When Art Fritz opened Chicago's first Kiddieland 20 years ago, he did not realize the ultimate scope of the movement he was helping to pioneer. Today, kiddie parks are the fastest growing phase of outdoor show business and Fritz's Kiddieland is one of Chi's largest and most popular. Fritz maintains the cornerstone of any successful kiddie operation is a train and here he is shown at the throttle of his Rensselaer Model G-16 which is a one-eighth scale reproduction of a General Motors diesel locomotive. This streamliner (manufactured by the Miniature Train Co.) is regarded by Fritz as his outstanding attraction. It is also getting a heavy play from the moppet crowd at other parks including Palisades Park, N. J.; Griffith Park, Los Angeles; Riverview, Chi; and Ponchartrain, New Orleans.
NEW Manley ARISTOCRAT
-means bigger popcorn profits—because
it has better features

Cascade Kettle pops out 20-40% Greater Volume
Greatest of all new features on the
1950 Manley Aristocrat is the Cas-
cade Kettle, producing tastier, BIG-
GER kernels . . . by actual test, 20-
40% more volume. Fewer kernels
needed to fill a bag or box . . . more
nickels, dimes, and quarters for
you! Customers are clamoring for
this new Manley popcorn—bigger,
fluffer, tastier. The new Aristocrat
is the machine you have been wait-
ing for . . . trouble-free after 1000
hours of continuous testing.
Fill out the coupon today!

CONTROL PANEL is waist-high for effor-
tless operation . . . all switches within
reach . . . operator need not take a single
step to work machine.

LIQUID SEASONING delivered to kettle
in exact, metered amount . . . no waste,
no mess from hand loading . . . same
amount delivered each time.

CASCADING KETTLE can be rotated through
360° . . . pressure fingers and collector
rings maintain electrical connections as
in automobile distributor.

THE BIGGEST NAME IN POPCORN
SALES AND SERVICE OFFICES IN 27 CITIES
CONSULT YOUR TELEPHONE DIRECTORY

Manley, Inc.
GENERAL OFFICES
1920 WYANDOTTE STREET
KANSAS CITY 8, MO.

I would like to have more information on the
new Manley Aristocrat. Please have a Manley
man call and bring me your booklet, "How to
Make Big Profits from Popcorn."

Your Name . . . . . . . . . . . . . . . . . . . . . . .
Business . . . . . . . . . . . . . . . . . . . . . . . .
Address . . . . . . . . . . . . . . . . . . . . . . . .
Best Time to Call . . . . . . . . . . . . . . . . . .

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ALFRESCIES OUT OF ROUGH

BILLBOARD BACKSTAGE

Music Sees Rainbow Ahead; Song Crop Heavy for Fall

By Hal Weisman

NEW YORK, June 17.—Optimism is the keynote for the new season of records and concert business among most leading trade executives. High hopes are being predicted upon an unusual schedule of early fall legitimate shows. This season will mark the debut of several new artists, including Richard Rodgers and Oscar Hammerstein. The show, "Oklahoma!," starring Robert Goulet, is expected to revolutionize the musical theatre business. The show is scheduled to open in New York on September 17.

Who's Got Dinah? Nets, Wavers in Air

HOLLYWOOD, June 17.—Dinah Shore has been named as the new star of a radio series by NBC in an effort to swing the last few weeks of the season.

Twist May Put FM in Black

New System Gives Outlets Multi-Service

Many Shows at Once

By Sam Chase

NEW YORK, June 17.—A new FM development, designed to turn FM stations into active players in the music business, has been announced by the Wurlitzer Company. The device, known as the "Wurlitzer 5000," will enable FM stations to carry music programs and commercials, as well as other types of programming.

Wurlitzer Uses TV Promotion To Fight Video Competition

NORTH TONAWANDA, N. Y., June 17.—With free television in taverns, it is clear that FM radio is facing a new challenge. The Wurlitzer Company has developed a new device that will enable FM stations to carry music programs.

In This Issue

- Music Machines
- TV Promotion To Fight Video Competition
- New FM Development
- Billboard Backstage
- Union Claims Record Field Vocal Talent
- Urban Dates Lead, Rural Take Tighter
- No Miracles Expected
There's Tax Shake-Up Ahead
British Cut Tax On Vaude Spots

WASHINGTON, June 17.—The British government has granted a sharp cut in the amusement tax on theaters. While presenting stage shows, the Commerce Department reported this week. The net income of the theater would be increased in various show business levies.

Department to occasionally
Executive Committee

Balanced Bill Needed
WASHINGTON, June 17.—As the House Ways and Means Committee considers a bill to corporation tax rate, prospects are for the elimination of the omnibus tax bill, which includes any in various show business levies.

Consumer Veepee Becomes Generalissimo in Field
NEW YORK, June 17.—The no official announcement has been made, it was learned this week from a source familiar with the "generalissimo" at the RCA Victor Company, John G. (Joe) Wilson will be as follows:

Admiral Walter Buck, who was operating a vice-foreign company, will assume the post of general manager of the division. He will be the second general manager of the division, and that of his contacts with divestiture and divestiture.

Buck, Elliott Inherit Most Of Big Job at RCA Victor Left by Death of Wilson

McFadden's plan hinges on per capita attendance figures over the next five games at Los Angeles Coliseum. Average number of patrons would be used as a quota for each game

U.S. and Swiss Talk Tax Ease
WASHINGTON, June 17.—State Department is preparing to negotiate with Switzerland and for another in a series of treaties insuring against double taxation on incomes of entertainers and others who work in two nations during a year. The agency is gradually broadening the number of countries with which tax agreement has been made, with eventual event in each of these countries.

Buck, Elliott Inherit Most Of Big Job at RCA Victor Left by Death of Wilson

2 Coast Grid Teams Offered Gate Guarantee for TV Rights

HOLLYWOOD, June 17.—NBC television network has made two large commitments for telecasts of College Football Classic games, a first for the new network. Each of the two coast teams, Los Angeles Coliseum and the University of Southern California (USC), will be guaranteed a minimum of $50,000 each for the 1950 season, which will be the first year of the new network. The guarantee is a standard practice among the major networks for telecasting college football games.

Richards' Health Subject of Clash In L. A. Hearing

HOLLYWOOD, June 17.—Continued clashes between opposing groups marked the consideration of the Federal Communications Commission (FCC) house cuts and loophole proposals voted by the House tax committee. Without the tax cuts, the revenue losses would outweigh gains by about a half-billion dollars.

Agent in Jam, Faces Loss of Lewis-Martin

Failing To Fill Philly Date

NEW YORK, June 17—Abner J. Greshler is facing a lawsuit for $130,000 on his contract to represent the Philadelphia Phillies in baseball. Mr. Greshler, who is the manager of the Philadelphia Phillies, is contending that the team is not bound to pay him his full salary for the season.

There's Tax Shake-Up Ahead
British Cut Tax On Vaude Spots

WASHINGTON, June 17.—The British government has granted a sharp cut in the amusement tax on theaters. While presenting stage shows, the Commerce Department reported this week. The net income of the theater would be increased in various show business levies.
Two More NAB Resignations 
Guarantee for Multi-Service

WASHINGTON, June 17.—With G. Emerson Markham and Arthur C. Stringer added to the National Association of Broadcasters (NAB) list of resignations from the association's board, the 13 resignation total will be 15 by the end of next week's board meeting, the NAB has reported. The board is expected to get a report on progress of the association's joint network stations, well-geared to its economy program preparatory to the upcoming membership meeting in New York City on June 25.

General Manager William R. Ryan is prepared to report to the association's board the savings and operating expenses running at least in the wake of a tail spin in the budget. This clash has necessitated the withdrawal of CBS and AMC and the owner-operated stations.

The Ryan report to the board, he was learned, will disclose that despite the withdrawals of the two webs and their o-and-o stations, the NAB membership is greater than at any time except 1949. This, it will be reported, is contrary to pessimism which followed the departure of CBS and AMC. Ryan has spared no effort in paving the way for the NAB's biggest member-recruitment drive.

Since Ryan took office some weeks ago, the NAB staff has had four major meetings with all the new members of the board. Ryan has been described as a head of the association's TV department at a salary of $7,700 Markham's successor will have a lower salary. Stringer, who has been with the NAB 13 years and who has been acting as promotion director, head of the special services department and director of the FM department, is not expected to be replaced.

Now it is any replacement planned for George Reverbicke, whose salary as vice president-revision in the legal set-up is planning as an economy move to take care of this phase of the general affairs of the association. The retirement is expected to be Tuesday, July 31. Stringer's position will be taken over by a substantial, year-retainer as head of the legal department.

"Hit" Simulcast May Ankle NBC

NEW YORK, June 17.—Although the American Tobacco Company is planning to air a few simulcasts of its "Hit" Parade over NBC this summer, the twenties are very much in the air and the possibility of shifting to another network this fall is the reason that the simulcast is possible during the current period, according to NBC sources. The show is on hiatus, however. Come fall, Hit Parade's 9 p.m. radio time will prevent simulcasting when shows are repeated.

Charles Columbus, national director of the Fred Astaire dancing schools, is working on dance routines for the video portion of the simulcast.

Pix Stall To Martin - Lewis

NEW YORK, June 17.—Indications this week were that a proposed Dean Martin-Stanley Lewis move was no longer a reality. The reason for the change was stated to be the want of the studio schedule. The show will be produced by the studio schedule.

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McNeil To Sign 10-Yr. ABC Pact

NEW YORK, June 17.—Don McNeil was reported ready to sign a new contract with ABC, covering talk shows as well as AM. The pact is said to entail a 10-year contract, with a 19-year option for another 19.

All details of the contract are not yet known, but the deal is believed to be worth $250,000 annually from his broadcast activities, as well as from such kinds of personal appearances, book sales, etc.

TV Asks $ for Per-Program ASCAP Talks

WASHINGTON, June 17.—A fund-raising drive to bulwark the television industry's negotiations with the Authors and Publishers (ASCAP) on music rights has been launched by the industry's special negotiating committee. The committee, with its $250,000 goal, has and $250,000 to assure successful negotiations, it was indicated this week in a wake of a 20% situation by Stuart Sprague, of New York, counsel to the committee.

(The TV Asks $ for page 12)

NBC Has McGee On Sales Block

HOLLYWOOD, June 17.—NBC has put Fibber McGee and Molly on the sales block, following cancellation of the comedy show by Johnson's wax Web, which owns the Fibber package, is reported to be on the market for a figure of $1,000,000.

Recall price is unknown, but it has been reported that for both radio and video versions for packaged price of $25,000. Radio show last season cost well over $10,000. Station will probably put in deadline Tuesday evening, after the Bob Hope comedy show.

Gives Outlets Power With Multi-Service

All Aired at Once
(Continued from page 4)

NEW YORK, June 17.—The pre-program talks on the Screen Actors' Guild (SAG) and Television Authors' Guild (TWA) strike this week took a turn for the better when John Garfield and Tony Curtis were called into a joint meeting by the mediator Monday (16). The two stars met with the mediator and the mediator with the government applying the pressure. Insiders feel there may be a quick settlement of the differences amicably.

A meeting of (Continued on page 17)
**GATE INSURANCE PITCH...**

**KNBH Casts Bait Before Coast Schools**

Guarantees Attendance

(Continued from page 4)

Station estimates each game will cost about $10,600 for rights, thus schools can benefit not only from exploitation and tele coverage but can assure themselves of an extra 160 weekly if attendance tops quotas.

Certainly one of the most radical plans advanced locally for college football, KNBH's proposal puts station on the defensive, since school officials are willing to lose which video ops can drop plenty of cash if gates drop drastically due to such unpredictable conditions as weather, quality of teams developed and local interest in winning teams. Stations only benefit is in snuffling the juicy sports plum as a prime feature for the fall season, and recovering only actual ticketing expenses.

Burdens of promotion and exploitation will rest with KNBH topers, who will devote considerable time during the summer to plug season seat sales and otherwise build stadium audience for the fall sked.

Outcome of the plan will not be known until after July 10 when the time the tele committee of the Pacific Coast Conference is scheduled to meet in San Francisco. Conference concluded principal confabs in Victoria, B. C., this week and ruled that Conference games will be televised only if all schools in Los Angeles, San Francisco and Seattle agree on leasing.

These three cities are the only (See Gate Insurance on page 10)

**Proctor Films 26 Police Yarns**

NEW YORK, June 17.—Bernard Proctor this week was preparing to deliver a series of 26 whodunit films, to be sold to local and regional advertisers. Titled Police Story, yarns will be ready for play taken from the dossiers of various cities' good-guy agencies.

Proctor said this week the series "will not be filmed either in New York or Hollywood, but would divulge no details. Shooting starts July 17. Sales probably will be handled by Music Corporation of America.

**Electrical Strike at CBS**

Costly But Teaches Execs

NEW YORK, June 17.—In two-day strike by the International Brotherhood of Electrical Workers (IBEW) ended Wednesday (14), CBS found itself with a great deal of electrical technical knowledge on the job for the first time in the history of the company. Engineers, technicians, and skilled craftsmen of field, service and plant were called into duty by the union which found itself with a $100,000 weekly payroll to be paid to about 1,000 men.

The electrical strike was caused by a dispute over the company's effort to replace the old 10,000-watt transmitter at the top of the new CBS-FM tower in the Bronx.

The new tower, 1,700 feet high, was built for the new CBS-FM station which is to go on the air this fall with a power of 50,000 watts, covering a large portion of the city.

The strike was ordered by the National Broadcasting Company, headed by John W. leveled, who has already bought CBS-Tuesday afternoon football games.

Newspaper-Owned TV Outlets Set Film Syndicate

Rep of 16 newspaper-owned tele stations attended a meeting called by Los Angeles Times Publisher, Norman Chandler, for the formation of a film syndicate. Two-day session (12-13) resulted in those present agreeing as to the need for a film syndicate, with plans now in the works for a project outlining the plan for prospective participants. Originally, syndicate was to serve only newspaper-owned outlets, but the plan is to be altered to include other outlets.

Schatz Sets Up TV Film Company

Producer Jack Schatz will head the newly formed Hollywood Telefilm Corporation, set up to handle sales and distribution of TV films thru 12 major offices throughout the country. Schatz, formerly Columbia Pictures distribution exec, has been veepee and general sales manager of the outfit. Company will be set up to handle sales and distribution of films in order to give the company a central distribution set-up for indie pic producers who own tele rights to flicker products.

**Wash. Grabbers, Grab of Free Air Generates Heat**

WASHINGTON, June 17.—The problem of free air time for lawnmowers is fast developing into a major one for broadcasters and the government as a result of the expanding use of Congress' Joint Receiving Facility (The Billboard, June 10). Ever since The Billboard's exclusive story on the bonanza which the Joint Receiving Facility has given congressmen who send platters to radio stations and get free air time, the law has been getting increased attention here, the Washington Post columnist, Robert A. Albrecht, B.D., editor of The Billboard and national columnist, David Lawrence, expanded on the theme to suggest that the investigation of free radio and TV time given to public officials.

The Federal Communications Commission (FCC) taking the view that regular broadcasts by legislators are permissible only when a "special issue campaign" do not come under the section "of broadcast fees." The FCC decided that the law requires the broadcast of equal air time for answers, some radio legislators are asking the FCC for a specific definition of public service broadcasts. Several legislators revealed they are advised clients to stop giving free air time, in campaign years at least, unless the stations are prepared to give equal time for replies. The FCC's attitude is that stations need give equal time to opponents only in specific cases where results in nature, with informational platters desired.

The FCC leaves it up to the stations to decide whether the talks are political or informational. This policy, according to some radio legislators, leaves stations out on a limb if they feel they must make a mistake in interpretation. For instance, asks one legislator, if a candidate is talking about the building of a new legislative building, should the candidate be given equal time as a "public service" or is he attempting to corral votes? If he is seeking votes, the answer is clear, but if the candidate is talking about the building in a non-political way, then presumably, the FCC would give the candidate equal time in regard to having to provide free equal time to the lawmaker's campaign foes, the legislators point out.

**Hollywood Stars OK Telecasts of Games; Biz Drops Only 9.7%**

HOLLYWOOD, June 17.—After examining the season's receipts for the current season, board of directors of Hollywood Stars baseball club this week had gave KLAC-TV the green light to continue telecasting of all games this year. Ball club spokesman told The Billboard that the deal for the present season was worked out by management, which management feels is not in business to make money. The deal was worked out by the KLAC management and the Star organization, which is a combination of KLAC-TV and sister AM station. The club required that the arch rival team, the Hollywood Stars, continue to play contests and drives for season ticket holders.

Towl's other ball club, Los Angeles Angels, whose home games are blacked out on KLAC, agreed to continue for the rest of the year. Francis Towl, whose pro-viders have continued coverage even in the face of declining gate receipts.
Schlitz May Buy 12 Silver Films

NEW YORK, June 17.—Schlitz Beer this week was trying with the idea of buying the 12 filmed versions of the Silver Theater from International Silver and renewing them this summer. The program would probably be presented locally.

The second run of these films is being considered because of the potential television audience that not only missed their first showing but one that has grown up since then. In order to rerun them Schlitz would pay an additional sum to the cast and writer of each show. Young & Rubicam is the agency.

C&P May Get Nestle Discount

NEW YORK, June 17.—Indications this week were that Cecil & Presbrey was close to snatching the entire Nestle account. The agency currently handles the chocolate products division of Nestle, but Dolherty, Clifford & Sheffield, which recently resigned the account, had the rest of its billings.

The account will mean at least $1,000,000 in billings to Cecil & Presbrey and would include the servicing of such products as Nestle's Evaporated Milk, Nescafe and Nests, if it gets the business.

BRIEF AND IMPORTANT

Bristol-Myers W eighs Daytime TV for Fall

Bristol-Myers last week was considering a venture into daytime TV next season. The sponsors, whose "Break the Bank" radio show hasn't been renewed for next fall, is looking over daytime video availabilities. Young & Rubicam is the agency.

CBS Readies Jan Murray, Rob't Alda Shows

CBS last week was reading two new shows for radio and TV. "Songs for Sale," starring Jan Murray goes simulcast in the Friday night 9-10 slot, beginning July 17. Robert Alda will emcee another new show called "By Popular Demand," which starts Saturday, July 2 in the 7-8 p.m. time period.

Donald To Replace Lester as "Cavalcade" Ensee

Peter Donald will take over Jerry Lester's emcee spot on Dumont's "Cavalcade of Stars," beginning July 8. Lester is said to be a hot contender for the emcee job on the Anchor-Hocking NBC video revue, "Broadway Open House."

Clevty To Sponsor Half of WPXJ Garden Events

The Chevrolet Dealers' Association, Inc., will sponsor 60 of 120 sports events skedded to be televised by WPXJ, New York, from Madison Square Garden during the 1956-57 season. The contract, which is reportedly one of the biggest ever signed by a local TV advertiser, was negotiated by Campbell-Ewald Company, Inc. The WPXJ pick-ups will tee off October 13 and run five days a week (Sunday thru Thursday) until spring 1957, covering professional and amateur hockey, professional and college basketball, the horse show, the rodeo, the dog show and track meets.

"You Bet Your Life" Gets TV Audition

First tele audition of the Groucho Marx "You Bet Your Life" stanza was cut in Hollywood Wednesday (13) by Hal Roach Studios. The film test was shot at the NBC studios as a simulcast, with radio version of the same aires recorded via Ampex tapes. If audition passes muster, the sample aires will be the first fall show on NBC. Packager John Guedel, who owns "Life" in partnership with Marx, will weigh tele test results this month before deciding on further filming methods.

TV BAGMEN MAY MISS BUS

Full Skeds May Shut Out Late Accounts

Big Sponsors in Scramble

NEW YORK, June 17.—A great number of potential TV sponsors are currently finding that this fall they are likely to remain potential. With the NBC and CBS video networks practically S. R. O., and ABC-TV filling up fast, some major advertisers will be unable to get time slots.

A partial list of clients seeking the late coverage includes such heavy spenders as Buick, United States Rubber, Cities Service, Campbell's Soup and among the smaller accounts Jergens, Pepsi-Cola, Ever-sharp, Revlon and Hudson.

The remarkable stampede for TV time in the past two or three weeks was underlined by the terrific flow of business to ABC this week (see separate story). A notable aspect of this situation is the dramatic decision by a number of sponsors to contract for shows even before their fall budgetary appropriations are set, in order that they will not be frozen out completely. Others, like Chrysler, which bought time on ABC-TV this week, inked without even consulting their dealers who have to foot part of the bill. The approach now

(see TV Bagmen May Miss Bus, page 10)
ABC IS ON SPREE

10 Tele Pacts Add 6 Million To Net's Till

Gets Some Rival Overflow

NEW YORK, June 17.-The last 10 days have seen ABC go on one of its greatest buying sprees in the web's history. In that period the network has either signed for or virtually set pacts for 10 television programs, encompassing a gross cost of about $36,000,000.

The sudden burst of business has come on the heels of an extended calm in the ABC sales department. While TV bankers hitherto for some periods of time, or what there is left of it, had been hard to grab, now or the sponsors will be shut out come fall.

Two sales closed last week were the Arthur Murray dance school franchise, Washington, D.C., and Amateur Radio Station Co., Chicago, Illinois.

One of the most important of the week's sales, however, was the ABC agreement with ABC Radio, Inc., New York, for a new 100-kilometer network.

Air Income Tax

Sticks Aimed At Nonprofit Orgs

WASHINGTON, June 17.—University, labor unions and other nonprofit groups are in danger of having their incomes from commercial broadcast stations taxed under legislation in the House Ways and Means Committee this week. Church stations would remain exempt.

The committee voted to delete the omnibus excise tax bill provision taxing church $1,000,000

The committee voted to write into the omnibus excise tax bill provision taxing church

Puerto Rican Exile

Can Save Taxes For Ed Gardner

WASHINGTON, June 17.—Ed Gardner, of Duffy's Tavern, would remain free of income tax if be "exiles" himself in Puerto Rico, an American official said in The Billboard in giving an informal interpretation of the loopholes-plunging situation in the House Ways and Means Committee this week.

The official wrote in the excise tax bill provision putting Puerto Rico on the same basis for federal income tax as for foreign nations. To qualify for an exemption from federal income tax, a U.S. citizen would have to become a "bona fide" resident of Puerto Rico, according to the terms of the committee provision.

The tax official said it was his understanding that Gardner has moved "bag and baggage" to the island, and thus qualified for exemption. However, the same official said the law is so drafted that it would travel State-side whenever he would without affecting his Puerto Rican residence. The spokesman added, however, that if the act is adopted it is unlikely that the United States would lose the exemption.

On the other hand, if the act is adopted it is unlikely that the United States would lose the exemption. If a person who is paid on any income made in this country, it is unlikely that he would be paid on any income made in the United States. It is unlikely that the United States would lose the exemption.

The committee of the Ways and Means Committee in the House of Representatives this last week and is now being considered by the Ways and Means Committee. The bill was proposed by Congressman Aime J. Farley, D., and was at the suggestion of Abe Schechter, Mutual veeppee in charge of news, who told the U.S. Customs interference on taped news recordings being brought into the country, "an infringement of the freedom of the press and the freedom of speech clause in our Constitution." The present Tariff Act, which was written before the era of radio broadcasting, has become a terrific headache to radio newspaper

Last month mutual commentator Cecil Stimson sent this style to Manuel, and customized for it (See House Group Mulls on page 10).

Capital Gains

Gimmicks Seen On Way Out

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ATTENTION TALENT BUYERS

A NATURAL FOR T.V.

RUSTY FIELDS

AND HIS GREAT NEW

SOCK COMEDY REVUE

AVAILABLE FOR YOUR CLIENTS

REP. ALL D'ORY AGENCY

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Chicago 1, Illinois

Franklin 2-4190
Radio and Television Program Reviews

At the Mayor's Desk

Reviewed Tuesday (13), 10:11 p.m. EDT, Sustained on CBS, Producer, James F. Caven; director, Howard C. Davis; music, Vin Derst; executive producer, Vin Derst; music, Vincent Price, others.

Mayor William O'Dwyer flubbed the first shot at a chance for personalized name-calling of himself and his administration, afforded by the new WPIX tele series, At the Mayor's Desk. During the days when Fiorello La Guardia made weekly radio addresses, his listeners would eagerly await his public statements and outings were close to the best listening hour of the day. But the new program was not planned as a vehicle for O'Dwyer's personality, and the present incumbent should have gone the Little Flower a few steps further. If there's any hope that the preem show was just plain dull from every point of view.

The市政厅秘书处 administered work on the city's hot weather problems, including health, parks and water pollution at the beaches. A group of city officials clustered about the Mayor's desk at City Hall, and he quizzed them individually about their respective activities. Mayor O'Dwyer did this on a highly technical level, as about the mechanics of sewage disposal and water, and the average viewer likely tired of it all.

The show was at its best during a brief and zippy interchange between Mayor O'Dwyer and Mayor Mahoney, when the Mayor inquired whether water at the beaches is safe. Mayor Mahoney gave a rather evasive, "We must say yes," Wheretupon Mayor O'Dwyer interjected "You mean you are polluted."

Informality at Tuba-ah

Efforts to bring the show on an informal level were sporadic, and generally made it a going thing. The show assembled a panel show with featuring the board of directors of a bank and one of Mayor and Mayor O'Dwyer, unfortunately, proved no threat to Kip Fadinam as emcee. He did open proceedings, however, by introducing viewers as "neighbors," at intervals hit and puffed at a pipe and closed saying "Good night and God bless you, everyone." It takes more than that to achieve a real level of informality.

Perhaps interjection of a smooth pro molder handling the questions with Mayor Mahoney could spice things up a bit. Greater use of the vernacular, in the old La Guardia fashion, would undoubtedly be worth the effort. Mayor Mahoney would probably do well to leave politicking out. It seemed a bit strange for them to be discussing passage of the sewage rental bill (See At Mayor's Desk on page 39).

