emphasis upon
amusement, have had little to do with
concessions, except a: incidentally
operation of parks such as Walled
Lake and Excelsior.

In 1918, after the death of Joseph
Pierce, Fred took over all the
operations of the firm, while his
brother, J. E., took over the fam-
yly theater interests. The Pearces
opened the first motion picture thea-
ter in New Orleans, Washington,
Baltimore, a circuit of 17 houses,
including six in New Orleans, where
headquarters were established.

The unit was built, Fred would go South in the
winter to take care of the theater
interests, and spend the summer in the North
looking after the park interests.

His brother took over the
business in 1918 and retained them until
the early 20s when he dispensed
with them and rejoined his brother
as manager of Walled Lake, a post
he held until his death four years
ago.

Construction work for the Pearces
ranged from the erection of a
single ride to a complete park. Pearce
has built practically all kinds of rides, but it is best known for the 28
Coasters he has built.

Roller Coaster Job

The biggest single park job was
Jefferson Beach, Detroit, built in
1927 at a cost of $1,250,000, and
operated for some years by Pearce.
The major job in that park, a
construction of the ballroom on
the second floor over the bathroom.
Construction included Fairyland
and Excelsior and Walled Lake
and Chain of Rocks Park, St. Louis,
where he built everything except
the swimming pool, restaurant and a
couple of minor rides.

At Ocean View, Va., he built the
Roller Coaster, Marsh-Crew-Dural, Old
Mill, Phantom, and Witch, as well as
wooded most of the buildings of other
firms scattered all over Otto Wells.

At Pleasure Beach, Bridgport, Conn.,
he shared the park construction
with Harry C. Baker, the firm
of Miller & Baker. The latter was in
charge of most of the structures
on the island, while Pearce built the
Roller Coaster and handled marine
construction. The latter included
erection of a bridge, including
one in the city of Cudahip, dredging
and backfilling, and the
erection of two boats with a
capacity of 2,000 passengers and 50
afters.

Excelsior Park

Excelsior Park proved the most
unique park job, some 10 acres of
swamp had to be filled in, with a
present lake frontage of 1,600 feet.
The rides were first built and the
island gradually filled in around the
piling. The crew worked like a
team of horses all winter.

Pearce built what is believed the
largest Coaster on record, the Trip
Through the Clouds, at Riverhills
Park at the Belle Isle Bridge, Detroit,
in 1918, at a cost of $110,000.

It had a milch-bucking track and carried six cars,
each running at three
seconds per car. In 1924
the cars were lowered and
then the ground was filled in
around the piling. The crew
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Calgary Gate Hits 407,954

Up 31,000 from '48, with income from all sources also reported up sharply.

By Frank H. Jorgensen

CALGARY, Alta., July 23—Surprisingly large crowds attended the grandstand events here today, with the attendance of 407,954, up by 31,000, making it the highest attendance since 1946.

The jump in attendance is due in large part to the fact that there were no major sporting events in this area. On the contrary, the weather was fine, making for a record-setting week in the city.

Chief reason for the increase is the continued popularity of the Grandstand events and the fact that the city has increased its facilities to accommodate the growing audience.

Attendance is expected to continue to rise for the remainder of the week, and the jump in attendance is expected to continue.

The increase in attendance is due to the fine weather and the fact that the city has added new facilities to accommodate the growing audience.

Oil Boom Aid At Edmonton

Gate, grandstand, midway receipts up from '48 as patrons spend freely.

EDMONTON, Alta., July 23—The attendance at the Edmonton fair was up sharply today, with 38,000 patrons reported for the fairgrounds. The increased attendance is due to the recent coal strike, which has put many people out of work.

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Pomona Spends $10 Million On Improvements to Plant

POMONA, Calif., July 23—Improvements costing $10 million have been made here on the Los Angeles county fairgrounds. These include a six-lane stadium for the rodeo, the addition of a new building, the installation of eight more telephone lines, and the addition of 20 acres of parking space.

The improvements were paid for by the Pomona Agricultural Society.

Promotion Campaign Under Way For Celtophones

MONTREAL, July 23—A promotion campaign is under way for celery in the province of Quebec.

The campaign is being conducted by the Quebec celery growers, who are hoping to increase the market for the crop.

A billboard has been erected in the downtown area of Montreal, with the words "Buy Celtophones, support local farmers.

Stockton Offering 100% In Premiums; Sets Its Features

STOCKTON, Calif., July 23—Stockton is offering 100% in premiums for the celery crop this year. The promotion is being conducted by the Stockton celery growers, who are hoping to increase the market for the crop.

The promotion includes a billboard campaign, with the words "Buy Celtophones, support local farmers.

CNE's Grandstand Sales Top 100,000

TORONTO, July 23—More than 100,000 tickets for the grandstand performances at the CNE have already been sold, Edward A. Hughes, general manager, announced.

The sale was started about a week ago, but indications are that all 350,000 tickets will be sold well in advance of opening.
Plan Huge Fun Zone For '51 English Expo; Cost Will Top $3 Million

LONDON, July 23—England's big exposition, Festival of Britain, to be opened here July 28, will have a large amusement area if the project sponsored by the London County Council and metropolitan borough councils of Battersea, Southwark and Westminster is realized.

Project calls for a huge fun zone of 1,500 acres in Battersea, London, which will be laid out along lines of Tivoli amusement park of Copenhagen, where such spaces are separately divided between fun devices and dance halls and dance devices.

In addition to amusement devices, the project calls for establishments offering refreshments and restaurants, concert halls, open-air cafes, brasilwood lighting and illumination.

It is proposed to create a company to be formed, exact and operate the fun zone with initial funds in the form of loans from the government and London County Council.

Cost of providing the zone, estimated at $15,000,000, will be $2,000,000 in capital outlay. In the fact that the transit system is so designed will not be less than a 12-mile circuit, is estimated that the project will result in a deficit that may be as high as $400,000.

Nail Orange Show And Destroyed by Fire for 250G Loss

SAN BERNARDINO, Calif., July 23—No changes in plans for the 1950 National Orange Show scheduled for Oct. 1-10 have been made following the fire of undetermined origin which destroyed the main exposition building on Saturday (16) with a loss estimated in excess of $500,000.

The auditorium, 800 by 400 feet and three stories high, was converted only last year into the main display building for the annual event. It was formerly the auditorium where all shows were held during the previous 25 years the citrus fair has been in operation.

Bonneville Organizes Rodeo Unit to Open at San Valley

DEPOT, July 23 — A Thomas Bean, a well-known rodeo contractor, has joined with the Tri-State Rodeo to work a number of Michigan dates this season, is forming the All States Rodeo Company and will move west to open at San Valley, Calif., this week. Rodeo will play a number of Western dates before returning east.

Tri-State Rodeo, under the management of Wallace Steiger, played a Thursday night date at Stadium, Grand Rapids, last week, and Saturday (16) it rained out the other two night shows. Show featured Ken Maynard.

Weather Conflicting Events Hit Melville, Sask.

MELVILLE, Sask., July 23—Unfavorable weather and near-by sports days helped curtail attendance at the Melville Exhibition (Sept. 27-Oct. 3), but the Melville Agricultural Society hopes to improve on this.

Opening day, attended by 1,500 paid admissions and second day attendance was a little higher. Attractions included E. J. Casey Shows.

GIVE TO THE RUNYON CANCEER FUND

Pompano Beach Gets Charter

TALLAHASSEE, Fla., July 23—Secretary of State has issued charter to Pompano Beach Fair Association, Inc., Pompano Beach, to incorporate and conduct a capital stock in 100 shares, no par value. Incorporators are Claud E. Palmer, Lynn H. Hines, Donald Johnson and Charles J. Hawkins.

Carnival WANTED FOR HARPERS FARM & STOCK SHOW AUGUST 23, 24 & 25 Went at least 8 good rides and 25 foot races. Lead Legs Showers and Concessions. MARTIN S. BAILY, Chairman Harpers Ferry, W. Va.

FAIRS—EXPOSITIONS

July 30, 1949 The Billboard
White Quits As Side Show Mgr. of R-B

McKittrick Successor

HAMPTON, O., July 23—W. R. (Red) McKittrick has been named manager of the Side Show on Reading Bros. and Wally Brodell, who now heads the show, official announced here Thursday (22). Brodell, who quit Monday (19) in Toledo after differences with the management, McKittrick had been in the yellow ticket wagon.

Also leaving the Side Show at the same time were Grady Homan, former Side Show manager on Cole Bros.' Circus; Al Ewing, Blaine Young and Gene Nodena.

Business here was on a light side at Woodstock, and there was little use of the tents. It was in terrific shape because of a heavy rain the night before. Rain was reported during the previous night by show officials and said it was the worst wet test of the season.

Among visitors in Hampton were Mrs. W. R. (Red) McKittrick, The Billboard, Renton, Wash.; Mr. and Mrs. Michael F. and Mrs. Floyd King, of King Bros. who, had been in Houston and Cincinnati on business.

Four什么叫 of the Ringling Bros. and Barnum & Bailey Loyal Regiment Tent, CPA, attended the night show in Hampton and presented a performance.

The two-day stand in Toledo (18-19) was ended in a success and Mr. and Mrs. Wally Brodell, managers of the show, following their resignation, reported the Side Show registered one of its highest grosses in the history of the organization in Toledo Sunday (17). He said 8,000 tickets were sold for the show and the weather was running far ahead of last year.

A three-day stand in Detroit proved a success with 3,000 people attending at last year's business. The showing was registered here Wednesday (20). The stand drew only 8,000 people, and the night show slightly over three quarters. Cool weather was the big change from the previous days that followed the same schedule. The show that followed the same schedule. The show that followed the same schedule.

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A TRIBUTE TO  Irving J. Polack
FOUNDER OF POLACK BROS.' CIRCUS

A GREAT SHOWMAN . . .
AND A FRIEND TO ALL OF US

We Are Carrying on in the Same Tradition That You Have
Established for Polack Bros.' Circus Throughout the Years

WE, THE EXECUTIVES, PERFORMERS,
PROMOTIONAL DIRECTORS, CONCESSION
DEPARTMENT, MUSICIANS AND PROPERTY
MEN, PLEDGE TO

MRS. IRVING J. POLACK
LOUIS STERN
SAM T. POLACK
DAVE KIND

TO PUSH TO EVEN GREATER HEIGHTS THE
NAME OF POLACK BROS.' CIRCUS IN THE
TRAVELING FRATERNAL CIRCUS WORLD

FROM THE ENTIRE PERSONNEL OF
POLACK BROS.' CIRCUS, EASTERN UNIT

We Affirm Our Hearts to Your Memory and Our Hands to This Purpose:

Willis Alley  Bill Green and Mother  Clara Levine
Clarence and Mae Badger  Art Hanson and Wife  Nate and Marsha Lewis
Henry, Claire and Art Barrett  Jack Harris  Walter Long
Billy Barton  Bobby and Rose Harrison  Juanito and Adrianna Lopes
Bing Bernstein  Clyde and Harriett Harrison  Johnny, Zenka and Wanda Malikova
Charley and Thea Borza and Family  Francis Hogan  Tony Merlin
Mamma and Papa Borza  Al Hyman  Dwight Moore and Family
Whitey and Edythe Boyd  Harry Johnson  Stephen Mustafa and Family
Hubert and Mary Castle  Dave, Eva and Most Kind  Terry Peers
Ray and Shirley Charlton  Jack Klippel  Dennys Pinson
Adolph, Mary & Clara Delbosq  Chris Kronkel  Bob Porter and Family
Joe Easton  Henry Kyes  Fred and Betty Proper
Cheerful and Mary Gardner  Irene Lafferty  Consta Randow and Gene and
Mack Langford  Vivian

Ed and Phoebe Raymond
Elmer and Betty Santana
Bonnie Schweitzer
A. W. Starkey
Donnie Stevens
Kinko and Mary Sunbury
Mabel (Stark) and Eddie Trees
Van Thomas
Walter E. Ullman
Sam and Evelyn Ward
Kurty and Melitta Wicons
Dime and Connie Wilson and
Family
Ernie and Frieda Wiswell
UNDER THE MARQUEE

Harry broke and Walter L. Main, cousins, visited the Chicago office of the William M. O., for a July 22-23 stand. Following that date they open their fair season for the Burns-Carruthers Company.

As kids general agents spent years studying geography and then went up on a loss as to what is good territory.

Frank Kindler, St. Cloud, Minn., also a cousin, contracted St. Cloud for August 12 for Ringling-Barnum.

The fifth anniversary of the July 6 Ringling-Barnum circuses in Hartford, Conn., was given slight attention in the local press.

Otto A. Zane reports he spent three days visiting the Ringling-Barnum from a week with the Tom Pacht org in Pittsburgh.

Mystery melody that was never known is what the yesterday Turkish Boygled players were rendered while riding atop passenger wagon.

Charlie Duble, veteran circus musician, spending the summer in Sandusky, 0., reports he recently received an assignent of miscellaneous band music, formerly the property of the late Curt Clark, bandmaster for the Barnum & Bailey Circus. Clark died in 1907. Music was presented Duble by J. P. Mevola and now is a resident of Granville, 0., Visiting the 12th Annual Animal Circus at Stoyally, N. C., included Mr. and Mrs. Roy Turner and Mrs. John Gillett, also Hitler visited in Kanknville, N. C.

Among the benefits of ticket sales will be the discovery that shoehorn brushes and paper clips will be used in stand of shooting.

During the national Shrine convention in Chicago last week, Polack Bros. established headquarters in the Palmer House to entertain members of various touring shows in the United States. Each Shrine and his wife were presented with a master on Polack Bros. Eastern Unit, left a 60-piece band for the permanent use of the Palmer House. The convention ceremonies in Soldier Field last week were notable enough to be used in the Veterans Administration Hospital, Wash. 531, Reno, III. When the Chicago Circus played recently.

WIN, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradigm-The Show With a Leaf of Gold

Wanted

Talker, one who can stay sober. Breaks, Midgets, Fat Boy, Fat Girl, or any good working act suitable for Side Show. Always a long season. Those who wrote before, write again.

Wendel (Propr) Kuntz c/o O. C. Buck Shows Pittsburg, N. Y., this week, then Massena, N. Y.

ROGERS BROS. CIRCUS

The_v a very good act. Proposed a mini ringling birthday party. New York, N. Y. Phone: 1553. A dress suit. 0, $5.00. Act on Big Show for 1949. West for con. 0, $5.00. 500 to 1000. A dress suit. 0, $5.00.

DALE'S CIRCUS WANTS


DALE'S CIRCUS WANTS

The Most Beautiful Elephant Act in America

featuring

"The World's Youngest Elephant Trainer"

M A S T E R

JAMES M. COLE II

Age 9

Now enroute with Jay Gould Circus.

FOR SALE

COMPLETE THREE RING CIRCUS IN EVERY DETAIL

For fast delivery and prices, see Mr. M. C. paradise, 200, 12th Street, Brooklyn, N. Y.

FOR SALE

TRUCKS - MODERN DIVING DEPARTMENT - ADVANCE TRUCKS.

Call for information from George W. Byron, 1833 W. Tennessee St., Chicago.
AFFIRMATION OF POLICY

1. QUALITY OF SHOW
2. CLEANLINESS
3. MAGNITUDE
4. HONESTY
5. FAIR PLAY
6. EQUITABLE CONTRACTS

These are the principles through the years that have made Polack Bros. Circus the largest in America in our field. It is our intention, as well as that of the entire executive personnel of Polack Bros. Circus of both the Western and Eastern units, to maintain the high standard which we have set... not as a goal... but as a rule.

Mrs. I. J. Polack
Louis Stern
Sam T. Polack

When that first poster goes up proclaiming the advent of a Polack Bros. Circus the people know that the finest in entertainment is coming to their town.

YES... a record unparalleled in the history of circuses for one successful fund raising after another for fraternal organizations. Successful throughout the length and breadth of North America.

CREAM OF THE WORLD'S CIRCUS TALENT

Yes... the continuous seeking of new talent... an eternal quest for something new... something sensational... a thrilling circus attraction. Combine these with the recognition that artists themselves give the longest route in circuses... the highest circus salaries. 27 years of increasing success... and in the many years to come the name of Polack Bros. Circus will be synonymous with the finest in circus programs.

POLACK BROS.' CIRCUS

WESTERN UNIT
July 21-27, San Jose, Calif.
July 29-30, Salinas, Calif.
August 2-3, Santa Barbara, Calif.
August 5-14, Los Angeles, Calif.

POLACK BROS.' CIRCUS

EASTERN UNIT
July 30, Aug. 1, Alpena, Mich.
August 3-6, Battle Creek, Mich.
August 8-10, Ashland, Ky.
August 11-17, Lexington, Ky.

WORLD'S LARGEST TRAVELING FRATERNAL CIRCUS

POLACK BROS.' CIRCUS

WESTERN EASTERN

SUITE 2200

203 NORTH WABASH AVE. CHICAGO 1, ILLINOIS

Phone FRanklin 2-3473
Biller Bros.

The benefit show staged for crippled children of the Salvation Army, New London, Conn., was a huge success. Performers and bands of the members of the show were treated royally.

Chita Cristalini forgot part of her wardrobe in the rising sun the other day. George Seccio joined clown alley, June Devou also beauty to the Side Show.

Everyone shocked by the death of Tommy Oakes, clown. Miss Barrack, Side Show vocalist, is hospitalized in Boston.

Visitors: Father Ed Sullivan, who showed his circus movies; Charlie and Eddie Hunt; George Parker, Frank de Rikai, Mr. and Mrs. Meta Powell, the Con Colloons family, Harry Rose, and Margaret Bush; Phil Wild, Max and Gerrie Craig and son, Jimmy Baker, Glenn Henry and family, and Dolly Mania.

Cletus Denny, formerly of the truck and coach division of General Motors, joined as head mechanic.

A downpour during a Sunday pic- nic at the beach didn’t dampen any of the fun. Father Ed Sullivan, of Boston, visited, showed movies and distributed medals.

The mayor and other city officials turned out for the grand opening in Chester, Mass. Conita Cristalini drew plenty of attention as the only blonde in the whole number, and Mr. Jack Bell entertained Mr. and Mrs. Concri. A guest, Miss Plymouth Rock and other historical sites drew visits from the showboat. Swede Johnson deserves credit for putting one of the baby steers on a serious horse—FANIE STATZ.

Robbins Blows New Glasgow

NEW GLASGOW, N. S., July 25—Due to a leak in its roof, Robin- bbs Bros.’ Circus, scheduled here Tuesday (19), failed to show. In Sun- day’s (18) show, the or- gan drew two capacity houses, despite rain.

Jay Gould

The Red Wing, Minn., Chamber of Commerce bought out the house for the national tour of July 15-17 and presented the show free as part of the entertainment program.

Rumors that distance report the money and government bonds that should be in Red Wing, Minn., have been uncovered. Visitors were Mr. and Mrs. Paddy Holme, of Pierre, S. D., Mr. and Mrs. E. W. Engle, of the William–Lee Booking Office—DOUGLAS H. COLE.

No Changes Planned in Exec Staff of Polack Bros. Units

CHICAGO, July 23—No changes are planned in the executive staff and no switches are contemplated on either the Eastern or Western units of Polack Bros’ Circus as the result of the death last week of Co-Owner Irving J. Polack.

That was the announcement made by Louis Stern, co-owner with Polack, as he left Chicago, after attending the funeral services here, to rejoin the Western unit in San Jose, Calif.

Mrs. Irving J. Polack will retain her interest in both units, 50 per cent in each, and may, at a later date, be active in the operation of the shows.

Stera, who were 50 per cent of the Western unit and 25 per cent of the Eastern, will continue in active charge of the Western unit and be managing director of both units. Irving Polack’s nephew, Sam, who owns 25 per cent of the shows.

Wanted For

ROBBINS BROS’ CIRCUS

RAS GETS IT IN W. CANADA

Tops Socko ’48 Grosses

Continued growth of fairs, strengthened show line-up account for surprise biz

EDMONTON, Alta., July 23—Western Canadian Class A Fairs that have yielded the Royal American Shows, grosses which topped the whopping receipts of last year, have created one of the biggest surprises of the year.

For several years, ending the economic horizon, had calculated upon a drop-off. Carl Sedlmy, RAS owner, has countered upon a slight dip.

Fairs, Show Bolstered

However, both the fairs and Sedlmy took steps to narrow the possible difference from last year. The fairs proved back their surpluses into improvements, and Sedlmy stepped up the strength of his show, both figuring that the increased strength would serve him better than anything but a slight drop.

Neither, however, reckoned completely upon the fact that the fairs in Western Canada are still growing. The fairs in the eastern part of the country—Brandon, Calgary and Edmonton—have done a good business, jump in exhibitors, and a greater sale of exhibit space than ever before.

By Paul

Not a few U.S. showmen had shaken their heads doubtfully when Sedlmy announced his plan for this show. Not a few contended that it was not necessary for him to take on Gypsy Rose Lee to head a Girl Show, nor to add a wild animal show, etc.

Sedlmy, that, was sold that one way to hold business near ’48 levels was by building up the strength of his organization. And the dates played by the fair Western Canadians indicate that his judgment was right.

Gypsy Rose Lee not only having been pulling good business but had out-invested Sally Rand in the first three stores on the circuit, show officials state. With a Wild Animal Show packed unusual strength in Western Canada, and the Teller Jacobs unit has been more than justifying itself.

Other back-end units, such as Leon Chatoe’s ‘King of the Ring’ and C. H. Lane’s ‘Greatest in the World’ are stronger in entertainment value than ever before, have also been running up excellent grosses, close to the top of the leading money-getters in the RAS line-up.

Gem City E. Gary Biz Proving Okay, Bill Snyder Says

EAST GARY, Ind., July 23—Gem City Exhibitors, which are expected to stand here Tuesday (19) and Thursday (23), has been surprisingly good, according to W. S. (Bill) Snyder, managing director. This in spite of the fact that the fair opened out Thursday (21), Snyder said.

Org opened here with seven shows and an attendance of 4,653. The rain Thursday hit about 11:15 p.m. when the crowd was around 2,200. The weather at that time, the midway was well filled.

The Gem City Show closes here Tuesday (27), moving to Mount Carmel, Ill., for the first fair of the season, starting August 1.

Daniel’s Greater Bows

In Maritime Provinces

ST. JOHN, N. B., July 23—Daniel’s Greater Shows made their bow in the maritime provinces here the week of July 13 under auspices of the Catholic Community Club, St. John, playing the Barrack Green. The event, which has been touring Quebec and Ontario, carries seven major rides and four shows. It was the second show in here amid the eyes of the public.

A MEETING OF AMBASSADORS was held recently in Los Angeles when Mike Krekos, ambassador of West Coast show business, greeted his brother, Vasile Krekos, Greek senator, on his first visit to America. With them are J. Ed Brown, mayor of the Conway, and Mrs. Mike Krekos, senator Krekos, who is known for his anti-Communist views, spent 30 days in the U.S. and made a tour of the Northwest. Mike Krekos accompanied his brother to New York, from which the senator took off by plane for Athens.

World o’ Mirth

Still Date Biz Even With ’48

First Fair Coming Up

HOLLOWEY, Me., July 23—Frank Berger, owner-manager of the World of Mirth Shows, this week said that his first-date week, which has been the object of his promotion efforts, is one he has worked up and has been about on a par with last year’s big grosses, particularly in recent weeks. However, the falling off in the last two dates was brought on, with the result that several have been left in the wagon throat the string dates are pulled to the minimum operational cost.

Org opened its first fair, Presque Isle, Me., the first week in August. Preparations, including extensive advertising, were made by John Berger, the show’s top man. A new Minstrel Show has been completed, and a number of small town shows, featuring fluorescent lighting and fireworks have been added to the midway. Standard night club acts, which will be added to Nat Mercier’s Girl Show and other feature acts will be played.

A new kiddie boat ride has been delivered.

This year for the first time has made an extensive effort to build matinees on Wednesdays and Saturdays. The Wednesday package deal, of cycles at each matinee has paid off.

Hemies Heads Into 1st Fair At Urbana, Ill.

Madison, Wis., Stand Wins

MADISON, Wis., July 23—Winning up its extended still date tour of Wisconsin, the Hemies, who have closed here Friday (22), preparatory to railing to Urbana, Ill., where it will play its first fair this season.

The Champaign County Fair there will open Sunday (24) and continue thru Friday (29).

Stand here proved a winner, all the threats of rain not stopping the Hemies org. Newspapers, usually tough on carnivals were generous, and this, plus abundant parking space, helped.

Engagement, which opened Saturday (19), led off, rather than with closed, and the public was in a good mood judging by normal turnouts. It was down. Play that night and the following week was fine, giving the show a good week-end. The following two nights also pulled well, assuring the showmen a winner with three days still left to go before the close of the engagement.

J. C. McCaffrey, general agent, and Noble Fratley, manager, left here for Milwaukee from Hemie’s arrival there. Bill Naylor, publicity man, who has been assisting, was hosted by the Champaign Kiwanis at a special luncheon in behalf of the fair.

Ferris Debuts New Fly-o-Plane At S. Diego Fair

DEL MAR, Calif., July 23—Ferris, owner of the San Diego County Fair for the 11-day run ending Monday (4), paying 8 cents a day, Ferris, with is twenty-four year old son, Don, 16, and a 211,349. Show debuted a new Fly-o-Plane ride, boosting its ride set-up an additional 25 units, with an increase in revenue in the department.

Individual ride money was cut, due to Ferris, co-owner with Rose Ferris.

Shows, which were moved across the midway this year, featured 8 major rides, 11 kid rides, 2 Motor-dromes and 57 concessions. Ferris also served as superintendent of the concessions for the fair. Concession space for the fair was on a flat fee basis, a figure that was reached by averaging the percentages for the past three years. The move netted the fair 69 per cent more concession revenue.

Ferris also bought the privilege for Encanchated or Jinglin Bird Circus, a kid play area. Switching from a previous year’s price of 25-cents, the ventur “all day” Ferris said. In addition to a few rides, Ferris listed a small number of concessions for the fair.

Sears included the area a Rodeo Dipper, and a new Little Dipper, a canoe boat, a small pearly, a Boondock, a miniature train, a Ringling Bros and Boster, and a car, all operated by the show.

Rides on the lot here, in addition to the new Fly-o-Plane, includes a near full length of Ferris, who was hurt in the accident, is still in the hospital.

Copyrighted material.
(ROCKWELL CITY, Ia., July 23 — Ted Woodward, owner-manager of Midwestern Expositions, was killed in a car crash near Council Bluffs, Iowa, and died at the hospital there. His death was a great loss to the railroad community. Mr. Woodward was a leader in the transportation industry, and he will be remembered for his contributions to the railroads.

Due to this tragic news, the railroad community is mourning the loss of a dedicated and respected figure. His legacy will continue to inspire and guide future leaders in the industry. Rest in peace, Mr. Woodward.

M. A. BEAM
FORD CITY, PA.
This week, as per route.

LEGITIMATE CONCESSIONS
OF ALL KINDS
MUNCIE (IND.) FAIR
July 31 to August 1-5
ALSO TWO GRABS AND ONE POPCORN WALK-ABOUT PHOTO CALL FOR BALANCE OF SEASON.

WEIMER, W. Va., this week;
Ansted, W. Va., Week August 1-5.

HOBLE WHEEL FORMAN
To join at once. Must drive trucks and trailers, also have driver's license. Must be sober, capable and reliable. Drunkenness causes this ad.
We pay every Monday, rain or shine. No braze, no meal tickets. Top salary to good man.
Can use second men on either side who can drive trucks and trailer. Our season lasts until Thanksgiving week.

CLAUDINEN, W. Va., this week;
Ansted, W. Va., Week August 1-5.

Beamer's Attractions
FORD CITY, PA.

WHEEL FORMAN
Wanted capable, experienced Wheel Forman; two boys in office. Smith & Smith Chili. Contact M. A. BEAM

SECOND-HAND SHOW PROPERTY FOR SALE
B. D. MURRAY, Mgr., W. G. Wade Shows, Unit 2

SHOWS
FRANK CS.

ALLEGHANY EXPOSITION
SHOWS
PHILADELPHIA, PA.

BEAMS' ATTRACTIONS
FORD CITY, PA.

Wells' Curiosity Show

NOW BOOKING FOR THE FOLLOWING CELEBRATIONS AND FAIRS

OAKLAND, M.D., CENTENNIAL CELEBRATION, AUGUST 8-13
2 parades daily. Fireworks and free entertainment. Free gate. Want all types legitimate Concessions and Cookhouse.

WASHINGTON, PA., COUNTY FAIR, AUG. 15-20
Free gate. Free parking. Big program of attractions. Estimated attendance 200,000.

DAYTON, PA., AUGUST 22-27
Parades and fireworks.

ARMSTRONG COUNTY FAIR, FORD CITY, PA., AUGUST 30-SEPTEMBER 5
2 days of Ward Beam Thrill Shows—Jumbo radio programs. The biggest line-up of attractions ever presented at this fair. A real Labor Day spot.

NEW FLORENCE COMMUNITY FAIR, SEPT. 7-10
Parades and fireworks.

GREENE TWP. FAIR, COOKPORT, PA., SEPTEMBER 13-17
The fastest growing pumpkin fair in Western Pennsylvania. A big 5 day program of acts and attractions.

LYCOMING COUNTY FAIR, HUGHESVILLE, PA., SEPTEMBER 19-24
Thrill shows—Racing—Half-Mile—Special events. Can use capable Agents for office owned Concessions.

WRITE OR WIRE
M. A. BEAM
FORD CITY, PA., this week, as per route.

WANTED NUMBER TWO
FOR INDIANA'S FINEST

ROCHESTER, INDIANA
Converse, Indiana
MIAMI Co., Free Fair
Aug. 23-25-6

RENSSELAER, INDIANA
JASPER COUNTY FAIR
Aug. 16, 17-18-19-20

LEGITIMATE CONCESSIONS of all kinds. Shows, Shows, Shows. Jumbo, Circus, Fair. Must be sober, capable and reliable. Drunkenness causes this ad. We pay every Monday, rain or shine. No braze, no meal tickets. Top salary to good man. Can use second men on either side who can drive trucks and trailer. Our season lasts until Thanksgiving week.

CLAUDINEN, W. Va., this week;
Ansted, W. Va., Week August 1-5.

CAN PLACE LEGITIMATE CONCESSIONS
OF ALL KINDS TO MUNCIE (IND.) FAIR
JULY 31 TO AUGUST 1-5
ALSO TWO GRABS AND ONE POPCORN WALK-ABOUT PHOTO CALL FOR BALANCE OF SEASON.

CAVACADE OF AMUSEMENTS
TEARS BROTHER, IND. THIS WEEK

Copyrighted material
BUFF HOTTLE SHOWS

WANT

FOR BENTON, ANNA AND OLLIE FAIRS, ALL ILLINOIS

WANT

WITH JACKSON, MO., HOMECOMING ON THE STREETS TO FOLLOW


People joining now give preference at the Crows of the Louisiana Fairs, including the Franklin and Sanduskyville Fairs. All replies to

B. W. HOTTLE, Vienna, Ill., This Week
P.S.: Slim McKeight, please wire me.
FOR SALE—MOTOR DROME

First Convulsive Drama in show business. Built this spring. 18 months complete, used 10 weeks, with or without transportation. Sold for one-half cost to build or will hire Drum any color with own customs and rates. Have good mood-favoured and demonized. If you want a drama, take this one are, a bargain. Address:

L. C. MOBLEY, 1346, CRESCENT AMUSEMENT CO.

FOR AVERY'S MODERN SHOWS

WANT CONCESSIONS of all kinds that work after week. RIDES HELP who can drive tame. Address R. E. MOBERT, Manager, MICAHAM Caravan, 1600, The Palace, U. S. A. Have sets and costumes. For all information, call AVERY'S MODERN SHOWS.

DRAGO AMUSEMENTS

Want to trade with all kinds that work after week. RIDES HELP who can drive tame. Address R. E. MOBERT, Manager, MICAHAM Caravan, 1600, The Palace, U. S. A. Have sets and costumes. For all information, call AVERY'S MODERN SHOWS.
O. C. Buck

FORT EDWARD, N. Y., July 22.

Clowning and Lithography, proved to be only fair due to extreme hot weather. At Littleton, a small town, the heat was so great that it was necessary to bulldoze a ridge. Radio and newspaper publicity was excellent.

The tank of the new boat has been returned from the factory where suggested modifications were made. Mr. and Mrs. Charles Bilburt joined here with Wild Life and Science show. Happy Lot and his wife, Norm, formerly with the King Red Shows, joined Roxy Lee's Circus. Hear Revue. Mrs. Henrietta Campbell and son Willie joined her husband, Clayton, to handle the photo stand.

Orville O'Flahaghen Dog and Pony Show is popular. Roxy Lee has added feature act to his team. It is going over big. Ray Vincent, Gloversville, N. Y., cowboy artist, joined the Kuntz Side Show. Mrs. Helen Evans motored here from Columbus, S. C. She joins her husband, Eddie, along with Archie Johnson, to assist with concessions. Henry Evans also joined. Clarabelle Evans joined her husband here. She also will work with Evans concessions.

Alonzo C. Wilson awarded King of the Shows bearing his name; Bill Jones, World of Mirfs circus operator, the lot was so small it was necessary; Bob Parker, Mr. and Mrs. Jimmy Niece and Tuba Tuna, Mrs. C. P. Allen and daughters. Harriet Peugh is visiting her father, the writer.—ROY F. PEUGH.

Virginia Creater

WESTMINSTER, Md., July 22.

Shows moved in here from Brunswick, Md. On arrival it was discovered that the org's pet duck, Decor, was missing. Brunswick farmers and police aids in the search and regained the bird before it was identified for the first part of the gift. Of Dr. Holland, Strathmere, Va., etc., has been on the shows for two years.

Tuesday and Thursday of last week were lost to rain. Louis Augustine was under a lift to his home in Baltimore. Mrs. Benjamin Monroe will join from Pennsylvania with a 20-foot cut rock. Mrs. Arnold, wife of the writer, is on a two-week vacation to visit some friends in Fair Haven, N. Y. Robert Shows visited other workers included George Barlow, Eramus, Motion, Mr. and Mrs. Bill Cox, rida operators and the mother of Jimmie and Jack. Moore, Louis, Buffalo, N. Y., and Rip Ruph about to take over the Coats Shows. Local people aided in the search and added several new happenings to his Side Show.—H. W. (HAPPI) ARNOLD.

FOR SALE - FOR SALE

A real opportunity, fine investment, one of the finest shows on the East Coast. Now in full operation and showing outstanding profits. Is reasonably priced to sell. Ten beautiful, up-to-date rides in first-class operating condition. A fleet of dependable Class A trucks and trailers. Twenty modern Concessions, including office trailer. Features Car Barn mounted on trailer. Two giant searchlights mounted on new 30 ft. Freneh Trailer. Show complete from front entrance, which was specially built, to back. The show is in excellent condition throughout and will stand the most rigid inspection.

Included with the sale of the show is one of the best and established routes plus good will.

This fine investment may be seen by appointment. Prospects must submit proof of financial ability prior to discussion of sale.

Owner retiring. All replies confidential. Address Box D-215, c/o The Billboard, Cincinnati 22, Ohio.

CUMBERLAND VALLEY SHOWS

WILL START THE 13 STRAIGHT FAIRS BEGINNING AUGUST 1ST

Alexandria, Tenn., Aug. 1-6; Toney City, Texas, Aug. 6-11; Winchester, Tenn., Aug. 11-16; McMinnville, Tenn., Aug. 16-21; Cumnolle, Tenn., Aug. 21-26; Sprig, Tenn., Sept. 1-7; Madison, Tenn., Sept. 7-13; Elsberry, Mo., Sept. 13-19; Tennyson, Mo., Sept. 19-25; Columbia, Ga., Oct. 17-22; Cumnolle, Tenn., Oct. 22-28; McMinnville, Tenn., Oct. 28-Nov. 3.

Will have all shows of an excellent nature that does not sell all. Owner will assist with good will.

MRS. TDA DAVIES

Phone 8107.

FOR SALE

RIDES FOR SALE

Pair 10 foot streamers, 25000 ft., will sell at $1500.00 each. Can be seen at 1030 Kansas Ave. in Vail, Kansas. Will work in any state. All expenses paid.

MRS. B.J. DAVIS

MONDAY, AUGUST 22, 1949

JENNER FAIR, JENNERTOWN, PA., AUG. 2-6

Day and Night

Want Concessions of all kinds, all Eating and Game, no Exclusive, reasonable privileges. Want Kiddie Rides, live pony and non-conflicting major Rides. Want Independent Shows of all kinds with own equipment. Fun or Glass House, Motordrive, Pony Arcade. Help—Ride Help, useful Show People, Legal Adjuster. Come on or answer this week. Mechanicsburg, Pa., then Jennerstown, Pa.

GIRAFFE AMUSEMENT PLACE

Jeni, Florida.

Mickey Purcell, Gen. Mgr.