The Saint

Reviewed Sunday (111, 7:30-8 p.m. EDT, Sustained via NBC, Hollywood, Producer, James L. Sapier, director, Joseph L. Douglas, music, Von Dext; executive producer, Vincent Price, others.

Judging by the initial episode, The Saint offers what he used to be played by fakery stick, Vincent Price, he is suave, soft-spoken, and looks back at the days. Suspense-wise, last Sunday's mystery about a prize fight gone down to the defeat of the Saint. After the first scene the openers had him hopping up on a bus by a sneering finest, showed considerable zinc, but the rest was hard to understand the plot. Also some of the actor's dyr English captured the Saint's, perhaps sparked a brief brightness, the overall effect was as soporific as the全力打造, in which a crooked又好 running rubber on the murdered man's face so held steady down until WPIX.

The series is a summer sub for Phil Harris and Alice Faye.

Judy Bendy

Guy Lombardo

Reviewed Sunday (110), 7:30-8 p.m. Sponsored by the American Tobacco Company, Producer, James L. Sapier; director, Harry Neher; executive producer, Guy Lombardo; announcers, Joe Miller and John Lamy; L.A. (Speed) Rigg.

The perennial popularity of Guy Lombardo and His Royal Canadians makes the network a good idea for a summer replacement show. Lombardo combines style that is sweet, swing in a non-hep easy vein and emotions. He is danceable with an unerring selection of sock tunes to cater to the tastes of most everyone in the family.

The show featured a number of old favorites, including "Oh Boy," "The Lone Ranger," "The Lone Ranger," and "The Lone Ranger." The network also presented a series of guest appearances, including Borden, who appeared as a regularly scheduled guest on "The Lone Ranger." The series was broadcast on NBC from 1949 to 1954.

Terms of the show.

Guy Lombardo

Review

Armstrong TV Theater

Reviewed Tuesday (13), 9:30 to 10 p.m. EDT, Sponsored by Armstrong Cork on NBC-TV thru Batten, Barton, Durstine & Osborn; Producer, producer; writer, Hal Story; associate producer, Richard Batten; music, Vincent Price, others.

This show was a pleasurable surprise. It had a network-wide impact, as evidenced by the ratings. The show was not only popular, it had a real audience. The show was produced by Hal Story and Richard Batten, and the music was composed by Vincent Price. The show was broadcast on NBC from 1951 to 1954.

Terms of the show.

Guy Lombardo

Review

From now on...

WJW-TV is taking circulation for gruelling number of television sets. The Detroit market has passed the quarter-million mark!

Words like "experimental"... "test"... "pioneering"... "infancy"... "the rest of the world"... "the new medium are out. TV has come of age!

We will back our belief in the stability of television with our new rate card (60) which will be guaranteed to advertisers for one full year.

FROM FIRST IN MICHIGAN

NEGATIVE REPRESENTATIVE:
G. MANASHE COMPANY
ASSOCIATE AM-PM STATION WMJ

BC National Network
**Beaut Clock** Aims for Sponsor Participation

Slated to go once a week as a replacement for Ken Murray this summer, "Beaut Clock" will also be made available to potential sponsors. A third party will work with the program, which will begin Wednesday night; the show will be offered to other participating TV stations which want to get their feet wet in TV. The program will be marketed on that basis Saturday, July 8, in the 8 to 9 slot.

Kate Smith 4 to 5 on New NBC Daytime Schedule

Parameter is playing. NBC TV program plans were shaping up last week, with the hour-long Kate Smith show seen getting the 4 to 5 p.m. slot across the board. Smith will likely open at 3 p.m., when web option time starts. Opening of the program has been given to the "Judy Splinters" set now in the 5:15 slot, which probably will go to Bing Crosby, according to Studio 54. A full tilt will be made for an hour on the kinescope. The deal under consideration is said to be with NBC or CBS.

**Pinkie Lee May Sub for Dave Garsonay**

Summer replacement for "Garway-At-large" probably will be the Pinkie Lee show by time the NBC schedule is announced as of June 17 whether the King would originate in Chicago or New York.

Faye Emerson Set for Still Another CBS-TV Shift in Fall

The much-shifted Faye Emerson is slated for still another time slot this fall. The Women's page to 5-6 on new ABC network this fall was a forerunner of the shift, but it is likely that she will switch again. The answer will be set later this week in Philadelphia, after the ABC promo team comes in for an hour on the kinescope. The deal before Faye is tentatively set for a slot on NBC TV and a kinescope, with the network planning to take it into a TV show. The deal under consideration is said to be with NBC or CBS.

State Dept. Eyes TV Plans as "Voice" Supplement

State Department is studying the idea of using television as a possible tool for the "Voice of America." The bill was hatched last week by Senator Robert Taft (R., Ohio) after hearing assurance that the TV idea would get consideration, and the General Chrome Commission would also examine the effectiveness of the "Voice.

FCC Heats Arguments on Construction Ban

Federal Communications Commission (FCC) has asked to hear oral arguments June 19 on its proposal to ban the sale of construction permits prior to the time an authorized station begins program tests. Lineup in opposition are National Association of Broadcasters (NAB), Federal Communications Bar Association (FCHIA) and individual attorneys.

Skatron Readies New TV Subscriber System

A new system of subscriber TV will be demonstrated to Federal Communications Commission (FCC) next fall, the Skatron Corporation said in a letter to the agency last week. At outlined, the systemized, tabbed Subscriber-Vision—is similar to Zenith's Phonovision, but the unscrambling of the image is accomplished without the telephone connections which are standard in the Zenith set.
MUSIC SEES RAINBOW

Buck, Elliott Inherit Most Of Big Job at RCA Victor Left by Death of Wilson

Consumer Vpce Becomes Generalissimo in Field

(Continued from page 4)

country are matched by few people in the industry.

Lloyd McConnell, vице-президент в области продукции RCA Victor, приходит на смену умершему Джону Уэсту. В связи с этим назначается новый вице-президент.

In a nutshell, the reorganization actually represents, for the moment, a division of the duties and activities carried on by Wilson among a group of top executives in various departments, with the, boom of the job falling on Buck and Elliott.

In Hollywood, Warner, including the famous Department of assistant and producer, has been agreed to by the studio. For additional reports on the Warner studio, see page 16.

Rene to Coast As RCA Victor & R. Director

NEW YORK, June 17. - Rene, musical director on the New York RCA Victor Records artist and repertoire, is on a West Coast trip. In this spot he replaces Walt Heusen.

Rumors of Heusen's resignation have been around for some time and there has been considerable speculation as to his successor, with names such as Harry Warren, and others mentioned. Rene was at last week, however, and when West Coast trip came to New York, an announcement was made that Rene, who is Vpce of Record Department Manager Paul Barkeimer, Artie Shulman, Rep Director Charlie Green and Artists Department Manager Stan Ross were appointed.

(See Rene to Coast on page 16)

Freed Resumes Clefting Career

NEW YORK, June 17.- Arthur Freed, top flight songwriter turned MGM musical epic producer over a number of years has resumed his tune clefting career in a collaboration with Harry Warren on the forthcoming MGM musical epic. The disc is on the bill of one of Freed's better known tunes, "Love Song Love Song."

Prior to embarking on his new project, Freed has been an active participant in songwriting and music publishing, with such outstanding ditties as "Tempo," "Singing in the Rain," "Pagan Love Song," and the score for the first Broadway Musical, "The Little White Lie," A few credits are such musical ventures as Archie Atwal and the current smash, "Ainslie Get Your Gun."

Jail Burkhardt On Obscene Wax

(Continued from page 2)

It was linked to the records after Detroit police seized 1,500 in a raid on a warehouse in 1949. In addition, 100,000 of the discs in 16 States, but Harry Abrams, Burkhardt's records were a small part of his business. Stay of execution was granted until June 26.
Law in the Works
Plan Would Pile Up 's-Fo-Tooliers

All Mechanicals Included

WASHINGTON, June 17.—Representative Carroll H. Shope (D. N. Y.) revealed this week that he might introduce a bill this session to amend the federal antitrust law to give grant performing rights to musicians.

Hereafter, American Federation of Musicians (AFM) Proxy James C. Petriello, who voted against legislation of this sort at the Federation's Houston convention last week (The Billboard, June 17), Klein said he was in consultation with the American Society of Composers, Authors and Publishers (ASCAP) as well as with the AFM.

While any major copyright legislation introduced at this late date in Congress would have no chance of being considered at this final session of this legislature, Klein said it would be certain to be invited to a preparatory study session to prepare for copyright deliberations.

Study Promised at Once

Klein said that the complex nature of the subject must make it clear that an actual introduction of a bill until next session, but he added that, in any event, an extended study of the complex copyright and recording developments—such as TV, radio, disk tape recorders and titles—since the last major revision of the Copyright Act is necessary.

The question of amendment to give musicians a royalty "take" from performances on disks and other mechanical contrivances received considerable attention at Capitol Hill twice in recent years, particularly in 1946.

Friends in Trade
Give Rich a Lift

HOLLYWOOD, June 17.—Showbiz again showed its big-heartedness when, as the result of a recent plunge campaign, Dick Rich became paralyzed. L. Wolfe Gilbert said that Gluckin recalled a yesteryear for the pool, and called onубер, Harvey, Dick Rich, and others to work on it for a revival. Gilbert and others are combining forces for an all-out pluging campaign. Dick will be set with Rich to gain the right to use toward medical expense.

MUSIC
Plan Would Pile Up $'s-For-Tooliets

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(Continued from page 2)
Proper Plugs Hold Back Cuban Music in U.S., Says Havana Roca

NEW YORK, June 17—The only thing holding back Cuban music in this country is the lack of proper plugs, said Eusebio Roca, general manager of the Cuban Federation de Autores de Musica (Cuban composers and musicians). Roca, who is also RCA Victor's regional recording director, and one of the best-known recording engineers in Havana, is a general advisor to the Cuban music industry and an expert on copyright law.

Roca, whose Cuban music company is RCA Victor's only company in Havana, has been working closely with the Cuban government on copyright issues. He is responsible for overseeing all aspects of music production in Cuba, including recording, distribution, and copyright enforcement.

Roca stated that Cuba's copyright law is not yet as strong as that of the United States, but that the Cuban government is working hard to change that. He said that the Cuban government is also working to increase the number of Cuban musicians in the United States, both as performers and as composers.

Roca also discussed the importance of proper plugs in the music industry. He said that proper plugs allow musicians to earn a living from their music and that they are essential for the development of a strong music industry.

Roca ended his statement by urging musicians to seek proper plugs and to work with their local music industry associations to ensure that their rights are protected.

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Court Ruling Vs. Paramount May Affect Musical Rights

NEW YORK, June 17—G. Ricordi & Company, publisher of Italian music, won a summary judgment in a lawsuit against Paramount Pictures, Inc., which was filed in the U.S. District Court for the Southern District of New York. The court ruled that Paramount does not own the rights to the music in question.

The case involves the film "Madame Butterfly," which was based on the Giacomo Puccini opera of the same name. Ricordi claimed that Paramount had used the music in the film without permission, and that Paramount had made a profit from its use.

Ricordi, which has a long history of publishing Italian music, threatened to sue Paramount over the use of its music in the film. The court's ruling is a significant victory for Ricordi, and it may have implications for the music industry as a whole.

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Industry Submits TV-Film Terms, Eyes AFM Royalty

NEW YORK, June 17—The industry committee representing television networks, studios, and film distributors submitted to the American Federation of Musicians (AFM) a new set of film terms and conditions. The terms, which will apply to television programs and films, are designed to protect the interests of musicians and composers.

The new terms include provisions for minimum fees, a percentage of the gross revenue for performers, and a royalty on each use of the music. The terms also require that the music be recorded in the United States, and that the music be performed live on location.

The terms are designed to provide a fair return to musicians and composers, and to address the growing problem of music piracy in the industry.

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Cap Wooly Yiddish Biz With Katz Wax

HOLLYWOOD, June 17—Cap Wooly, a Yiddish entertainer, has signed a contract with Katz Wax Records to record a new album. Wooly, who has a large following among Jewish Americans, is known for his humorous and satirical songs.

Wooly's new album will feature original songs written by Wooly himself, as well as covers of classic Yiddish songs. The album is scheduled for release in the fall.

Wooly expressed his excitement about the new release, saying, "I'm thrilled to be working with Katz Wax. They have a great reputation for producing high-quality records, and I know my fans will love this album."
MUSIC

Music Conference Sings Sweetly Of Promosh Pushing $5 Neatly

NEW YORK, June 17.-More melody instruments are being manufactured these days than ever before, and while musical merchandise is faring better than most other types of goods in sales trends, the public has a present downward trend it was showing consistently for many months.

The above statements are taken verbatim from an American Music Conference report released this week. The report is meant for the benefit of instrument makers, dealers, and retailers. The conference is held annually and comprises the largest assembly of companies in the music business.

The conference was held in Chicago, and it featured discussions on the latest trends in the music industry, including the increase in the use of melody instruments and the decline in sales of other types of goods.

AGMA To Study Job Prospects

NEW YORK, June 17-The American Guild of Musical Artists (AGMA) held its second annual conference this week, which was attended by over 50 delegates from across the country. The conference was held on Friday, Saturday, and Sunday (16-18). The union, a sister member of the American Federation of Musicians, is currently investigating the job prospects for its members, who include instrumentalists, singers, and dancers.

Over 50 delegates attended, representing a variety of musical groups and venues across the country, including New York, Chicago, Los Angeles, San Francisco, Philadelphia, and New Orleans and Pittsburgh.

The convention heard a report by George H. Burke of the recently organized Television Authority, which has been set up by the American Federation of Musicians to protect the interests of its members in the TV field. Burke's report focused on the need for better pay and working conditions for all members in the TV field.

Principal discussion, however, centered on plans to expand employment opportunities for musical artists, the effect of imported European talent on the local employment situation, and retirement plans for the union.

It was pointed out that many American musicians are currently earning profits on foreign tours and that this is affecting negatively against American artists here. The situation was further discussed at the convention, and solutions were proposed to address the issue.

At the Friday night session a pension plan for dancers was approved, and a contract for negotiations with the three large New York City Ballet companies, the New York City Ballet, Ballet Theatre, and the Ballet Russe was signed.

The convention ended with a special performance by the dancers, who performed a selection of numbers from their recent shows.

History of Kenton Concerts

Hollywood, April 17.-More than 20,000 people attended the Stan Kenton concert, the first in a series of concerts sponsored by the American Guild of Musical Artists. The concert was held on Saturday evening at the Hollywood Palladium, and was the largest concert of its kind in the area.

Kenton's band, which is known for its innovative music and unique sound, performed a wide variety of tunes, including popular standards, jazz classics, and original compositions.

For Bill Farrell

Chicagoo, June 17.-Bill Farrell, promising GMG warbler, will get a TV build-up, similar to that accorded Al Burke. The trip to Chicago was learned this week. Howie Christensen, Birnbaum & Co., who inked a deal with the Ray Freedman Advertising Agency, calling for a 52-week video show, said, "We plan to call for an audience via WGN-TV and ABC outlet here, but that due to shifting time slots, the Farrell build-up show might appear on another outlet.

We're further hopeful that the Farrell pact calls for a TV build-up for 13 weeks, but that the contract will allow for a web coverage opportunity. A separate disk, issued by Bankroller is Tele-Tronics, retail TV set outlet, which originally sponsored the Al Morgan video split. Present plans call for Farrell to ensue and sing in two 13-week splits.

GAC intends to book Farrell on personals, which would allow him to travel the country for at least a month show appearance in Chicago.

Joseph A. Burke, 66, Top Songwriter, Dies

Philadelphia, June 17.-Joseph A. Burke, writer of top hits as Coronado and My Dancing With Tears in My Eyes, For You and numerous others, died Friday (9) at his home in Upper Darby, near here. He was 66.

Burke was a charter member of the American Society of Composers, Authors and Publishers (ASCAP), in which organization he held his top songwriter's classification, was born in Philadelphia, in 1901. He graduated from the Philadelphia Catholic High School and the University of Pennsylvania. He played trombone with several of the city's favorite bands, when he sold his songwriting rights in early years.

In 1962 he went to Hollywood to write scores for the rilnest Hollywood extraavlization on the Paramount lot. One of the first edition of Gold Diggers of Broadway.

Burke teamed with noted lyricists, including Al Dubin and Edgar Welles. His best song with Dubin was Tiptoe Through the Tulips. Together they wrote the hit song, the Clouds with Sunshine," etc. With Leslie Howard, he wrote Gipsy Tearoom, a Little Bit Indescribable Moon over Miami and others.

Burke is survived by a son, Dr. James Burke, and a daughter, Mrs. Theresa F. Faber.

Songs Lift "Duchess of Idaho" Over Bog of Implausible Plot

(Continued from page 4)

To Sun Valley, Her contingent version of the song, Choo Choo, Choo, which was recorded by Frank Loesser, promises to be a hit commercially promising of the three. It is sung by a young couple who appear as porters in the train scene.

The late Frank Loesser, who died at the age of 46, has written many hits in addition to Choo Choo, including Some Like It Hot, Guys and Dolls, Guys and Dollsagain, and On the Town.

Lawrence Welk made a successful record of Choo Choo, Choo, which was released last week. Other diskings include that by Jack Paar, Dean Martin, and Frank Loesser, backed by Choo Choo Choo; ditto (Columbia), and Choo Choo Choo (Coral), sung by Giuseppe Hains (Coral), with Andrews Sisters (Decca), and Choo Choo Choo (Decca), sung by Red Dale (Columbia) doing Of All Things and Roy Stevens (London) waxing Can't Do Wrong, Lee Zieh.
A sparkling new Decca double

"SAY WHEN"

Coupled with "BLIND DATE"

DICK HAYMES

EVELYN KNIGHT

with Orchestra directed by George Bassman

DECCA 27076

POPULAR SERIES
BEST SELLERS
1. I Didn't Slip, I Wasn't Pushed, I Fell
   Bing Crosby
   Decca 27058
2. I Wanna Be Loved
   Andrews Sisters and Gordon Jenkins
   Decca 27007
3. Switched
   Johnny Cash
   Decca 24093
4. Where In the World
   Guy Lombardo
   Decca 46289
5. The 3rd Man Theme
   Victor Young
   Decca 27048
6. The 3rd Man Theme (with Vocals)
   Mona Lisa
   Decca 27047

SEPIA SERIES
BEST SELLERS
1. Mississippi Old Kentucky Fox Chase
   Decca 48159
2. I Wonder If You're Not On My Mind
   Decca 48158
3. A Heart of Stone
   Decca 48157
4. Once Upon a Time
   Decca 48156

COUNTRY SERIES
BEST SELLERS
1. Red Foley
   Decca 46234
2. Ernest Tubb
   Decca 46246
3. Red Foley
   Decca 46235
4. Red Foley
   Decca 46243
5. Red Foley
   Decca 46242
6. Red Foley
   Decca 46241

America's fastest selling records
Eckstine's Rest for New Plans

NEW YORK, June 17—Warbler Billy Eckstine, following his closing at the First Night Restaurant, Philadelphia, tonight (17), heads for his West Coast tour, which will begin for a six-week vacation, during which he will lay out a new set of arrangements for himself as well as turn in a fresh date for MGM. The singer returns to the studio July 30 with a session at the Frolco, a niter in Salisbury, Maryland, followed by another that with two weeks in the Chicago theater, beginning August 1.

following the Chin house, the singer takes off for an extended vacation, possibly comprising up to three dates. Plans for the West Coast tour were handled by the George Shearing Agency for concerts, Dates are being booked for the Shaw Art Agency in collaboration with the William A. Feigen Agency, which office represents Eckstine.

Rights to "RIO" Shared by Levy

HOLLYWOOD, June 17—Lou Levy signed a deal with RKO Pictures this week for the exclusive comedy rights to Flying Down to Rio which will debut on Broadway early next year with a new cast, a new score, and in lead roles. Negotiations were handled by Victor M. Green, Levy’s lawyer.

Levy lined up for a new week. Next for the sale of a new young Rio musical score, rights of which are held by M-G-M. The score will be a new set of arrangements and taken by the Shaw Art Agency in Broadway. The rights were the result of an arrangement between Shaw and Victor M. Green, Levy’s lawyer.

细则 Mays Cincy Date Despite Crash

NEW YORK, June 17—Orkster Artie Shaw, who was scheduled for another week, was injured in an auto accident Thursday (17) near Huntington, W. Va., en route to a week-end date in Cincinnati. Shaw was taken to a hospital and said that he was seriously injured and was to have the results of his injuries. Shaw was reported to be hospitalized for a week and will not be able to make the Cincy stand sometime next week.

Lee Morse Making Comeback Via Decca

NEW YORK, June 17—Miss Lee Morse, disk star of the 1920s, has made a return engagement with Decca Records. The thrumming with Decca and he has been in return for over 10 years.

The thrumming with Decca was the result of a $200,000 contract between the headliner and the record company, which ends with the Decca label.

Cafe Pleas No Tune Infringe

NEW YORK, June 17—In an answer filed in U. S. District Court, this week, the Havana Madison Restaurant, incorporated as a defense against a claim by Peer International Corporation, music publishers (The Billboard, June 3). The Havana Madison claims that since October, 1949, the period during which Peer alleges they infringed on four of their tunes, they have no outstanding claims, as a condition of employment, a different agreement that they would not play any music unless it was budgeted to be used in the library of the American Society of Composers, Authors and Publishers (ASCAP). If any one music, or television, it was contrary to the conditions of employment and without the knowledge of the Havana Madison.

The suit, filed May 24, seeks an injunction and damages sustaining.

GONE FISHIN'

recorded by
JIMMY ATKINS
Roloah
BILB DARNELL
Coral
BILL BARREL
Arthur Godfrey
JACK PLISS
Johann Gabr
NICK JUNCTION
Victor

MUSIC BOURNE TO LIVE

I 'HADNT ANYONE 'T YOУ'

Vic Damone

"I STILL GET A THRILL"

DEAN MARTIN
CAPITOL
SHORE
DANISH SHORE
COLUMBIA
D. HAYNES-J. JENKINS
DECCA
ART LUND
MGM
TONY MARTIN
VICTOR

ABC MUSIC CORP. TIPPIN A. A.I.N.Y.

Words & Music, Inc., 161 Broadway, N.Y.C.

Lex Feist, Inc.

LEO FEIST, INC.

THIS YEAR EVERYONE WILL CELEBRATE THANKSGIVING WITH

"IT'S ALL A JOLLY CHRISTMAS"

HILL & RANGE SONGS, INC.
CONNY HAINES singing
WITH ORCHESTRA DIRECTED BY ROY ROSS

ALL I DO IS WANTCHA

COPLED WITH TEASIN'

Coral 60186
Price 75¢ plus tax

See what disc jockeys from coast to coast say:

*Bill Anson KGBW Los Angeles, Calif.
Don Bell WNKB Knoxville, Tenn.
Win Bibbs KBAT New Orleans, La.
Martin Black KDOK Washington, D.C.
Paul Brendes KXED Houston, Texas
Bobbi Broc WRDI Detroit, Mich.
Dick Briha WWVA Wheeling, W. Va.
Leland Childs WMPS Memphis, Tenn.
Fred Christiansen KDKK Los Angeles, Calif.
Charles A. Clifton KQKE Kalamazoo, Mich.
Jim Deene WKDA San Antonio, Tex.
Al Dunbar WBOB Nashville, Tenn.
Dick Edsall KSTP St. Paul, Minn.
Louis Dumont WHER Kansas City, Mo.
Duane Eubanks WFLY New York, N. Y.
Jack Egan WLON Los Angeles, Calif.
Bob Gardner WJNO Cleveland, Ohio
Joe Dennis WZON Rocky Ford, Colo.

Both strong enough to make the Hit Parade.
Should be a smash hit!

Connee Haines should have a big hit on her hands.

Baldor’s request mail.

Connie Haines’ “Wantcha” going great in New Orleans.

By November I, soon.

My choice at one female vocalist:

Top!

All I do is play... All I do is Wantcha.

Connie Haines have a big hit on her hands.

Connie Haines have a great hit.

Connie Haines have great average.

Great many scores.

1950. It’s the biggest and the best.

Haines reigns on records.

Receiving many favorable and repeated requests for “Teasire.”
Also praising the record to my Washington column.

It’s going crazy down here.

Think Connee Haines record of “Wantcha” is top.

Connie Haines is sure to turn her

tenors in this area with her new

Coral release.

Sing as only Connie can.

Great.

1950. It’s the biggest and the best.

Connie Haines has her new

tenors in this area with her new

Coral release.

Sing as only Connie can.

Great.

One of the catchiest novelty hits since “I can’t say no.”

Excellent. Many requests for both sides.

Sure fire hit.

Cuts received of 1950.

Very nice.

Cuts received of 1950.

Very nice.

More than terrific.

Good, but we’ve all gone nuts over “Teasire”!

Good recording setup plus fun singing by Connie.

Very, very nice.

It’s the best Connie Haines record that ever.

Gives good play.

YEEHAW!

Really cute.

Excellent... Connie is scrapping.

Looks like a big hit.

My audiences love it. So do I.

Both sides are great.

Request heavy on both.

Both requested.

Connie Haines record of “Teasire” and “Wantcha” is here.

I like it and play it every day.

Anybody by Connie Haines is bound to be good.

Connie Haines “Teasire” is high on our turnover roll of

popularity here in Los Angeles.

Connie hits with the lyrics and

embraces the song. She’s

always popular.

Connie Haines is always terrific!

Great...

Both sides are A Number 1!
**Music All Written**

**ASCAP Division Managers at Waldorf June 26-29**

Division managers of the American Society of Composers, Authors, and Publishers (ASCAP) will attend a three-day sales conference at the Waldorf June 28-29. Managers include Samuel Barkett, Boston representing the New England area; Samuel Feldman, Buffalo, eastern division; David Nelson, Atlanta, Southern; George Kopp, Chicago; Roy Meltzer, St. Louis, South Central division, and Harry A. Levinson, San Francisco, Western division. J. M. Coughlin, ASCAP sales manager, will preside. President Otto A. Harbach will address the opening.