WANTED—AGENTS—WANTED

Have 12 and largest Labor Day park in state, also have contracts for two State Fairs in the South. Will place two Court Side Agents, two Pin Store Agents, two Basket Store Agents. Will place many with an eye for Home Run KIND.

JACK SHEenan, careацию Shows


WHEELS

END OF SEASON CARNIVAL, FAIR & PICNIC CO.

KANSAS CITY 6, MO.

RIDE TO YOUR ORDER

DEPT. B

Keystone Ticket Co., SHAMOKIN, PA.

Send Cash with Order. Tickets $25.00 per 100,000.

100,000 $27.00

10,000 $0.90

5,000 $0.60

1,000 $0.30

100 $0.10
WANT—Mechanical City, Animal, Fat Show, Unborn, Glass House, Etc.
Can Place Penny Arcade, Clean Cookhouse or Sit-Down Grab, Jewelry and Merchandise Stands.

John Quinn, Ann Arbor, Mich.—Now

FROM THE LOTS

Crystal Exhibition
TELLICO PLAINS, Tenn., July 23—Ride crews did yeoman duty getting rides in operation for opening bell this (Saturday) at 18 after a nearly two month move from Bowah, Tenn., where a solid crowd of riders is still in attendance. The last unit did not get under way until 5 a.m.

Carnival also moved from Standard, Ga., to points south and east.

Rings at Bowah kept attendance down. Local opening under American Legion Post auspices during the first few days attracted to play here. In 18 years, Amusement-lusty townsmen are the lot where the trucks arrived, gathered the set-up with interest and stayed to spread.

Not Omen's Crystal Castle on Pads, toppled the show. Americo's Finest Moonlight Circus found receipts satisfactory while all rides had lines of waiting patrons.—EDDIE BETTS.

B & C Expo
SARANAC LAKE, N. Y., July 23—Shows moved in here from Potomac, Md., one of the best spots of the season so far. Shows, rides and concessions reported non-stop attendance this week. A new lot is being used here, but crowds are large and operation is brisk.

Art Noy's new cookhouse opened here to good business. His first week's operation stands constant popularity as does Al Bronn's Bing.

New panel front for the Snake Show is about completed and will be erected next week. Mr. and Mrs. Pratt are completing plans in the addition of a new circus. Co-Owners Barnes and Colegrove are making preparations for a booking trip during which they visited several fair committees and other shows. MRS. RAYMOND SANDFORD.

W. S. Carl
BROOKVILLE, Ky., July 23—July 4th was successful, with all rides, shows and concessions doing good business. Results of the remainder of the week also show, with Saturday a repeat of the Fourth. Concessions, owned by Messrs. Engram, Keim and Brandon, are having good business. No rides, however, are in operation here. Smaller shows are also in operation. The Snake, Crane and Co., who operated here in the past, have been joined by several smaller shows in the city.

Visitors here included the secretaries of the Falmouth (Kans.) Fair, Mrs. J. W. T. (BILL) HOPKINS

W. G. WADE
Hixson, Mich. (Fair), all this week; Shilohans Co. 4-H Fair Free Fair (Corner, Mich.)

WANTED
For Big Annual Celebration, August 1-31, Streamline King and Queen Showers, and for Fall Carnival, September 1-30, for Fair in your vicinity, need Mechanical Shows. Write for descriptive Catalogue.

ROGERS' Bros. Shows

DOWN RIVER AMUSEMENT COMPANY
Want for 10 WEEKS OF FAIRS AND CELEBRATIONS IN MICHIGAN—Booked Solid Till October 9

TILT-A-WHIRL, or any FEATURE RIDES that doesn't conflict, have good proposition for 10-Night or any Nite show daily. Can use one Pole Tent Show, or Gig Show at Fowlseville Fair.

Address: 10465 R. JEFFERSON, RIVER ROUGE 13, MICH.
W. R. GEREN Presents

MIGHTY HOOSIER STATE
FAIRS -- FAIRS -- FAIRS

WANT STOCK CONCESSIONS: Photo Gallery, Hit Striker, Eating Stands, Ball Games, Huckleberry Buck, String Game or any other Rock Storeshop

WANT SHOWS -- 25% plus tax. Fun House, Monkey Show, Animal, Side Show, or any Show except comedy or Girl.

FOR SALE -- Rides at GIVE AWAY Prices

Spitfire--1946 in perfect condition with two-inch Devil Tractor and 26-foot Semi. This outfit complete for the first $2,000.00. 1947 Flying Scooter with 28-foot Semi and International Tractor. Perfect ride, cannot be told from new. First $5,000.00 takes complete outfit.

These Rides are positively not Junkers. They are in top condition. Come look closely and you will have every reason to believe it. 1 complete Side Show Royal BlueAssane made 25x50 Top with peacock, Polar Bear 1946, and 10 Bows. Cans used 1 year and a half, in fine condition. Come get the whole works for $500.00. Also 26-foot Semi to haul same. Closed van--first $200.00 takes it. All Reprine Wire -- DON'T PHONE.

W. R. GEREN, Owner, Mighty Hoosier State Shows

This week: Brenton, Ind., Free Fair
Aug. 1-6, Melton, Ind., Free Fair; Aug. 9-13, Knox County Fair, Bicknell, Ind.; Aug. 16-20, Blackford County Fair, Hartford, Ind., Fairs and Celebromths until Oct. 18

W. R. GEREN

The Billboard

CARNIVALS

KING REID SHOWS

Now Booking for

6 BIG NEW YORK FAIRS -- 6

We are now contracting Rides, Shows and Concessions for our well established route of New York Fairs. Contact us immediately and get prefered treatment. Legitimate Concessions only.

July 25, Ogdensburg, N. Y. 8-13, Sandy Creek, N. Y. Fair
August 1st, Boonville, N. Y., Fair
August 21st, Bollston Spe, N. Y. Fair
August 8th, Saranac Lake, N. Y. Fair
August 15th, Lowville, N. Y. Fair

ADOLPH HITLER'S
Genuine Personal Armored Limousine

Five French Polishers

Wants said to have seen Hitler's genuine personal armored limousine. Five French Polishers wanted. Must be talked about one more pretentious. Would work for the price of the limo. Any French Polisher or European wanted. Send offer to the address below.

PROSPERITY ASSOCIATES

SOUDERTON, PA.

EDDIE'S EXHIBITION SHOWS

WANT

Fries Gallery and Giant Show. Kansas City, Aug. 8-13, Fireman's Carnival, 2 parade, Mr. J. L. Jones, West, Sunset, N. Y., Tel. 1st Hotels, 

Parade and other entertainment. With something new for all. Send your offer to the address below.

EDDIE BILLET

116 N. Monroe St., Butler, PA.

SUNSET AMUSEMENT CO.

WANTS FOR THREE RIVER FALLS, MICH. FAIR

Ball Games and legitimate Concessionaires. New fair open. Worldwide Independent Shows, NORTH DAKOTA STATE FAIR, MINDEN. THIS WEEK: THREE RIVER FALLS, MICH. NEXT.

WANT

GREENE COUNTY FAIR
WAYNESBURG, PENNA., AUGUST 10-13. RIDES, SHOWS AND CONCESSIONS.
KEN-AMUSEMENT COMPANY
615 EARL AVENUE NEW KENSINGTON, PENN.
WANT

EXPERIENCED Stage Door Talker to work hour on, hour off. One good Inside Lecturer—must be able to lecture entire show. One good Fire Act. 5 Big State Fairs. Outstanding County Fairs. Quote your salary.

CHARLES H. HODGES c/o Joyland Shows Lawrenceburg, Ind., this week: Franklin, Ind., week of August 1.

WANTED

Experience Stage Door Talker who can make openings, sell tickets and grind. Also lady with Snakes to handle same.

W. "Red" KITRIE (Rider Manager) Pioneer Shows, 621-435-42-2, Barnum & Bailey Circuses Indianapolis, Ind., 28; Ro-

sp. 21-90, Fort Wayne, Ind. South Bend, 29; Chicago, Ill., 30-Aug.

MORRIS FRIEDENHEIM WANTS

AGENTS TO PLAY SPOT SHOW. Send details and conditions to 1640 Fulton St., N.Y.. Aug. 27.

MORRIS FRIEDENHEIM C/8 Dickson's Imperial Shows

GIRLS—GIRLS—GIRLS LOU PEASE WANTS

Dancing Girls. Experience helpful but not necessary. Earnings will be good. Look sharp. Send resume.

LOU PEASE Case Room's Attractions Ford City, Pa.

DROME RIDER WANTED

HENNIES BROS.' SHOWS


CARNIVAL WANTED

World's largest and best management Company for annual CARNIVAL. Will give you the best paid $1000. Per Week. Completely equipped. Will travel. Apply to:

MAXIE GLYNN WANTS

Cook House Help for twenty boys Tennessee Follies. All people who work for the best, have the job—send resumes. Core SUMMERLAND VALLY SHOWS

Murfreesboro, Tenn., July 28-Aug. 26, next week.

WANTED

Eddie ELKINS

For Sale

Dodge 1931 Closed Truck. 2 Convolutions, one door. 1934. Also Phantom A.C. Truck. A.C. Truck with flask. For sale. 1934. Also use Paint Set. 1932. Also use Paint Set. Chicago, I11., 700.

FOR SALE

Charles H. HODGES WANTS—WANTS

One good Side Show Talker to work hour on, hour off. One good Inside Lecturer—must be able to lecture entire show. One good Fire Act. 5 Big State Fairs. Outstanding County Fairs. Quote your salary.

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CHARLES H. HODGES c/o Joyland Shows Lawrenceburg, Ind., this week: Franklin, Ind., week of August 1.
IONIA FREE FAIR
Ionia, Mich., August 8th to 13th Inclusive
WANT: Second man for Caterpillar and workmen for all rides.
WANT: Foreman for Chairplans.
WILL BOOK one No. 5 Ferris Wheel for Indiana State Fair, Indianapolis, Ind., Sept. 1st to 9th inclusive.
Will place Snake Show, Fat Show or any grind shows that don't conflict with what we have.
WILL place all legitimate merchandise concession: no others need apply.
Will place eating and drinking stands at all fairs starting week of August 8th and ending middle of November.

All Address
CETLIN & WILSON SHOWS
This week Youngstown, Ohio; then as per route.
Note: Larry Sidwell Can Piece Train Help

DICK'S GREATER SHOWS
NOW BOOKING FOR MILHALL, PA., FAIR
5 Days and Nights. Starting August 9th.
Want to hear from High Act for balance of season. Starting August 1st.
CONCESSIONS: French Fries, Fish and Duck Pond, Pitch till-you-win.
SHOWS: Any grindshows with own outfit.
GIRLS: Dancing Show, top salaries. Write or wire JERRY GERould.
HELP: Chairplane Foreman, must drive semi: second men on all rides, semi drivers preferred.
R. E. GILSDORF, Wellboro, Pa.

WANTED—C. A. STEPHENS SHOW—WANTED
CONCESSIONS—Glass Pitch, Penny Pitch, Custard, Agents on all lots.
"Miss Back" Hill Pigeon, Ray McKnelly, get in touch. Place one Camp.
SHOWS—Operate with girls and workmen for Girl Show that can work as told. Upwone. Long Enter, answer. RIDES—Any Novel Ride not conflicting. McNam, No. C; Goodcos, N. C., next.

DECATOR 4-H FREE FAIR
GREENSBURG, IND., WEDNESDAY, AUGUST 7
Followed by Porter County Fair, Valparaiso, Ind., and long season north and south, closing Armistice Day in Georgia.
Can show to join you legitimate Amusements. Winter Operation. Start early. We will show
JAMES H. DREW SHOWS
Addison, Ill., this week; next week, Greensburg, Ind., then Valparaiso, Ind.

WANT—VETERANS UNITED SHOWS—WANT
For the following Fairs and Cattle Shows: American Legion Celebration, July 25th; Indianapolis, Ind., World's Fair, July 25th.
SHOWS: All attractions, Agri. Enter, Ind., Fair, Aug. 11th. Illinois, Ill., Fair, Aug. 11th; Cornhusker, Fair, Aug. 13th. Cinnatasis, Ind., Fair, Aug. 16th; Adams, Aug. 16th; Columbia, Aug. 21st; Indiana, Aug. 21st; Fair, Aug. 21st.
RIDES: Same as Miss Back Ride, or any other Novel Ride not conflicting.
M. C. LOTT, Sales Manager, 515 W. Main St., Petersburg, Ind.

TWIN STATE SHOWS WANT
For 4 weeks in the heart of the Tobacco Section and balance of season. We have six nice boys for fair, 2 white and 4 colored. Want Oct. 1st. Address: BENNETT—Ringi Billie Graham must nurse to show Bulls Day and Under open, with Bunny Pasco, High Standard, Piggie Tom, Piggie Ben, Penny Pitch, Penny Pigeon, Piggie Dolly, and all at prices that will please. Billie Graham can work 4 weeks with 4 roads, will work 4 weeks.

WANTED—BURDICK’S GREATER SHOWS
Can show for now and balance of season, this Fall for El No. 1, Patterson for Allen, Hershfield-Campbell, Salley near with. Glass Shows with six working, will work 12 weeks. Can show 2 or 3 boys for fair, one 25 days. Write or wire.

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WANT: Second man for Caterpillar and workmen for all rides.
WANT: Foreman for Chairplans.
WILL BOOK one No. 5 Ferris Wheel for Indiana State Fair, Indianapolis, Ind., Sept. 1st to 9th inclusive.
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AT LIBERTY
A-1 TALKER-MANAGER
Resigned July 18 as manager of Ringling Bros.-Barnum & Bailey Side Show.
WANT STOCK CONCESSIONS
Wanted for the season.
WANT Grind Shows and Monkey Shows. Want Tilt or any Flat Ride. Want Hillbilly who can do bookin.
Address Curley Little, QUEEN CITY SHOWS
Hamilton, Ohio, this week.

POLISH FISHER WANTS
Bingo, Photo Gallery, Octopus, Rides, Kiddy Rides. Twelve more good Fairs. Two big Celebrations, Stay out until Armistice Day.

HARTSACK BROS.' SHOWS
5 OFFICE OWNED RIDES
Want for balance of season. Must have 2 weeks of celebration and Horse Shows in City Park and at the Coliseum. Any Fair will do. Must have 5000 or 6000 people per week. Will show on any condition. Will go with any fair in United States.

VETERANS EXPOSITION SHOWS
"Playing the Cream Of The South"
Want Concession of all Kinds. Good opportunities for Ringo, Agents, Dealers. Can place shows with any advancement and can work with any show. Will show Ringo, Piano, Picture Office, or defense any and all Korean Rides. Place Faries on Little Noggy Dixie Queen, Concession and Wheels. All want work in Eastern and Southern States. Write or wire.
"Wanted Laugh,
"Fun and a good time for the boys and girls."

IMPERIAL SHOWS

BILLY GELLOTTE, Mgr.
I Have Just Returned From Honolulu, Hawaii
And I will take several Concessions and three or four Rides to the Island in October. I will place ten Count Store Agents financially able to put up display, capable and sober. Will also take Tilt-A-Whirl, Ferris Wheel, Caterpillar and two Kid Rides. All must place display for my reference. Write First State Bank, Louisville, Colo. No phone calls and no wires, please.

All correspondence will be handled by mail.

SCOTT LAMB
943 Rex Street
Louisville, Colo.

Endy Bros. Shows

WANT FOR SPRINGFIELD, IL., STATE FAIR, AUG. 12 TO 21 INCL.

All offers on ENDY BROS. SHOWS
Harriotton, Del. (State Fair) this week

JONES UNITED SHOWS

WANT


CAPPEL BROS.' SHOWS

CAME PLACE FOR YALE, OKLAHOMA, ARM STYLE KINSMEN, NEXT WEEK; THEN THE AMERICAN INDIAN EXPOSITION, ANADASC, OKLAHOMA, 3 DAYS—8 NIGHTS, POSITIVELY THE BIGGEST EVENT IN THE STATE. TEN MORE BOOK RIDE FAIRS TO FOLLOW. WANT CONCESSIONS FOR ALL BIG SHOWS.

WANTS WANTS

FOR WINCHESTER, TENN.; THEIR COLUMBUS, TENN. IN TOWN.
Agents for Wallmon, Raster, Fin Jare, Jackson, Cade Hudson, will book Bucket Stunt, Popcorn, Concessions, Live or Sheet Range Gallery, Photo Gallery, any 1 Humber $25.00.

JOHN REED or HARRY SMILEY, Winchester, Tenn.

CARNIVALS The Billboard

July 30, 1949

Wants - - - Wants

GEM CITY SHOWS, Inc.

Rides—Will book one more major Ride not conflicting with what we now have.

WANT EXPERIENCED RIDE MEN, GOOD SALARY. Must be sober, reliable and take interest in their work.

Concessions—Booking legitimate Merchandise Concessions of all kinds: Custard, Photos, Cookhouses, for fairs starting at Mt. Carmel, Ill., July 31.

NOW BOOKING CONCESSIONS FOR DAVENPORT FAIR, August 15-21. All reply East Gary, Ind., until July 28, then Mt. Carmel, Ill. (Fair).

The Billboard

CLUB ACTIVITIES

PACIFIC COAST

Showmen's Association
1235 S. Hope St., Los Angeles 16

LOS ANGELES, July 23.—The first meeting in several years was held July 21 with Vice-President Ray Krueger present, Joe Krueger, Treasurer Al Jennings, Secretary Louis Schlessky, royalties on the rostrum. The meeting opened with a pledge to the flag and an excellent prayer in memory of Samuel Boswell, Fred (Whitney) Irving Palackay and Charles Chrysler.

A letter from the National Association of Zentainment Parks, Fairs and Amusements (NAAFPB) asking that August 14 be declared a legal holiday to be known as World War II Victory Day was read. Members were asked to contact their congressmen to secure the bill's passage. This would give showmen an extra holiday.

Rides were voted in, Griville J. Grossmeister and Fred Spillner, Motorhome trip on Douglas Greaters Show. Brother Donnelly reported on the illness of Victor Johnson, Charlie Bollinger, Jack Hughes, Bob Enklaan, John Bush, Ray Hildebrand, Charles Smith and Harry Horrison. Executive Secretary Al Flitt has been authorized by the board to tour Pacific Coast and contact all shows to create good will for PCFA. He will be gone until after Labor Day.

Treasurer Al Weher reported on the financial results at Showmen's Association. Due to a conflict in dates the annual banquet and ball will be held in the Biloxie on December 8 instead of December 9 as previously scheduled.

Ladies' Auxiliary

Monday (11) meeting was called to order by President Mary Taylor. Mrs. Angela and Mable Burt were present.

Letters were read from Desert Marvin, Alta Dell, Helen Newall, Mable Stelt, Doris Douglas, Marie Kibler and Billie Ober were on the sick list.