**Abbey Moves Offices, Adds Franklin, Vera Barton**

Abbey Records, which moves to new quarters June 26, has added vocalists Vera Barton and Bill Franklin to its artist roster. Frank, according to Proxey Kelly Camarata, will issue its first LP disk in time for the National Association of Record Merchants (NARM) show in July. The 10-inch disks will retail for $1.50. Gene Novello, arranger, pianist and Abbey treasurer, became the father of a boy last week.

**MCM To Try Dorothy Collins as Headline Thrush**

MCM Records will try anew to build a girl singer with thrust Dorothy Collins after having failed in this department since the disk's inception. Chirp Collins was inked to a term waxing paper contract, but he will already has recorded his first sides for the firm. She will now try singing with the Raymond Scott orchestra and later the Scott Quintet. Dorothy will have never worked with any other group.

**Singing Honeymoon for Jack Pleisss**

London's artists-repertoire staff Jack Pleisss has his own method of keeping talent in the fold. Friday (16) he married Eve Young through 90 records for the label. They leave Friday (23) on a combined honeymoon and recording trip to Chicago and the Coast. In Chicago, Pleisss will conduct dates with the Teddy Powell orchestra and the Milt Gabol. In California he'll cut with Curt Massey, Haddas Brooks and Milt Herhett. The latter, a Decca artist for many years, has just signed with London.

**Capitol To Wax Early Kenton-Styled Disks**

Pete Rugolo, Capitol's Eastern musical director, and Stan Kenton, arranger, will wax early Stan Kenton-styled dance disks. Instrumentalists will follow the Kenton "Artistry Jumps" riff pattern and will be headed to the Coast where he will huddle with Cap artist-repertoire chief Veepee Jim Conkling on the project. Rumors that Rugolo may be one of the several men to fill Paul Weston's slot were denied.

**Capitol Signs Grofe for Original Works**

Composer-conductor Ferde Grofe was inked by Capitol to baton several original selections, including his own "Grand Canyon" suite. This will mark the first time the composer personally waxed the work. Albums will be released only on 45 r.p.m. and 33 1/3 r.p.m.

**Vox Music Master Kidisk Series To Switch to LP**

Vox Records' Music Master series, kidisk sets dealing with the life and music of famous composers, will be switched to long-playing wax this fall, according to Proxey George Mendelssohn. The diskery will also continue to press the material in plastic 78-r.p.m. sets. By fall, the series will number 11 units, with works about Brahms, Bach and Johann Strauss to be cut this summer.

**Tennessee Music Signs BMI Year Contract With Options**

Tennessee Music Company, publishing subsidiary of Tennessee Records, has signed a deal with Broadcast Music, Inc. (BMI). The deal calls for the pubbery to get an advance per record on all original tunes from the BMI. The firm is for one year and options.

**Hoffman** in**Works in Eng. With Ann Ayars, Rounseville**

A film version of the Offenbach opera, "Tales of Hoffman," has been put into works in England by Emeric Pressburger and Michael Powell, the films responsible for "Red Shoes." The original French text has been translated into English, and filming will be in technicolor. Alexander Korda is producing. The flick will be released in America by Warner Brothers, Robert Rounseville and Ann Ayars. Rounseville made his debut in the Hoffman role last year with the New York Opera Company, Miss Ayars sang "Antonia" with the same company, the role which she is playing in the film.

**Nicholson, Buchanan Sign Exclusives With Dreyer**

Bobby Nicholson and Bob Buchanan, Buffalo tunecmiths, have been signed to exclusive Electro contracts by D. Dreyer. The label is respectively music director and program director of Richard H. Ullman, Inc., transcription firm that produces "The Jack Benny Program" and "Jingle Library." Nicholson is former music director at WEWW, New York, ABC link, and has his own weekly show on WBN-TV. Their first tune set for plug effort is "Lonesome Darlin'" and have been recorded for Deca by Lee Morse.

**New York**

Benny Goodman arrives Thursday (22) after completing a European concert tour. The Bobby Wanes had a baby girl and disk warbler. Larry Gould’s Caravan diskery will have its entire line of more than 250 disks available on 45 r.p.m. disks by fall. Roy Stevens' band is held over until July 20 and also including Charles E. DiMaggio and His Big Band label. Nicholas Hatfield and His Big Band announce open at the Little Club June 26 for an indefinite stay.

**Black Virginia Wicks**

Black Virginia Wicks is taking a few months' leave of absence from her office, leaving the bulk of her chores to her assistant, Carol Coleman, and farming out some accounts with Marvin Kohnt. London Records has acquired the master to "Show Me How You Milk a Cow" from the...
Hartford:

Ella label; Campbell Music has pubbing rights. ... Mel Tormé begins two weeks at the Fairmont Hotel in San Francisco June 20. ... Herb Kudison has joined the Mannie Greenfield publicity office. The King Cole Trio does two weeks at the Horse Shoe nitery, Rock Island, Ill., beginning June 23.

Sam Wiegler, professional manager for Encore Music, is shopping around for a med school admittance for his son, Paul, who graduated from Queens College last week. ... Don Cornell goes into the Versailles July 3. Drew's Detroit Symphony has posted ork,Nancy Poland, over "Bill" and another King orkster, was signed for the summer at the Walldene Hotel, Livingston Manor, N. Y.

Sammy Kaye has signed a new gal vocalist and a new pianist. The for June, is Nancy, who was in "High Button Shoes" as a dancer. She replaces Laura Leslie, who left a few weeks ago. The pianist is Warner Shalit, replacing Jerry Carr, who is now devoting all his time to studio work. Columbia Records has added pianist Herman Chittison and folk singer Carl Smith to its artists roster.

Longhair left motifs: Violinist Jascha Heifetz has sailed for Israel where he will give at least nine concerts plus a recital series. Following long-announced, a new HMV-RCA Victor wax in England. ... Met-Opera tenor Jan Peerce tiles off on his South American tour Thursday (23) with a recital in Bogotá, Colombia. He will leave for Israel the last week in July. ... Arthur Fiedler has a disk-jockey show on WBMW, Boston. The 15-minute segment is aired three times weekly. ... The Beecham's Royal Philharmonic ork opens its American tour on September 27 at Carnegie Hall. Beecham is now wacking for Columbia... The annual convention of the American Guild of Organists will be held at the Fair Plaza Hotel, Boston, from June 19 thru 21. ... Merz, Blanche Theobom, a Victor Red Seal artist, is currently appearing with the Glyndeburgh Opera in England. She returns here in August.

Chicago:

Freddy Martin, slated for an August 4-September 7 stay at the Broch-walk of the Edgewater Beach Hotel, was canceled last week when Martin was forced to stay on the Coast because of TV and radio commitments. ... Mort Shumaker's new studios the still unbooked period of July 28-August 4, has major agencies submitting orks to Phil Weber, hotel's manager. Russ Morgan was dickerking for the latter five-week period at press time. It would fit in with Weber's September opening at the Hotel Biltmore, New York... Tony Martin, p. m. and hubby of chip Larry Raines, sold her dishing of "I'm Sorry," London, as "Anna From Havana" a Gaye penning dubbed by Williams Music, "Bill Putnam's" BMI affiliate. ... Mercury has inked the Alexander Brothers, singing duo, to a recording pact. ... The manager is recharging a 14-piece hotel ork which will probably set at an East Coast resort hotel for a month, starting in mid-July, after which Snyder goes off vaude dates. He closes at the College Inn of the Hotel Sherman June 21. ... Eddie Gilmarini, wire manager at Casino Gardens, Ocean Park, Calif., is running Tony Rinaldi's Dutch Mill, Lake Worth, for the summer. The music licensing committee of the National Ballroom Operators' Association, headed by Tom Archer, met Monday (19) at Clear Lake, Iowa, in connection with the Iowa ops for Joe Bibari, another of the Bihari brothers of Modern Records, in town setting up distributors for his RPM dicker, and his brother, Jules, who opened the Sabin Mark label. Joe's firm will also feature rhythm and blues artists. ... Max Miller has been made music director for Life dicker. He cut eight sides last week. ... Horseshoe Club, Rock Island, Ill., brings in the Mills Brothers July 23 for eight days.

Philadelphia:

Pianist Irving Lichten takes over Jimmy Perris' duties as business agent and special investigator for the local musicians' union. ... Song- writer and tour manager for Tallarini, Francis X., was among the batch of doctors graduated from Jefferson Medical College here. ... Marian Morgan back after leaving for a romance, with the Tommy Dorsey Trogan last week at Chubbys, at near-by West Collingwood, N. J. ... Marian Morgan, former dancer with the Roxlettes in New York, handles the singing chores with the Tommy Dorsey Orchestra at Wagner's Ballroom. ... Joe Frausto sets the call for the 500 Club in Atlantic City, with Vincent Russo, in the Sunday sun at the resort's Barrette's Cabaret. ... Mac Maguire, associated with the West End, has mixed in via his WIP chores and show promotions, has signed with Capitol Records to do pop stuff. ... Aileen Vener gets full-scale air intake introduction here for her "I Only Wish It Were True." ... 

Hartford:

Edward Sarnoff, executive of Radio & Appliance Distributors, Inc., East Hartford, Conn., and son of David Sarnoff, of the Radio Corporation of America in New York, has been named a director for three years of the Symphony Society of Greater Hartford. ... A new local band-booking organization, Town & Country Orchestras, has been formed here by four Connecticut band leaders, Gibbons Wood, Michael Gross, Syd Winnick and Irving Cramer.

Detroit:

Eddy Martin, owner of the Vinstone Records label, is moving to new headquarters in Convention Hall. ... Norman K. Hendersott's "I Was Mean to My Baby" is being brought out by International Music Publishing. ... Martha Glaser, Detroit music exploder, has left New York to do a special promotional job for Erroll Garner, currently at the Birdland.

BILLBOARD BACKSTAGE (Continued from page 14)

and the public wouldn't buy. Now, all the speeds on the market, add the above and you can understand the record dealer's plight, and inventory problem. So he, in fairness about buying and pushing records. Even during the holidays, the bin material was scarce, if a tune 'broke' it sold.

"I don't claim to have the answer. This is just an opinion, take it for what it is worth. We're an independent station, using records most of the day. I suppose the choice of what to play is even more difficult for network stations, who use only a few of their broadcast hours for canned music. Tell the record companies to give us a chance to work for a little while on a record, and stop dumping a lot of the same material on us every day.

"Do the disc jockeys want to say anything about this?"
HONOR ROLL OF HITS

This Week

1. **Teresa Brewer, Shooky Lanson, Bobby Wayne**
   "The Picnic Song"

2. **Kent Nelson**
   "Let's Have a Party"

3. **Teresa Brewer, Shooky Lanson, Claire "Shandy" Hogan, Bobby Wayne**
   "The Picnic Song"

4. **Shelly Manne And His Orchestra**
   "Let's Do It Again"

5. **Teresa Brewer, Shooky Lanson, Claire "Shandy" Hogan, Bobby Wayne**
   "Somewhere at the End of the Rainbow"

6. **Al Morgan**
   "You Are a Wonderful Sweetheart"

7. **Teresa Brewer, Shooky Lanson, Claire "Shandy" Hogan, Bobby Wayne**
   "Dreamed of an Angel"

8. **Gaylord Copeland**
   "Let's Have a Party"

9. **Mona Lisa**
   "I'm Dreaming of a Girl"

10. **Count Every Star**
    "I'm Dreaming of a Girl"

11. **Shelly Manne And His Orchestra**
    "I'm Dreaming of a Girl"

12. **Teresa Brewer, Shooky Lanson, Claire "Shandy" Hogan, Bobby Wayne**
    "Somewhere at the End of the Rainbow"

13. **Teresa Brewer, Shooky Lanson, Claire "Shandy" Hogan, Bobby Wayne**
    "The Picnic Song"

14. **Teresa Brewer, Shooky Lanson, Claire "Shandy" Hogan, Bobby Wayne**
    "Dreamed of an Angel"

15. **Teresa Brewer, Shooky Lanson, Claire "Shandy" Hogan, Bobby Wayne**
    "The Picnic Song"

16. **Teresa Brewer, Shooky Lanson, Claire "Shandy" Hogan, Bobby Wayne**
    "Dreamed of an Angel"

17. **Teresa Brewer, Shooky Lanson, Claire "Shandy" Hogan, Bobby Wayne**
    "The Picnic Song"

18. **Teresa Brewer, Shooky Lanson, Claire "Shandy" Hogan, Bobby Wayne**
    "Dreamed of an Angel"

19. **Teresa Brewer, Shooky Lanson, Claire "Shandy" Hogan, Bobby Wayne**
    "The Picnic Song"

20. **Teresa Brewer, Shooky Lanson, Claire "Shandy" Hogan, Bobby Wayne**
    "Dreamed of an Angel"

Last Week

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2. **Kent Nelson**
   "Let's Have a Party"

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    "The Picnic Song"

19. **Teresa Brewer, Shooky Lanson, Claire "Shandy" Hogan, Bobby Wayne**
    "Dreamed of an Angel"

20. **Teresa Brewer, Shooky Lanson, Claire "Shandy" Hogan, Bobby Wayne**
    "The Picnic Song"
This week's New Releases on RCA Victor

**POPULAR**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>PERRY COMO If You Were My Girl</td>
<td>20-3826</td>
<td>(47-3826)*</td>
</tr>
<tr>
<td>I Cross My Fingers With the FONTANE SISTERS</td>
<td>20-3826</td>
<td>(47-3826)</td>
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**Here come the DANCE BANDS again!**

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<tr>
<td>LARRY GREEN I Remember</td>
<td>20-3826</td>
<td>(47-3826)</td>
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**Here come the DANCE BANDS again!**

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<tr>
<td>SPIKE JONES I Know a Secret</td>
<td>20-3827</td>
<td>(47-3827)*</td>
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**Here come the DANCE BANDS again!**

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<tbody>
<tr>
<td>SAMMY KAYE I Thought She Was a Local (But She Was a Fast Express)</td>
<td>20-3828</td>
<td>(47-3828)*</td>
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<tr>
<td>The Object of My Affections</td>
<td>20-3828</td>
<td>(47-3828)</td>
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**EDDIE FISHER with Hugo Winterhalter's Orchesta**

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<tr>
<td>Just Say I Love Her</td>
<td>20-3829</td>
<td>(47-3829)*</td>
</tr>
<tr>
<td>Give a Broken Heart a Chance To Cry</td>
<td>20-3829</td>
<td>(47-3829)</td>
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**Here come the DANCE BANDS again!**

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<tbody>
<tr>
<td>ERSKINE HAWKINS Opportunity</td>
<td>20-3832</td>
<td>(47-3832)*</td>
</tr>
<tr>
<td>Tuxedo Junction</td>
<td>20-3832</td>
<td>(47-3832)</td>
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**ROBERT MERRILL**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Valencia Wanderin'</td>
<td>10-1442</td>
<td>(49-1243)*</td>
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**POP-SPECIALTY**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>JOE BIVIANO Buffalo Gals—Polka</td>
<td>25-1165</td>
<td>(51-1165)*</td>
</tr>
<tr>
<td>Dancing Tambourine</td>
<td>25-1165</td>
<td>(51-1165)</td>
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**COUNTRY**

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<thead>
<tr>
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<tbody>
<tr>
<td>HOMER and JETHRO Put That Knife Away, Nelly</td>
<td>21-0349</td>
<td>(48-0349)*</td>
</tr>
<tr>
<td>Eileen Peters</td>
<td>21-0349</td>
<td>(48-0349)</td>
</tr>
<tr>
<td>MONTANA SLIM Apple, Cherry, Mint and Chocolate Cream</td>
<td>21-0352</td>
<td>(48-0352)*</td>
</tr>
<tr>
<td>JIM BOYD The Girl in the Picture</td>
<td>21-0353</td>
<td>(48-0353)*</td>
</tr>
<tr>
<td>Bear Creek Boogie</td>
<td>21-0353</td>
<td>(48-0353)</td>
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**NEW ALBUM**

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<tr>
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<tbody>
<tr>
<td>AL GOODMAN and his ORCHESTRA &quot;Annie Get Your Gun&quot;</td>
<td>DC-38</td>
<td>46-4001, 46-4002-28 r.p.m.</td>
</tr>
<tr>
<td>WDC-38</td>
<td>52-0089, 52-0093</td>
<td>45 r.p.m.</td>
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</table>

**NOTE:** All records in this panel are listed alphabetically by song title.

**Coming Up**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>BEWITCHED Larry Green and the Honeydrippers</td>
<td>29-3726</td>
<td>(47-3726)*</td>
</tr>
<tr>
<td>COUNT EVERY Star</td>
<td>20-3597</td>
<td>(47-3521)*</td>
</tr>
<tr>
<td>HOO PIPE Doo</td>
<td>29-3747</td>
<td>(47-3747)*</td>
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<tr>
<td>oon the Outgoing Tide</td>
<td>20-3747</td>
<td>(47-3747)</td>
</tr>
<tr>
<td>IT'S FAIR Sammy Kaye</td>
<td>20-3569</td>
<td>(47-3115)*</td>
</tr>
<tr>
<td>STARS &amp; STRIPES FOREVER Ralph Flanagan</td>
<td>23-3762</td>
<td>(47-3762)*</td>
</tr>
<tr>
<td>LITTLE ANGEL With the Dirty Face</td>
<td>21-0300</td>
<td>(45-0300)*</td>
</tr>
<tr>
<td>WHY SHOULD I Cry</td>
<td>21-0300</td>
<td>(45-0300)</td>
</tr>
<tr>
<td>ROSSES Tony Martin</td>
<td>20-3754</td>
<td>(47-3754)*</td>
</tr>
<tr>
<td>VALENCIA Tony Martin</td>
<td>20-3755</td>
<td>(47-3755)</td>
</tr>
<tr>
<td>WANDERIN' Sammy Kaye</td>
<td>20-3760</td>
<td>(47-3760)*</td>
</tr>
</tbody>
</table>

**TIPS**

Robert Merrill's recording of WANDERIN' established this great song as a permanent catalog standard. (Bucking: VALENCIA). Ships Coast to Coast week of June 26.
MINDY CARSON
sings...
"I'M BASHFUL"

backed by

"I WISH, I WISH (I Had a Picture of You)"

RCA VICTOR RECORDS

currently COPACABANA New York
PREEMS . . . Don Roberts takes over "night trick" at WTXL, West Springfield, Mass. . . . Jim Anderson, WIRK, West Palm Beach, Fla., will return from his vacation on the 1st. . . . Harry White moves to the station's pop show "Melody Street" on Friday night after "Million-Dollar Party" on WFBM, Indianapolis this month (19), under the supervision of C. V. Britten. White has snagged a half-hour program on the station's TV outlet, "Bill and I," ex-WINC, Indianapolis, to join WIRE, same city, on the midnight disk session.

Vox Jox

Leslie Curtiss, 155 W. 42nd St., New York City.

Greatest Hits . . . "Hit Parade" (10:15-10:30, M-F), 21.

1. 1. "I Wanna Be Loved." Andrew Sisters-C. Jenkins Ork. (452707-APAC)
2. 2. "Do You Love Me." Dolly Parton (451507-APAC)
3. 3. "I Don't Want To Be A Widow." George Jones, Morgan Ork. (451507-APAC)
4. 4. "I Love You Because." Millie Jackson (451507-APAC)
5. 5. "My Foolish Heart." Graves, Jones Ork. (Cap 70986-APAC)
6. 6. "I Put A Spell On You." Jazzbo Jenkins-Deauville Ork. (Cap 781859; Cap 789797; V 78 20-3772; 45 1473-ASCAP)
8. 8. "I'm Gonna Live Till You Die." Bob Laine's, Morgan Ork. (45147.3115-ASCAP)
10.10. "I Am Your Woman." John Sullivan (45147.3115-ASCAP)

Other

Wyatt, J.H. Ork-Cap (45147.3115-ASCAP)

Position

Weeks 1. Last Time This Date To Date Week

1. WIRK, West Palm Beach, Fla., is back spinning platters, after three months at Brown Hospital, "ready and willing to play anything... anywhere... "

2. "Last Call." Does anyone know what time is specified for this..."

3. Gordon Walls, KFEL, Denver, has found himself.

4. "Lefty." A lovely ditty, with a drum to play his "Indian Love Call" platter.

ADO LIB CUTTINGS . . . Allan Jefferys, WFFG, Atlantic City, is cutting a vocal for Keynote Records on the 1st, with Rudi Tanken, WZNY, Springfield, O., is back spinning platters, after three months at Brown Hospital, "ready and willing to play anything... anywhere... "

"Last Call." Does anyone know what time is specified for this . . ."

2. "Lefty." A lovely ditty, with a drum to play his "Indian Love Call" platter.

SONGS WITH GREATEST RADIO AUDIENCE (ACD)

Tunes listed have the greatest audience on programs heard on entire stations in New York, Chicago, Los Angeles, Philadelphia, Dallas, and Seattle (see the Reader's Guide to Periodical Literature, Volume 91). Readers are reminded that the index is projected on the day when the latest information was received, before the tape is run. The index is for the use of record companies, independent record dealers, and others desiring to know the current state of tunes alphabetically. This music should not be released to the public.

(3) Indicates tune from a film; (M) indicates tune is from a motion picture.
TOP TUNES OF THE DAY

On 78 and 45!

78 RPM 45 RPM

POPULAR

"MONA LISA" Nat "King" Cole .................. 1010 F1010
"BLIND DATE" Whiting-Hope .................. 1042 F1042
"NOLA" and "JEALOUS" Les Paul .......... 1014 F1014
"SAM'S SONG" and "IVOY.RAG" Joe "Fingers" Carr .......... 962 F962
"BONA PARTE'S RETREAT" Kay Starr .......... 936 F936
"PLAY A SIMPLE MELODY" Jo Stafford .......... 1039 F1039
"HOOP-DE-DOO" Kay Starr .................. 980 F980
"SENTIMENTAL ME" Ray Anthony .......... 923 F923
"I WANNA BE LOVED" Dottie O'Brien-Jan Garber .......... 1044 F1044
"BEWITCHED" Mel Torme .................. 1000 F1000

WESTERN

EDDIE KIRK "Sugar Baby" .................. 1048 F1048
OLE RASMUSSEN "Sleepy Eyed John" .......... 1049 F1049
MERLE TRAVIS "Cane Bottom Chair" .......... 1029 F1029
RAMBLIN' JIMMIE DOLAN "I'll Sail My Ship Alone" .......... 952 F952
HANK THOMPSON "Take A Look At This Broken Heart Of Mine" .......... 1016 F1016
TEX RITTER "Blood On The Saddle" .......... 1058 F1058
LEON CHAPPEL "True Blue Papa" .......... 1008 F1008
TENNESSEE ERNIE "My Hobby" .......... 985 F985
JIMMY WAKELY "Under The Anheuser Bush" .......... 1024 F1024
ANN JONES "You've Got To See Mamma Ev'ry Night" .......... 1059 F1059

MARGARET WHITING and BOB HOPE

"BLIND DATE" and "HOME COOKIN" 

"MONA LISA"

"THE GREATEST INVENTOR (OF THEM ALL)"

www.americanradiohistory.com
MUSIC

The Billboard

Retail Record Sales

BEST-SELLING POP SINGLES

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the nation's leading music dealers. Area. Records surveyed are weighted according to size of area. Records listed numerically, according to greatest sales. The "B" side of each record is also listed.

POSITION

Weeks Last

Title

1

16

I'M ANDREW

I'M JUST GETTING

TO THE HABIT

COWGIRLS

... Another disk dealer using the promotional idea of dressing record clerks in spook gear. Carlisle, Hardware Company, Springfield, Mass. In promoting the MGM "Annies Get Your Gun" album, the shop's clerks dressed as Annie Oakley and Dina Bryant were dressed up in cowgirl cost-

7

13

26

9

7

8

3

6

1

MY FOOLISH

HEART.

1,400

7

19

LOW

AND

IT'S

LIVE

LIVE

MUSIC

WEEK

1.

BLIND

WEATHER

BOBBY

BEWITCHED

OCTOBER

2.

MY FOOLISH

HEART

LARGE

SANDS

SNOOK

LITA

1.

WOW

ROCK

1.

WOW

ROCK

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ROCK

1.
Getting BIG Play...

**ART LUND**

singing

**BIRMINGHAM BOUNCE**
Maple Leaf Rag
M-G-M Non-Breakable 10713

**MONA LISA**
When My Stage Coach Reaches Heaven
M-G-M Non-Breakable 10689

*Now breaking for Strong Sales!*

**I STILL GET A THRILL**
Bluer Than Blue
M-G-M Non-Breakable 10295

---

**M-G-M RECORDS Welcomes Two New M-G-M STARS**

---

**COMING ATTRACTIONS**

**BLUE BARRON** and his Orchestra
*I AIN'T GONNA TAKE IT SETTIN' DOWN OH LITTLE FISH*

**FRANK PETTY TRIO**
*BLESS YOUR HEART AT SUNDOWN*
M-G-M Non-Breakable 10735 - 45 R.P.M. — M-G-M K10735

**VAN JOHNSON**
*LET'S CHOO CHOO CHOO TO IDAHO YOU CAN'T DO WRONG DOIN' RIGHT*
M-G-M Non-Breakable 10727

**JOHNNY DESMOND**
*PIGALLE STARS (Are The Windows Of Heaven)*
M-G-M Non-Breakable 10736

**JIMMY DURANTE**
*A-RASS-A-MA-TAZZ I'M A VULTURE FOR HORTICULTURE*
M-G-M Non-Breakable 30238

**IVORY JOE HUNTER**
*LET ME DREAM GIMME A POUND O' GROUND ROUND*
M-G-M Non-Breakable 10733 - 45 R.P.M. — M-G-M K10733

---

**TED STRAETER**
**FANCY FREE**
*I COULD WRITE A BOOK*
M-G-M Non-Breakable 10725

**KIRBY STONE QUINTET**
*I'LL GET MYSELF A CHOO CHOO TRAIN (And Go Far, Far Away)*
**ARITHMETIC**
M-G-M Non-Breakable 10726

---

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 19, N.Y.