Rides went to Opal Manor, Door prizes donated by Trudi D'antu, Edith Flagg, Stella Loston and Marie Robinson were won by Jewel Bailey, Sally Flitt, Emily Bailey and Peggy Foswell, Sked prizes were donated by Mora Bysby, was won by Emily Bailey. A bracelet, donated by Mrs. Kerney, was won by Hazel Mack.

Three Decisions, Hazel Mack, Charlotte Cohen and Mary Taylor donated to the junior, Peggy Foswell was host in a party in her home Monday. Edith Flagg made skeds one for August. Soft talks were given by Past-President Rief Krueger, Charlotte Co- penhaagen, Birgitshape, Jewel Bailey, Marie Robinson, Trudi D'antu, Emily Bailey and Mable Brown. The secretary requests addresses of members to be sent to them through their books.

Shoemen of the World

1211 Louisiana, Houston

HOUSTON, Tex., July 23.—New and old concessionaires, new and old, all present, to be opened July 20. Members are finding the next door west of physical store a handy spot. New members are Red Nav, Charles Gallop, Don Covera, Victor and Clifford Leverett, Lloyd Monults (Shiner), Roy Green, Bob Bower, Lommans, Don O' Dow and Jack Parson.

Tom McCall, former thrill show performer of burned alive note, was visitor to the club and announced that he is planning a new thrill show.

Pop King, veteran concessionaire, is host this week in a hospital here.

J. H. "DOC" CAPEL, Mgr.

Winston, Va., 5th week; then on west.

CARNIVAL WANTED

20 PASSENGER

1949 Chevrolet School Bus

Good condition. Suitable for Old Show, TUCKER'S

WILLIAMSBURG, Ill.
Great Flourtown Fair, Flourtown, Pa., August 3-13
One of Eastern Pennsylvania's outstanding dates.
Want Motordrome, Penny Arcade, Shows with own equipment except girls.
Ten Cent Stock Concessions of all kinds, come on.
No exclusive.
Rides: Can Place Roll-o-Plane, Tilt or Whip.
Help: Can always place capable ride help who can drive semis.
Want capable agents for Bingo. All replies
MORRIS HANNUM
68th and Dicks. West Philadelphia, Pa., this week; then Flourtown, Pa. For office wagon telephone, call Mobile Unit, Philadelphia, between 5-11 p.m.

Graceland Greater Shows
WANT
For Hancock Co. Fair, La Harpe, Ill., Aug. 1-6, followed by Van Buren and Jefferson Co. Fair, Keokuk, Ia., and Cedar Co. Fair, Tipton, Ia.
Legitimate Concessions of all kinds. Rides—Roll-O-Plane, Tilt, Elevator Shows—Arcade, Motordrome. C. H. Overman, contact me. Ride Help—Second Man on all Rides. All replies
HARRY ALKON, Graceland Greater Shows
Winnipeg, III., this week.

Heller's Acme Shows
Wants Shows, Ride Help—Ferris Wheel on Chippewa, Spillville and Whitfield Fairs Wheel Faramon and Several Men on Rides with handsome return. Long season south, Come on now. Want Whips, Count Concessions, Candy Bar, Bunsters, Devils Revolving Alley and Hardy Photo. Want Whips, Dance Drivers, Chaffines, Pin Blazers, Watchmen. High Strikes, Concession and Pin Operators. Lady of Mt. Carmel Celebration, Rosetta, Penna., July 25 to Aug. 1, including Sundays. Cambridge, Maryland, Big House Week Concessions, Aug. 5 to 15; then the Big Tidler, Va., Colorado Fair, Aug. 15 to 30. Good Deal Outfit in between. Our 7th Chippewa.
Address HARRY HELLER, as per route

Ohio Valley Shows
ROXIE HARRIS

Jolly Time Shows
Wants for Orenntal, Penn., Fair, Aug. 3-7
(Adress Liverpool, Penn.)
Any and all Stock Concessions, Novelties. Will give 50% on Ball Games for balance of season. Any Grind Show, any Flat Ride. Some F.G. open if you have stores to go with it.

Concessions Wanted
Mr. Carmel, Ill., Fair, July 31-August 5
Fairfield, Ill., Fair, August 8-12
Will book all Concessions for two Full Fairs, including Grinds and Concessions. Low Price for both Fairs. All replies to
W. E. (Bill) Snyder
CARE IMUS HOTEL
CARMEL, Ill.

Wants Shows and Rides
Not conflicting. Concessions of all kinds for Philadelphia and vicinity. Ride Men—Have three units working. Can place all shows at all times. Reply to
SAM TASSELL
3139 WALNUT STREET
PHILADELPHIA

Fidler's United Shows
Wants for Balance of Season
Rides for Second and Third Weeks with or without own equipment and transportation. Legitimate Concessions of all kinds. Some Hunky Punks Open. Want Ringo to Join for Dubuque, Iowa. Next Week Address: LA CROSSE, WIS., THIS WEEK. FOLLOWED BY DUBUQUE, IOWA.
DICK BEST WANTS
Bally Acts, Talkers, Second Openers, Working Acts of all kinds for Side Show
Address
DICK BEST
c/o Johnny J. Jones Exploration
Salon, Ill., this week.

WANT
BINGO CALLER
RELIEF CALLER
COUNTER MEN
Address
GUY B. WEST
Caravans of Amusements
Terra Haute, Indiana, July 25 to 29

Concessions Wanted
West Lafayette, O., August 4-5-6-7
ANNUAL CELEBRATION AND HOMECOMING
Sponsored by Chamber of Commerce Parades, Free Acts, Prizes and Drawings every day and night.
For space contact
FRED NOLEN
POKOTA PARK
South Zanesville, O.
(Rides booked)

CRYSTAL SHOWS WANT
Tilt and Tilt Foreman. Can place Concessions of all kinds. Handy Panks, $6.00 per week. Will sell X on CUSTARD, Ice Cream, Novelties, Photos, Guess Your Age.
Athens, Tenn., this week.


OPENINGS FOR USEFUL SIDE SHOW PEOPLE
All that suit will get a try in touch. Long season.
HELEN GOLDEN
c/o Lone Star Show
Columbia, Ky.

WANT LEGAL ADJUSTER
With 2 or 3 Stores.
W. E. Bunts, Crystal Shows
Athens, Tenn.

WANT AGENTS
For Complete Supply of all Shows. Good Time for Two-Family and Two-County Kromes on show. Booked in Chicago, St. Louis, Detroit, Kansas City and other large cities. Write for our New Book. Write Frank J. Levis, 2513 State Street, Chicago, Ill. TONIGHT: Alvin, 1127 DeKalb Avenue. Chore Little Tornado, Aug. 27.

WANT—GOLD BOND SHOWS—WANT FOR 4-H FAIR, JANESVILLE, WIS., AND OTHERS TO FOLLOW
Want complete line-up of acts, especially Wood Photos, Hoss-Lee, Wash-Lea, Strong Boys, Circus Attractions, Cones, Sleeters and Comic Men. West Home of all kinds, reasonable rates.
No Phone Calls—No Arrangements—Writs Only. ADDRESS: MICHAEL D. CLARK, Mgr.

WANTING RIDE FOR SALE
Like new, with all equipment. Will sell or trade. Call Paul "Dilly" Miller, 1105 Forest Avenue, Battle Creek, Mich., this week.

GREAT RAINBOW SHOWS

WANT CRAFTS EXPOSITION SHOPS
900 MILE HOLLAND, CALIF.

NOW BOOKING

Copyrighted material
Frank Owens Heart Victim

CINCINNATI, July 25. — Frank Owens, owner and manager of the Golden Gate Shows, who died at Covington, Ky., on Saturday night (23) of a heart attack, according to reports received by The Billboard yesterday from sources in Brooklyn, is the fourth member of the family to die in recent weeks. The service and burial will be held in Foweymoke, Ky.

CARNIVAL ROUTES

(Continued from page 26)

United States: Williamson, W. Va.; Whitleville, N. C.
Billy Baby: Mich., July 29; Atlantic, N. J.; (Fair) Jacksonville, Fl.
Vogue's Southern Am.: Prichard, Ala.; (Fair) Livingston, Ark.
West, W. O., Jr., N. J.; (Fair) Blacklick, Ohio.
Virginia; (Fair) Allentown, Pa.; (Fair) Williamsport, Pa.; (Fair) Kutztown, Pa.
Virginia: (Fair) Allentown, Pa.; (Fair) Williamsport, Pa.; (Fair) Kutztown, Pa.
Vogel's:at Wavertown, W. Va.; (Fair) Huntington, W. Va.
Watauga; (Fair) Allentown, Pa.; (Fair) Williamsport, Pa.; (Fair) Kutztown, Pa.
Ziegler's: at Wavertown, W. Va.; (Fair) Huntington, W. Va.

RELIABLE RIDE FOREMAN WANTED

Wanted steady. Pay every day Thursday. Drunks, bums and undesirables excluded. Apply to.

THE NORTHWEST ANNUAL SHOW.

Petersburg, Mich. Contact Lucky Liberty Center next week.

FOR SALE—No. 12 Eli Wheel

In perfect shape, $400.00. Selling account head ROSA STARR

with Allen, Dago, Silvers, Grano, to do any show, ability, Dickson—will act as able as ever.

ALL-STAR WANTED: WEEK END SHOW

Van Wert, Ohio, this week

Ralph Decker presents

With the One and Only Emanuel Zacchini Being Shot Over Two Ferris Wheels

WANTS FOR WASHINGTON, D. C., then fair until Thanksgiving Week. This show will positively play the Leo Billiasy Florida route

WANT set of Kiddie rides for balance of season (Evelyntk-Day, week). I will buy any sight ride except trams. Place Fill, Hacket, I'll bid, any flat ride sounds Calendar. contact to Fred from Unshield Show. Scully, ready for your ride. Good opening for Motor Horse, Monkey Show, Race, Band, all shows. Need your ride. Want to operate Fill Horse; this is richest Fill Horse on any Carnival.

THE GREAT JARVIS WANTS FOR SIDE SHOW: WORKING ACTS, TATTOO ARTIST, MINNEBANDER, PIN CUSHION, ANY HIGH-CLASS ACT, SONG FRESH TO FEATURE

CONCESSIONS.—Place Cell. Quiffs and all kinds of Eating Stands, Age, Scale, Noodles, Rice, Noodles, Noodles, Noodles.

JOHN Miller, Rose, 20th, 24th, or any Flat Ride sounds Calendar. Wanted to hear from Derby Racer. No exclusions this week but we do not overlook useful Carnival people. We are always pleased to meet you. All addresses to:

RALPH DECKER

Bel Air, Md., this week; then Michigan.

A.M.P. WANTS

WANT Shows with or without transportation. Good opening for fun 8-Girl Shows. Have panel fronts for same. Animal, Furniture, 10-01 or any worth-while attraction. Percentage reasonable. Bear that has 8 Ring Shows. We show, control, following Concessions open. Strong Limbs, Lash Gallery, Cat Racks, Pitch-Tie-U-Wire, Darts, Penny-In-Bowl, Watch Lady, Mgt. Camps, Miller, contact. Will pay for all Camps, exclusive of stock. Will book with or without transportation.


PINE CROVE, W. Va., ALL THIS WEEK

GRAND UNION SHOWS

WANT FOR 8 FAIRS AND CONCURRENCIES

Rolling Air, Pin, Horse Show, 12-10 weeks.

WANT Agents for any and all stock.

J. E. BLESSING, TATTOO ARTIST,

MINDREADER, THE JARVIS CUSHION,

James B. Jarvis, 30, 7V111-11, 19th, 24th, 28th, 30th.

WANT FOR SALE

Must Jig Show, complete with Seals, Seals, Mgrs. Carl, Seals, Midget Cats, Seals, or any other worth-while attraction.

B. S. ROBY

MASON CITY, IOWA

CARAVELLE AMUSEMENTS

EDGERTON, PA., or PHONE 10868 269

RIDE HELP WANTED AT ONCE


CARNIVAL WANTS

Any Show Pony, desired. Contact:

J. J. S. S.

DIEHOLD, IOWA

GIVE TO THE DAMON RUNYON CANCER FUND
Talks on Biz
Crowd Agenda
At D. C. Meet

1950 Gatherings to Denver

By Bill Love
WASHINGTON, July 23—Business is brisk, but no one is doing anything about it. It was the keynote of the annual Roller Skating Rink Operators’ Association (RSROA) convention, July 11-16, at Riverside, Calif., the Nation’s West Coast capital. Local weathermen kept a close watch on the skies and temperatures, but with a 12-lap atmosphere the heat did not seem to be a major concern.

Operators’ clubs from 26 states, plus 200 from overseas, are represented in the RSROA, and a large percentage of these were in attendance. The convention was staged at the Western Skating Institute of America (WSIA), and the two-day meetings with dinner were well attended. The meeting was held in the Institute’s offices, and the operators were treated to a tour of the Institute and the WSIA facilities.

Monday was devoted chiefly to the discussion of operators and a press party. The weather was good throughout the week, which was marked by meetings on general membership, and the weather was fine. The operators were treated to a tour of the Institute and the WSIA facilities.

Unanimous vote, the 1950 championships and conventions were awarded to the Petite 50 Rink, Big Bear Lake, Calif., and the rink with seating for 5,000 spectators and a skating area of 90 by 90 feet. An RSROA rule, stating that the meet be held at an arena with a 12-lap track for a distance of 100 feet, was changed to 14 laps so that Mammoth Gardens would be eligible.

Several bids were received from Eastern Parkway Rollerderms, Brooklyn, N.Y.; Smithskate Convention Bureau, Jack Dalton, operator of State Skate, Cleveland, and the 48-tenant, also named the week to the lunches.

Edward LaVenture, operator of Waltham Park Roller Rink, Fitchburg, Mass., was unanimously re-elected to his second term as president. Other officers, re-elected for the year, are the 11th District, J. W. Schuh, Jr., Coliseum Skating Rink, Tampa; third vice-president, S. G. Lederer, Jr., and fourth vice-president, Robert G. McAdow, Middown Rink, Bakersfield, Calif.

With three terms running out on the board, it is expected that the operators will be elected.

By Bill Love

Riverside Chatter
WASHINGTON, July 23—Riverside Stadium, scene of the 1949 RSROA American championships and conventions, was operated as an ice arena before being converted to a rollerderm. But when temperatures were 150 feet by 200 feet in size, the main skating surface, 200 by 100; a figure skating floor 90 by 80, and a beginner’s floor, 75 by 50, all in a separate building.

Music for dance events was furnished by organists Penny Martin and Bill Bowers, with a more light-hearted touch by Herman Silver. Cheerleaders were all-women, and the vocalists were a mixture of the two.

Win a Triumph for Gionis
By Bill Love
WASHINGTON, July 23—Brook-lyn’s famed Park Circle Club, in its last convention, had good coaching combines of Roland and Margar- et Gionis, ran away with team honors in the dance and figure portion of the RSROA American roller skating championship meet, Monday, July 19 thru Saturday (16), at the L. R. and S. C. Lederer-owned Riverside Stadi- um here. The number of teams were well scattered over approximately 25 clubs from rinks all over the country.

This was the 11th RSROA figure skating championship meet, and the first in which Canadian contestants were entered, thus, the change in the prize list to reflect this change.

According to records, there were about 530 entries from 26 states and two provinces of Canada. Crowds, ranging from 2,400 to 2,400 spectators for the events, were sizable for the events, too. In addition, exhibitions were staged, including a changed Tuesday night (12) to thousands of homes via television, newspaper, radio and video publicity, handled by Irwin Kremer, Jerry Nagler and Max Zed, of News Alliance (Roller Skating Institute of America), were better than expected.

The weather, through the week, was hot and humid. In small city’s top style, favorite J. W. Norcross, Jr., Greely, Colo., winner in 1949 and 1949, was forced out of the event when he suffered a dislocated shoulder at the start of the event. Crowds, however, were large at the most spectacular routines. Winner Ted Rosdahl, Chicago, was also forced from the floor, due to a broken foot, but stage was set to complete his routine after repairs.

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RSROA Dons the Overalls; Biz Talks Crowd D.C. Agenda

(Continued from opposite page)

tors to individual composers would be made.

Major topics at meetings Thursday and Friday were the Roller Skating Industry Convention and the RSROA's annual membership meeting. William Brown, assistant general manager, and Max Zorn were present.

In the roller rink business, members were generally loud in their praises of what the publicity-giving body has done for the sport in 1949. It was voted to pay the deficit on last season's budget, the difference that the RSROA has contributed to the convention fund, and to continue financial support throughout the coming year.

Practically all the speakers present should call on delinquents in their home areas to urge them to contribute their due fees to the RSROA.

Also, the 1949-50 pledge to the industry should be made within 30 days, following chapter meetings at which each region should determine the amount of its arrangement.

In answer to a suggestion that the Moscow may be raised by a tax on equipment, Joseph Shevlin, representing the Chicago Skate Company, said that his company is not at present interested in any further discussion on the matter at this time or for the present period and pre-bust season.

Fred Martin urged every rink to be cleaned and kept in decent order at all times. Also, that operators work harder, cooperate more closely with city authorities, advertise properly and solicit parties.

Martin said, using these methods, the rink business can be turned around throughout the country.

The RSROA's organization will be brought to New York for a meeting with the RSROA's national officers. The group will be met by Anthony Schramm, president of the American Pressmen Union in Chicago; William Roll, president of the American Pressmen Union in New York; John J. Riley, president of the American Pressmen Union in Philadelphia; and R. K. LeVant, president of the American Pressmen Union in Boston.

In the closing session, the committee on convention rules was appointed to prepare the rules and regulations for the convention.
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Pipes for Pitchmen

By Bill Baker

JOHN T. LASS, president, General Products Laboratories, Columbus, Ohio, suppliers of various and sundry mending and plush items, visited the pipe's desk last week while the Queen City was a combined business and pleasure trip. Miss, who with H. F. Stockton now owns the Columbus supply house, reported that business was outstanding and that recently acquired new equipment enables them to give even better service than they have supplied in the past to most shop operators and pitmen.

After a lengthy... silence in his corner, Jerry Frantz foge thru the following from Summit Hill, Pa.: "This is our second week here and business has been good. It has been better than average the past nine weeks. Our new show to the public includes Sid Leachi, producer of the show and blackface comedian; Roy Shingleton, magician; Brien, Jean Francis, lecturer and straight; Vivian Shingleton, piano and comedy; Sid Franton, rope spinner and bull whip; Carol and Candy, secretaries and comedy managers, and Jerry Frantz, owner and lecturer."

ALBERT L. ANDRE... novelty goods and special merchandise. In Naples, Florida, opening a new show which he plans to take on the road soon.