M-G-M RECORDS ARE BETTER THAN EVER!
INTRODUCING ON RAINBOW RECORDS

BUDDY WILLIAMS and his GOLDEN ECHO music

"ON THE MAL" (2:64) "SPRING MADE A FOOL OF ME" (2:57)
BUDDY WILLIAMS ORCH., (Edison 405088)

* The splash and noise this one is gonna make will surely echo for sometime to come. Bowing into the wax spotlight with a solid piece of music on both ends, the Buddy Williams orch. joins the dance parade with this sound rendition of "On The Mall" and "Spring Made A Fool Of Me." It's the top deck we're wild about—and you'll be too once you've heard it. This rendition of the widely known "On The Mall" is just about the only swing-dancing version on the market. Ditty is offered in straight instrumental that glitters from start to finish. Ork blending is sweet and eminently pleasing, with occasional effects echoing from the brass section. Fond whistletop on the sfs adds to the winning potential found on the side. It's new exciting music—the sort that will perk up jive box play by leaps and bounds. On the other end, the Williams aggregation switch to a sweet romantic lead, rendered in instrumental style with all the illuminating polish of the top deck. We're sold on "On The Mall"—eye should grab this one—but pronto!

Will the Record Industry Come Down to

One or Two Speeds

from the Present Three!

Read what the collective thinking of over 600 of America's top-flight dealers is on this vital subject. Look for it in...

The Billboard 1950

NAMM Convention Supplement

...a special section of the July 15 issue, published in conjunction with the National Association of Music Merchants' Convention, July 10-13.

NEW RELEASES COMING! BY MUSICART RECORDS

103 JEANNE HEARD, silver-voiced soprano, with clarck and organ, sings her lovely beloved ANOTHER CALL ME SWEETHEART, WHY CAN'T I?

105 ALFRED FREDERICK, golden tenor, sings the lovely beloved ANOTHER CALL ME SWEETHEART, WHY CAN'T I?

106 LEONARD HERLE CLAY, radio and theatre composer, plays the haunting HEAVEN SENT ME AN ANGEL.

All this, with STARLIGHT AND ROSES—$104

Performance Rights Licensed Through BMI

MUSICART RECORDS
1715 Chestnut Street
LeCour 4-5697
Philadelphia 3, Pa.

FOR SALE
FULLY EQUIPPED BALLROOM
(Capacity 3,000 People)
PUBLIC SWIMMING POOL AND PARK
Situated on five acres in lovely and bustling Sacramento, California.
Top potential for operator who wants excellent return for minimum effort. Good operation should show $35,000 and yearly operation of $1,200,000.
Write, Wire or Telephone for Particulars
H. EAMES BISHOP (Bishop & Thayer)
199 SOUTH BEVERLY DRIVE, BEVERLY HILLS, CALIF.
Phone: Central 4-3132

The Billboard CLASSICAL RECORD BUYING GUIDE

June 24, 1950

Classical Records

Because all chemical labels are not recorded on all speeds it is difficult at present to conduct a classical record survey statistically accurately. Therefore, The Billboard is presently conducting a weekly classical record telephone survey in a manner to divide LP records made in the U.S. Classic labels. Records in each category are arranged according to sales volume, but no attempt is made to show sales绝对 between LP and 45RPM.

Best Selling LP Classical Titles

Last Week

2. Tchaikovsky: Piano Concerto No. 1, NBC Symphony Orch. V. Golschmann, conditator, VSL/3151-1063.
7. Schumann: Symphony No. 3, NBC Symphony Orch. V. Golschmann, conditator, VSL/3156-1068.

Best Selling 45 RPM Classical Titles

Last Week

2. Tchaikovsky: Capriccio Italien, NBC Symphony Orch. V. Golschmann, conditator, VSL/MM-4050.

Advance Classical Record Releases (Includes Semi-Classics)

Rachmaninoff: Con certo No. 1 in F Major, NBC Symphony Orch. V. Golschmann, conditator, VSL/MM-4054.
Tchaikovsky: Capriccio Italien, NBC Symphony Orch. V. Golschmann, conditator, VSL/MM-4055.
Schumann: Symphony No. 3, NBC Symphony Orch. A. Itzhak Perlman, conditator, VSL/MM-4056.
Beethoven: Symphony No. 9, NBC Symphony Orch. V. Golschmann, conditator, VSL/MM-4057.
Rachmaninoff: Piano Concerto No. 2, NBC Symphony Orch. V. Golschmann, conditator, VSL/MM-4058.

Classical Record Reviews

The ranking, shown by the large orange number, is an indication of sales potential. Popularity of the Gomposing's strength and availability of competitive versions; name value of the artists; interpretation and recording technique, and disc quality are carefully considered in determining the ranking. Other factors are distribution and manufacturer's availability potential. A score of 70-100 is given to an outstanding performance whose commercial potential is supported by the aforementioned values; 60-70 indicates fair credit using the same values as a guideline; 70-70 would result in the general consensus that the record is a bit weak; 40-40 is given to a well-recorded disc that is generally considered of below average popularity. The general consensus on the album is most important.

Tchaikovsky: SWAN LAKE EPIC COLUMBIA COLUM 1001, 2-12" Master of the Air, R. Strauss: Also Sprach Zarathustra, 2-12" Master of the Air, RCA Victor Records, RCA VICTOR 1060. Both records are soundly performed but the latter has the advantage of being on the RCA label, which is more popular among the public. The former lacks the necessary slickness.

Liszt: Mephisto Waltz Album—W. Kalberg: Frohlich Syndicate, MPR-1069. This is an excellent album of the well-known waltz, but the sound quality is not quite up to par. The recording is good, but the overall effect is disappointing. However, the album is worth collecting for the music it contains.

Orchestral Sounds...

1. Brahms: Symphony No. 1, St. Louis Symphony Orch. V. Golschmann, conditator, VSL/MM-4059.
2. Beethoven: Symphony No. 9, NBC Symphony Orch. V. Golschmann, conditator, VSL/MM-4060.

(Continued on page 161)
RISE STEVENS NOW RECORDS EXCLUSIVELY FOR RCA VICTOR

Few artists possess the double gift of singing a smiling musical-comedy tune and a grave operatic aria with equal honesty and equal skill. RISE STEVENS is one artist so endowed. Whether she brings us a Cole Porter song—whether she portrays Rosenkavalier—she is completely convincing. We are proud to announce that this great artist has just joined RCA Victor. Ambitious plans for her new RCA Victor recordings are now being made.
Juke Box Record Plays

Based on reports received last three days of Week Ending June 16

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 9,500 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in The Honor Roll of Hit Music Popularity Chart, Part I.

<table>
<thead>
<tr>
<th>Position</th>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
<th>ASCAP Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>TOP MAN THEME, THE</td>
<td>G. Lombardo &amp; Orch.</td>
<td>Dec 24939</td>
<td>ASCAP</td>
</tr>
<tr>
<td>2</td>
<td>SENTIMENTAL ME</td>
<td>Ame Bros.</td>
<td>Coral 62027</td>
<td>ASCAP</td>
</tr>
<tr>
<td>3</td>
<td>I WANNA BE LOVED</td>
<td>Andrew Sisters &amp; J. Jenkins Orch.</td>
<td>Dec 27007</td>
<td>ASCAP</td>
</tr>
<tr>
<td>4</td>
<td>HOOP-DEE-00</td>
<td>P. Corns-1-The Fantasia Sisters</td>
<td>V7/6120-3744, 4547-3203</td>
<td>ASCAP</td>
</tr>
<tr>
<td>5</td>
<td>RECOMMENDED</td>
<td>G. Jenkins Orch.</td>
<td>Dec 24932</td>
<td>ASCAP</td>
</tr>
<tr>
<td>6</td>
<td>MY FOOLISH HEART</td>
<td>R. Istekin</td>
<td>MGM 10453</td>
<td>ASCAP</td>
</tr>
<tr>
<td>7</td>
<td>HOOP-DEE-00</td>
<td>S. Snyder Orch.</td>
<td>Tower 1473</td>
<td>ASCAP</td>
</tr>
<tr>
<td>8</td>
<td>SENTIMENTAL ME</td>
<td>R. Morgan Orch.</td>
<td>Dec 24934</td>
<td>ASCAP</td>
</tr>
<tr>
<td>9</td>
<td>RECOMMENDED</td>
<td>E. August &amp; The Harmonics</td>
<td>Mercury 78-2439, (45)12996-45</td>
<td>ASCAP</td>
</tr>
<tr>
<td>10</td>
<td>MY FOOLISH HEART</td>
<td>G. Jenkins Orch.</td>
<td>Dec 24930</td>
<td>ASCAP</td>
</tr>
<tr>
<td>11</td>
<td>HOOP-DEE-00</td>
<td>D. Day</td>
<td>C.C.T.70120, 9608, (31)11-400</td>
<td>ASCAP</td>
</tr>
<tr>
<td>12</td>
<td>I CAN'T HELP MYSELF</td>
<td>S. Kaye</td>
<td>Capitol 79750</td>
<td>(45)47-800</td>
</tr>
<tr>
<td>13</td>
<td>THIRD MAN THEME, THE</td>
<td>A. Kuras</td>
<td>London 536</td>
<td>ASCAP</td>
</tr>
<tr>
<td>14</td>
<td>HOOP-DEE-00</td>
<td>K. Starn-F. David</td>
<td>Capitol 79750</td>
<td>(45)47-800</td>
</tr>
<tr>
<td>15</td>
<td>MY FOOLISH HEART</td>
<td>M. Carsen</td>
<td>Coral 62014</td>
<td>ASCAP</td>
</tr>
<tr>
<td>16</td>
<td>OLD PIANO ROLL BLUES, THE</td>
<td>H. Corinna &amp; C. Catesy</td>
<td>Dec 24927</td>
<td>ASCAP</td>
</tr>
<tr>
<td>17</td>
<td>HOOP-DEE-00</td>
<td>R. Morgan Orch.</td>
<td>Dec 24926</td>
<td>ASCAP</td>
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<tr>
<td>18</td>
<td>MONA LISA</td>
<td>Nat &quot;King&quot; Cole &amp; The Trio</td>
<td>Coral 62014</td>
<td>ASCAP</td>
</tr>
<tr>
<td>19</td>
<td>ROSES</td>
<td>S. Kaye</td>
<td>Capitol 79750</td>
<td>(45)47-800</td>
</tr>
<tr>
<td>20</td>
<td>REVISED JUKE BOX RECORDS</td>
<td>L. Green-Hongwendler</td>
<td>Capitol 79750</td>
<td>(45)47-800</td>
</tr>
<tr>
<td>21</td>
<td>YOU DON'T KNOWköń</td>
<td>Doris Day-Mellomeno &amp; Wyke</td>
<td>Capitol 79771</td>
<td>(45)47-800</td>
</tr>
<tr>
<td>22</td>
<td>I DIDN'T DO IT, I WASN'T PUSHED</td>
<td>Doris Day-The Mellomeno</td>
<td>Capitol 797818, 12317-497</td>
<td>ASCAP</td>
</tr>
<tr>
<td>23</td>
<td>OLD PIANO ROLL BLUES, THE</td>
<td>L. Cook &amp; Jim Daniel</td>
<td>Abbey 18605</td>
<td>ASCAP</td>
</tr>
<tr>
<td>24</td>
<td>DEARIE</td>
<td>G. Lombardo &amp; Orch.</td>
<td>Dec 24927</td>
<td>ASCAP</td>
</tr>
<tr>
<td>25</td>
<td>HEAVEN</td>
<td>M. Elson &amp; Orch.</td>
<td>MGM 10454</td>
<td>ASCAP</td>
</tr>
<tr>
<td>26</td>
<td>HOOP-DEE-00</td>
<td>R. Solberg &amp; Mermans</td>
<td>Dec 24923</td>
<td>ASCAP</td>
</tr>
<tr>
<td>27</td>
<td>THIRD MAN THEME, THE</td>
<td>D. Bradley &amp; Quinlin</td>
<td>Coral 60159</td>
<td>ASCAP</td>
</tr>
<tr>
<td>28</td>
<td>WANDERIN</td>
<td>S. Kaye</td>
<td>Capitol 79750</td>
<td>(45)47-800</td>
</tr>
<tr>
<td>29</td>
<td>BONAPARTE'S RETREAT</td>
<td>A. Kuras</td>
<td>Capitol 79750</td>
<td>(45)47-800</td>
</tr>
<tr>
<td>30</td>
<td>OLD PIANO ROLL BLUES, THE</td>
<td>G. Stewart</td>
<td>Coral 60277</td>
<td>ASCAP</td>
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<tr>
<td>31</td>
<td>OLD PIANO ROLL BLUES, THE</td>
<td>G. Stewart</td>
<td>Capitol 79750</td>
<td>(45)47-800</td>
</tr>
</tbody>
</table>

WARNING:
In utilizing these charts for buying purposes, readers are urged to pay particular attention to Information listed which shows that the length of time a record has been on the chart and whether a record's popularity has increased or decreased. This information may be obtained by examining the historical columns under the headings: "Weeks to Date," "Last Week" and "This Week." If a record has had an unusually long run, or if it is currently on the chart and whether a record's popularity has increased or decreased. This information may be obtained by examining the historical columns under the headings: "Weeks to Date," "Last Week" and "This Week." If a record has had an unusually long run, or if it is currently on the chart but has not been played recently, readers should use caution.

NO! NO! NO!

ASRecordedBY

TOMMY TUCKER

and his ORCHESTRA

M-G-M #10679

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

NEW VICTOR, COLUMBIA

$12.00 per 100

OTHER LABELS

$10.00 PER 100 -- $4.50 PER 1,000

With order, balance C. O. D.

Rebate for latest catalog.

500 Different Standard and Hit Tunes.

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$12.00 per 100

OTHER LABELS

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Rebate for latest catalog.

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VEDEX COMPANY

674 10th Ave.
New York 13, N. Y.

COMPLETE INVENTORIES BOUGHT

Over 1000 Satisfied Customers
BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION

Weeks

1. GIRL GET YOUR GEA...GEE Bee's 1
2. PAPER THIN--M.B. King 1
3. MY LITTLE SONG--Little Esther 1
4. PEACHES--Little Esther 1
5. YESTERDAY--Little Esther 1
6. HONEY--Little Esther 1
7. LEE DORSEY 1
8. DON'T DESCRIBE ME--Little Esther 1
9. NO WAY TO TREAT A LADY--Little Esther 1
10. I'M A TEENAGER--Little Esther 1

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

POSITION

Weeks

1. PAPER THIN--M.B. King 1
2. PAPER THIN--M.B. King 1
3. PAPER THIN--M.B. King 1
4. PAPER THIN--M.B. King 1
5. PAPER THIN--M.B. King 1
6. PAPER THIN--M.B. King 1
7. PAPER THIN--M.B. King 1
8. PAPER THIN--M.B. King 1
9. PAPER THIN--M.B. King 1
10. PAPER THIN--M.B. King 1

RHYTHM & BLUES RECORD REVIEWS

JOE TURNER

NM 2079

FEELIN' SO BAD

72-72-70-74

Mood Baby

You're Gonna Break Your Baby's Heart

70-70-70-70

Leavin' on the Midnight Train

79-79-79-80

Rain-Chick

71-71-70-70

Melody

62-65-60-60

(Continued on page 167)

ADVANCE RHYTHM & BLUES RECORD RELEASES

Savoy 2031

Mr. Big

Cherry in My Lemon & Lime—Three Riffs-Charley Jackson

Jackie Wilson 1164

Crickaduck-Thelma Franklin (Peach Tree) Gaither 1204

Drifters—Three Riffs (Barbecue Rib) 1156

Hammer Down Woman—C. Watersford (Kicking) King 3974

H. Y. Silver—C. Genelles (Kicking) Genelles 224

If Mama Was Now—I Miss Her—(Millions) Trans Ernie 1280

I'm in Love—I Can't Stay Here—Sammy 318

Jumping Jack—Three Riffs (Cherry in) Apollo 1116

Kenney Bopp—C. Watersford (Smokebird) King 3974

Make It Good—K. Stevenon (That's the Sensation)

27

That's the Guy for Me—K. Stevenon (That's the Sensation)

27

THE ROBERTA MARTIN SINGERS SCORE AGAIN!

— with two more "spirituals" added

Satisfied

and

My Eternal Home

Apollo 227

Order from your nearest distributor or direct from

APOLLO RECORDS

457 W. 54th St.

New York, N. Y.

THE HUCKLEBERRY MAN DOES IT AGAIN!

(Born Sides Listed in "Tune on" Billboard)

PAUL WILLIAMS

WEASEL SWING

BOOGL

Savoy 751

with the Greatest Double Sided Hit Record He Ever Made!

OTHER SAVOY HITS

#1018 DREAMIN' BLUES

REPELS

J. O. Turner & J. O. Turner,..Savoy 747

#743 BLUE NOTCHER

M. M. RECORDS

NEW ORLEANS SHUFFLE

J. O. Turner,..Savoy 747

#4017 SURELY GOD IS ABLE

I NEED THEM EVERY HOUR

Regent #1016 CRY BABY

By MEL (Cap'n's Boogie) WALKER

Count-To-Say Crying Outforces All Competitive Labels 5-1-1!

Savoy RECORD CO., INC.

58 Market St., Newark 1, N. J.
$15,000 prize money...enter now!

WORLD CHAMPIONSHIP WESTERN MUSIC ROUND UP

WASHINGTON, D.C.

FAVORITE SONG CHOICE

1. I`LL SAIL MY SHIP ALONG
   M. Daily
   MCA 8022
   $1.65

2. POUR YOUR LOVE ON ME
   Little Boy
   MCA 8026
   $1.65

3. SAVAGE RIVER
   Red Stewart
   MCA 8027
   $1.65

4. A LITTLE LOVE
   H. Williams
   MGM 7049
   $1.65

5. ANYWHERE BUT HERE
   H. Williams
   MGM 7050
   $1.65

6. SLOWLY
   H. Williams
   MGM 7051
   $1.65

7. SLOWLY
   H. Williams
   MGM 7052
   $1.65

8. SLOWLY
   H. Williams
   MGM 7053
   $1.65

9. SLOWLY
   H. Williams
   MGM 7054
   $1.65

10. SLOWLY
    H. Williams
    MGM 7055
    $1.65

11. SLOWLY
    H. Williams
    MGM 7056
    $1.65

12. SLOWLY
    H. Williams
    MGM 7057
    $1.65

13. SLOWLY
    H. Williams
    MGM 7058
    $1.65

14. SLOWLY
    H. Williams
    MGM 7059
    $1.65

15. SLOWLY
    H. Williams
    MGM 7060
    $1.65

16. SLOWLY
    H. Williams
    MGM 7061
    $1.65

17. SLOWLY
    H. Williams
    MGM 7062
    $1.65

18. SLOWLY
    H. Williams
    MGM 7063
    $1.65

19. SLOWLY
    H. Williams
    MGM 7064
    $1.65

20. SLOWLY
    H. Williams
    MGM 7065
    $1.65

21. SLOWLY
    H. Williams
    MGM 7066
    $1.65

22. SLOWLY
    H. Williams
    MGM 7067
    $1.65

23. SLOWLY
    H. Williams
    MGM 7068
    $1.65

24. SLOWLY
    H. Williams
    MGM 7069
    $1.65

25. SLOWLY
    H. Williams
    MGM 7070
    $1.65

26. SLOWLY
    H. Williams
    MGM 7071
    $1.65

27. SLOWLY
    H. Williams
    MGM 7072
    $1.65

28. SLOWLY
    H. Williams
    MGM 7073
    $1.65

29. SLOWLY
    H. Williams
    MGM 7074
    $1.65

30. SLOWLY
    H. Williams
    MGM 7075
    $1.65

31. SLOWLY
    H. Williams
    MGM 7076
    $1.65

32. SLOWLY
    H. Williams
    MGM 7077
    $1.65

33. SLOWLY
    H. Williams
    MGM 7078
    $1.65

34. SLOWLY
    H. Williams
    MGM 7079
    $1.65

35. SLOWLY
    H. Williams
    MGM 7080
    $1.65

36. SLOWLY
    H. Williams
    MGM 7081
    $1.65

37. SLOWLY
    H. Williams
    MGM 7082
    $1.65

38. SLOWLY
    H. Williams
    MGM 7083
    $1.65

39. SLOWLY
    H. Williams
    MGM 7084
    $1.65

40. SLOWLY
    H. Williams
    MGM 7085
    $1.65

41. SLOWLY
    H. Williams
    MGM 7086
    $1.65

42. SLOWLY
    H. Williams
    MGM 7087
    $1.65

43. SLOWLY
    H. Williams
    MGM 7088
    $1.65

44. SLOWLY
    H. Williams
    MGM 7089
    $1.65

45. SLOWLY
    H. Williams
    MGM 7090
    $1.65

46. SLOWLY
    H. Williams
    MGM 7091
    $1.65

47. SLOWLY
    H. Williams
    MGM 7092
    $1.65

48. SLOWLY
    H. Williams
    MGM 7093
    $1.65

49. SLOWLY
    H. Williams
    MGM 7094
    $1.65

50. SLOWLY
    H. Williams
    MGM 7095
    $1.65
BURL IVES
SINGING
“LADY FROM LARAMIE”
AND
“JOLIE JACQUELINE”
COLUMBIA RECORDS

Columbia 38869
or 7-inch LP 1-686
FOLK TALENT AND TUNES

By Johnny Sipe

Artists' Activities: Wesley Tuttle and Smokey Rogers, both ex-Capitol, have inked with Coral. . . Adrienne Dee and the Western Modernizers, formerly at WOSC, Fulton, N. Y., and WOPT, Owego, N. Y., now at WAKL, Borne, N. Y. Line-up includes: Hal Casey, fiddle; Billy Smith, guitar; Sonny Powers, bass; and Miss Dee's piano. . .

Wesley Tuttle’s latest release, from the label, Lesley Lee and Leslie Ann May 25. His, Marilyn, has made Capitol disks with him. Tuttle is doing a daily show from his home in Palcoa, Calif.

Tex Williams, Smokey Rogers and Deuce Spriggon are the rest of the Western Cowboy Club’s new web radio talent. Williams is inked with Riverside Rancho's dance date to T. Tex. Tyler's band when he starts his show later in the month. Peggy Stewart has been signed by a Decca plainer, Jim Bryan, leader of the Wildcats, KDKA, Pittsburgh, reports that his web show is now heard on 85 stations from 1:30 to 3 p.m. Saturdays (EST). Blaine's father, B. J., also with the group, recently became father of a daughter. Big Jim Stacey and the Blue Grass Ramblers, heard weekly on WCPO, Cincinnati, and the WNLF, Fort Wayne, and the radio, Rink, and Thursdays at Square Dance Ranch in suburban Cincinnati.

Arthur (Guitar) Smith (MGM) is heard over 20 CBS stations every Sunday morning on the "Carolina Calling" segment . . . Curley Williams and Jackie Gaither, Georgia Peach Pickers, have left Memphis and are now airing over WSPC, Anniston, Ala. Williams and his former pianist, Billy Simmons, are the writers of the singing hit, "M-i-s-s-i-s-s-i-p-p-i." . . . Art Davis (Victor) and his Western rhythm band are playing a return engagement at the La Miradora Club, Hobbs, N. M. The band is celebrating its 11th Birthday this weekend.

Bud Davis, WHEN, Topeka, Kan., is also working a live show with his band, the Foggy River Kids . . . Cliff Mercer, WLOU, Louis- ville, reports that Lost John Miller has joined his station's folk music show. Hugh Winko, WKN, Nashville, has cut a recording disk, featuring Audrey Williams, Hank's wife . . . Wayne Johnson, KAMO, Amarillo, Texas, has signed up Hank and Lloyd Rink, who have been killed May 3 in an auto accident.

Cactus Pryor (4 Star) and Jesse James (4 Star) will tour thru the Northwest this summer in a package deal. Both are at KTBC, Austin, Tex., and Jack Swanson, manager, Syntax, has inked a 12-week deal with Sid Prouen, the Gotham publisher . . . Rarefoot Brownie Reynolds, Carey Clark and the Lazy Ranch Boys have joined WIFR, Washington, D. C., and have been featured formerly at Veracruz, Ky., and Hank Locklin (4 Star) and His Rocky Mountain Boys will tour Texas this summer in the company of the westerner in the company of Wellington Abbey, Texas gubernatorial candidate.

Kenny Roberts (Coral) and his tennis extracted last week. He'll be able to work dates within 10 days . . . Dusty Rivers and the Rangers, now at KBWU, Corpus Christi, Tex., are waxing for a new local label, Mel, which has returned to the. Dale Cracker, WILK, Columbus, Ohio. The Crackers opened their”, 4 Bar-C Ranch, Reynoldsburg, Ohio, June 16, with Ernest Tubb headlining. In addition to their shows, they are holding dancing Wednesday and Saturday nights in the pavilion.

Lucille Gallion, WLOG, Logan, W. Va., reports that Cliff Bowens and His Gang, back gone to WEEC, at Charleston, S. C., are changing to the first live h. s. to work the station . . . Ken (Bones) Grant, KNUZ, Houston, became the father of a daughter, Cecilia Lynn, May 15. . . . Charlie Cooper at WAGJ, Richmond, Va., is playing Malvolio, a part in a Shakespearean drama to be presented in a local park this summer.

The famous "Light-Crust Doughboy" show, heard on 150 Mutual web stations in the South, will soon go into its 5,709th seg. . . . Cotton Carrier, veteran country artist, at WSB, Atlanta, has given the channel to Harpo Kenneth, who will do the cotton market at the station . . . Jimmy Kish has taken over Pioneer Cowboy Park, Pier- pont, O. Kish and His Pioneer Cowboys are a brand new group. They have been working the Skyway Drive-In Theater, Ashburna, O., recently.

Please address all communications to Johnny Sipe. The Billboard.

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

RECORD AREA

Make Extra Dollars in Record Sales at Only 25¢ a Week!

This retail record store needs trained salespeople to develop its new record service and find its own radio jingles for extra cash income. Send your name, address and phone number, with a check or money order for $5,

You get an eye-catching, attention-getting, full-color 14 x 12 display card, plus an attractively printed list of America's top-selling records for the coming week. A real booster blast for your weekly or monthly sales.

Just slip the top ten with pictures of each, and lend to those who request them, and have the record sales sales! Simple easy to handle, low in cost to really sell.

Send your name, address and phone number, with a check or money order for $5, to the address below.

Use the coupon today.

YERSTEY MINE

545 FIFTH AVENUE, NEW YORK, N. Y.

Please enter order for record sales branch of store on next

Send in your order for your weekly record service. Enclo-

Your order will be billed at the rate of $2 per week per store.

NAME

STORE

CITY

STATE:

Member of the Music Publishers League right now! You'll find yourself using this in all your record months on one end and in your store window between times, and they'll sell during that time at a 35 cent per week price, save money monthly as well at 17¢. Time to use the service.

THE PEAK OF MUSICAL DISTINCTION

"ALL I DO IS WANTCHA"

by

Gloria Hast

Tower Record 1465

Please address all communications to Johnny Sipe. The Billboard.

188 W. Randolph St., Chicago 1, Ill.
The Billboard picks:

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling chart. Most played or most heard features of the chart.

1. "SOMETIMES I'M SAD" — Billie Holiday: Capitol 1056
2. "TOMMY JAMES" — Tommy James & The Shondells: Capitol 1056
3. "I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME" — The Shirelles: Columbia 4008
4. "IF I HAD A SUNSHINE" — The Beatles: Capitol 1056
5. "WILLIE THE SOUNDBOX" — The Beach Boys: Capitol 1056
6. "IF I HAD A HAMBURGER I'D EAT IT" — The Who: Columbia 1056
7. "THEY SAY IT'S GINA" — The Ventures: Capitol 1056
8. "HE'S A LION" — The Animals: Columbia 1056
9. "DON'T MAKE ME OVER" — Ella Fitzgerald: Columbia 1056
10. "MEMBER, MEMBERSHIP, MEMBERSHIP" — The Charms: Capitol 1056

The disk jockeys' picks:
Picks that have appeared for three consecutive weeks or more times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

1. "TOMMY JAMES" — Tommy James & The Shondells: Capitol 1056
2. "SOMETIMES I'M SAD" — Billie Holiday: Capitol 1056
3. "IF I HAD A SUNSHINE" — The Beatles: Capitol 1056
4. "I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME" — The Shirelles: Capitol 1056
5. "WILLIE THE SOUNDBOX" — The Beach Boys: Capitol 1056
7. "THEY SAY IT'S GINA" — The Ventures: Capitol 1056
8. "HE'S A LION" — The Animals: Capitol 1056
9. "DON'T MAKE ME OVER" — Ella Fitzgerald: Columbia 1056
10. "MEMBER, MEMBERSHIP, MEMBERSHIP" — The Charms: Capitol 1056

The retailers' picks:
Picks that have appeared for three consecutive weeks or more times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1. "SOMETIMES I'M SAD" — Billie Holiday: Capitol 1056
2. "TOMMY JAMES" — Tommy James & The Shondells: Capitol 1056
3. "IF I HAD A SUNSHINE" — The Beatles: Capitol 1056
4. "I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME" — The Shirelles: Capitol 1056
5. "WILLIE THE SOUNDBOX" — The Beach Boys: Capitol 1056
7. "THEY SAY IT'S GINA" — The Ventures: Capitol 1056
8. "HE'S A LION" — The Animals: Capitol 1056
9. "DON'T MAKE ME OVER" — Ella Fitzgerald: Columbia 1056
10. "MEMBER, MEMBERSHIP, MEMBERSHIP" — The Charms: Capitol 1056

The operators' picks:
Picks that have appeared for three consecutive weeks or more times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the jockey box operators think tomorrow's hits will be:

1. "IF I HAD A SUNSHINE" — The Beatles: Capitol 1056
2. "SOMETIMES I'M SAD" — Billie Holiday: Capitol 1056
3. "I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME" — The Shirelles: Capitol 1056
4. "WILLIE THE SOUNDBOX" — The Beach Boys: Capitol 1056
5. "THEY SAY IT'S GINA" — The Ventures: Capitol 1056
7. "HE'S A LION" — The Animals: Capitol 1056
8. "DON'T MAKE ME OVER" — Ella Fitzgerald: Columbia 1056
9. "MEMBER, MEMBERSHIP, MEMBERSHIP" — The Charms: Capitol 1056
10. "SOMETIMES I'M SAD" — Billie Holiday: Capitol 1056

The Country & Western Disk Jockeys Pick:
Picks that appear for three consecutive weeks or three times within a six-week period will not be repeated below. Based on a weekly survey among them on what tune the Country & Western disk jockeys think tomorrow's hits will be:

1. "IF I HAD A SUNSHINE" — The Beatles: Capitol 1056
2. "THEY SAY IT'S GINA" — The Ventures: Capitol 1056
3. "IF I HAD A HAMBURGER I'D EAT IT" — The Who: Capitol 1056
4. "HE'S A LION" — The Animals: Capitol 1056
5. "DON'T MAKE ME OVER" — Ella Fitzgerald: Columbia 1056
6. "IF I HAD A SUNSHINE" — The Beatles: Capitol 1056
7. "THEY SAY IT'S GINA" — The Ventures: Capitol 1056
8. "IF I HAD A HAMBURGER I'D EAT IT" — The Who: Capitol 1056
9. "HE'S A LION" — The Animals: Capitol 1056
10. "DON'T MAKE ME OVER" — Ella Fitzgerald: Columbia 1056

MAIL IT NOW! If you have not yet mailed this week's pop chart questionnaires, please do so now.
No More Summer Inventory Pile-Ups for Me!

Here's how the spectacular 3 For 1 Plan operates. Simple as A. B. C.

No More Summer Blues!

For every $1.00 worth of slow moving obsolete 78 R. P. M. records you desire to return you purchase $3.00 worth of fast moving, bread and butter 33 1/3 R. P. M. long playing mercury records . . . that's it! Simple isn't it?

Remember this . . . in addition, you still have your regular 5% return privilege!

Yes, Mr. Dealer, this Mercury 3 for 1 PLAN is really a lifesaver! Start on your Mercury 78 RPM inventory and decide what you wish to return . . . then all you have to do is call your Mercury Distributor and ask him to send out a salesman and before you can say "Happy Days Are Here Again," he'll be on hand to assist you prepare your return and make up your new order.

Over 150 fast moving 33 1/3 LP selections

★ Magnificent classics
   European and domestic recordings

★ Complete selection Jazz At The Philharmonic

★ "POP" Kiddie, Folk and Dance releases

★ Superb semi-classics

Call your Mercury Distributor or write to Mercury Records, 839 S. Wabash Ave., Chicago 5, Ill.

www.americanradiohistory.com
TV SET PRICES DIVE AGAIN

More Models, Larger Tubes On Fall List

Philco Paves Way

NEW YORK, June 17—Television receivers to sell for lower prices in the future as every smaller picture-tube sizes will go by the way, and video manufacturers will undertake to operate at a near-hysterical pace. These facts are evident from the announcements of the Philco, Magnavox, Bendix, General Electric and Motorola lines and the presence of a large number of top brand producers to place firm prices on new models.

Typical, perhaps, of models and prices to be offered consumers for the next few months are those scheduled by the Magnavox line, a distributor convention in Atlantic City today.

Thirty-four new video sets comprise the new line, the Philco showed only twenty models at its San Francisco conference. Prices for the line are generally 25 per cent lower than comparable sets available a year ago, and about 10 per cent lower than a year ago.

Only four of the 34 new sets are 14-inch rectangular, 16-inch sets at all. Tube sizes include 12-inch round, 14-inch rectangular, 16-inch round, 17-inch rectangular and 20-inch rectangular. Prices range from $175 for the 12-inch table model to $199.95 for a 14-inch table set to $895 for a three-way combination console.

Magnavox will produce only 14, 16 and 19-inch sets, with prices ranging from $198.00 for a 14-inch rectangular to $239.95 for a 19-inch rectangular, three-way console combination. Despite the Magnavox prices, the company issued a price-protection statement which is seen by trade observers as an "all-out" for further drops in retail prices.

GE Prices Not Set

General Electric's line will also displace with the smaller picture-tube sizes, and is said to be "the most expansive" in the industry.

(Continued from page 14)

Music Conference Sings Sweetly Of Promosh Pushing $'s Neatly

a dummy keyboard for home practice on three classic pieces, and two pianos; each piano is tuned mentally, keyboards, music books, etc., and for use was supplied by sponsoring merchant.

The current high level of interest in music education may be added it is pointed out in the report, "record enrollments at music camps and peak enrollments at music schools while other schools show a sharp decline with the expiration of T. J. Bill privilege, record number of students entering music courses this year, growth of the trend for state music supervisors. In addition to the piano workshop activity, interest in band music and teaching music by the "top revival of interest in strings," the report notes.

TV Sales Prospects Up 100% Over '49; Radios in Decline

WASHINGTON, June 17.—Over 20-inch and 24-inch sets at $269.95, $329.95 and $399.95. The latter set is $200 below a similarly-sized set in the old Admiral line.

RTMA Puts Off Big Phono Sale Bally Till Fall

WASHINGTON, June 17.—The government's plans to buy TV sets in 1950 as reported this week, is expected to be far above the 1949 figure, at the time of this report, 1950 sales increased 115 per cent over 1949, but sales for the first four months of 1949 were off 5 per cent for January-April, 1950, compared with the first four months of 1948.

In reporting the indication for high TV sales this year, the FRD warned that the extent to which the buying plans will be carried out depends on the extent of the mid-year fall than during the summer, when people are more likely to be thinking of buying durable goods.

Uncle Sam Tipping Up On Exclusive Distribut Deals That May Affect Radio-TV

WASHINGTON, June 17.—The Department of Justice is moving closer to the radio-TV field in its campaign against exclusive distributorships, having filed a civil suit against a manufacturer of refrigerator and refrigerator distribution contracts with one other distributor, the suit, as alleged, was filed against one of those companies that distribute refrigerators and is handled by any other brand of refrigerators.

The complaint further alleges that the dealers in the market of the service industry and the companies that furnish the service are the result of a complaint involving price fixing, an exclusive dealing charge against them. The next oil case, in which the case is regarded as a fact in the making of sales, was pointed at exclusive retailing, with an exclusive distribut deal included, in the Servel case territory tied in with exclusive distributorships.
No Phonos Jacks On TV Sets Irk Many Dealers

NEW YORK, June 17.—The Radio-Television Manufacturers Association’s (RTMA) special committee to promote the sale of phonographs and phonographic equipment has this week cut out for it, according to tradeads, when the group gets together for their biannual separate show. A check of video sets being marketed by several dealers shows that many of the largest selling brands do not use phonos jacks.

Several top radio-TV record manufacturers believe that components to manufacturers have only resulted in statements that “adding a phonos jack to TV sets would raise the price, and that’s a bad thing in this promotional market.” A few discount store executives, however, point out that such a promotionally priced private brand jacks as Associated Merchandising’s AMC and Macy Affiliates’ Narxone are equipped with phonos jacks. Advance reports of new TV sets to be shown between now and August.

Merchandising Pays Off

Inter-Selling, Hard Work Bring Success to Gribbon

By Raymond Bryan

GREENFIELD, Mass., June 17.—Such basic merchandising principles as inter-selling, hard work and demonstrations have accounted for the success of Gribbon’s Music House here. “We never let ideas remain in the theoretical stage but put them into practice right away,” said Gribbon himself, who owns the store.

There are basically two types of merchandising principles to practice. Gribbon made certain that the location of his Music House was the starting point he could find. An actual pedestrian count was made before Gribbon would begin to sell his sets. “On the urban count, keep traffic high, special emphasis is placed on window displays.”

Physically, the store is laid out so that customers must walk through two sections. The musical instrument section is to get to the record department. All along the line merchandising is attractively displayed.

Demonstration-wise, Gribbons arranges instrument sets at scout, retail-tomusicale clubs. Gribbon is an active player of themubs clubs. Twenty-eight musical instruments are shown at all the meetings. Gribbon plays a few bars on each of the instruments by way of pointing out, how simple it is to learn to play.

In addition to increased sales of musical instruments via the demonstration program, reports radio and wholesale sales have also risen. The biggest reward to their merchandising effort is the actual demonstration that localities regard Gribbon as a musical authority, and, therefore, think of Music House first for all musical needs.

The “inter-selling” principle found great importance during demonstration. Gribbons was particularly careful that the store personnel thinking about taking musical lessons are often ready to compromise for a radio or combination and some phonos record. Sales people in each section of the store are trained to take advantage of complete musical stock carried and switch customers from one department to the other.

Underlying the success formula, says Gribbon, is the use of the basic principle of “99 per cent work and 1 per cent brain.”

People, Products and Prices

DuMont, Craig, Ehle To Head RTMA Groups

New chairman for three committees of Radio & Television Manufacturers Association (RTMA) were named June 16. Named Dr. Allen B. DuMont, DuMont Laboratories, to head the excite tax committee; John Craig, Crosby division of Avco, to head the industrial relations committee; and Robert Meek, industrial relations, to head the “town meetings” group. A. M. Freeman, RCA Victor, was appointed to assist chairman of the industrial relations committee respectively.

“Sapphire” Tag on Phono Needles Defended

Federal Trade Commission (FTC) charges that it is “misleading” to use the word “sapphire” in phono needle advertising were emphatically denied by H. Lowell Walcott, president of Electrical Company, manufacturers of Wurlitzer Needles. Walcott stated that the word was adopted for a long time past and that it is used to differentiate from needles tipped with “short-lived” osmium points. He also insisted that laboratory-made sapphire, a synthetic, is more uniform in structure than the natural stone.

Sylvania Arranges Convention Ad Stunts

But before a large audience of the Sylvania exhibit at the National Association of Musical Merchants (NAMM) convention will feature feminine pulpitude, a “dixie” game and an opportunity for vixen song and an opportunity for vixen song and the whole of the letter. Visitors will also be able to be photographed with their heads placed in a “mock-up” video model. Sets will be in attendance at both places.

News Notes on the Manufacturers and Distributors

NAMED to distribute the mech line of video sets in the Youngstown, Ohio, area is the Hood Electric Company. Andra named Ramon Martinez, to take as manager of the Philadelphia area and also appointed Harry W. Goodman as assistant sales manager of the Andra sales distribution department. Sightmaster, a special conversion service to department to service all dealers who sell customers on converting present TV sets to larger screen sizes. Clifford J. Norby, department manager of the York store, has assumed the additional duties as acting manager of division managers.

Zenith Radio Corporation has purchased a two-story brick building in Chicago for a two-story, 11,000-square-foot expansion to Zenith’s main plant for manufacture of radio and television components. Price of the property was $138,500. The property is adjacent to Zenith’s main plant and will be used for additional building space for parking and possible future expansion. Alterations on the building have begun. . . . Magnavox Company, Fort Wayne, Ind., announced a subdivision program where it will place a complete line of radio-phonograph sets. TV networks will range from approximately 25 to 35 per cent, and radio networks from 10 to 15 per cent. TV sets will be priced just under 40 per cent on instruments in the $400-$500 bracket. Radio-phonograph discounts range from 24 to 45 per cent. Frank Freimann, executive vice-president, cited the need for increased margin for dealers who assume responsibility of carrying stock of featured merchandise. “This move means that franchised dealers concentrating on Magnavox will have a substantially increased profit opportunities,” he said.

Tele Set Prices Take Another Dive

(Continued from opp. page)

The company, however, will not set firm prices on the line unit until just prior to the next model. Consumer prices were discussed with distributor personnel. For example, a typical budget-priced Electric 24-inch round tube sets will be shown but will not receive production until late in the year.

The Bendix line shown at the summer convention will include only 14-inch and 16-inch sets. Again, prices are not considered until the last minute.

RCA To Drop, Too

RCA Victor’s price and model advantage is not as important in the industry, however, as it will not be so much just in few weeks. But it’s delivered this week before the National Association of Electrical Distributors, RCA Victor’s vociferous. B. Elliot, stated that “new production techniques result in actual reductions in cost.”

Also this week, B. Whalley, of Sylvania, has announced that “manufacturing economies should be realized from simplified factory operation.” Despite the freeze on new station allocations, the manufacturers are obviously trying to keep up with the consumer market for video sets. Largest tube sizes are seen as a drive for replacement low receivers. On standard brand receivers are aimed at a still wider group. With this name merchandise at both low, the trade is now carefully eyeing the developments in the price warfare on private brands.

Bihari Sets Up Wax Dists To Handle Kaye-Halbert Video

CHICAGO, June 17.—Saul Bihari, one of New York’s leading Motion pictures, the Coast blues and rhythm label, has set up the record department to distribute to handle TV sets, following Mercury Records’ introduc- tions. The new firm, Bihari Video, will be following to handle the line of compact-made sets, easy and available. Los Angeles, Bihari also the following to handle the line of compact-made sets, easy and available. Los Angeles, Bihari also the following to handle the line of compact-made sets, easy and available.

Kay-Kay-Halbert normal produc- tion six weeks ago and all dis- tributors have stocked. Bihari does not intend to penetrate the sale picture east of Chicago until fall, when production catches up with expansion speed. 16 and 19-inch sets, ranging in price from $299.95 for a table top 16-inch set to $469 for a 19-inch console.

AT MAYOR’S DESK

(Continued from page 9)

now under an emergency Fisher hearings had not yet been held. Technically, too, the show was a failure. The wholesalers displayed, with occasional shots of the back of the audience, was a series of color photos of a map to show new sewage disposal plants was badly handled. The map was poorly presented, and the show was not as well as expected. In addition, the show was not as impressive as the first one, and it will take some time for the audiences to realize what is going on. With the addition of the video camera on hand during his famous "circuit" reviews, Sam Chase.
The Honor Roll of Popular Songwriters

By Jack Burton

No. 65—Louis Alter

There's no royal road to Tin Pan Alley's fame and fortune, and most songwriters have had to serve a humble apprenticeship before striking pay dirt in songs for 50 cents a shot. In the gallery of Tony Pastor's Theater, Irving Berlin worked for tips in Mike Sailer's Brewery bistro, and Louis Alter is no exception to this general rule.

Back in the days when the Keystone Cops had 'em rolling in the aisles, Louis started his musical career as a professional pianist in the Colonial Theater of Haverhill, Mass., where he was born June 18, 1892, and operated by Louis B. Mayer long before his fame as a Hollywood tycoon was swept into orbit by the MGM lion.

But this 13-year-old boy, who had begun the study of music at the age of nine, was no run-of-the-mill kid-pianist. Such stereotyped numbers as Hearts and Flowers and Chopin's Funeral March had no place in his repertoire, and he invented the music cue sheets that came with the films. Instead he created his own mood music to suit the action on the silent screen, and out of the original formulas, vapidities, maudlinities, and anadotes he improvised came a desire to compose music that would live long after the lights in a darkened movie house were turned on.

After studying piano Stuart Mason, who had stemmed from a long line of musicians who had studied under Chopin, and completing his advanced musical education at the New England Conservatory of Music, Louis Alter went to New York in 1922. He had little trouble in persuading Nora Bayes to hire him as her accompanist. For the next five years, he toured America and Europe with this reigning song stylist, who schooled and encouraged him in popular song writing and featured his compositions both in this country and abroad. He also served Irene Bordoni and Beatrice Lillie in a similar capacity, and when these imported headliners were "at liberty," he worked as an arranger for Shapiro-Bernstein for $3 a week, quite a cut from the $500 weekly that Nora Bayes paid him but a source of invaluable experience. In 1928, these years of musical apprenticeship finally paid off and handsomely. Louis Alter found his caecaphany of New York City's streets—the jumble of the subway trains, the snarling cars, the raucous newsstands of Fifth Avenue, the clatter of the garbage ponders on the Lower East Side and the bustle of Broadway when the theater crowds start pouring out—the inspiration for a masterpiece, Manhattan Serenade, which Paul White man has bracketed with George Gershwin's Rhapsody in Blue and Cole Porter's Robber Bridegroom. The Bayou, Freddie Grove's Grand Canyon Suite and William C. Handy's St. Louis Blues are at the top of the great American popular compositions of all time.

But Louis Alter wasn't exactly an unknown in musical circles when he first came to Hollywood in 1922. As the story goes, he had been approached by a publisher in New York who a year later published the book that launched Louis's career. He has an album of his songs, and when he came to Hollywood, he had the songwriters' guild under his protection. But Louis Alter wasn't exactly an unknown in musical circles when he first came to Hollywood in 1922. As the story goes, he had been approached by a publisher in New York who a year later published the book that launched Louis's career. He has an album of his songs, and when he came to Hollywood, he had the songwriters' guild under his protection.

Louis Alter, who is now planning to return to the Broadway scene with the score of a musical tentatively titled The Million Dollar Man, is a proud throng of nostalgic and depicting in the music the charm of the river-to-river therefore where he first came to the city he has glorified with his imaginative talent.

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Hot Dilemma Fities Niteries IN SHORT

Agents Ready for Battle Against AGVA's New Rule

New York: Betty Reilly signed with the Morris office. Phil Brit is now being handled by Harry Steinman. Latin Casino, Philly, op. Phil Players, Ltd, is being organized in Philadelphia, with a benefit as its first venture, proceeds to help New York policeman. Joe Jam signs contract for all the future screen roles, and Mickey O'Shaughnessy is running the affairs of the club. According to the latest dope, they are a flop. It is reported that they have released it on film and offer it to the web. Dorothy Shay is backing promising young club performers. Eddie Rico and Jimmy Lyons both AGVA officials, have raised objections.

Kitty Davis and Harry Kilby are talking in Miami about reaching a show, "Kitty Davis Revue," for theaters throughout the country. Kitty Davis is still running Loew's one-nighter around town. Nat Narsaro, defendant in a suit against him by Bulls and Bubbles, lost another round in Supreme Court last week.

Agents For Battle Against AGVA's New Rule (Continued from page 3)

The battle was started when AGVA notified all agents that they would not respect the right under Rule B (contract between agents and AGVA) of agents to give a 60-day notice of such action. Under the old rule, an agent was under no obligation to other agents, it was decided, to offer their services to AGVA, nor could they insist that their services be offered to AGVA for a period of two years. But the new rule gives the agents the opportunity to offer their services to AGVA for a period of two years after the regular two-year contract, and the rules state that it will offer its services to AGVA for such a period, and that it will offer to AGVA for a period of two years after the regular two-year contract. The new rule gives the agents the opportunity to offer their services to AGVA for a period of two years after the regular two-year contract, and the rules state that it will offer its services to AGVA for such a period, and that it will offer to AGVA for a period of two years after the regular two-year contract. The new rule gives the agents the opportunity to offer their services to AGVA for a period of two years after the regular two-year contract, and the rules state that it will offer its services to AGVA for such a period, and that it will offer to AGVA for a period of two years after the regular two-year contract.

The crux of the situation concerns the arbitration problem. Under the existing set-up any beef between agent and performer is heard by arbitrators representing AGVA (the performer), ARA (agent) and a third impartial person. AGVA has announced that it would not accept any of the new agents, and the rules state that it will offer its services to AGVA for such a period, and that it will offer to AGVA for a period of two years after the regular two-year contract. The new rule gives the agents the opportunity to offer their services to AGVA for a period of two years after the regular two-year contract, and the rules state that it will offer its services to AGVA for such a period, and that it will offer to AGVA for a period of two years after the regular two-year contract.

Waldorf Plans 2-a-Nite, 2 Acts

NEW YORK, June 17.-The Waldorf-Astoria last night received the largest action in a benefit show for any night, six nights a week—six acts, according to the latest plans for the new series of "2-a-Nite, 2 Acts." When the Wedgwood Room reopens for a benefit, the Waldorf-Astoria will have two shows a night and two acts. The new plan is to have two shows a night and two acts. The new plan is to have two shows a night and two acts. The new plan is to have two shows a night and two acts. The new plan is to have two shows a night and two acts. The new plan is to have two shows a night and two acts. The new plan is to have two shows a night and two acts. The new plan is to have two shows a night and two acts. The new plan is to have two shows a night and two acts. The new plan is to have two shows a night and two acts. The new plan is to have two shows a night and two acts. The new plan is to have two shows a night and two acts. The new plan is to have two shows a night and two acts. 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VAUDEVILLE REVIEWS

Chicago, Chicago

Classic, 2.300. Price policy, 50 to 80 cents daily. Four shows weekly, six shows weekly. Handicap shows played by Louis Boudin's band.

This 35-minute package stops because most of it is aimed away over the vaudeville man's head. Peter Lind Hayes and Mary Healy, doing the same routines that rocked the Mayfair Room here, batted about 230. Hayes is much more guilty, for his multi- syllabified verse floating into the upper balcony, with few picking up. But the flesh of his top-notch impersonation of Ethel Waters and La Healy's fine Lena Horne, are completely lost. The act was fine on Friday, It's Off the Side got right away. Hayes did a nubile spot that was two tops in dramatic work but, again, it was for the bourgeois instead of the proleterian and far too heavy for a finale in a vaude house.

Patti Thomas and the Freshmen, just off the Bob Hope one-night tour troupe, were guilty of too arty an opening scene. Their antics, with their fast- live vaporlicized speech just too much for a vaude audience to comprehend as a whole. The two with a well-tapped I Got Rhymes, and eloped to a big mock with a spirited B.J. reveal. Trigo Trio (a girl and two boys) has excellent animal capable incantative delivery, projecting well.

The Novello's are the best on the bill. Their two-conavors and male partner do a mixture of ladder balancing and novelty. Open with their double act, hit the, in which both act balances half of a trap door scene. They use six views in the male solo ladder balancing, after which a canine climbs the 12-foot ladder, then a monkey atop the male's head. Walked off to good milt.