JACK (BOTTLES) STOVET... present show worker, advises from the Franklins, W. Va., that he's been finding business fair in that sector whenever he can see the marks.

SONIA GIROD... has set her Magic Wonder Tumbler demonstration with the Hecht Company, Washington, where her wand demonstrator is obtaining excellent results. Sonia is demonstrating the tumbler at the Hecht, Norfolk, to satisfactory returns. She plans to visit her parents in New York following the Norfolk engagement. Prior to her present location, Sonia worked the big show at Fishin's drug store in Norfolk to good results.

JACK ZIMMERMAN... is surveying the geessah with his embalming guide at Kresse's, Norfolk. He plans to return to Florida this winter and may return to the Keen stores there.

HENRY VARNER... blasts from Akron that the Rubber City is still in the limelight, with the Cole & Plingling circuses doing well there. He adds that the weather has been hot and that in about three weeks he'll be back in the mountains of Pennsylvania where trout swim in the cold streams.

CARL BERRY... veteran pistol straights, advisors from New York that he's had numerous requests of late from members of the show fraternity to see the vaudeville which appeared in this corner several years ago. It was originally sent from Norfolk to Detroit and was titled The Walking Tree. Since many of the old-timers, who were pursuing their careers in Detroit at that time, are now pursuing similar careers around the Big City's Auto-Mat, Herron feels (See PIPES on page 18).

MEDICINE MEN!

Write today for our new merchandise catalog on medicine men, any lady's, men's, or children's, take advantage of our new manufacturer's terms. General Price: 5c. GD.

GENERAL PRODUCTS LABORATORIES, INC.
127 S. Spruce St.
Columbus 15 Ohio

BINGO

6-PACK CLAY COVERED TOP CHECKER CARDS
2730 TO DECK

SPECIAL FOR $65.00 Cash with
SEPT. DELIVERY

Quantity Prices Available

MISSOL & SON, PRINTERS
111 MARINE ST., OCEAN PARK, CALIF.

Another Scoop!

SHER-LEE buys out BIG Jewelry Assortment
BIG SAVINGS TO YOU

This merchandise was sold at $1 to $16.50 retail.

HOW CAN YOU LOSE AT THESE PRICES
A NATURAL FOR

BINGO OPERATORS
PITCHMEN
STORES
JEWELRY WORKERS

A SWELL CRAB BAG DEAL

TERMS: CASH WITH ALL ORDERS UNDER $7.00
25% deposit with all orders over $7.00, balance C. O. D.

SHER-LEE
4707 SHERIDAN RD., CHICAGO 40, ILLINOIS

10% to 50% OFF
ON ALL CATALOG MERCHANDISE TO
SELL PROFITABLY ON TODAY'S MARKET

Men's Wrist WATCHES

• EAGLE
• BULOVA

Rhinestone Dial, $25.00. Additional, 10K Yellow & Black or colored.

JOSEPH BROS.

HUNDREDS OF FAST-SELLING SPECIAL VALUES AT ROCK-BOTTOM PRICES

Just Out! FREE New 1949 Souvenir and Engraving Catalog

Send for Year Free Copy Now! Please State Your Business.

Harry Pakala and Company
5 North Wabash Ave., Chicago 2, Ill.
CONEY ISLAND (Continued from page 8) and a daddy of three sons ranging from 3 to 14.

Joe Pippie Gullicus is newly partnered with Tere Llamunno in the clam bar and Italian Pizzas on the Bowery corner of West 15th where Stanley Gersh, the other tenant, celebrated the launching recently of 48 units of Play 21, his new group game. ... Hallsted and Seymore Dunkirk, Island newcomers, operate Guess-Your-Age, a Louis Label concession, on Steeplechase Walk, near Nelson's Corner. ... Feitman's frantic run out of 15 cents to a dime to meet the charged prices all over the Island. ... Bud Duley has shelved his Ro-Lo game on Surf in favor of a more lucrative bell-bottomed Chamber of Commerce granted use of Surf Avenue trolley poles for Mardi Gras decorations. They were left by transit commission after surface cars were discontinued for busses.

Suicide Globe attraction on Surf closed for the second time this season because of injuries sustained by Speedy Babbis, featured motorcycle rider. A similar accident, Globe of Death, a Boardwalk tenant last season, is now at Savin Rock, Conn. ... Another Island first-timer is Bruno Puddu, a former game hunter with the bow and arrow, who has a nine-unit archery range in one of Joe Bonagurrie's new stores of the larger group on Luna's front. Bernard Kessler assists. ... Guy Bassant is a new reporter covering Coney for the New York Times, only metropolitan daily employing a special representative at this resort. ... Sam Garber went to Play the Races over week-ends, leaving the Long Beach, Calif., home in the hands of Sel Bir- verstein, formerly with Eddie's 5-Star Final.

John C. Ward has added fish pond, popcorn, ice and cotton candy concession to his already popular control, to further attract Pepsie and Kodak dealers of coupons for five rides and a movie at his Boardwalk spot, this season an agi- tator of all concessions. ... George, employ at their new and improved Ice Cream Tent, Mrs. Moresano, retired a former office girl in the Alien spring, has joined the circle of workers and supplanted her in the box office. ... Heading the salt water machine, located on the Bowery, corner West 15th.

FRED PEARCE'S LOVE (Continued from page 9) built at capital Park, Lincoln, Neb., ran for 10 years, and then was wrecked by a cyclone.

Personal Supervision
Everything in the many parks, in- cluding the attractions, was personally supervised by the firm in the first instance. Some were sold after two or three years of operation, others were lost by fire. Pearce has the ability to envision a new idea and to carry it out and make it the actual park operation. He is on the job personally when it comes to con- structing. Last spring he spent a month at Excelsior Park, building a new stage designed for radio shows. Last fall, another month went into the preparation of a new picnic grove for the park. Since then, he has been closely watching construction of new dock facilities at St. Luke.

Personal attention to details has been important in his park operations. He is an excellent judge of qualities, mechanical devices and ease of ski logs. He was the pioneer in the use of pressure creosoted lumber for Coaster, to avoid wooden protection against rot and decay with consequent expen- sive replacements. He has become an authority on the subject. Even in the subject of candy, his advice is constantly sought by park bosses throughout the country. In earlier days, Pearce traveled about 60,000 miles a year, visiting his different park interests. Recently he visited over 50 parks. This extensive travel during the short park season ultimately proved too demanding and, after 1936, he did less build- ing and confined his efforts primarily to the present two parks and Jeffer- son Beach, Detroit, from which he resigned as general manager about 1937.

Direct Poles
Personally he concentrates upon planning, policy decisions, financing, improvements, promotion and central operations. Operating details are left to his managers.

His operating policies are char- acterized by an emphasis upon family interest and picnic park operation. Any park with a relatively small number of rides and games, in relation to space devoted to recrea- tion, is properly, he doesn't con- strain amusement concessions except during periods of skill.

In the parks which he wholly owns the attractions and concessions are operated direct, but in partnership with the exception of the refresh- ments establishment at Waikiki and the Snow palace at Havana.

Fred was married in 1914 in New Orleans to Ethel Hayward of that city. She is the daughter of a prominent cotton wholesaler. There were two children: Mrs. Ethel Pearson, of Miami, Fla., and Mrs. Mollie Mahan, now living at Downer's Grove, 111. Mrs. Pearce died in 1933.

Family Lines
In 1926, Fred married Ferne Hickey of Port Huron, Mich. They have two daughters, Elizabeth and Julia, stu- dents at the Academy of the Sacred Heart in Greenville, Mich.

The trousers reside in Greenville, Deleware, are 32d Degree Mason and a member of the Eastern Star.

Fred Jr. grew up in the park business, working summers at different parks and stations before going to school. After three and one half years in the navy, he entered business for Mrs. Ethel Hickey. Fred Jr., now living at Downer's Grove, Ill., was raised in the park business, dividing his time between the parks and the office. He is now vice-president of the operating companies. Fred Jr. usually takes January and February off each year to go fishing in Florida.
SALEBOARDS

Gardner & Company, Chicago, boasts that it has compiled a colored list of girls on all types of play for Chicago's cross-country trade. Line is described as attractive by officials who add that operation of the new numbers in important board play sections has indicated strong acceptance. Leading numbers in this list are older than other game boards, including the Baseball Board, Basketball Board, Chicago's connection is his Baby board play, described as "kicks" by Samuel Berkowitz, general manager of Gardner, which is printed in the near future. "The board," Berkowitz says, "is the only one of its kind in the country, and it is designed to attract customers to the store to purchase it." Gardner's recent successes have been credited to the leadership of John O'Connell, vice president. "Our company," he says, "tries to give the customer what he wants, and this board is exactly that." The Gardner board is available in white, red, blue, and green colors, and measures 18 inches square. It is priced at $5.00 and is sold exclusively through the Gardner stores.

SALEBOARDS SIDELIGHTS

FALL-away September 18. Every Wednesday, the entire feature "Fall-away" is given over to this exciting feature. It is the same plan used by Coney Island earlier this season," Seabury reported.

"Pepsi puts coupons on each bottle carrier that goes into store sales. These coupons are redeemed at the park by paying 50 cents, good for five rides. It certainly has caught on and brought plenty of new rides into the park," said Seabury.

Free Arts Book

Suburbanians returned to its free art policy this year. The outdoor stage was rebuilt and weekly shows are given. Plan was started June 20. Fireworks were used July Fourth and will be used again at the annual former's picnic August 27 and again Labor Day.

Regarding the business outlook for Labor Day, Seabury says, "We can't expect too much business Labor Day because we will have tough competition from New York State Fair which opens that day in Syracuse, 50 miles from our park.

The fair will be open Friday nights, Saturdays and Sundays during September after Labor Day.

SALEBOARDS SPECIALS

SALEBOARDS SPECIALS

WE ARE MANUFACTURERS
ALL KINDS—PULL RICEM JAMES BOOKS

SAGEBOARDS

TIP BOOKS

VARIES REASONABLE PRICES

SALEBOARDS

TIPS FOR SALEBOARDS

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SALESBOARDS—All ORDERS Shipped Same Day Received

Holt Play Description  Set  Price
JAR TICKETS  24  $7.90
WHITE  24  ...  $7.75
RED  24  ...  $7.90
WHT  24  ...  $7.75
RED  48  ...  $15.50
WHT  48  ...  $14.50
RED  96  ...  $29.60
WHT  96  ...  $28.60

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

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WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

SECRET of JAP-Anchors the Next 50 Years

“World Renowned”

It’s BRAND NEW! DIFFERENT! TERRIFIC!

Universal’s “Quad No. 1”

Quad No. 1 consists of four individual panels, Grab-A-Fun Junior, Seven-Eleven Tin, Bingo-Fin Baby and Fak-A-Fat Midget, assembled to make up one compact counter display unit which takes up less space than the smallest paid deal. Each panel is individually packed ready to use, just remove from the carton and place it on the counter.

Four players can play at the same time.

If they lose on one they’ll try another or if they win on one they’ll try another.

Quad Takes In ....... $20.00
Quad Payout (Average) ........ 33.75
Average Profit (Quad No. 1) ....... $38.25

Universal Manufacturing Co., Inc.
“The World’s Foremost Mr. of Jar Games”
405-411 E. 8th St., Kansas City, Missouri

“The World’s Finest

A Winner...

“BONUS JACKPOT”
FORM NO. 12307
A DEFINITE BOARD WITH A BONUS PLAY

1200 R. M. Holes
5c PER PUNCH SPECIAL THICK

Takes In ....... $60.00
Pays Out ........ 34.00
Del. PROFIT ....... $26.00

Harluch Corporation
1200 North Roman Avenue
Chicago 51, Illinois

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WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

SALESBOARD—For Immediate Delivery

We have a large assortment of good fast moving stock available. Checks, Money Orders, etc., are cordially invited. We ship with care and with a guarantee of full satisfaction. We ship in 100 hole trays in 21 different numbers from leading manufacturers and our prices are always complete at $2.50 each. We will accept orders by mail or telephone. 

SALESBOARD—For Immediate Delivery

No men ever did a better job than we do in shipping orders. Our rates are always superior to any other. We ship quickly and carefully. We ship with care and with a guarantee of full satisfaction.

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We have a large assortment of good fast moving stock available. Checks, Money Orders, etc., are cordially invited. We ship with care and with a guarantee of full satisfaction. We ship in 100 hole trays in 21 different numbers from leading manufacturers and our prices are always complete at $2.50 each. We will accept orders by mail or telephone.

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14 Coin Firms Set for N.A.P.B.

Coin Devices May Benefit By Mass. Law

Covers Amusement Devices

BOSTON, July 22.—All types of coin-operated games were okayed this week when Gov. Paul A. Dever signed a new bill sponsored by Sen. J. E. Foster of Taunton. The new bill, which becomes effective at the beginning of next fiscal year, considerably expands the area of coin-operated games, including, in particular, pinball operators, allowing the use of pinball machines for amusement purposes. The new bill also includes provisions for the regulation of amusement devices.

Legal Opinion

Legal representatives have advised operators here that according to their interpretation of the new law, any coin-operated machine involving even a fractional part of skill on the part of the player would be legal under the new law. However, legality is expected to be tested in a court at some future date.

Design Solder Tape for Use On Coin Units

SAN FERNANDO, Calif., July 22.—Proved Products Manufacturing Company here has produced a ribbon solder for incorporation in repair kits of operators and services, P. L. Dolph, sales manager, announced this afternoon.

According to Dolph, the prime requisite in soldering at a low temperature and at a minimum of flux, the new product is designed to meet requirements.

The tape is three-eighths of an inch wide and is available in 2½ foot lengths. At a cost of 50 cents per pound, the tapes are available in dollars and cents in the usual form of coin-packer.

Marquise Dies in Fargo

FARGO, N.D., July 23.—Jesse Marquise, who died more than 20 years ago, was a mayor in the coin machine business, died last week. He operated a music and bell equipment under the trade name Marquise Music Company. The firm will continue with Lou Marquise, son in charge.

14 Coin Firms Sign Out for November Outdoor Meet

Game Mfrs. Lead List

CHICAGO, July 23.—With the next Coin Machine Institute (CMI) convention scheduled for June 23, the annual trade show sponsored by the National Association of Coin Machines, Parks and Benches (NAAPB) as part of the outdoor convention, will be the major event of the winter season for the amusement segment of the coin machine industry. Paul Hiedesdorph, NAAPB executive secretary, announced that both shows will start on October 18th and continue through the 21st at the Hotel Sherman here, and that exhibits have been sold.

Of the 45 exhibiting firms, 14 will show products of interest to game and vending machine operators. In the exhibit will be the new and two service machine manufacturers, and one firm which is also nationally known for its game cabinets. It is expected that several other coin firms would have exhibited space in the show.

Although a few trade firms always have been exhibitors at the NAAPB annual, since the war, this has proven in stature as a springboard for amusement manufacturing. Last year, the Dale Engineering booth, producing games, was a highlight of the exhibit. This year, a new game now produced by Exhibit Manufacturing is being introduced to the trade. A licensing agreement with Dale, if approved, during the past three years, has been between Dais and International Mutoscope and Exhibit Supply have made it a point to introduce their products in the spring.

The 1949 show took on added importance because all the machine firms participating reported they had made more sales on the exhibit floor than in any previous outdoor trade show.

Exhibitors

The list of 1949 amusement and vending exhibitors follows:

Bensons Popcorn Company, Nashville, pop corn venders and pop corns.
Capitol Projector Corporation, New York, projectors.
(See 14 Coin Firms on page 58)

Monarch Intros New Revamp

CHICAGO, July 21.—Capitalizing on the popularity of amusement games employing pack action, Monarch Coin Mfrs. is introducing a new version of Cella Roll and Advance Roll, President Ron Bassom announced.

Game parades 15 chits for a nickel. All action is built into the running wheels, including shuffleboard and discos. Bassom said the revamped unit is a straightforward novelty.

In addition to having a stock of jackpots on hand, Monarch also has a neat display whereby operators may display their in their own Advance Rolls or Total Rolls which will be available for a nominal charge.

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AMA Exhibit Space Going Fast

See Record Turnout at '49 Convention: Salesmanship Will Key Note Biz Sessions

Anticipate 5,000 Op, Manufacturer, Supplier Visitors

CHICAGO, July 23.—With space already definitely assigned to 95 exhibitors of the American Merchandising Association (AMA) predicted this week that some 5,000 operators, manufacturers and suppliers will attend the association's convention and exhibition in Atlantic City November 27-30. Last year's meeting, held in Chicago, drew more than 4,000.

AMA officials based their prediction on returns already filed for the exhibition offered by an all-on-one-floor exhibit. During the two previous NAM shows, those attending had to travel between two or three hotels since the exhibition overflowed the temporary Atlantic City Hall. Space will offer at least a fair show this year.

Salesmanship

There will be fewer sessions during the 1949 convention than in previous years, with sessions of the major types of automatic merchandising equipment will be built around this theme:

The aggregate program being planned for the convention chairman George M. Southam said in Chicago this week, "is intended to help operators to present their present merchandising tools in a new way and with additional know-how in selling these services and keeping their sales.

Salesmen will be invited to discuss the marketing of 95 manufacturers and suppliers who already have been assigned space. They follow:


Exhibitors in the coin changer and vending machine field appear to have been the only three divisions of the vending machine industry. Henry F. Long, tax commissioner for Massachusetts, was up in only one of the cases.

The finding was confirmed on the cases held by the state's attorney, who then ordered the operators to remove the "polo-

tentially dangerous" machines.
N. Y. Self-Service Laundry
Ops Called on Price Fixing

NEW YORK, July 23.—In a move against retail price fixing in the self-service laundry business here, an anti-monopoly judgment was signed recently by Judge Conlan C. Dunphy, Jr., the Special Master of the enforcement of the Sherman Antitrust Act. The judgment, which was signed by the Special Master of the enforcement of the Sherman Antitrust Act, enjoined the defendants from setting retail prices on their services.

In reply to the attorney general's charges, Charles Faneuil, president of ASSIO, a defendant in the court action, issued this statement:

"In connection with the terms of the judgment sought by the attorney general's office, we have always been opposed to the appearance of competing washers. We are financially able to fight these charges, but simpler to agree not to continue to bid our prices. By combining the unfair, unfair, unfair, American type of competition which has here and there arisen in our field."

Kalishman Develops Shaving Kit Vender

NEW YORK, July 23—Joe Kalishman, head of U.N.-A.S.S. & Service, of Union City, N. J., announced this week that his firm is currently developing a new machine designed to vend a one-use razor and shaving cream packages recently invented by Joel Gilbert. The machine is described as being a handle with a screw-on round tube-opened vender. It is self-service, and, if properly packed, will be low in cost and have a capacity of approximately 100 items. The shave kit will vend for a dime and, according to Kalishman, will be available to operators at low prices which will make even small sales locations profitable.