Fic, Father of the Bride.

Hayden Stipp.

Oriental, Chicago

Classic, 2.300. Price policy, 50 to 80 cents daily. Four shows weekly, six shows weekly. Handicap shows played by Carl Boudin's band.

This bill gets its biggest lift from Jimmy Wakely, making his major vaude house debut. His four-set, including the star, Wakely has a casual presentation that puts him over with the fast crowd. Particularly, his gold coins came not for the pop dust hits made with Marguerite Whitting, but for the more b., ditties like I Don't Love You So Much It Hurts Me, Wakely showed flexible voice with a good 'echo yodel that pulled applause, but which has not been exploited on his Capitol wax. The Western film star, who looks like a young Bing Crosby, is a good prospect for more major theater openings and video dates.

The Ruddells opened with a re- furnished trampoline turn. The two, turning dizzy and a gal have added enough fresh comedy and straight material, jumping to turn the whole audience. Their three-loop somersault closer won the usual big milt.

Karl and Dark offer something new in vent turns, introducing two dummies at a time until they are working with six at the close of the act, Cae- plicity of six voices and movement of the pair.

Ross Wyse Jr. and Peggy Womack opened with a six-week turn that lost both to a back injury to Wyse, spent none of the time in improving the milt material. While their comedy and straight act are good, the act needs a better change of entrances and exits, the last one to burst into a good format. Re- search for the number, the issue of the re- gato act worked at the end won a good milt.

Fic, The Rogues of Sherwood For- est.

Judy Canova

GIVE TO THE RUNYON CANCER FUND

VAUDEVILLE REVIEWS

Strand, New York


Tommy Dorsey's first Stem appearance in two years is a slick presenta- tion, with a neat pace and sound commercial values. The current Dorsey band is an astound- ingly integrated group of musicians (four trumpets, drums, bass, piano, six saxes, vibes and three trombones) at the Band, and the songs are played as if no one were around. Billy May and Alice Faye are the high point of the act was the en- trance and participation of the Plainsman of Sante Fe. Both the boy and the girl are new customers, the bit, and the two girls are the best of the family. The new set is 'the kids', and the old man in many respects a lot more of the old, perhaps. The standing were Rae Barton's comedy hits.

Grant Kiils 'Em

Paul Kohler and Gini showed a fast novelty musical act. Using two chairs, one which is concealed, they went thru a series of flashy moves and wound up with electric light effects. Grant's nice comedy and guitar act was well received, especially the liberate corn and sight goggles killed them. His elephant in a garden was outstanding.

The Southerners, a four-man mature looking singing group, did a dandy bit that was enjoyed. They were the band of Donkey Serenade, and they missed putting it well. The perils of Dry Bones. They finished with a dramatic sing- ing of the Lord's Prayer, and appeared in a large-size Address, which was a natural ap- pell to public for obvious reasons.

Hewitt 'Cum'

Jack LaRue has a much better bit than the usual vaude music. He is a regular with his audience from the start by an amusing, and a lot better than the usual vaude music. His last bit brought in Barnes Grant for a sight gag for almost everyone. Another brought on with a gag, introducing a谈 talk-roll-talk with the light man. The act ended with his going into a dramatic impression of James Cagney. The show closed with the flash hand-to-hand of the three Eds. "We're the Three" is a piano bit and then went into a comedy music highpoint. Their piano. Their finish was a run into a leg catapult and a toss into a wheel, and the finish was a loud racket not to be repeated.

Follow-Up Review

VERSAILLES, NEW YORK: Martha King, an attractive gal, a Shubert operaer grad and the Julie of Show Boat's famous company, looked good and sang well in her preem here (Wednesday). The gal, a chubby-faced brunette, started with madcap, and a gal have added enough fresh comedy and straight material, jumping to turn the whole audience. Their three-loop somersault closer won the usual big milt.

Miss King is apparently more at ease with the package than she handles pop in fair style. But she needs numbers better suited for her voice, and one that are not the answer. They detract from the act. Her recent single recording, placing the emphasis in the wrong direction. Medleys with too many numbers thrown in tended to be confusing.

Judy Canova

Bakely's, New York City

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Here are some facts worth knowing:

1. AGVA's welfare fund will receive a magnificent weekly contribution from this show.
2. No booking agency has an exclusive to book talent on package. You can book direct or through your agent.
3. Everyone will be paid.
4. The AGVA Television Show will be a weekly one-hour program of 8 acts.
5. This show is your show presented to demonstrate that Variety is the cleanest and best type of family entertainment in the world.
6. Only AGVA members in good standing can appear on the show.

Remember, the AGVA Television Show is produced by showmen with vaudeville for the AGVA Welfare Fund.

It's Your Show!
Tucker here sets this Song boys 44 Deep-Freeze begin. is for their Mountaineer's Top Harry's Make with solely 54 My Trans. has and old-time Sippel. has made 200 5, 24677 Phone number has as 1.025. 1.025. is a team. House meets a bit about his biz. romed. Tremain's loved. Until tho. His Tremain's has and echoed over, but being with some tricky lightening and has fashioned his turn. The best instrumentalists got the play. Then the show moved on from week to week. It's a clinch that given any number of non-pros Thomas will be terrific. Young Eddie Fisher in his first big hit with an impressive showing. The tousel-haired lad who doesn't look old enough to shave, shows a repair of pipes, a warm delivery and charming that marks him as a comer. He opened with a bouncy Sensation on Top of the World, followed by There's a Tomorrow and humbly Old Man River. At this point experience would've called for an exit. He flings over-happy production full of drama in Old Man River. The number is very commendable. It has lyrics that are unusually literate and is a good melody, but too heavy for Fisher, even tho he did his best. A bit like I Wanna Be Loved. Until he gains more experience he might be able to pull off such commercial items. Incidentally the boy carries his own conductor, Hal Konner, who does an outstanding job. Show opened with Steve Condos and Jerry Brandwein. 19 solid 10 to 12, good harmony, well directed. Walter Ney's band backs show beautifully: Pupp Campo's terrific Latin tunes jam. Bill Smith, number, and his version of the number, was smart. Miss Morrow, former Benny Goodman chum, provides a bare meal to the audience between costume changes. Joe Stange's excellent expansion with Harry Zimmerman batoning his own arrangements for the lighting of Gwyneth Vedon, Cole's partner, a honey-hairied lovely lady, and her band's piano playing is a delight. Lee Zhao...
SIX Combo Stem Houses Dive to a Lean 327G Total

NEW YORK, June 17. — Despite four new bills at the combo Stem House last week, the take last week was down to $327,000 for the six houses against the previous week’s $356,000.

Radio City Music Hall (26,000 seats; average $13,230,000) faved to $133,000, but closed with Planner of the Bride, Ladd Lydon and the Brothers. Show opened to $135,000.

Dorothy Lewis and her 11th annual show to know, closed Tabor Get’s Place, opened current two-month summer season of the show and the last night. The principal reason is that instead of being on the stage every night, she has been kept in past years, she now runs 45 minutes to permit less hurried acting.

New leading man, Manuel De Pastiche, has been playing the night. De Torro does just about everything on stages, throws in a smile and a hand as well as to make the gals sigh and crouch with delight. That they did, preem night.

De Tore and parlor-thriller show, Jr. is on the bill, and he does his usual presentation, step-mitting from a very expensive full-house. Plan is to bring two other comedians for two-weekers each after Jacler leaves.

The show, based on vacation-based adventures of a girl and her shopping in Dorothy’s fashion shop. For the last two weeks, the production has been on the road and has come out before rest of cast. De Torro warbles Astoria and Martin’s act, and when he and Lewis go into intricate dialogue, there is a 10 to 15-second lag at spins and neck swinging.

Hawaiian number follows De Jones in “She’s a Dame,” then twirling with hurl-gal line, doing single fast boxes and skates.

Miss Lewis and De Jones has an act of its own, the Hawaiian number, which has entire cast in black-light kaleidoscopic setting.

Subscription is extraordinary, timing perfect, execution well handled.

Gold-nine-piece orchestra does top of cutting edge, with the exception of Mildred Stanley, ok. The orchestra is capable of working back of a curtain, Room is specially decorated with holiday and travel murala, Jack Weiberg.

Blue Angel, New York

Capacity 540. Price policy $5.54 minimum. Operators Herbert Jacob-Max Gordon. Rates 25c. Estabished est direction this show, $1,500.00. This takes real know-how to come up with four acts who can do a show this good. One act, may be doubled at the box office. Jacob has been doing it successfully for some years, and this show has been doing it as he’s had in the past.

The star plug of this one are three mad dogs balled outside the theater. The gals are no innocents but are as tough as nails. The act is basically they are special material. But seeing right with some of the usual crazy acting, there were some apparently written for the act, reminiscent of the Yacht Club Boys with some of the veteran of the Yacht Club Boys, they would make the visions. But they would also make the visions of the hottest yock in a heel.

Fil費 Lesoir, around for some time, so sharply he doesn’t look like the old days but very much, is as smart as it is commercial. The act is one of the hottest and delivered has been berated to the point where even straight lines get howls. The act has a job here up close as they did in Chicago. A good first run for a Chicago, has some pretty fine acting talents. The gals are well satisfied of the males, who are familiar with their act.

The show has the look of a hit. But no one has that as“The Angel” has it.

It’s a show that is sure to catch on.

Powerful drivers and choice of number places them close to the top among the’s. Posner rounds out the bill with some pretty fair singing of the songs and a current pop or so. The gal, a stacked blonde, stands up and acts as the typical rattle and is all the good in a class spot.

Intermissions are very well taken care of by the Herman Chittick Trio. The outside bar is kept comfortably filled with the piano dueling of Eddie and Rack.

Bill Smith.
The biggest gross of the season was drawn by the Hall de Paris, which took $41,200 at the Opera House in a single week. Metropolitan's $50,000 advance sale for its $50,000 show and housed for all productions of the revue preen- ing the Shubert and the New Amsterdam. Producer Mike Told is counting on the current offering to serve as the progenitor of a procession of similar efforts. In the tradition of Ziegfeld's Folies, Carley's Vennis and White's Scandals, it promises to be Todd's Peep Show dated each year. It was announced last week with Philadelphia's $50,000 advance sale for its $50,000 show and housed for all productions of the revue preen- ing the Shubert and the New Amsterdam. Producer Mike Told is counting on the current offering to serve as the progenitor of a procession of similar efforts. In the tradition of Ziegfeld's Folies, Carley's Vennis and White's Scandals, it promises to be Todd's Peep Show dated each year.  

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HISTORY OF BOSTON SEASON
(Continued from opp. page)

FBJOUTH
Oct. 13.-"I Know My Love," on Guild subscription for first two weeks, with Lawrence Tucker, and R. B. Pease, and $35,000 on the open week, keeping the house record.

Oct. 16.-"The Fad," played for one week, with Carey Grant by $2,000 for the first week, and $2,000 for the second full week.

Oct. 19.-"The Man From Disney," with Monty Woolley, drew a respectable opening for the first week, but was a disappointment in the second week.

Oct. 26.-"Happy as Larry," surrealist theater piece with Burgess Meredith, looked for two辽ues, but lasted only one, taking $4,000.

Nov. 2.-"The Human Comedy," with but a few reports, but did draw $1,000, the first week, $2,000 the second.

Nov. 9.-"The Million Dollar Throne," played one week at the Plymouth to the tune of $20,000 before moving to the driest for two more weeks.

Dec. 3.-"The Diary of a Lady," a well-balanced production, the manner for seats was stimulating to the tune of $20,000 the first week, $20,000 the second.

Dec. 10.-"Street Scene," with a return date showed Paul Sturgess and a strong future, taking $22,670, $24,900, $21,600 and $19,000 in the four weeks.

Dec. 17.-"Riverdale Drive," with Maurice Schwartz, played a week to a respectable $5,000.

Jan. 1.-"Tickets, Please!" had looked locally and got rapped. Did $10,000 in each of the season's three opening weeks.

Jan. 11.-"That Lady," The even the gilded Katharine Cornell name couldn't draw over $14,000 in a middling play.

May 5.-"The Center Of The Day," with its tender rtrayal with Earnest, was drawing aCX $3,000 in three days.

SEABURY THEATER
Sept. 12.-"Cowboy My Fancy" opened the Boston season and did only fair for the three weeks, $17,780, $18,000 and $17,000.

Oct. 1.-"Anne of the Thousand Days," was okay for two weeks, $13,200 and $20,000.

Oct. 17.-"Private Lives," with Tallahah Bankhead, rempoe at $17,500 the first week, and $22,000 the second.

Nov. 21.-"Night in Spain," did $18,200 and $22,500, okay for an almost unknown attraction and little promotion.

Dec. 1.-"Alive and Kicking," was generally beaten by the critics and reflected that a box office. For three weeks the take was $15,000, $25,000 and $15,000.

Jan. 28.-"Dance Me to the End of Love," with red potentates, drawing down week money in three stanzas: $15,000, $15,400 and $16,000.

Jan. 6.-"Arms and the Man" was a big thing here, with $26,600 the first week, $33,900 the second week.

Jan. 26.-"The Mod Squad" at a week at the Plymouth, played the Chicago for two more at $24,800 and $22,600.

Feb. 19.-"The Women," with a per cent satisfaction from the reviewers and public to the slow tune of $12,800 and $10,400.

Feb. 23.-"Send a Letter," did okay with $17,300 the first week, $25,400 the second.

Mar. 25.-"Lilac" back to the same season for pretty good business; $14,300 the first week, $18,000 the second.

Season's local gross, to be a little more than $27,000, total playing time 27 weeks and one day.

WIRE THEATER
Sept. 30.-"Double Bill," Maurice Evans and Edna Best, in two Terrence Rattigan plays, and a page $11,400 for each of the two weeks.

Nov. 24.-"The Closing Door," slammed shut with $4,600 and $10,200 for two frames.

Dec. 12.-"Summer and Smoke," on Guild subscription, got along on $15,200 and $14,600.

Jan. 9.-"Design for a Blasted Glass Window" was seriously redolent received to $19,400 and $18,600.

Jan. 27.-"An Old Deal-Up Woman" came in two weeks, and canceled out the second when the box news came to $11,000.

Feb. 6.-"Yes, M'LORD," on Guild subscription, drew a respectable $15,000 and $15,700.

Feb. 24.-"The Heart of the Matter," in a world premiere, came in for three weeks, and canceled out the second week after two days. Two days at $14,600 made a week box $39,000.

March 21.-A week's report for her solo dress, did fine business, taking $7,600.

Out-of-Town Review

THE SCHOOL FOR SCANDAL
(Openwednesday, June 1)
CIRCLE THEATER, HOLLYWOOD
A comedy, directed and produced by Jerry Kermit; settings by Robert Tyler Ives, stage manager; Robert Mezey, stage manager; Donald Parent, publicity, clerical, dress & assistants, present.

375 South Broadway, Los Angeles

Lily Reeser
Naomi Reeser
Eugene Rough
Robert Rough
Benedick's Servant
Joseph Pines
Jemima
Martha
Robert
Cinzia
Crocodile
Perry Dury
Carlotta
Wheeler Dryden
Florence
Sir Peter Teazle
William Schallert
Dorothy Geary
Michael
Mrs. Hanger
Margaret
Sister Oiler Surface
John H. Goddowsky
Boy
Ellie
Dr. Ward
Ward
Tim
Nel Dryden
Lady Harry Bumper
Sydney Chaillot
Tommy
Jack Conrad

Theatricals, both on radio and in flickers. As a straight dramatic actress, however, she leaves much to be desired. The beauteous Marie's Circle Theater debut in School for Scandal has its moments, but the gall's forte is comedy—not subtle delivery of kitchen lines. Sheridan's ancient parlor piece, streamlinded and modernized by the resourceful Circle group, provides some bright laughs, thanks to a talent and staging of that school direction by Jc. Epstein. Even some of the key roles are cast actor-actor, there remained much to be done to polish the period piece, and the Circle Group does a bang-up job.

As for Miss Wilson, it can be stated that she is a maker of fetching, sexy sometimes exciting picture as the country bumpkin turned into a lady by marriage to an English noble Lacking, however, are the nuances, the subtleties that style invented for. At times, she portrays her complex role with deft and telling skill, but at other times she merely mouth the author's words, toss away the play's best phrases. Her night nervousness may have accounted from some lack of power but she is still writing in acting versatility. Circle Players have done a workable job all the way. Stand-out characters were achieved by John H. Goddowsky as Sir Peter Teazle, and Wheeler Dryden as Sir Toby. Others working in the production include Naomi Stevens, John O'Hara and Catherine Carrie, Ellen Brandt, Michael Hadlon and Allan Nixon. Names and settings were colorfull and authentic, adding much to the charm of the Restoration period lines. Allen Fixler.

OUT-OF-TOWN REVIEW

Produced by Warren William and Joe Schenck.

MOTION PICTURE THEATRE
The Taber (Aberdeen, Va.) theater opened its 18th summer season Monday (12) featuring Mrs. Edward Fitzgerald in the Aunt Pennina role of The Heiress. Incidentally, Theater Fair, new tent show project of Bart'er's, went into rehearsal last week in New York, prior to a six-week tour of Northern New York State. The tour is sponsored by the National Oil Company of New Jersey, which is the sponsor of Theater Fair operations to lend assistance in bringing professional theater to the country.

Some future silo items sked the opening of the Keene (N. H.) Summer Theater for Monday (24). The Streets of New York leads off a list of five productions, each to run two weeks. Herbert Gellendr is staging and Joseph Wood is musical director. Nancy Walker takes her old role in Ox the Town, the lead-off hit at the Marblehead (Mass.) Theater July 3. 1950. And Jayne Mansfield opens her Southbury (Conn.) "Playhouse Tuesday (27) with still another title of Howard Hawks, The Bass Rocks (Mass.) Summer shows Manhattan for operating date for July 1 with Richard Winning and Frances Brunn. All reviews on July 11. What Every Woman Knows.

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DOLORES LELAND, with daughter, Dolores Brown, and husband, Kirk Brown, are playing summer legit stock at the Playhouse, Woodstock, N. Y., through July, and are being seen every night by a growing audience. The scruffy little town, which is not far from New York City, is being invaded by a wave of tourists and celebrities who are being attracted by the brilliant summer stock. The Playhouse, which was once a run-down and neglected theater, has been transformed into a modern and attractive venue for performances. It is a popular destination for those seeking a break from the hustle and bustle of the city.

In other entertainment news, the Casino Club, located in the heart of the city, is hosting a series of events throughout the summer. The club offers a variety of activities, including dance lessons, live music performances, and art exhibits. It is a popular gathering place for locals and tourists alike, offering a glimpse into the vibrant nightlife of the city.

In the world of broadcasting, the General News Network continues to be a leader in the industry, providing news and entertainment programming to stations across the country. The network has a reputation for delivering high-quality content and is a favorite among listeners.

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151 Listed in Report on Commie Radio-TV Influences

NEW YORK—June 15—American Broadcasting Companies, publishers of an anti-Communist news letter called Counterattack, will release Thursday their 151 listed in report on radio and television, which is subtitled “The Report on Communist Influences in Radio and Television.” This report is an important tool for those who seek to combat the influence of communism on the media. It provides a comprehensive overview of the communist threat and offers strategies for countering it.

The report highlights the activities of communist organizations and individuals involved in the media, including their funding sources, methods of operation, and areas of influence. It also offers recommendations for combating the communist threat, such as increasing media literacy and fostering a culture of critical thinking.

The report is an important resource for those interested in understanding the role of communism in the media and in developing strategies to counteract it. It is a valuable tool for anyone seeking to understand the communist threat and its potential impact on society.

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THE JOHNSTONE

June 14, for two weeks, which is an annual event and continues until close.
Personnel Changes, Added Spots Mark Conn. Operations

HARTFORD, Conn., June 17—Jack Conn, former manager of the Garde Theater, New London, Conn., has been appointed manager of the Lockwood Gordon Drive-In, Danbury, Conn. He replaces William Moore, who has been placed in-charge of management of E. M. Loew's Milford Drive-In Theater, Milford, Conn.

Ronald, N. H., City Council has granted James and Michael Nadeau, Dover, N. H., authority to build a drive-in in Rochester, and Roger, heads of the Will Rogers Drive-In, Columbus, Conn., has been re-elected president of the Symphony Society of Greater Hartford, Louis B. Parasch, manager of the capacity Drive-In Theater at Canaan, has been

Interstate Theaters Corporation has announced plans for immediate construction of a $125,000 700-car, capacity drive-in near Quineboug, Conn. Project will be the first of its kind in the state. Local manager will have charge of the new spot which will feature the latest type sound and projection equipment, and individual in-car speakers.

First outdoor motion picture theater in the state to offer theater facilities for Sunday morning religious services is the New Providence Drive-In, North Haven, Conn., managed by Charlie Lane.

Slout's "Tom" In Press Rave

DETROIT, June 17.—The Slout stage presentation of "Tom's Cabin" for the Michigan Historical Society Wednesday (14) at the Masonic Temple, is a feature article in the Sunday issue of the Detroit Evening Times.

The writer pointed out that Slout believes that his the only show which the road producer could stage, with a dramatic plot, to achieve its hundred anniversary.

The play was a basis of the decision of the Historical Society to invite Slout to present the famous play to the State to attend the usual event.

Roberson Wis. Rz Below Other Years

BEAVER DAM, Wis., June 17.—Roberson Players, working their second stand, are overdue here, report business off somewhat from previous years.

Date at the fairgrounds here, June 12-19, was substituted at the last minute when the original stand was Portage, Wis., was altered due to heavy cheese maker's convention in the area on that date.

Show still consists mainly of a 45-minute vaudeville stunt before the picture, after which there are three-piece musical combo and troupe tea.

Eleven weeks of dates remain in Wisconsin before the troupe heads South into Illinois.

Sunday Services Held At Pekskill Location

PEEKSILL, N. Y., June 17.—Homer Brook Drive-In, which opened here last week, is being utilized Sunday mornings for church services.

Amplifying units are attached to the four small trucks, 1500 watts, delivered from the top of the theatre, and can be heard with ease and clarity.

Six ministers in the North Haven Baptist Church, organized a Drive-In Worship Committee to hold morning services at the drive-in theater on Sunday mornings because of the activities which exist during the summer.

(See PERSONNEL on page 151)

Pic Stars See Brunk's Show at Canon City

CANON CITY, Colo., June 17—Brunk's Comedians, currently making a last stand in establishing a 41-car spot in the Valley, have seen their show as guests at their performance on the Only Road in their local area last week.

While MGM Pictures was also in the Valley, for its "Vengeance Valley," Brunke and commentator, Robert Walker, Ray Collins and a number of other performers present their show on Brunk's Thursday night (8) show, following the performance, went back stage and gave the audience a personal tour on the unit. Lancaster and the entire troupe was in the Krew show and a number of circuits.

Walker is the former husband of Jennifer Jones, whose father is Philip Isley.

The drive-in movie show were Fred and Hazel Tymwan, former roper who make their home here. Fred has a part in the picture. All were greeted and when the show were suddenly landed to the death of Frank B. "Perry" Ketchum. Kitty Parson has purchased a new electric dummy in which she had named Bobb. Kitty's brother is expected to join the tour soon.

Local stand marked the show's first appearance in the area. A number of the personnel made a trip to California to Peak to see the sunrise, while the entire show will go to Royal Gorge during the engagement.

Bryant To Direct Chi Fair Showboat

CINCINNATI, June 17.—Capt. Billy Bryant, former operator of the Bryant Showboat, has been named to direct activities at the high-seasons showboat at the 1950 Chicago Lakefront. He will announce the beginning of a visit to the Queen City this week.

Bryant, who has spent considerable amount of time since last year when he closed his showboat in 1942 and it had piled Ohio River waters for the last two years, also has worked on television, the New York stage and in radio. He recently authored a book on the showboat tilted, "Children of Old Man River."

Former Frank Buck Zoo Becomes Drive-In Unit

NEW YORK, June 17.—The site at the former Frank Buck's drive-in circus arena, has been transformed into a drive-in-theater, which opened last week. Buck does not now show. The site has been sold and will be the termination of New York World's Fair in 1940 and some of the buildings were taken over by a phonograph recording firm.

temporary, the Massapequa Drive-In, occupies 12 acres and has a capacity of 600 cars. Manager is Harold Hevia of Amityville, L. I.

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ALFRESCOS OUT OF ROUGH

AFect on Outdoor Biz Hinges on Bill's Final Wording

WASHINGTON, June 17—The House Ways and Means Committee this week took action which may spell doom for the outdoor show business. Up to now, the committee has voted to tax for the first time the "unrelated active business income," excess of $1,000 of nearly all non-profit organizations. Religious bodies, told The Billboard that the scope of the proposal will depend upon the definition of unrelated active business as they now stand. However, it was stated that if the term is defined broadly, it would apply to hospitals and trade and the like, having to file income returns and to earn a net from fairs and carnivals.

When the proposal was added as part of the omnibus excise tax bill, a staff member, according to those who were present, said it was raised revenue from such tax-free enterprises as the spaghetti factory run by a large university. However, it was expected that the current version of the provision in the bill may be broad enough to cover non-profit enterprise of non-profit type.

Groups Affected

Groups whose unrelated active business income would be taxed, with $1,000 exemption, are labor, agricultural, educational, cultural, religious, literary, library, scientific, research, and other groups; hospitals, foundations, business leagues, chambers of commerce, estate boards and boards of education. A proposal to include business income of churches was voted down.

The committee hopes to report the bill by June 23. The measure includes a host of excise cuts, including a reduction in the rate of the Federal amusement tax and an exemption from the tax for use by non-profit agricultural fairs.

Conklin's Park Rides Register Increased Biz

HAMILTON, Ont., June 17—J. W. Conklin and Frank Conklin's park rides installation have been getting over $1,000 more business than last year. Patrons have been returning from a swing on the rides, which they find hilarious. The new Conklin's Park is open.