Strauss Appointed

BOSTON, July 23—Walter H. Strauss has been appointed salesman and service engineer for the American Diamond Corporation's New York district. His appointment was announced by W. G. Freremull, assistant superintendent of sales. Strauss has been associated with retail merchants, both in the operating and distributing fields and has had experience in coin mechanisms.

Vender Voes

COLUMBIA, S. C., July 23—Operators of vender machines in this area found solace in a story that made local newspapers this week. It was an old story to the operators, but it was the tale that would put a stop to a practice that has plagued the industry for many years.

A postage stamp unit, started dispensing five-cent stamps every time a dime was dropped in the coin chute. Usually the machine vend the three-cent stamp packet for a dime and a nickel.

Assistant Postmaster G. S. Keister explained the mystery of the cut rate stamps. A bent coin had lodged in the circuitry, and when a customer inserted a dime, the mechanism was destroyed, hence the bargain prices.

A FEW AT ONLY $185.00

1/2 Down, Balance C. O. D.

HURRY! HURRY! WRITE OR CALL

INTERNATIONAL PHONOGRAPH CO., Inc.

1226 St. Thomas Street
New Orleans, La.

NOW! CALIFORNIA VENDING
ALMONDS
Packed In 100-lb. vacuum tins. A fine to shipping case. Special

Northern California Distributor:

F. B. W. ALCOHOLIC BEVERAGES VENDOR SAN FRANCISCO
E. L. BAR, Saloon, Saloon, LION "H-H-H" SILVER, INC.
500 Hayes St., San Francisco 2, California

WHILE THEY LAST
SPECIAL
NEW, IN ORIGINAL CRATES
U. S. VENDING COMPANY'S
AIR CONDITIONED CANDY VENDOR

ORIGINIAL LIST $449.50—PACKARD BOX SELECTOR—KELVINATOR COOLING UNIT
ATTRACTIVE GREEN FINISH

TRIMOUNT COIN MACHINE EXCHANGE
See BOSTON 13, MASS.
Mr. David Bond

NO COST! NO OBLIGATION!
Let us arrange a
FREE DEMONSTRATION
to prove the unique advantages of
THE KEENY
DELUXE ELECTRIC
CIGARETTE VENDOR

* STARTLING STREAMLINED BEAUTY & RELIABILITY CAPTURE TOP LOCATIONS AT WILL
* ELECTRICAL AND MECHANICAL PERFECTNESS SIMPLICITY ITSELF
* ONLY A MASTE... motor, one relay, and two switches
* SUPER CHANGE MAKER OPTIMUM—candles, nickels, dimes, and quarters.
* UNBEATABLE SERVICE—Insures highest customer satisfaction
* CHEAPEST BULK PACKAGE WITH 3000 CARDS
* RUBS 412 CIGARETTE PACKS IN FULLY LOADED DOUBLE COLUMN ITSELF
* TO SERVICE—EASIEST TO LOAD—FARTHEST DELIVERY.

MANUFACTURED BY J. H. KEENY & CO., CHICAGO 32, ILL.
Distributed in the NEW ENGLAND STATES by
Massachusetts Board Rules On Cigarette Vending Cases

(Continued from page 78)

who appealed from the commission- 
et's findings. The appellants put- 
chased cigarette vending machines and 
agreed for retail sale of cigarettes, 
which until November 2, 1948, had 
cost $1. Thereafter this fee was 
fixed at $100 by the commissioners, under 
a vending machine license plan.

Cost Too High

In effect, the owner of one cigarette 
vending machine would be put to 
$101 a year to use such machine. Both 
appellants declared that they could 
not afford, on the amount of money 
they did with such machines, to pay 
that amount. Shaloub appealed, but 
Long held to the $100 license price.

The number of $1 retailer licenses 
for sales by means of vending ma- 
chines totaled 588 in the fiscal year 
1942-1943 in Massachusetts, and 
thereafter varied from a high of 939 
to a low of 640. The $100 fee was 
placed on such machines used for re-
tail by Long, after an office confer-
ence of the interested parties.

The Massachusetts Appeals Tax 
Board, in its findings, declared that 
in its final enactment governing vending 
machines, "the (State) legislature 
indicated it was satisfied that one who 
sold cigarettes on his own premises 
through his own vending machines 
was a retailer only and that it concurred 
in the practices of Commissioner 
Prior to 1921, specifically licensing each 
erenter to sell to $1 a year.

Board Decisions

The Board found that Long was in 
ear error when he refused to issue to the 
appellants a license to sell to the 
three vending machines until the ap-
plicants first obtained a $100 license as 
a vending machine operator.

In the Manning case, the firm 
should be allowed to stand from paying the 
$100 tax on machines it was selling, 
it was noted further that during 
1941 the Manning company pur-
chased 2,115 automatic cigarette ma-
chines for the $100 fee and in 1940, 
1941 had signed orders from retailers 
for about 1,000 of these machines at 
$10 each.

It was pointed out that these were 
smaller machines than had been uti-
liized generally and cost only at 
hundred dollars apiece. Long's de-
cision that a vending machine operator 
held $100 for a license thus inter-
fereed with the sale of the machines, 
the commission observed. 

The board's finding for the 
commission determined that Man-
ning's organization's rights had not 
been violated and that the Manning 
Company was not aggrieved by the 
commissioner's actions regarding re-
quirers, within the statute's meaning.

The board found that the law "does 
not contemplate the protection of the 
business of the Manning Company in 
the sale of its machines to retailers. 
It was held that the law is intended 
to prevent the excise tax on the 
sale of cigarettes and to prevent unfair 
competition among those engaged in 
the sale of cigarettes.

Candymakers Hit by Costs, 
Less Demand

Volume Off 15 Per Cent

PHILADELPHIA, July 23.—The 
candy manufacturing industry is 
being squeezed between high costs 
and diminishing demand, according to 
Louis L. McIlhenny, president of 
Stephen F. Whitman & Sons, a 
candy manufacturing company. 
McIlhenny reported sales of candy in 
the first four months of this year were 
15 per cent below last year on an 
industry basis, and that sales since 
that time have apparently followed a simi-
lar trend.

"Costs, however, have not come 
down," he said. "The only major item 
the costs of making candy that has 
not declined is cocoa. The best grade 
of cocoa has declined from 45 cents 
a pound to 23 cents a pound, a drop of 
12 cents, but price is too high and it 
recently showed a tendency to be firm. 
"The prices of sugar and nuts are 
higher than they were last year, and 
there has been no decline in the 
prices of corn syrup or cash. Trans-
portation costs have increased, as 
have labor costs, and, in many cases, 
overhead costs.

Drop Varics

The decline in candy sales has not 
hit all branches of the industry with 
equal severity, he pointed out. Sales 
of bulk goods—candy sold to others 
for packaging—have shown a 20 per-
cent decline, while bar candy sales 
have been off 16 per cent. The two 
lists record how the machines, which 
have shown a decline of 

4.5 LISTO LUCKY IMMEDIATE DELIVERY Order Sample Today! Write for Quantity Prices.

J. SCHONBACH 1464 Bedford Ave. Brooklyn 3, N. Y.

THE "CHALLENGER" THREE MACHINES IN ONE 
$10.00 to $50.00 Weekly On Location!

TROPICAL TRADING CO., 54 W. Washington St., Chicago 6, Illinois.

Massachusetts Board Rules On Cigarette Vending Cases

DETROIT, July 23.—An uprising in the demand for Coca-Cola in a city and the sale of its Lauderhill division co-sponsored with the A. R. L. Jacobs Company in its fiscal 
July 31. Official said this year's sales were its largest with the first three quarters of the year. 
Jacques' June operations were 
report to be well with the sale 
of its large and small bottle vending machines.

Vender Sales Aid 
Jacques' Position

VICTOR MODEL V-K 1250 Cents $1.25 Sample

1/100 Count Colored BUBBLE GUM 1 oz. cent.

PROMOTIONALbl VICTOR'S VENDORS (A) PLUS 1000 Characteristic with 
PISTACHIOS 30 cent. per Case over 1,000 Characteristic Characteristic 
Plastic Charms 0.50 Per 1000

WE'VE TRIED THEM ALL AND FOUNDED "SUN BRAND" PISTACHIOS

or to be the best. Yes, that's what our big 
buyers wrote us recently and ordered 
refined. This year. Who's to say, 
you, too, will say the same thing after 
trying "SUN BRAND" PISTACHIOS?

Engraved S. J. Rose, 65 cent, 12 oz. per 
can. 47 cent per can. 25 lb. per 
12 oz. can. 9 oz. per can. 1,150 
Special Blend Sas, 40 cent, 40 oz. per 
6 oz. can. 10 oz. per can. 12 oz. per 
Largo Box, 47 cent per can. per 
45 cent. White, salted, roasted. 
minimum order 250 lbs., otherwise add $4. 
Little potatoes 600 lbs. or more 
packed in Triplax 3 lb. boxes, 45 cents 
and shipped 12 to a carton.

AMERICAN PISTACHIO CORP.

Importers and Roasters 
for over 30 years.

111 Beale St., Dept. 15, New York 13, N. Y.
Supplies in Brief

Popcorn Acreage Down
WASHINGTON, July 23.—A 40 per cent reduction in popcorn acreage in 1949 was reported by Agriculture Department in its mid-year crop survey. Peanut acreage is off 30 per cent last year, while almonds, walnuts and flax are headed for a record crop. Tobacco will be up about 5 per cent compared with last year.

The agency predicted that reduced popcorn acreage will result in the lowest supplies in the last decade with the exception of 1947 and indications are that popcorn prices will be heading downward again by 1953. Part of the reduction is due to failure of farmers to secure contracts for disposal of their popcorn. Lack of such contracts, agriculture officials said, decided to switch to other crops.

Expect Peanut Reduction
The 20 per cent reduction in peanut acreage is expected by agriculture to result in a 1949 peanut production of 1.1 billion pounds or about 28 per cent below last year's mark. The difference in the percentage figures is due to the fact that the acreage of peanuts planted with other crops is at an all-time low.

A record California almond crop of 41,000,000 tons is anticipated for 1949, an amount 38 per cent above last year and double the average for 1936-47. Filbert production, estimated at 15,690,000 tons, is about 10 per cent above year ago and 36 per cent above the previous record reached in 1947. Walnut production for 1949 is figured at 72,900,000, 3 per cent above the previous year of 1946.

Agriculture estimated that tobacco production during this year will total 2,025,000,000 pounds, an increase of 2 per cent over last year. The increase is accounted for by heavier planting of flue-cured tobacco. Bulky, the other chief cigarette tobacco, will be off about 1 per cent from last year, according to the mid-year estimate.

Nut Prices
WASHINGTON, July 23.—For the first time, filberts and peanuts, now subject to marketing agreements, which are likely to result in a price increase. President Truman has signed into a Congressional bill authorizing the Secretary of Agriculture to enter into such agreements with the grower.

Marketing agreements set up acreage allotments for the growing of various farm products and abide by international standards and grades of the commodities. Total effect of such agreements in the past has been an increase price paid to farmers.

Sugar Report
WASHINGTON, July 23.—After running well ahead of 1948 most of the first half of this year, sugar distribution is beginning to level off, according to the Department of Agriculture. Domestic distribution, for the week ended July 9 was 153,923 tons as compared with 195,693 tons for the comparable 1948 week.

After six consecutive weekly declines, distribution for 1949 is now creeping close to 1948 levels.

Peanut Figures
WASHINGTON, July 23.—The production of shelled edible peanuts is running at a high rate, their use in candy is continuing to decline. Agriculture Department has reported. The current season June 30 anticipated for 762,000,000 pounds of shelled peanuts as compared with 697,000,000 pounds for the same period last year.

The amount used in candy, however, declined only 9,016,000 pounds as compared with 85,456,000 pounds for the comparable period last year. During the 1947-48 season (September 1-August 31) 94,166,000 pounds were used in candy, while 85,456,000 pounds were used for that purpose in the 1948-49 season.

CIGARETTE MACHINES

SALE

ROWE ROYAL CIGARETTE VENDOR 
10 Cell, 600 Pack Cap. 
$97.50 
20 Cell, 1200 Pack Cap. 
$155.00

CANDY MACHINES

SALE

ROWN CANDY VENDOR 
8 Cell, 500 Pack Cap. 
$39.50

NEDDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
146 CEDAR STREET
EVERGREEN 7-4588
BROOKLYN 17, NEW YORK

ATTENTION—25c & 30c CONVERSIONS
Silver, Quarter or Combination Nickel-Dimes. Guaranteed Parts. Expert Workmanship.

DUAL VENDOR
1c AND 5c OR
5c AND 10c
Less Than 25
$45.00
Less Than 100
$14.50
100 or More
$14.00

Write. Wire. Phone.
NORTHWESTERN SALES & SERVICE CO.
Authorized Northwestern Distributors
6105 16th St., DENVER, Colo.
Telephone: City 9-3606

THE NORTHWESTERN CORPORATION
819 EAST ARMSTRONG ST. MORRIS, ILLINOIS

DO YOU KNOW?

That you can hop all the machines made by Victor Vending Corp., Northwestern Corp., A.B.T. Corp., Silver King Corp., Hamilton Scales and Market Scales on TIME PAYMENT and pay for them over a period of 58 weeks?

Better Write for Details
ROY TOLL
LANDSOWNE PENNA.
Outdoor Sports in Boston
Put Okay on Pinball Games

BOSTON, July 23.—Pin game popularity in the city area in the past year has increased beyond expectations and has outstripped every other type of coin-operated devices two to one, according to a survey and operators' statements. Spread of the games to beaches and amusement parks as outdoor fun spots this season has been marked.

Fins in amusement arcades and other locations throughout the city are run at 6 cents on the free-play system. In outdoor spots and beach resorts, eps have split them into two sections, with half the machines operating at 1 cent and the other half (the newer game) at the nickel price.

At Revere Beach, nine 1-cent games, and nine 5-cent tables have been installed and are receiving heavy play. At Revere Beach, a heavy play on games has been evident this season.

The legal situation, which has been simmering for a year, has now been straightened out. Pin games are licensed by the city, and August 28, the machines are scheduled to be legalized by the State Legislature.

Amusement arcades at Seaside Square and on Washington Street are operating 30 games each on 5-cent free play.

Cig Consumption
WASHINGTON, July 23.—Agriculture Department has estimated the consumption of cigarettes for the fiscal year ending June 30 to be between 380 and 385 billion as compared with 197.5 billion for the previous fiscal year. Cigarette consumption, on the other hand, is expected to total slightly less than that of the 1948-1949 fiscal year is 5.9 billion cigarettes.

Yes, rake this largest selection of New and Used Coin Operated Vending, Amusement and Marquee machines.

We also stock complete assortment of bulk merchandise, charms, novelties and accessories.

SEE THEM ON DISPLAY IN OUR WELLS-STOCKED BUILDING...OR SEND FOR OUR COMPLETE LIST "A" OF COIN OPERATED MACHINES AND SUPPLIES.
Yes, you get 12 BIG issues of VEND, the "Magazine of Automatic Merchandising" PLUS the sensational informative booklet on automatic merchandising, "How To Operate and Establish an Automatic Merchandising Business" for ONLY $5.

FILL OUT AND SEND IN THE COUPON BELOW AND START YOUR SUBSCRIPTION TO VEND NOW!
Mail-Order Cig Tax Bill
Set for Senate; See Okay

WASHINGTON, July 23.—The bill to aid the States in collecting taxes on mail-order cigarette sales is before the Senate following its approval by the finance committee. Chances for enactment of the bill before the summer adjournment are considered about 50-50.

Approved two months ago by the House, the measure provides that all shippers of cigarettes across a State line furnish State tax administrators with names and addresses of their customers. The bill is designed to help cigarette retailers and vendors in States having cigarette taxes. Testimony before congressional committees showed that tax States have been losing thousands of dollars through the activities of out-of-State firms. Vendors and retailers have suffered in proportion.

Most legislators appear to be in favor of the bill and it would be assured of passage were it not for the fact of the intervention of the Senate. Two members of the finance committee are planning to fight the measure, which will keep it from passing under the time-saving unanimous consent procedure. The Senate may yet reject the bill must be brought up in the usual way with unlimited debate permitted. The Senate has such a logjam of vital measures scheduled before adjournment that it will be nip and tuck for the cigarette bill.

Coinex Delivers
Swinging’ Monks

CHICAGO, July 23. — MURPHY Rosenthal, president of Coinex Corporation, announced this week that initial deliveries on Swinging’ Monks have been made. Gun game is a variation of Seeburg’s Chicken Sam.

Swinging’ Monk features the use of a pendulum in perpetual motion. The usual track and carriage for this type of game are eliminated and the monogram swings on the pendulum against a hand-painted jungle background. The cabinet is finished in battlestrap gray with red trim. Over-all dimensions of the game are 72 by 68 by 22 inches. Rosenthal is marketing the game at $100.00 each.

Coinex Corporation, 110 W. Washington St., Chicago, III.

Trade Directory

Distributors
Chicago Coin Machine Company appointed Central Distributing Company, Omaha, for the Nebraska area.

Minty Dry Corporation, Los Angeles, named Harold J. Morton as distributor in Chicago area.

Oak Manufacturing Company, Inc., Culver City, Calif., appointed Bader Supply Company, St. Louis, for that area.


Louisville, Southern, Western, Automatic Music Company; Maren, Ga., Heath Distributing Company, Memphis, Music Sales Company; Miami, Terra Distributors; Minneapolis, Silent Sales Corporation; Nashville, Fast Swartz Sales Company; New Orleans, Music Sales Company; Omaha, H. Z. Vending & Sales Company; Portland, Ore., Western Distributors; Salt Lake City, Hewlett Novelty Company; San Antonio, Commercial Music Company; San Francisco, Advance Automatic Sales Company, Western Distributors, and St. Louis, Central Distributors.

A. B. C. POPCORN CO.
3441 W. North Avenue Chicago 47

ACORN 1c & 5c
ALL PURPOSE BULK MERCHANDISER

WANT ACTION?

Listen to this! ACORN vendors on location pay for themselves in two services of Ball Gum and Chews.

Write today for information!
Set Huron Confab for Fall

WATERTOWN, S. D., July 29—With attendance holding up despite the hot temperatures, the South Dakota Publicity Assn. (SDPA) this week held 1ts quarterly meeting here. Huron, site of the next meeting, was the subject of discussion.

Opening Sunday, the sessions wound up Monday with a banquet at the Lake Shore Hotel. In attendance were news editors and columnists for the South Dakota Press Association. The meeting was held to discuss the SDPA's influence.

Fall Confab To Set Program, Procedures for Convention

NEW YORK, July 22.—The Music Operators of America (MOA), a national organization, with more than 30 State associations as well as independent operators throughout the country, is about to set up a program to be held in Chicago early in September, with the event planned for a three-day period.

The November convention date was fixed at a meeting held in August, when it was originally decided to hold the convention at the Stevens Hotel, but another convention has reserved those dates it was learned.

Organization

Levin, who has been spending much of his time in recent months in Washington, will address the convention on the future of the radio industry or the MOA national association. According to a recent report, his presentation will not be recommended for the present, but will again be put over for consideration at the 1969 convention.

Levin stated that there was little possibility of any national legislation against the jockey box field being enacted this year, but that next year would find much activity in the nation's capital. The ASCAP problem is due to a pending court case for the radio industry, he said, and would require attention from the MOA.

Shafter Music, Stiebel Named Seeburg Reps

Handel Complete Line

CHICAGO, July 23.—A leak between the jockey box and a small independent radio station has been discovered in the case of a new station. There was an opportunity for the jockey box to be used in the construction of this device, and it found that it was not necessary to buy fresh boxes for the construction of similar jockey box installations. He may develop them on a larger scale for the retail market later, he said.

Telephone Music in Denver

DENVER, July 22.—Pointing up the popularity of telephone music, the Sterns' Music System, operated by the Century Music Co., has reached the state of the art in which it has been programmed to play 100 songs per hour. The system has been in operation for several years and is used in hotels and restaurants.

Shafter, with offices in Columbus, Columbus, Wyo., is opening two additional offices in Cincinnati and Indianapolis. The Stiebel Co., with offices in Wheeling, W. Va., and Erie, Pa., will open an office here. Shafter will handle the Philadelphia territory out of his office in Philadelphia.

Shafter and Stiebel will handle the retail and wholesale distribution of the music systems, as well as the coin-operated machines. The company has been a leader in the field of coin-operated music, with a staff of over 100 employees.

A new series of games has been introduced, which is designed to be played in groups of three or more. The games are intended to be played in the public places, such as restaurants and other social gatherings.

Telephone Music, in Denver Big Draw Tho on Dime Play

DENVER, July 22.—Pointing up the popularity of telephone music, the Sterns' Music System, operated by the Century Music Co., has reached the state of the art in which it has been programmed to play 100 songs per hour. The system has been in operation for several years and is used in hotels and restaurants.

Shafter, with offices in Columbus, Wheeling, and Evansville, Ind., will handle the Denver territory out of its office in Denver.

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Telephone Music, in Denver
Your business no longer depends on the all-too-short life span of a few popular "numbers." Of course, "Hit Tunes" are one of the musical classifications on Select-O-Matic "100" Music Systems.

But—IN ADDITION—there is "music for everyone"—music for people of every taste—every age—every calling—including "Classical Selections" on both 10 and 12-inch records.

This greater service is offered by only one music system—THE SEEBURG SELECT-O-MATIC "100".
Music for Everyone offers new opportunities to progressive music men

Select-O-Matic "100" Music Systems offer greater opportunities because this modern equipment has substantially broadened your field of operation. Today, people who have never before played a coin-operated phonograph are playing the Select-O-Matic "100". Today, fine restaurants, elite cocktail lounges, even private clubs—places of business that were never considered a part of the coin-operated music market—are Select-O-Matic "100" locations. Your Seeburg Distributor will tell you how you can enjoy these greater opportunities with Select-O-Matic "100" Music Systems.

Select-O-Matic MUSIC SYSTEMS

The Select-O-Matic "100". Plays 100 selections—all visible at one time. Plays 10 and 12-inch records, no pre-setting. New sales appeal—completely visible operation intrigues public.

The mechanism it took 10 years to perfect. The mechanism that was tried—tested—and proved in industrial-commercial music systems before being introduced to the coin-operated phonograph industry.
See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of The Billboard are:

**HUNDREDS of Hits, IF Bronchus Seeburg 6005 you you power NAMM AND merchandising Wollner We RW03141616 AMERICA'S Redc.014 other disks Buffalo, KEYNOTES 10%1 tremendous. Selectomati. stories Seeburg - TV Roches 74.00 $1,000,000 $35.00 $79.00 1.1. 3.1. 100 THOROUGHLY reconditioned Rebuilt overhauled Rebuilt REBUILT and in previous. Billboard this coins mac/sins Guarantees Dam 5-20.12.30 I Unconditionally Listed...1729.00 Damage

**THOUSANDS thru a subsidiary operation. Among the major users of Seeburg machines here are the Vend-In-Drink Corporation, Chicago, and two companies who make their headquarters in the Midwest. The Seeburg-Vending Company, Inc., and the recently organized Coleman Company, Inc., Houston, Texas, handle the sale of the new Seeburg machine and vending. The sale of the New York operation is in line with the growing of vending companies that have shifted to more efficient and cost-effective solutions.

**AMERICA'S BEST REBUILT PHONOGRAPHS

- **WURLITZER**
  - 724B, 725B $59.00
  - 760B $99.00
  - 815D $349.00

- **ROCK-O-LA**
  - Commandant, 9444 $44.00
  - President $59.00
  - Twin $99.00

**REBUILDING MEANS**

1. Mechanism checked and repaired by trained craftsmen.
2. Coverings replaced completely.
3. Speaker installed.
4. Cabinet refinished.
5. Time and labor guaranteed.

**WALL BOXES**

Seeburg 4-9-15-20 Above $30.00
Seeburg 3-22-20-50 Above $30.00
Seeburg 14-28-30-50 Above $30.00

Seeburg 2-29-30-50 Above $30.00

**PHONOGRAPH LISTED BELOW ARE COMPLETE AND UNCONDITIONALLY GUARANTEED**

**DISTRIBUTING CORP.**

Branches in Buffalo, Rochester, Albany

738 ERIE BLVD. EAST
SYRACUSE, N.Y.—PHONE S-5194

**HUNDREDS of SEAEBURG INSTALLATIONS are Paying Off . . .

If you haven’t seen the Seeburg 100
If you haven’t heard the Seeburg 100
If you haven’t completely facts about the Seeburg 100

Come to TRIMOUNT

Remember, Seeburg Seeburg 100 often "Music for Everyone" on 10" and 12" records. That’s why Seeburg speaking power is so important.

Exclusive Seeburg Distributors

TRIMOUNT CORPORATION

40 WALTHAM STREET
BOSTON 16, MASS.

**Juster, Minkow Named New Heads of N. Y. Spacarb Firm**

(Continued from page 78)

**Telephone Music Big in Denver**

(Continued from page 83)

**Central Ohio Coin Plans AMI Showing**

** telefone Music Big in Denver**

(Continued from page 85)
Turning Back the Clock

15 Years Ago This Week

CHICAGO, July 21, 1934 — The Metropolitan Skill Board of Trade, New York, held the first of its label meetings, designed to make the organization a State-wide group. Purpose of the initial meeting was to get New York operators to agree to use only games which had won label approval of the Board. First labels printed were marked special and cost distributors a midnight. Labels for diggers and crane equipment were priced at $1. . . . M. H. Rhoden, Inc., New York, introduced a new metered coin device for incorporation in coin machines where timing was a factor. The unit was designed so it could be built in the coin machine. The unit was set to receive quarters and dimes and could be set at time intervals up to one hour.

Louise and Lydia Burrow, daughters of British colonn Arthur Burrow, arrived in Chicago to look over new equipment just coming on the market. This included Gottlieb's Push-Over; Century's Forward Pass; Gene's Step Up; At-Lee's Electric X-Cavator; Seem's Little Merchant, and Exhibi's Lighting. Later the girls left for the International Museums' New York plant where Shoot-

PHIL MASON'S
FIRST SALE AT NEW HEADQUARTERS
5 Wurlitzer 1015's $299.50
3 Wurlitzer 1017 Hideaways 225.00
3 Wurlitzer 1080's 289.50
4 Wurlitzer 1100's 475.00
3 Wurlitzer 750's 150.00
3 Wurlitzer 700's 140.00
Add $5.00 to above prices for delivery.

NOTE NEW ADDRESS!
MASON DISTRIBUTING CO.
104 Palm Ave., West Sayville, L. I.
Phone: Evans 5-1405

WANTED
Wired Music System
Give all detailed information as to price, number of units, age and condition of equipment. Write BOX D-216
Core The Billboard, Cincinnati 22, 0.

WANTED
Five, Ten and Quarter Seeburg Boxes, 3-wire or remote, post-war model.
RENNO NOVELTY CO.
170 S. State St., Chicago, Ill., Phone: 3-7542

O-Matic was in production. . . . The expert field was weakened by news from France that the pinball ban effect-

ed in April, 1933, was relaxed so that certain games not awarding tokens or prizes were considered legal as long as they had scoring holes not accompanied by figures or numbers on the playing field.

Southern Automatic Sales of Louis-
ville opened a branch in Cincinnati. . . . Watling Manufacturing, Chicago, introduced its new ball featuring a coin chute with a button to replace bent coins. . . . The National Automatic Merchandising Association used the J. H. Hricak, secretary, initiated a program of good will. Its approach to the subject was to improve relationship between operators, jobbers and manufacturers. . . . A campaign by Chicago manufacturers to standardize equipment names was getting under way. Those leading the drive felt that among other things the name pinball should be applied to all games related to the marble and pin table field.

10 Years Ago This Week

CHICAGO, July 22, 1929—Ending a two-week struggle, the Detroit City Council passed a pinball ordinance. In effect the new ordinance replaced one passed in 1928. Among the provisions were the raising of the age limit on minors permitted to play games from 18 to 21. . . . Veteran music man, W. F. Merchant, joined Rock-Ola as a district manager.

Dave Robbins, head of D. Robbins & Company, Brooklyn, was in Europe on a business trip. He was also making the trip in an effort to secure sales rights on any new vending equipment he could find in London or Paris.

Kenney's Courtly was on the market at $35.00. Meanwhile Bally was producing the one-half Gold Medal and the free play Pick'em. Other new products included Dave's High-Lite; H. O. Evans, Lucky Star; Geneno's Bang; Exhibi's Aviko, and the Cali-
ogo Coin Backdrive. . . . For the five weeks ending August 31, 1929, MIB Novelty was offering its Vest Pocket Bell at the reduced price of $2.95. . . . In vending the hot item was the Do-nel's Adams gum machine tagged at $11.50.

The Billboard's Record Buying Guide rated the best selling coins as Slatton's to the Stars, Slatton's Cornet, White Gold and Shiny. Tunes tabbed as on the way up in August, 1929, were South American Way, Mona Long, Shelly Old Cobbly, I Poured My Heart Into A Song and Especially For You. . . . Some of the main points discussed at the Indiana State Operators' Convention included the elimination of the following prac-

tices: selling of music machines to locations; free trial use of new equipment by locations; free improvements such as on dance floors; secret rates or commissions, and buying or renting locations on flat weekly rentals.

The International Boxing Show was held at Soldier Field, Chicago, with the backing of several local column including Sam Genung and Sam Wolberg, Chicago Daily, Dave Gottlieb, D. Gottlieb & Company, A. S. Berson and Paul Gerber, et Gerber & Glass, and Evan's & Frank Meyer, Exhibi Supply. The show matched 18 leading American and Irish ama-

SOUND IS GOLDEN, TOO:

MUSIC IS AT THE
MOST PROFITABLE
LEVEL WHEN IT'S THE
REALISTIC, HIGH
FIDELITY REPRO-
DUCTION WITH THE
VIBRANTLY RICH
TONE QUALITY OF

EVANS' 40 SELECTION CONSTITUTION

H. C. EVANS & CO.
1525 W. Adams St., Chicago 7, Illinois

BONA FIDE PHONOGRAPH DISTRIBUTORS
LIMITED TERRITORY AVAILABLE. WRITE OR WIRE IMMEDIATELY.

BONAFIDE MONOPOLY DISTRIBUTORS
LIMITED TERRITORY AVAILABLE. WRITE OR WIRE IMMEDIATELY.

VISIT H. C. EVANS & CO. AT THE FOLLOWING TRADE SHOWS

EXHIBITORS' MEETING 1929; AMERICAN CABLE EXHIBITORS' CONVENTION 1929; NATIONAL VENDING 1929; AMERICAN VENDING 1929; AMERICAN PHONOGRAPH MACHINES 1929; THE BILLBOARD CONVENTION AND EXHIBIT, JULY 27-29, 1929.
Manuacturers Will Decide Future Promotion Plans at Confab; Heavy Turnout Seen

Entire Industry To Be Represented at Sessions

By Norman Webster

CHICAGO, July 23.—With the industry-wide shuffleboard manufacturers' conference 10 days away, co-chairmen Clayton Nemeroff, Manor, and William Tucker, President, have announced that they expect a record turnout at the Morrison Hotel August 1 when the first section will be called to order. Basically, the all-important meeting will be a call to action, made necessary by the acknowledged weak sales situation among shuffleboard manufacturers. The meeting will be held to discuss the problems that are facing the manufacturers and to formulate plans to correct them.

A number of prominent shuffleboard manufacturers will join the Shuffleboard Manufacturers of America (SSMA), set up their own organization to handle the promotion of shuffleboard, create new shuffleboard parlors, leagues, etc., or, finally, to go along as is for the time being.

In order to assure complete coverage of the problems to be aired at the two-day meeting, Nemeroff and Tucker have already set the date and time for the conference.

A few weeks before the conference was held, the manufacturers and operators of shuffleboard parlors and shuffleboard accessories will be in attendance at the Chicago meeting.

A brief meeting of two or three days was held at the Southern Specialty Company in Chicago, where representatives of the manufacturers and operators of shuffleboard parlors and shuffleboard accessories will be in attendance at the Chicago meeting.

Shuffleboard Industry

At the close of the conference, Nemeroff, who is the man who runs the business of the manufacturers, will make the final decision on the plans to be carried out by the manufacturers.

Shuffleboard Interest Up in Washington

SPokane, July 23.—There has been a steady increase in shuffleboard interest in the area, with operators opening up such spots as ice cream parlors, cafes, billiard rooms, and private clubs in recent weeks. A report from the Inland Industry Shuffleboard Association has indicated that 45 new shuffleboard parlors in the area have been opened in the past few weeks.

The Shuffleboard Industry

While the shuffleboard industry has been experiencing a steady increase in interest, many operators have been forced to close their parlors due to the economic downturn. However, the industry is working hard to adapt to the changing times and continue to offer entertainment to the public.

Puck Patter

Chicago:

Frank Carroll, secretary of the American Shuffleboard Association, returned Monday (18) from a vacation in Arizona. He is hoping to attend the final meeting of the organization in Chicago, where the manufacturers will be discussing the future of the industry.

Julian Crum, shuffleboard specialist, says sales are now on the increase after a brief lull following the July Fourth weekend.

With the invasion of 69,000 Shriners (1) and many board operators, the shuffleboard industry was reporting noticeable increase in players, especially in the Western states. Frank Pollock, who is a Western shuffleboard expert, said that it is still in the early stages of the season, and the business can be helped tremendously. That is why those who are planning to attend, including many firms not represented in St. Louis, are preparing everything to set the stage for a great shuffleboard season in the city with strong league activity.

Bowie Freer, Empires Club, claims that his club has been picked-up in interest in midwest shuffleboards and the Grenco scoring unit. (2) "Orr" Adams, Adams Coin Machines, (3) L.A., Mich., says that Upper Peninsula is picking up far faster than the other regions because summer tourists have been steady customers. Adams was making his own semi-monthly call on shuffleboard firms and took back a number of new players.

Tad Ribenstein at T & M Sales reports that there are still a few choice territories open for the new T & M coin-operated devices. This double faced unit scores for shuffleboards as well as bowling and baseball. Chauncey Goff, nationally known, says his firm’s newest model is going well on the South Side.

National Names

New Distributor

Mount Carmel, Ill., July 23.—Mount Carmel National Coin-Operated Sales of Mount Carmel, Inc., by Emery L. Barker, and appointment of the following individuals as distributors for the Illinois, Missouri, and Kansas area, has been announced.

Barker, who is new to the shuffleboard business, said that he has been attending the manufacturers’ conferences.
many local operators, as well as placing some units on location in connection with his own route. . . Arthur F. Sauve, of A. F. Sauve & Son, has taken over a distributionship for the Valley Shuffleboard Co. of Bay City, Mich., and reports a number of new operators entering the business. Sauve is offering a complete financing service for the purchase of boards by operators.

Charles Friedenberg, veteran amusement game operator, has bought shuffleboards to test out in his locations. . . Dave Yamshon, who has long operated an independent division machine route, is also experimenting with new boards.

Los Angeles:
The Paul A. Leyman Company is now using the new Kais Wax combination cleaner and polish on boards. . . Harold Shank, local shuffleboard operator, was looking things over on coin machine row.

New South Carolina Firm
COLUMBIA, S. C., July 28.—The secretary of state's office here has issued a charter to W. E. Richardson & Company, Inc., with headquarters in this city, to deal in coin-operated machines, candle, ice cream and confections. Capital stock is listed at $10,000. W. E. Richardson is named as president.

Resume Full Stower Output
AUBURN, Ill., July 28.—After a two weeks' vacation, employees of the Stower Manufacturing Corporation have returned to work Monday (18).

Frank Butterfield, of the R. T. Magee Company, says the new Genio scoring unit is getting a good play from operators. . . Jimmy Beagles is placing his Western Avenue office and moving in with the Ray R. Powers Company to get better distribution for his green-topped Hercules board.

MERO'S
DOUBLE-FACED
SCOREBOARD
OPERATES ON POINT SYSTEM
OPERATES ON FRAME SYSTEM
OPERATES ON POINT AND FRAME COMBINATION

Here is the last word in Shuffleboard Scoreboards. Working parts are simple and easily assembled and easily repaired. Price new and complete with mirror facemens.

MERO'S ALL STEEL SHUFFLEBOARD WITH STAINLESS STEEL TOP
The answer to the operator's need for a Shuffleboard that withstands abuse and beating of heavy play, nothing can match the beauty of playing excels on the new MERO ALL STEEL SHUFFLEBOARDS.

MERO INDUSTRIES
1892 W. 66TH STREET
CHICAGO 36, ILL.