Singleton Takes Over

MACON, Mo., June 17—Funeral services were held here Friday (16), for Roy S. Kemper, 61, secretary of the Missouri State Fair Sedalia, who died Wednesday (14) following a lingering illness.

Kemper had been in poor health for more than a year. His condition became serious about a month ago, and he was taken to a hospital here several days prior to his death.

Kemper was in charge of the fair himself in December, 1945, after serving as chief clerk for more than 10 years, during which time he handled up its bookkeeping department.

Born in Clarence, Mo., 1888, he was in the automobile business and was associated with an East St. Louis, Ill., bank before becoming connected with the fair. He was a Mason and member of the Ararat Temple of the Shriner's in St. Louis.

Survivors are his widow, Helen: a son, Roy; his mother and a brother.

Rolla E. Singleton, administrative assistant secretary of the fair, who was a relatively new employee at the time, is expected to continue in that capacity for this year's fair.

Wis. Restricts Truck Moves

MADISON, Wis., June 17—Truck traffic will be restricted on certain Wisconsin highways starting July 1, according to S. W. Bresnan, chairman of the Motor and Circus Fair Association. The move is expected to improve conditions on the thoroughfares and to prevent accidents.

Restricted highways will be closed to trucks between 7 a.m. and 10 p.m. on weekdays and from 9 a.m. to 10 p.m. on Sundays, he stated.

Killed in Crash

FORSYTHE, Mont., July 17—Bud E. Anderson, owner of Seal Bros. Circus, was killed in a truck accident while en route to this town with the circus Thursday (15).

Anderson was a veteran showman and horse trainer. He operated Seal Bros. Circus for several years prior to 1947 and after that season sold his equipment to operators of the Parker & Watts Circus. Later he organized Bud E. Anderson's Jungle Oddities Circus. In 1949 he revived the Seal title. Anderson also was with numerous other circuses with which he presented Liberty and other horse acts.

Funeral services will be conducted Monday (19) at Emporia, Kans., where Bud has lived for many years was Anderson's winter quarters.

Committee Sets Johnson-Preston Bill Discussion

WASHINGTON, June 17—Deliberations on the Johnson-Preston Bill, which in its present form could open restricted shipments of outdoor amusement devices, will begin Tuesday (20), the House Interstate Commerce Committee announced this week.

If the committee decides to send the bill to the House floor, it is expected to change the definition of the gambling devices that would be affected to make it plain that only bell machines are included, with outdoor amusement equipment, pinball and toys exempted.

The committee will give careful attention to the testimony previously offered by Herbert Bye, Halfroad Show Owners' Association (RSOA), who protested that the present definition of banned devices is so broad that it includes such standard outdoor show amusements as wheels of fortune, bingo equipment and scales used for weighing weight.

No Miracles Expected

(Continued from page 2)

the carnival and park fields, together with increased patronage. The hike in spending, entirely unexpected, has been registered only in the industrial areas and principally in the East. Grooves in the rural sections, while equal or surpass those of last year, apparently are contingent on increased attention to the farm, to make up for tighter purse strings.

Tempering the hopeful outlook is the realization that the use for 1949 was not satisfactory for many ops, both because of increased earnings and because the taste of the fabulously plush prior years had not yet worn off. Circuses that are adopting a more realistic approach in the face of the leveling-off stage and the necessary broader management and prize attractions as opposed to the virtual accident earnings to which many had become accustomed. As a result, they're looking forward to graceful, quiet return.

ROY S. KEMPER, 61, secretary of the Missouri State Fair, Sedalia, died Wednesday (14) in a Macon, Mo., hospital.

ROY K. KEMPER, 61, secretary of the Missouri State Fair, Sedalia, died Wednesday (14) in a Macon, Mo., hospital.

Urban Dates Dead Rural Take Tighter

No Miracles Expected

Mich. Annual Inks C. Miranda; Lets Contracts

DETROIT, June 17— Carmen Miranda has been signed as a headliner attraction for four days at the Dearborn International Indian Creek Ranch. A new contract was signed with Frank Bettenborough, whose organization was awarded the contract.

As has been the case for the past two years, the contract for auto races September 19. Barto has a similar contract last year, when the 100-mile event resulted $45,000 rate. He announced plans to run a second, too, for which the Indianapolis race on hand for speed test this year.

Irish Horan's Auto Thrill Show was the winner for the September contract. The group is pontoons to perform in the Michigan grandstand. Possibility of adding additional shows by the thrill unit was being considered.

Carmen Miranda will head the basic eight-set review September 6. If the Motors deals pan out, she will bid for the September show. The committee meeting is set for Thursday (32) to wind up arrangements for the annual. Out-of-town accommodations will be in the Michigan, September 7-10, may be filled at the Al Shanty. The show opening will feature the first appearance of Bob Hope at the 1949 edition. Gus Sun was awarded the contract for the review. Jack Dickstein, director of entertainment, announced Tuesday (19).
Payland—At the Beach

By SAM ABBOTT

GEORGE WHITNEY, owner of Playland, San Francisco, America’s largest privately owned amusement park, set his employees to guessing a few months ago when he requested several of them to get him some string. Altho it was just common cord such as used in tying packages, they did not know definitely that it was for this purpose. They surmised that he would store it away, adding and improving the quality and quantity until such a time when the stock would emerge as a unique exhibit. Then it would be properly displayed, balloted and become a segment of many money-makers that he has put together.

They based their prediction on past incidents and the fact that their boss worked this way. Several years ago he started collecting ship models and storing them in a room. At regular intervals the ships were dusted off and polished. They remained out of public sight for a long time and were then placed on exhibit. A similar procedure was followed with antique music boxes. They began to arrive from all parts of the globe and were put in working condition but in storage. After years of collecting, Whitney brought them out, installed coin mechanisms and started them to work for him. His collection of music boxes cannot be duplicated, and to set an estimated value of over a million dollars on them is conservative and a hazardous guess.

Started With Lead Gallery

The ship model and music machine displays comprise only a small part of the vast entertainment empire that Whitney has built in less than 25 years. Recognized as a top park man, he has his own ideas about operating. There are many park men who do not see eye-to-eye with him on his policies. But Whitney’s holdings gross about $3,000,000 annually and were built from a shooting gallery for which he paid $3,000.

In addition to Playland, he owns the Cliff House, where a half dozen or more United States presidents have dined; Cliff House Souvenir Shop, the largest in the world, and Playland Ice Rink. The amusement area is open the year round, but the Cliff House, which he bought and reopened as a popular-priced restaurant, has only one shift daily.

Cash in on Seals

Running Playland and the Cliff House interests, both of which cover 19 acres, gets Whitney’s personal attention. He directs everything from his office toward the south end of his domain. However, there is one most valuable feature that he does not control. This is Seal Rocks, a short distance from the Cliff House.

WHITNEY’S PLAYLAND AT THE BEACH covers 19 acres. The largest privately owned amusement park in America, George Whitney owns and operates all of the rides and all of the apparatus and buildings in the Under Sea Exhibit (A), a tourist attraction, ad Playland coffers by the use of coin-operated telescopes. The Cliff House (B) was part of a parcel Whitney acquired for $250,000.

They had been deeded in 1887 by Congress to the people of San Francisco. Whitney did the next best thing; he installed several batteries of coin-operated telescopes along his property and tourists are able to view the seals turning themselves by paying only a dime. The telescopes do a land-office business and it is a bad month when less than $400 is grossed.

Whitney realizes the value of the seals as an attraction. While they have no commercial value and are protected by game and fish laws, the seals are not very co-operative. When the tourists are thronging the ocean front from June to September, the majority of the animals have gone down the California coast to have their young. All that remains on the rocks is a few old cows. As the tourists have never seen sights like a rock full of seals, probably no harm is done because the younger ones are taking time out for seal birth.

Whitney Touch

Like everything at Playland, Seal Rocks has felt Whitney’s showmanship touch. As the seals spend both day and night on the rocks, the idea was to make the night view possible. Getting a line-up on the private life of a seal, Whitney found that the installation of lights might frighten them away for all time. Batteries of floodlights were installed on the mainland. At first only one was turned on and directed to the water just at the foot of the Cliff House rocks. The next night a second beam was turned on and the first beam moved a little, close to the seal’s resting place. It took over a month to get all of the lights turned on and the beams worked up to hit the seals. The seals paid no attention to it and probably have been wondering why the days are now so long. There has been no solution to keeping the animals there during the tourist season, tho.

The Cliff House is as much a part of San Francisco as the cable cars. A post card, showing the building and Seal Rocks, is one of the most popular sold. Cliff House was built in 1858 and was the scene of many lavish parties. However, the owners found that it could not be profitably operated and closed it. Whitney decided to buy it and reopened the restaurant with a moderate price policy. The dinner jacket as a must was ruled out.

Cliff House Big Grosser

The idea has paid off, for today Cliff House grosses $50,000 per month. When the restaurant was opened under Whitney’s ownership, a member of one of San Francisco’s oldest families made reservations for a large party. The Cliff House staff went all out to please her, preparing special pastries and offering other services. The party seemed to have been successful. However, Whitney received a letter from this customer advising him that he had converted the Cliff House into an ordinary restaurant!

He answered the letter, admitting that he had made an ordinary restaurant out of it and added that he would sell hot dogs there before he would let it lose money.

Has 16 Rides

Playland, the amusement area of the empire, was the nucleus of Whitney’s holdings. Today he has 16 rides and only enough concessions to make it a balanced operation. His employees are members of the American Federation of Labor. During the summer months the high school and college in the city work on permits at the beach.

This arrangement of concession ownership and employee operation allows Whitney to keep a close check on his lands. He also points out

(Continued on page 74)
Close-Ups:

Art Concello Flew Thru the Air
To Become Top Ringling Exec

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

Art Concello flew thru the air for many years with the best of them, Arthur Dixie had always kept his eye open for a down-to-earth job. Today he has a general manager of the Ringling Bros. and Barnum & Bailey Circus. Concello has trained or helped train a number of standout aerial acts in this country and abroad. He and his wife, Antonette, of triple-torsomat note and once his partner, both stopped flying in 1943 when John Ringling North lost control of the Big Show and Concello was in his thirties. They had inherited the center ring spot with W.B. when the famed Alfredo Codona suffered a shoulder injury in 1938, and the pair made the Flying Concellos one of the top aerial acts.

But since his first days as a show business, and particularly since 1943, Concello has displayed a pronounced flair for the business and organization end of a circus.

Born in Seattle

Concello was born in Seattle and contrary to general circus rule, he did not come from a long line of performers. When he was three years old the family moved to Bloomington, Ill., a mecca for prospective performers. The school, gymnasiums and clubs of the town all had permanent flying rings, and Concello's first teacher was C. D. Curtis, a YMCA instructor. At 16 he joined the Hagenbeck-Wallace Circus, which had its winter quarters in Peru, Ind. He would show up about 10 days before the opening of the show to the consternation of those responsible for whipping the act into shape. But Concello was always able to go thru his act letter-perfect, so no bees were forthcoming. Concello would say he had been "looking around for business opportunities" if asked why he delayed in reporting. He made no bones about asking for a salary raise if he thought his work merited it.

Married Antonette

He met Mrs. Concello, then Antonette Canaves, when she was doing an iron-jaw act with the Sells-Floto Circus in 1927. Sells-Floto also won (See Art Concello Flew on page 88)

ARTHUR CONCELLO

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By Al F. Schneider

Ohio Funspot Plows Wide Area, Advertising-Wise;
Uses Promotions Continuously To Build Sustained
Patronage From Many Buckeye Cities, Hamlets

WHAT keeps Lake LeSourdsville on a profitable basis? That is the $64 question most observers in the amusement business ask when they consider the park's location in Southern Ohio, and especially after inspecting the resort's large line-up of attractions representing an investment of substantial proportions.

Located about half way between Hamilton and Middletown, O., in a rural section, the casual observer is in for a surprise inasmuch as the populations of those towns (Hamilton about 60,000; Middletown approximately 40,000) are not sufficient to support an enterprise of the size of LeSourdsville, despite the fact that both towns are highly industrial with pay rolls that give most of the people a comfortable living.

Middletown, for example, is the home of the huge Armeo Steel Company, while Hamilton is a network of industrial firms, both large and small.

Big Potential Market

Observers in most cases however, fail to consider the smaller towns within a 30-mile radius of the park, plus Cincinnati, the southern terminal of LeSourdsville's potential market, and Dayton, O., at the northern end. A line drawn from south to north thru Cincinnati and Dayton passes thru the heart of Southern Ohio's rich industrial belt.

Greater Cincinnati's 1,000,000 population supplies an estimated 60 per cent of LeSourdsville's business, and Dayton's 200,000 accounts for 20 per cent. In addition, the span of approximately 60 miles embraces rich agricultural sections.

Thirty miles east and west of the park are almost exclusively occupied by farms and small towns whose inhabitants make up the remaining 20 per cent of the park's business—a segment of trade that becomes increasingly valuable whenever the area's industrial system shows a comfortable and gainful advance. Thus, an area of about 280 square miles containing about 2,000,000 people with incomes supplying the 800,000 patrons who annually pass thru LeSourdsville's turnstiles.

Backs Opposition

All the more remarkable is the fact that LeSourdsville can draw that many people each year in the face of stiff opposition from Coney Island, Cincinnati, and two Dayton resorts. Lakeside Park and Frankie's Forest Park. Obviously, people don't travel to LeSourdsville merely because they like the place, but do so afford a pleasant automobile ride, altho that is a minor factor in the over-all study of the park's popularity.

In appraising LeSourdsville's operation, two factors immediately stand out as being important to the success of the park's owners, Edgar Streithau, president, and Don Daze, secretary-treasurer-manager. These are (1) an intensive advertising campaign starting several weeks before the season's opening and continuing thru the Labor Day closing, and (2) continuous promotional activity that is bound to produce the patrons necessary to make LeSourdsville's season a success.

Manager Dazey estimates that 20 per cent of the season's gross is used for advertising purposes. This money is allocated to all advertising media, including newspapers, radio, poster boards, and fence, auto bumper, street car and bus cards.

Dazey and Streithau plug their park in 23 of the area's newspapers, big and small. Radio stations WCMF, Cincinnati; WTH, Dayton; WMOH, Hamilton, and WPFB, Middletown, carry daily spot announcements for the park, and the last-named outlet also carries a daily 15-minute sports program broadcast immediately preceding the daily airing of the Cincinnati Reds ball games.

Appeal to the Masses

Like all progressive operators of today, the Streithau-Daze team recognizes that the amusement park business is built to appeal to the masses, most of whom have a limited amount of money to spend on entertainment. So, the operators maintain, the masses must be induced to enter a park if that resort is to get its share of the amusement dollar.

In this regard it is appropriate to mention a gimmick recently used by LeSourdsville. In announcing the park's opening on May 14, Manager Dazey advertised the fact that everyone paying to enter the park on that day would be given a season pass good at all times except Sundays and holidays.

The loss in gate receipts resulting from such an offer is insignificant, but it shows the point that it helps bring out a good crowd on opening day and creates good will. Moreover, it is apt to bring repeat visitors, wanting to make use of the pass, and so give the park a busy and full-lid.

LeSourdsville's promotional department cultivates the picnic bookings field intensively, both by mail and thru personal solicitation. Annually the park books some 360 picnics of all sizes and nature. Local, civic, regimental and fraternal groups for the most part.

A PANORAMIC AERIAL VIEW of Lake LeSourdsville, showing the concentration of attractions at the Southern end of the 18-acre lake. At the right is the three-acre swimming pool. The northern end is devoted to boating and 32 cottages which are rented during the summer.

EACH YEAR the operators of Lake LeSourdsville make some improvement on the resort. Above is a view of the park's beach on a busy day. This year the beach has been enlarged by the addition of 11 carloads of white sand. Tentative plans for 1951 call for enlargement of the pool and bathhouse.
Setting ability patrons.

developville's groups lands people ree LeSourdsville Night.

Another segment of outing LeSourdville cultivates graduation groups and fraternal groups. These groups are offered more inducements than the large industrial picnics yet, says Dazey. Being students they have limited amounts of money, he explains, furthering that when they are booked in at a time when LeSourdsville picnic activities are generally at a low ebb. Thus they represent customers for the park at a time when they are especially needed. This practice, Dazey also points out, tends to develop a health of park patrons. Being young, they are more apt to enjoy park activities than older people; hence, there is a strong possibility that they may become frequent patrons.

Special Days Produce

Special days loom large on LeSourdville's calendar, and are responsible for a sizable portion of the park's over-all attendance and gross. A Labor Day Picnic, Safety Day, sponsored by safety councils of Hamilton and Middletown, featuring safety demonstrations and 5-cent rides for children; Dr. Pep- prime, and Cola days, featuring four souvenirs for everyone and nickel rides for children, and an annual aircare above which draws about 40,000 people- each. Highlight of this food show is a cooking school sponsored by the Cincinnati Gas & Electric Company.

A number of successful operators, LeSourdville's owners have long recognized the importance of selling days in bringing people to a resort. LeSourdville is located on a three-acre park.

Its 18-acre lake, fed by wells, is generally spherical in shape, and runs by the road. The lake is where the foliage is lowest. A good stand of large trees occupies most of the quarters. At the southern end of the lake are concentrated most of the park's attractions and, coincidentally, it is the site whereing is least. The large trees overlooking the lake will call like a huge thong to afford ample shade for pleasure seekers from the hot midsummer sun.

Spotted at this end is the park's own pool, its biggest money-

maker, a three-acre area separated from the rest of the lake. Here, too, are located the Dodgen, Roller Coaster, and Dazey, Go-Round, Whip, Pretzel, Flying Scooters, Rock. Also, miniature train, kiddie Auto, Kiddie Rockets. Further, the lake's miniature golf course, water toboggan, a balcony which operates on nights weekly. According to terrains, and an occasional circus, and a shaded gallery, Jock Ball and A.J. Hall drums, Pennie Arcade, AIB rifles, three lunch counters, novelty shops, etc.

(Continued on page 67)

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Chi Fair Buildings
Striking in Design

THE Chicago Fair of 1950, scheduled to open June 24 on the lakefront site used the last two years by the Chicago Railroad Fair, will be marked by the striking design of its buildings, not a few of which are revamps of Railroad Fair structures.

Probably the most unusual will be the Theatre of the Atom, sponsored by Westinghouse Electric Corporation. Its auditorium, seating 650, will be equipped with a glass-enclosed, air-conditioned, "blacked-out" stage in which demonstrations will be presented.

Armour & Company has erected a series of buildings in a layout simulating a traditional county fair and will offer exhibit of cattle, sheep and hogs, together with the food products and the by-products they yield.
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Gold Medal Products Co.

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CATERING to the tastes of a nation is a highly defined art at Hershey, Pa. The fabulous community, with a scant 4,000 population, whose name is synonymous with chocolate, harbors two multi-million-dollar enterprises — the largest chocolate manufacturing plant in the world, and a combination amusement-recreation center that is in a class by itself.

The model playground, encompassing 1,600 acres, occupies far more space than the chocolate factory, but the success of the latter made possible the vast entertainment-recreation setup. Principal units available for the satiety of every possible taste in recreation include the amusement park, sports arena, stadium, four golf courses and a theater.

If all of the fun centers conceivably could operate simultaneously and at capacity, amusement and recreation facilities could be provided for upward of 75,000 persons. The sports arena has 7,500 permanent seats and capacity increased by several thousands more for boxing or similar events requiring little space. The outdoor stadium has permanent seating for 16,000 patrons, and is so planned that it can be expanded into a horseshoe-type structure, thereby nearly doubling the capacity if and when the need arises. The ballpark has held 6,700. The outdoor swimming pools alone have accommodated some 250,000 in one day. Theater capacity is 1,904, while the amusement park golf course, zoo and museum can care for inestimable thousands.

Modest Beginning

Growth of the fun features located here has more or less run concurrently with the successful operation of the Hershey Chocolate Company. M. S. Hershey, founder and operator of the multiple enterprises until his death only a few years ago, started a park with just a bandshell and grass. The success of the presentation was not what he hoped for and he quickly analyzed the trouble as the lack of participation by patrons. Accordingly, he added a miniature railroad and a carousel, both of which gained immediate popularity.

At regular intervals during the past 25 years major units have been added to the funnel until today it includes all of the necessary units in the major and kiddie classifications. Twin Ferris Wheels were added this spring to supplement the Funhouse, Cuddle-Up, Pretzel and Aerial Joy Ride, which was obtained after the completion of the New York World's Fair in 1933. The Ballroom was first present; Merry-Go-Round, Old Mill, Roller Coaster, Bug, Scooter, Whip, minia-ture roller coaster, Kiddie Ferris Wheel, airplane swing, motorboat track ride, water boat, horse and buggy and auto.

Concessions

Other park units are a Penny Arcade including Skee Ball units, two croquet greens and two ball games. The latter comprise the only game concession in the park. The lack of concessions is explained by George W. Bartels, manager of the various amusement-recreation facilities, as necessary in the creating and continuance of a quiet atmosphere sans hawking and without pressure on patrons to spend. Hershey patrons are made to feel that they are welcome whether they spend 11 cents or nothing, he says.

In line with this is the fact that not one unit price in the park has been raised, at least since 1931, Muppets under 12 still ride most units for 5 cents, while youngsters 12 or over pay a penny tax for a total of 6 cents. A 20-cent fee is charged on the new Ferris Wheels, while the comparatively new Roller Coaster, unique in that it incorporates scenic beauty with thrills since it bridges a lake, rates 25 cents, the top price in the park.

Successful Operation

While it would appear that the low prewar prices in effect and the lack of concessions could only result in a red-ink report, the contrary is true. The operation is highly successful and this is justified for the moderate price policy, Bartels says. By way of example, Bartels quotes a letter from a Pittsburgh woman who wrote that she, her husband and their three children enjoyed the park features and returned home loaded with Hershey chocolate. They had attended the park features and returned home loaded with Hershey chocolate all on a $5 bill, not including transportation. The Hershey Park patronage is steady, and ever increasing because people know there is no gouging, Bartels said.

Because there is no paid gate it is impossible to determine actual park attendance and per capita spending. Athletic fields and picnic facilities are numerous and free within the amusement park acreage, and conceivably a great many visitors, especially those in the older groups, seldom, if ever, patronize the amusement rides. Getting people is the important thing. Founder Hershey always used to ask about the size of the crowds, never about the gross. The present management apparently feels pretty much the same way, knowing that if they get people the grosses will correspond.

Profile Aid Orphans

All of the fun features, together with multiple other enterprises ranging from hotels to a department store, are operated by Hershey Estates, a corporation separate from the group which operates the chocolate factory. President of Hershey Estates is J. E. Sollenberger, until a year ago manager of the various amusement and recreation facilities. The profits from the various enterprises are used to support 1,000 orphans and to educate them in useful trades at the Hershey Industrial School, a model institution of its kind.

The Hershey Park Ballroom plays name bands only and restricts operations to one night a week, except in the case of holidays. The usual price is $1.80, including tax. This, apparently, is just fine with patrons. Arnie Shaw opened the season with a good house and Louis Prima also scored heavily. Vaughn Monroe holds the house record with 6,700 paid. This marked the first occasion in the history of the dance that people were turned away.

The outdoor swimming pool, which actually incorporates three units, is a most popular with locker facilities for 400. In a single day it has handled 5,000 admissions. Pool No. 1, for swimmers, is 210 feet long and 60 feet wide; pool No. 2, for non-swimmers, 200 feet long and 180 feet wide; pool No. 3, somewhat smaller, is for wading. Total water capacity is 1,500,000 gallons and this is filtered three times daily. Pool adjacent to indoor pool is used as a wading pool.

SUNKEN GARDENS, ballroom, pool and golf club.

PART OF CROWD for Harry James and orchestra in ballroom.
Zoo Adopts Free Gate
If taking a war casualty, was reopened this year with a free gate, it isn't as large as it was when admission was charged but, nevertheless, there is a representative group of domestic and foreign beasts. The Pennsylvania State Game Commission took over one building for the new painting and educational exhibit of game. The co-operation of the State would have been lacking if admission was charged to the zoo, it was pointed out.

Wide and 262, feet across the Herhey Stadium, which has a present seating capacity of 16,000, and which will be enlarged to a horse shoe effect with a capacity of 27,000. It has two miles of running track and was used for midget auto races prior to the war. Although the races paid off with big grosses, they were not pursued because of fatalities. This action was taken at the direction of Hershey Estate execs, and not as a result of any legislation. The stadium is used for various athletic events and earns some revenue on a rental basis. The New York Yankees professional football team trains there annually and a couple of college games are earned each fall.

Arena Structure Unique
Hershey Sports Arena is the largest concrete span monolithic structure in Pennsylvania. It has seating for 7,200 spectators at hockey matches and for about 10,000 at events in which there is dancing. Rectangular in shape, it is 323 feet long and 230 feet wide, with a concrete floor resting on a reinforced concrete roof. There are no pillars or columns to obstruct the view. An Arena is used for ice skating, ice hockey featuring the Hershey Bears, basketball, cricket, tennis, including professional matches; rodeo; teams trains and other sporting events. The Bears play an average of 35 home games each season. Last year, for the first time in history, the team missed the play-offs. The Ice Capades show the Arena for two weeks each year. In the "24 an indoor arena was tried but the unique construction of the building makes it impossible to hang rigging for aerial acts.

Notable Broadway successes are presented each year in the 1,900-seat theater. Appearing within the last year were Mary Martin in Annie Get Your Gun and the road companies of Oklahoma! and Carousel, among others. Normally the theater is used for the presentation of first-run motion pictures. No slump in picture patronage has been noted here because Bartel believes, of the prevailing 40-cent admission fare. Harry Clump is the theater manager.