MANUFACTURERS OF
SHUFFLEBOARDS

A VITALY IMPORTANT MEETING of all Shuffleboard Manufacturers has been called August 1 and 2 for discussion of plans presented by the American Shuffleboard Association for the formation of a national shuffleboard association whose purpose will be to foster, promote and regulate leagues and tournament play. This meeting will be held at the

MORRISON HOTEL
(TRANSFERRED FROM THE HOTEL BURNSMARR)
Chicago

Monday, August 1, 1949

Regardless of whether you were present at the conference in St. Louis, you are urged to attend. Only certified representatives of manufacturing firms will be admitted to the sessions. Please sign by mailing your letter of certification to

CLAYTON NEMEROFF
1545 N. FAIRFIELD AVE.
CHICAGO 21, ILL.

MAKE YOUR RESERVATION TODAY!

IS YOUR BOARD WARPED?
WEIGHTS RUN TO CENTER OR RUN OFF
CLIMATIC ADJUSTERS $19.95
P. O. B. McLeish
HUDSON SALES CO.
9024 ST. CHARLES RD.
CT. LOUIS, MO.

SHUFFLEBOARDS
RECONDITIONED AND REFINISHED

A. G. SEBRING CORPORATION
2300 ARMITAGE
CHICAGO 47, ILL.
Twin Cities:
Herman Fischer, Aberdeen, S. D., comedian, is flat on his back in Veterans Hospital, Minneapolis, with a lung infection, following World War II. Jones Bessler, of Lincoln, Nebr., a former coin machine operator, suggests that all common drop Fischer a post card or a letter at Building 7-12, Room 205, Veterans Hospital, Minneapolis. . . . Paul Atlas, former heavyweight boxing manager of Minneapolis, claims Harry Harrison of the widely known family of Harrison coin machine operators, has not been heard from by his golfing partner. He and a brother-in-law, Bud Harrison, are coin machine operators. Paul Atlas claims the coin machine business is far better than before the war ever was . . . Hy Greenstein, of Hy Greenstein Music Company, reports used equipment selling well.

Harold Peterson, Bethel, Minn., is reserving his route and was in the Twin Cities to pick up new equipment. Mike Fantabulous, of the Friendly Sales Company, Minneapolis, returned from one big sale to pay-off to one-ball free toys . . . The Coin machine industry is going all out to recover from the premiere showing of the movie "Don Paul Plays the Juke Box," which contributed to the Variety Club of the Northwest toward its University of Minnesota Scholarship Fund.

Jerry, in the Twin Cities handling the business, and taking orders for his Superior phone stand.

Harold Lieberman, of Lieberman Machine Company, claims the business is being very good in the last 10 days, with operators apparently having a new lease on life with the sale of new and buying more music, pins, records and other equipment. He is handling a special Warthog promotion consisting of free speakers with equipment for $25. The payment required for 100s. Only a limited number of speakers are being sold to gain possession. He reports the promotion working out extremely well for other operators. Busier, N. D., was in town buying records. Mr. and Mrs. Fred Driedich, Chaska, Minn., picked up arcade guns for his route in a visit west. Saw that Lieberman claims the business not too exceptional.

Jones Bessler and his wife De's sales manager at Lieberman Machine Company, back from a week-end at Happy Valley, Minneapolis.

Another Lieberman personality, Vera Foster, the record department chief, is all set for her annual vacation, while salesman Les Hoepf is vacationing at Arago, Minn., sent back a letter to report that they're buying . . . Herman Pester, of Mayflower Distributing Company, is reported back from the stock market recovered from his automobile accident, which he had a few weeks ago. Still is recuperating . . . Dave Ziskin, at Silent Sales Company, is a busy man these days drumming up business.

Philadelphia:
Paul Magill, representing the Bode Vending Company in Wilming- ton, Del., is on the road on his vacation . . . Mrs. Hazel Mannings plans to leave for her yearly vacation at the luxurious hotel at Myrtle Beach, S.C. . . . Delford Yaffe, head of Y & Y Vending Supply is vacationing with his wife on a trip to New York . . . Parking Company A. Koe, of Ventnor, N. J., established as a brand new business this year, has offices at 334 Bourse Building.

Vital Statistics

Births
Mr. and Mrs. Paul Witlitch, of Cincinnati, a daughter. Father is with Ohio Specialty Company, Cincinnati.

Deaths
Jose R. Marques, head of band and head operator and head of Marques Music Company, Fargo, N. D., at Fargo.

Washington:
Atlas Amusement Company has been buying at least three or four of every new package since March, according to Anthony J. Ciselas. He says United's Oklahoma, and Chicago Coin Company, which handle all the most important machines, are buying many different makes and models. When Washington sees conditions in the Washington area, the machines he points out that most of the worn paper equipment has now been replaced with new models. Chris Gigi, chasing rush is over and a buyer's market is here, he claims. Said he and a number of "friendly competitors" in zone-area has been trading used equipment. He has just bought a new Chevrolet for his business.

Los Angeles:
Jack Arnold was down from his Bremo headquarters . . . Bill Barker, of Goldstein Company, was in town to look things over.

Mary Solie, of the Lenawegam Record Bar, is going to brave the blazing heat of the desert for the second time and visit Las Vegas . . . B. G. Gayer, San Bernardino comedian, was in town.

Earl Brydon, who operates Melody Music Company, reported that several spots are up, particularly in bars where there is losing its appeal in the exception of baseball and night spots.

William R. Hoppel Jr., of Sadler Sales, reports that he and his wife both hit the jackpot on the 51 touch-ins at Reno within a few minutes of each other, pocketing $500 between them. To top it off another member of their party also lined up $500. Some reports indicate, according to Simon Davis . . .

J. Peskin is in town from his Chicago headquarters to look over his 51's, hedgehogs, and bootleggers. From Silverman and Walter (Solly) Soloman, it was reported he installed himself a barbecue pit at that new house he purchased in West Hollywood.

N. C. Raisels, known as Nitek Joe, was a visitor at Weymouth Service Company, looking over Electric Juke Box of southwestern territory. Cigarette Service, was also a visitor to the company. It is reported malcolm is looking over some changes on Pico Street.

3rd Gerohan came up from Coro- nella, S. C., on his way to his new coin machine row. He was formerly a business partner of Carl Pender and was the first man to coin machine row. He was being a one-man operation, and Trulee was in town for a job interview.

South by Calvert County, Maryland, plans to build a county hospital with the $30,000 it anticipates receiving from the state. After a year of legalized hospital, about $650 will be required from the county treasury. With the cost of the planned hospital estimated at from $100,000 to $125,000, the state from the federal government under the National Emergency Act, the construction of the building is slated to begin within the next few months.

(See Washington on page 92)

indianapolis:
Clarence (Dutch) Nicholson, assistant to Mrs. Blande Jennings, of Juke Music Company, has returned after a holiday vacation, hanging out in Northern Minnesota. Carl Higgins, a restaurant operator here, has returned from a junket in one machine route formerly owned by William Best . . . Irving Schwartz, head of Schwartz and Wolfman Music Distributing Company, visited operators in the Ato during the week. . . Claude Cline, a one-man operation at Midland Music Distributing Company, has a bookkeeper and general office man.

Philadelphia:
Paul Magill, representing the Bode Vending Company in Phila- delphia, is on the road on his vacation . . . Mrs. Hazel Mannings plans to leave for her yearly vacation at the luxurious hotel at Myrtle Beach, S.C. . . . Delford Yaffe, head of Y & Y Vending Supply is vacationing with his wife on a trip to New York . . . Parking Company A. Koe, of Ventnor, N. J., established as a brand new business this year, has offices at 334 Bourse Building.

Chicago:
Perry Ross, Robot Sales, is interested in adding non-carbonated drink vendee to his present endeavor. He is planning toceptive of machines. Fruit drinks seem to be Ross's big objective . . . Another cool drink operator adding a carbonated drink to his line is Bernard Weis and sons, owners of Lazy Kit Company. They're using Lema's recipe.

The D. Gottlieb plant was in full swing Monday (18) after being closed, except for emergency crews, in order to make preparations for the county fair. Firm's new five-ball, used for the Big Reunion at County Park, was up at which the last ball may score extra heavily if the score is over 2400.

This gives less skilled players an added thrill, if the total is 3000 and over, to Alvin Gottlieb, advertising director. Dave Gottlieb spent the week away from the plant at his Eagle River, Wis., summer home.

John Noise, Jennings sales manager, of St. Louis believes Solly, (32), has made a sharp turn. T. Strong, firm's road man, has been handling Solly's coast. He has been around a lot.

At Universal Industries, there was heavy activity the last week, but Saturday (21) all plant workers and executives camped for a picnic.

Clare Meyer, Kuhlman Supply, is winding up his coverage of Pennsylvania arcades and amusement parks.

Ed Ed-whoactually has been in exchange, reports the firm is heading Eastern, Western, and Mid- nation and Downtown cigarette machine. It is also doing a steady business down in Chicago.

Dale gumm . . . Paul Leven, Grand Rapids, Michigan, who has a fine operator, was in to look over new equipment.

At Chicago Coin, production on Champion is again, at its highest point following a two-week vacation. Sam Wolensky was in and appeared to impress Sam Gensburg the fort. . . Ladd Force, AMF, and his pal Dick Pomeroy, are out, and all hands are hoping the stock pile, accumulated in recent weeks, will be enough to hold them over until next week . . . Henry Hilderman, Berco, is still looking over things. He reports his Dresco ice cream vendor to be produced in that city . . . Ted Schreiber, of the Fox Valley, has a new product, the Rippers, long bumber, rubber foot and kickout pelvis . . . The new for John Panos, S. D., is. reported that the maximum award in $1,000,000 on their trial, according to Alvin Gottlieb, advertising director. Dave Gottlieb spent the week away from the plant at his Eagle River, Wis., summer home.

The trade is still talking about the throng that attended the Hayden (Bill Mills) funeral service, virtually every local firm was represented and many out-of-towners also were present.

At 11:00 a.m., St. Matts Bell, which Bally-Mote distributes, will be one of the most entertaining. The word gets around on some of its new points. . . Backett is now able to make immediate deliveries on the Cross County Fender, but delivery is not as fast as before . . . Last week was a pretty good week, heavy . It was tubing可怕的 and fine weather. He was able to make sales with the aid of two capable secretaries while other firm was in Chicago.

Visiting coin men from all parts of the country hit Chicago last week as delegates to the Shrine convention here. They kept on the go most of the time, some did manage to find time to visit factories and local distributors for a look-see. . . Rorman Gold, St. Paul, S. D., is on his way to check out a look at new equipment.
## Operators

Our school will, in the near future, hire a man of age and technical training. He will be a service and repair man. Contact us for your needs.

### Memphis Vending & Amusement Machine Company

#### Salesperson

501 Madison Avenue

**Memphis, Tennessee**
State Tax Calendar

Alabama
August 10—Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' report due.
August 20—Sales tax report and payment due.

Arizona
August 15—Phoenix business privilege tax report and payment due.

Arkansas
August 20—Gross receipts tax report and payment due.

Colorado
August 14—Sales tax report and payment due.
August 15—Denver sales tax report and payment due.

District of Columbia
August 20—Sales and use tax report and payment due.

Florida
August 10—Agents' and wholesalers' cigarette tax report due.

Georgia
August 10—Cigar and cigarette wholesale dealers' report due.

Idaho
August 15—Cigarette wholesalers' drop shipment report due.

Illinois
August 15—Cigarette tax return due. Sales tax report and payment due.

Indiana
August 10—Cigarette distributors' interstate business report due.
August 15—Cigarette distributors' drop shipment report due.

Kansas
August 20—Sales tax report and payment due.

Kentucky
August 20—Cigarette wholesalers' report due.
August 31—Amusement and entertainment report and tax due.

Louisiana
August 1—Soft drinks tax report due. Tobacco tax report due.
August 20—New Orleans sales and use tax report and payment due. Sales and use tax report and payment due.

Maine
August 1—Cigarette distributors' license fee due.

Maryland
August 15—Sales and use tax report and payment due.

Massachusetts
August 20—Cigarette tax report and payment due.

Michigan
August 15—Sales tax report and payment due.
August 20—Cigarette tax report and payment due.

Minnesota
August 20—Cigarette tax report and payment due.

Missouri
August 31—Soft drinks manufacturers' report and payment due.

Nebraska
August 10—Cigarette distributors' report due.

New Jersey
August 20—Cigarette distributors' tax report and payment due.

North Carolina
August 15—Sales tax report and payment due.

North Dakota
August 15—Cigarette distributors' report due.

Ohio
August 10—Cigarette wholesalers' report due.
August 15—Cigarette tax use and tax payment due.

Oklahoma
August 10—Cigarette wholesalers', retailers' and vending machine owners' report due.
August 15—Sales tax report and payment due. Tobacco wholesalers, jobbers' and warehousemen's report due.
August 20—Use tax report and payment due.

Pennsylvania
August 19—Soft drinks tax report due.

Rhode Island
August 20—Sales and use tax return and payment due.

Tennessee
August 1—Soft drinks bottlers' report and tax due.

Washington
August 15—Wholesalers' cigarette drop shipment report due.

West Virginia
August 15—Cigarette use tax report and payment due. Sales tax report and payment due.

Wisconsin
August 1—Income tax second installment due.
August 10—Cigarette wholesalers' and manufacturers' report due.

Wyoming
August 15—Sales tax report and payment due.

NEW LOW PRICE!
$139.50
BRAND NEW
ROL-A-TOPS
5c-10c-25c PLAY
Above Price F. O. B. Chicago
WATLING MFG. CO.
4650 W. Fulton St.
CHICAGO 44, ILL.

COMING ATTRACTIONS
FILM
CAVALCADE
Save your
Manhattans
and
WATCH NASCO
NATE SCHNELLER, INC.
1427 North Broadway
Philadelphia 22, Pa.

COMPLIMENTARY TO ANY ADVERTISING PUBLICATION

FOR SALE! JUST OFF LOCATION!
37 VICTORY DERBYs
only $39.50 each

FOR SALE! JUST OFF LOCATION!
19 ASSORTED TURF KINGS Jockey Clubs
SPORT KINGS Fairmonts

ROLL DOWNS
Like New
Pre Score
$11.00
Williams Box Score
$10.00
Advance
$1.50

MONARCH COIN MACHINE CO.
1245 N. FAIRFIELD AVE. (PHONE ARmington 6-1420) CHICAGO 27, ILL.
PROVEN PROFITS FOR OPERATORS

EARNING $3 TO $4 PER HOUR

100% MECHANICALLY OPERATED

A Legal Skill Game
Everywhere

ATTRACTION TO ALL LOCATIONS

Manufactured and Sold by

PHILADELPHIA TOBOSOEN CO.

120 K. Duval Street, Philadelphia 44, Pa.


WE MUST REDUCE OUR INVENTORY

All equipment in A+ condition ready for location and sold with a 30-day unconditional guarantee. F.O.B. Philadelphia, C.O.D.

SKEEBALL

REG. U.S. PAT. OFF.

GREAT FUN WITHOUT THE DANGERS OF GAS AND FIRE

PROVEN PROFITS FOR OPERATORS

EARNING $3 TO $4 PER HOUR

100% MECHANICALLY OPERATED

A Legal Skill Game
Everywhere

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A Legal Skill Game
Everywhere

ATTRACTION TO ALL LOCATIONS

Manufactured and Sold by

PHILADELPHIA TOBOSOEN CO.

120 K. Duval Street, Philadelphia 44, Pa.

Distributors are available in the Cordelia area. Send 1723 Southern Avenue, Baltimore 18, Maryland for information.

Jerry Brennan, Empire Coin, has reported to the headquarters of the company that the delivery of the new machine has jumped to more than $12 a week, as compared with a $8 to $8 average during the last six months.

Decca Distributing Corporation, a division of the Decca Record Company, has released an album, Harry Mann's "Miss Liberty" album, according to sales representative Herbert M. Bens. The album, composed in musical comedy style, contains the song by Fred Waring and the arrangements of Decca's best-selling songs. Individual records will be available in the future.

Harry H. Helsch, a noted coin expert, has reported that a new machine has been installed in a store in Shreve, Ohio. The store was opened in 1956. Helsch, a native of Shreve, Ohio, had a good time during the convention last week and had several followers. Shreve out for a visit to the Empire screenroom which now includes a modern air-conditioning system.

World Wide Distributors has added two new machines to its list of new machines. Wally Fink, the vice-president of the company, said: "We have just received a new machine which is proving to be very successful." The machine, which is a new design, will be available in the near future.

Distributors are urged to contact the company for all their advertising needs. The company offers a wide variety of machines and services to meet the needs of the trade.

The above machines have been recommended and are readily available for use.

CHRIS NOVELTY COMPANY
606-500 St. Paul St., Baltimore 2, Md.
Phone—Malburry 872—2107

CLOSETOUTS! NEW GAMES
ORIGINA L FACTORY CRATES

5 Bally Lexingtons ........... $475.00
5 Chicago Coin-Supar Hockey 185.00
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ANNOUNCEMENT
TO OUR OPERATOR FRIENDS

Southern Automatic Music Company is relinquishing its franchise with the J. P. Seeburg Corp. This means that we are discontinuing the distribution of all new and used music equipment.

Because this announcement will come as a surprise to our many friends in the industry, we feel that we should make clear why we are taking this step.

Be assured that this decision was not made easily. Our 14½ years of association with the J. P. Seeburg Corp. has been pleasant and satisfactory in every way.

We were one of the pioneers in the music business. We always felt that we sold a good product and gave good service, and we were always concerned about the operator's welfare.

In this world of ever-increasing specialization and changing trends, we found it more and more difficult to do justice to our customers and friends by continuing to handle both music and games. Our chief aim has always been to maintain the high level of service for which we are known and upon which our reputation and business has been built.

For these reasons, and after a very thorough analysis of conditions in the music field generally and its trend, we decided to step out of the music picture entirely and center all of our efforts, knowledge and resources on the sales and service of games and other amusement equipment.

What does this change in policy mean to you? It is our earnest belief that, as exclusive distributors of games and other amusement equipment, we can now serve you better than ever. Now we can concentrate our efforts in this field, without other interests, and so be even more alert to new ideas and values upon which you depend to keep your business a live and growing thing.

Now we can give you even more personal attention, proving our products before we offer them for sale, and advising you whenever you feel the need of our long and varied experience. Now we can do an even better service job. We will continue to work with manufacturers on new things to come, not only ideas, but also promotion work which will interest the public in playing your machines.

We are not youngsters in the coin machine field, having to date spent over 25 years in it. During this quarter of a century we have enjoyed a measure of success, but more than that is the joy and satisfaction we have received from having started many hundreds of operators on the road to success. We have also lent a helping hand to many others who seemed at times to falter.

We have enjoyed many wonderful friendships. It is our intent and desire to spend many more years of activity in the coin machine field with the same Southern Automatic policy. You can count on our continued sincere co-operation and the best in products and values.

May we hope to retain your friendship and business co-operation.

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