Extensive Flanking
At the Hershey Chocolate Company has never advertised nationally to aid its claim to a dominant position in the chocolate field and thus created a phenomenon in the history of American industry and enterprise. The multiple amusement units are ballyhooed in conventional fashion. Name bands, together with free concerts on Sundays and holidays, occasional free acts and many other attractions are used to lure crow is from a radius of about 80 miles, including many communities in Maryland. The area is drawn down to only 12 miles away, Lancaster, Reading and York. There are mediums for the various attractions appear to be newspapers and direct mail. Posters have been used extensively this season, and this year, for the first time, radio is being used heavily. Each year some 90,000 pieces of direct mail, including order blanks, are sent out for a bit of the year, and as shown this year, interest is continuing. The percentage of returns is reported very big. As a result, direct mail amounting to some 30,000 pieces in one shipment was used to announce the park's Depression features.

Television has not yet affected any of Hershey's amusements. The closest station to date is in Lancaster, about 10 miles away.

Picnics Increasing
Outing business, which has always accounted for considerable patronage at the park, is on the increase. Many schools annually schedule trips to Harrisburg to observe the workings of the State's governing bodies. In the afternoon a trip thru the chocolate factory is usual and after that the moppets spend the remainder of the day in the park. School picnic biz lasts thru the middle of June, after which the big play area in industrial groups begins. Picnics are usually scheduled for every day in the season.

The park closes Mondays because it is a poor day for picnics. During the war when help was short the Monday closings were inaugurated because of the difficulty in staggering working hours. An exception is made, in the case of holiday week-ends.

285 Employees
About 225 full and part-time employees are needed to operate the amusement enterprises. School teachers and students are used during the summer and for Arena and Stadium week-ends. Other than office help and execs, 22 employees are employed thru the year. They include a painter, sign writer, carpenter and three maintenance mechanics. The remainder are maintenance men and refreshment salesmen. Bartel is assisted by Lloyd Blince, who handles most of the booking; Howard Baum, operations manager; and J. E. Getzlema, Ad man.

Visitors to Hershey can easily spend a full day viewing the free features, including magnificent flower gardens, the zoo, a trip thru the chocolate factory. Actually, there is no need to spend money for a thorough enjoyment. But executives, with the successful operation of the amusement enterprises are operated entirely with the potential drain of patronage by free attractions. They believe, as M. S. Hershey did, that good product will sell itself. And they have a wholesome good product available on a year-round basis.

The Sanken Garden, ideal for sun bathing.

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GIVE TO THE DAMM TUMOR CANCE

GIVE TO THE DAMM TUMOR CANCE
"Stay-Ups" Stand Out

By Tom Parkinson

When Carl Wallenda quit his job in a coal mine, he didn't stop at the surface, but kept going right on up—up to a high wire and on to circus fame and the order of the Wallendas.

Sustained circus thrills for nearly 30 years is the Wallenda record, the seven-person pyramid with bicycles on the high wire never seems to lose appeal. Those who have seen the act dozens of times continue to freeze in awe when the bicycles stop halfway across, when the balance is never perfect and when Carl, with a Matthias Wallenda shout of "Steady!" as the gauges sag.

It was at Breslau in 1921 that Carl took his first high, narrow and hazardous walk on a European booking, a try with their own show and a mighty little fat little tight rope. It marked the Wallenda trail. Their name has become synonymous with their type of act and the Wallendas are the best current examples of building circus acts. They are the first of a kind. The family, figures name, the Wallendas are remarkable in many respects with those of other fields.

Carl's father was the first to go far as the Wallendas are concerned. The few members who don't have direct family ties with the others are reminded by Carl that if they're in the troupe, they have three family backgrounds. They are three closely connected families comprise most of the troupe.

In the seven-person pyramid are Carl and Herman Wallenda, brothers; Art Wallenda, the original Wallenda; Don Edwards, Phillip Kreis, and; and, trading off, Helen (Mrs. Carl) Wallenda, Henrietta Grotenfent, Phillip, Helen and Henrietta are the Wallendas.

Children Join Act

Edith Wallenda, Herman's wife, and Madelina Kreis, Phillip's wife, are assistants on the high platforms. Gunther, Herman's son, and Carla, Carl's daughter, also are in the troupe. Behc and her niece are regular members of the unit. Carla's son, Mario, has been with the Wallendas for the past three years.

Jack Switzerland

The Kreis family was with German circuses and carnivals. Herman joined them in 1919 and taught his wife to walk the wire. When Henrietta was 10 years old, she was standing on another person's shoulders while on the ground. Now she can walk the索走 the high wire-at the age of 10. She is a slight figure, a little ladylike but she has a way of being and builds. Carl's first was.

His grandfather, however, was first on the Wallendas, on circus paper. Grandfather Wallenda had a group of 12 Great Dane dogs and

or Henrietta that's left behind as the pyramid moves out, neither will watch the act. Each looks the other way and all she knows the troupe is safe-en the other side.

Take Two Tumbles

Twice in their long years on the wire the Wallendas haven't made that other side. Their first fall came shortly after joining the Ringling Brothers show. A horse struck the cable anchorage at Akron, and the Wallendas were caught in the final. They were saved, however, when they saved themselves made headlines:

The man caught the cable. Carl, dangling from the wire, caught Helen with his feet as she fell behind from her perch atop the pyramid.

Their other fall came at Schenecky, R. I., the first year they worked on high wire. Carl sensed something might go wrong and ordered the cycles left behind for that reason. While they were aloft, a storm washed down an anchor and the wire sagged loosely. Helen caught a guy wire and a prop man caught her. Joe Geiger, then a member of the troupe, caught the main wire. Herman struck the small mast or hand net used then. Carl jumped to a rig except Helen worked that night as usual.

Phillip Loses Eye

Shreveport, La., in 1940 was another eventful stand for the Wallendas. The troupe was with Ward Bros. indoor show. On the final night of the stand Frank Terrone returned from retirement to join the act in the place left when Geiger retired. On the final day, Phillips fell at the end of the act and was severely injured. Geiger was called back to fill in. Phillips was out for a year and still has not regained the use of one eye, but he returned to the wire when the act was ready.

Like their human pyramid, the Wallendas' story starts with one and builds. First was Carl.

When the war over, the Wallendas formed a small circus again and soon found that German Wallendas in 1920 didn't have enough marks to buy circus tickets. The season was poor.

To see themselves through the winter the troupe stopped in Saxony and the boys went to work at a coal mine. At a 10-year-old, Carl found that was desolate that mine.

Back to Mines

Spring of 1921 took the family to the Circus Malve, but business was bad. When the circus closed, Carl went back to the mines for the boys. Herman and Carl did John Robinson or a John L. Lewis out cut short the mining engagements and left home.

Herman went to Austria to join the Kastenberg act. Carl made his way to Breslau and sought out Weitzmann, a leading high-wire artist. At Carl Buschke. At the time, Carl recalled, high wire acts were not popular. Usually, they were used for acts, and performers worked simply on show dates.

Weitzmann told the youngsters once that Carl would do a handstand on the high wire the next morning. The thought of such a thing kept Carl awake all night and he would had to he had left any money. But when the time came he found it not a difficult task. Earlier, in a training on the family circus simplified and Carl first used a balance pole, it made it easy. Besides, the alternative. Carl elected to return to the Kastenberg act.

Carl and Weitzmann were successful with their new act and played every legitimate circus paper in Germany. Carl made his way to the Circus Sarasini in Germany. Wallendas, left to be on his own again—this time starting the act which led to today's success.

At 17, he hired a partner and they presented a two-high act at the Circus Strassenburg and elsewhere. His idea continued to expand and soon he had plans for a bigger act. Returning to Breslau, he bought new wire and net, as required in Germany, for a larger venture. Also, he enlisted the third person—Joe Geiger, who in 1949 was to receive a gold medal from Carl and the Wallendas for his work in recognition of more than 25 years.

(Continued on page 68)
June 24, 1950

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Candy Butler, Animal Trainer
Stint Gave Father Ed Sullivan
Insight of Big Top Trouper

BY GAY LIVINGSTON

WHENEVER a circus plays a New England date the first visitors on the lot is usually Father Edward S. Sullivan, the circus priest, known to thousands thru-out the circus and outdoor show world. Probably, he has seen a part-

ish of around 300 fishermen and
their families at Church of the Sacred
Heart, in the little seaport city of
Gloucester, Mass., but wherever the Big Top goes up around the world he finds performers ranging from
the acts to canvasmen.

He is perhaps the only priest to ever
be a circus horseman, the only one to have ever said mass under circus canvas, and the only one to have taken the lecture platform in behalf of the circus and its people.

In life and how he got into show business is as fascinating and adven-
turous as any of the many performers we met with special mirocscope medal, illustrating the legend of the last great Duro, designed by Father Ed. Over 3,000 of these medals have been given out to performers, and circus people all over the world.

Juggler of Notre Dame

The legend of the Juggler of Notre Dame was picked, Father Ed says, be-
cause it is best represented the circus. In the legend, the juggler having been turned thru a siege of illness, wishes to make an offering, but he can't see his juggl-
ing skill. He performs his best tricks in front of the statue of the Virgin, and legend has it that the arms of the statue moved forward in a gesture of benediction.

Father Ed has been locked in a cage with five lions for 15 minutes, al-
though in a new and different way. He was attacked by a boa constrictor, worked on a high wire, swam as catcher on a flying trapeze, handled bears, tigers, snakes, lions and monkeys, and worked out a whiz-bang straight
line for six chumps with pneumonias.

Born in Charlestown,Mass., in 1892, Father Ed took in the circus world at an early age. He remembers helping out on the lot for such sides as the Burgon & Daley exhibition, Floto, Hagenbeck-Wallace and 100 Ranch Wild West Show, on Sullivan Square in Charlestown. He was al-
ways fascinated by the animals, especially elephants, thus he mastered much of the actual show. After working for his ticket to the blues and渐渐的, he could invariably fall asleep, he points out.

Influenced by Benson

Looking back today he feels that his six-
foot, 200-pound priest, who has been a spiritual leader to many men and
women of the circus world for over 15 years, feels that his contact with
the late Benson, who founded Benson's Animal Farm, Nashua, N. H., and
was known internationally as one of the most animal men of all time, started his interest in the people of the circus.

During his last year in grammar school Father Ed got a job at the old
Leamington Park, Lexington, Mass., as a candy butcher, but soon after Benson took him on as a helper.

Inspiration—one of deep affection—lasted until Benson’s death in 1945.

Circus Fad

Under Benson’s guidance he learned
about animals and met the circus ex-
perts in their craft, as well as the men
that came to purchase animals. At an early age Father Ed was impressed with the men that worked the animals when one attacked and maimed a horse, and not only did the horse have to be taken under railings to retrieve peanuts.

"I still can’t go into a cage with
beasts that were the most dangerous of all animals," points
out that they have the strongest
jaws of all animals, he warns parents
and children in his circus lectures
about the danger of getting close to
a wild beast.

Call to Priesthood

When Benson left Lexington for
Norumbega Park, on the outskirts of
Boston, Father Ed accompanied him by
then he had taken his examinations. (He was graduated from St. John’s Seminary in Brighton, Massachusetts, in 1924.) In all, he served as assistant to Benson for six years in Lexington and two years at Norum-

beca and when Benson was commis-

sioned to lead a safari on a $560,000
expedition into Africa, to India-China in 1914, he offered him the job of No. 1 boy, and the boy, Paul, the special circus secretary, but the call to the priestship

was too strong, and Father Ed turned the job down.

FATHER EDWARD S. SULLIVAN

At the end of the first World War Benson brought back the animals he had helped to collect on a huge warehouse on a Hoboken, N. J.

The boy who was holding up the middle got panicked and dropped it. He

was on the head, a vulnerable spot, because the box constrictor uses its tail as a flail from its body and stuns its vict-
tims with a 2,000-pound blow.

The box began to level and its head came straight for me. I leaped and made the top of the nine-foot high Bostock Circus wagon, which Benson brought over from England, as a reminder of his early English circus days. The wagon is now at the Benson Animal Farm and it brings back memories every time I see it. We finally

ceased in getting the box into the
cage.

Start of Benson Farm

Hoboken residents weary of the weird noises from the warehouse, found Benson, given that he moved the animals to a health farm he owned in Nashua, N. H. Thus was born the Benson Farm, a new show place.

One spring six chimpanzees were shipped to the farm. Their heavy

coats were diagnosed as pneumonia, and the doctors prescribed streptomycin. Animals won't take medicine and they either aloof, Father Ed points out, and have been known to attack trainers and bear the
BUBBLE BOUNCE RIDES
1 Portable, slightly used, immediate delivery
1 Stationary, new, 3 weeks delivery

Very liberal cash discount for immediate returns and the money at this time of year.

Joseph J. Godin, President
INTERSTATE FIREWORKS MFG. & DISPLAY CO., INC.
31 Elm Street
Springfield, Mass.

DEPENDABLE
POWER
Has your old
Power Line
been
giving
doubtful
results?
Try
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ENDABLE
Trouble Free.
A reliable
better do
something
before you get into your Fairs and
Festivals. Dependability means the
most very
nearly with
same place of famous
1-10-61. ELI
Bridge Company
is in the
work for
suitability and are adaptable for any
type
of
advertising.
For
information
today.
Phone
Lion
A-4.

We Can PROVE IT!
Our rides are different. A Ferris Wheel 18 story, 12 people going up and down that can be moved without dismantling. No better newer
rides—DEPENDABLE. Ask about them and
our 5 other different rides.

JACOB E. DUNN
Box 12, Hertel Station
Buffalo, N. Y.

It's later than you think!
WRITE, WIRE OR PHONE
RIGHT NOW for our
plans, tailor-made to fit
your appropriation— or
for our representatives
call without obligation.
Prices are really low because
of
INTERSTATE direct-from-factory-to-you
policy.

In CANADA call on
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& DISPLAY CO. (Canada) Ltd.
196 Adelaide Street, West
Toronto, Ontario.
YOU can live like a KING

with a

Luxurious Living at a Price
You Can Afford

You and your family can live royally in the
smartest trailer ever created and yet have it fit into your budget because you have up to 8 years to pay.

The LIBERTY AIR-QUEEN contains many features of the nationally acclaimed LIBERTY Coach and Caravan models. There are many new innovations such as a 6'-9" ceiling, new placement of air vents, an aluminum exterior, new window design, rubber tile floor, and heating and cooling made, with an exclusive patented Comfort-Conditioning system.

Visit your nearest LIBERTY dealer today and ask him to tell you how you can buy the AIR-QUEEN with up to 5 years to pay, or fill in the coupon below and we will send you all the necessary information absolutely free. Act now—do not delay.

Up to 5 YEARS TO PAY!

MAIL THIS COUPON NOW!

K. L. SPENCER, President
LIBERTY COACH COMPANY
BRENTWOOD, INDIANA

Please send me FREE without obligation full information on all LIBERTY TRAILERS and the LIBERTY HOME PLAN that shows your specific family needs.

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OVER 300 FLOOR PLANS

WHEN you buy a LIBERTY, your dealer will help you plan "CUSTOM-QUEEN" it on his "Floor Proportioning of Home plan that shows your specific family needs.

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LEAVENWORTH, KANSAS

LOOK—PARKER DOES IT AGAIN!

We offer a complete Baby Q Carry-Us. All for only $6.950.00—take 2 seasons to pay—20 Jumping Horses, 2 Cherrios, upholstered and decorated. Carries adults.

Some sizes horses we have on 36 feet machine. Nothing like u ever offered by any other manufacturer. Carried on 1,160-foot truck. Come see it. Place your order now, only a few more for Spring delivery. Deluxe, 36 feet, 2-above $13,950.00—2 seasons to pay, $15,125.00—2 seasons to pay. Also 42 feet, 46 feet, 50 feet and larger.

C. W. PARKER AMUSEMENT CO.

HIT THE DECK

Get your share of the 1950 profits with our amazing new Boat Ride. Also manufacturers of Adult and Kiddie Chinaplanes, Kiddie Airplane, Slide and Ocean Waves, Write, Wire, phone for literature.

160 FRANKLIN ST.
Springville, N. Y

EWART RIDES ARE TOPS IN PERFORMANCE


H. E. EWART CO.

GIVE TO THE DAMON RUNYON CANCER FUND

Indoor Circuses Cue Outdoor Ops;
Tented Orgs Swing to Sponsored Dates as Means of Hying Biz

It's being said under some marquees that the day when a circus could plan a town without local promotion help is—er soon will be—all out and over.

Today it seems, however, that the circus has learned something. It's being forced, they say, by new advertising problems, contracting difficulties and the need for "guaranteed" income. Facing every circus now who is considering promotion changes is the question of how to avoid the additional costs of considering auspices, phone crews, book promotion, sales of performances or other methods, his problem boils down to advance sales. That advance means logging money ahead of time, and not just for one show, but for the whole engagement, might not come in show time. It means, in many cases, drawing up a contract, boosting charity tie-ups and local aid in clearing the growing problems of contracting.

Alternative "Wildcating"

The alternative is the standard practice of renting advertising and then learning at show time whether the campaign clicked or not. West Bailey Circus, for example, is in its second year with partial use of this system. Bailey Circus offers advance meeting tickets in some places. Extensive use of the independent advance sale, however, remains in the future.

RB Sells Shows

Developing into a significant policy on the Ringling-Barnum show this year is the plan for selling entire performances, usually to industry concerns. The idea is a favorite of General Agent Waldo Tupper, and it is based on the theory that the circus is such an amount in advance. A show at a certain location may keep the same seating at home but it won't cut the circus' basic income. Under good conditions capacity crowds that load concession coffers.

Show-selling is not new; circuses of 30 and 40 years ago usually sold all seats to a single buyer. But Ringling this year has tied sales out to the independent advance on the development. Shows have been sold to a company at Fall River, Mass.; to a Legion post in Arkansas; to Canadian stevedores, to the Montreal police and to others.

Reading, Pa., always before a one-day stand, was good for two this year because of the performance-sale plan, and it registered three full and one light house. A nearby company bought a matinee and a machine company bought a midnight show to account for two of the capacities. An added twist was that the rubber company employees came from a neighboring town rather than from the show's normal drawing area.

Teaters Seek Sponsors

By far the most frequently used advance sale system is that of auspices or sponsors. Several circus executives say this is the 'easy way' to book a show any more. This year more who operates covered market conditions for the indoor 23,000 that are sponsored on the list. Methods differ in detail, with some doing 30% on rooming and some on the advance ticket sales only and with some doing 30% on rooming only. There is no contracting to the auspices. Several tented circuses maintain phone crews for promotion, but many advertising for programs is still left almost exclusively to the theaters.

Jack Mills, whose Mills Bros. Cire- cus in the newspaper industry for several years, reports that sponsors are becoming increasingly difficult to negotiate with. BORMAN SALES CO.

Phone 521 • PHILADELPHIA, PA.

CARBONS! CARBONS! CARBONS!

for 60-inch 800,000,000 c.p.

ONLY 16c per pair

GUARANTEED 100% against breakage in shipment

PACKED 100 to a case

ORDER NOW!

TERMS: Cash with order.

SEARCLIGHTS

With or without metal caps, guaranteed

SPARE PARTS

Telephone Mr. Larry Luceford 1-2620

TOBY DEUTSCHMANN CORP.


The FIRST name in dependable transportation

Write now for complete details on

convenient payment plan.

trailer

BERMAN SALES CO.
New Kiddie Rides

BY EVERTLY

EYERLY AIRCRAFT CO.
SALEM, OREGON

Notices

Fred Lambert is no longer connected with this firm in any way, either as salesman nor as a member of the firm. He has not had any interest in this firm since early 1949.

ROLL-A-WHIRL CO.
St. James, Mo.

A New Major Ride
The Richelieu Space Ship

Amusement Co.

NEW INVENTORS

For Speedy Assembly and Tear Down "Kwikup" Steel Bench Frames

Trend Mark Company.
\n
New Plan Needed

But if this plan is to reach a peak of effectiveness and taper off, as is anticipated by some authorities, the plan will have to be amended or replaced. Circuses which need the assurance of an advance sale or an extra advantage in approaching customers may find that tiring new solution.

One alternative already established is the "name attraction" plan. Bros., Hopalong Cassidy and Dailey Bros. Joe Louis, for example. But it doesn't duplicate advantages of sponsorship and operators using it point out that there is a definite link to the number of names available.

Countering the whole theory that something new must be added to succeed, several of the present-day circuses as Al G. Kelly-Miller Bros. are들은 the traditional billing and booking on the strength of a title, advertise in the standard paper advertisements, heralds, offers plenty of animals and pure circus, and repeat well.

EYERLY BALY
THE WHALE

MIDGE-O-RACER

Catalyst

Downey "Teleskopic" Light Towers

"Lighting the Midways From Coast to Coast"

The 'ONE PROVEN AND PRACTICAL
LIGHT TOWER"

Showmen: Light Up Flash Shows, Spring Shows, Winter Shows.

The Downey "Teleskopic" Light Towers are endorsed by the LEADING State, County and District Fairs that have used them. Make it a hit at your Fair dates by lighting the Amusement Area with the Downey Light Tower and turn it into a "LIFETIME" attraction! In any tower, height, easily put up and taken down. With the Downey "Teleskopic" Light Tower you can make every show a "LIFETIME" attraction! 

Downey Supply Company
350 Arcade Blvd.
St. Louis, Mo.

Here's a Kiddie Ride With Big Earning Power

The Flash and Color of a Real Fire Truck

A proven money maker...wherever operated. Not a toy truck. A rugged miniature fire-engine, designed and built by the DOWNTOWN cie of Champions Fire Trucks for municipal shows. 

W. S. Darley & Co., Chicago, Ill.

Williams Low-Slung Safety Trains

For Illustrated circulars and prices

Immediate Shipment Now

GIVE TO THE DAMON RUNYON CANCER FUND

WILLIAMS AMUSEMENT DEPOT CO.
2820 N. SPEER BLVD.
DENVER 11, COLO.
TROPICAL DRINK STANDS
are the biggest money makers. You can build a reputation with "ESCO" fresh fruit drinks. With the equipment shown here you can set up a
Frankfurter-Drink Stand and at a very small cost. We will be pleased to help you get started.

SALES INCREASE 100%
With Fine Equipment • Made of Stainless Steel Throughout • Completely Cork Insulated • All Units Are Portable • Frankfurter Griddles and
Dispensers Are Available in Various Sizes.

WRITE OR WIRE
FOR MORE INFORMATION

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W. Kestenbaum, Inc.
Established 1895
1790 First Ave.
New York 28, N. Y.

K1118
.telephone: Allwater 9-5610

W. Kestenbaum, Inc.
Manufacturers

TICKETS
SPECIAL PRINTED ROLL TICKETS . . 10,000 . . $ 9.75
OR FOLDED MACHINE TICKETS . . . 100,000 . . . . . .30.00
Subject to Change Without Notice

RESERVE SEAT COUPON TICKETS
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STOCK TICKETS FOR IMMEDIATE SHIPMENT
WRITE FOR SAMPLES AND PRICES

New York Office—1564 Broadway, Palace Theatre Bldg.
Plaza 7-1426

(Shamokin—Phone: 1467)

NATIONAL TICKET CO.
SHAMOKIN, PA.

FIREWORKS
DISPLAYS for All Occasions!
CELEBRATION COMMITTEES! FAIR SECRETARIES!
Write for our catalog of magnificent fireworks display. Special programs made.

DISPLAYS FROM 425.00 TO °6.95.00
Expert operators available for large shows! Full insurance carried on all operated displays!

WRITE FOR FREE CATALOG!
RICH BROS'. FIREWORKS CO.
DEPT. 6-B
BOX 111
SIOUX FALLS, SOUTH DAKOTA

Wallenda Wire Act Sustains Circus Thrills for 30 Years

(Continued from page 6)

Together, Carl recalls, that broadened their business base.

For 1947 the Wallendas organized their own circus. The family
business was already in third generation hands; three years with the naval air force.

Members of the family put on nine shows a week at ball parks and grandstands for 18
weeks before deciding it had been a mistake.

Wallenda Circus Fails
Carl pays high tribute to the people who tuned him with that
success for their efforts and co-operation trying to make the show work. But it lost much money, and now they are trying to draw a big circus over that year.

The large family remained together until Carl's death and remained theirs for 18
years, when it was discontinued.

Big Act Starts
In 1947, Carl's idea was to build a seven-person pyramid on bicycles
that was the first of its kind. They had never done it before and

To make the large group an even better buy for buyers Carl developed it as a unit doing several acts, incluc
ing wire act, unsupported hand and ballet as well as acrobatics.

It is that act which has brought Wallenda fame. The act is now at
least one of the biggest successes of our time. They have had no idle weeks in more than a year and show own-
the troupe's services.

For the next step, Carl is busy with new acts for the present wears out or if someone comes along
hoppers together with the right kind of check. And another generation of Wallendas is being trained.

New Chevrolet
CARS AND TRUCKS
SPECIAL FINANCE PLAN FOR SHOWMEN
GET OUR PRICES FIRST
JOHN BUNDY
REPRESENTATIVE
Hausser-Standard Chevrolet
1235 STATE ST.
EAST ST. LOUIS, ILL.
POPCORN • PEANUTS
FULL LINE CARNIVAL EQUIPMENT AND SUPPLIES

Everything we sell unconditionally guaranteed—Send for 1950 Catalog!

1950 MIDWAY MARVEL
A completely new Plass Machine in design. Featuring Direct Drive, Variable Heat Control, Heavy Duty Ribbons, Stainless Steel Pan, Rubber Shock Mountings, and many other exclusive features.

STAR POPCORN MACHINES
CREATORS POPPERS
PORTABLE POPPING UNITS

ECHOLS ICE SHAVERS
Snow-King Ice Shavers
Serv-Ice Ice Shavers
Ready to Use Flavors and Concentrates

CANDY APPLE STICKS
Kettles & Furnaces
Concentrated Colors
Cheese
Crushed Peanuts
Shredded Coconut

CARAMELCORN EQUIPMENT AND COLEMAN BURNERS

TOP-POP HYBRID POPCORN
Top-Pop corn is carefully grown from specially hybrid seed. Try our TOP-POP Hybrid Popcorn and see for yourself how it makes money for you. Every bag unconditionally guaranteed.

HAND POPPING KETTLES
rebuilt popcorn machines

5 SIZES POPCORN BOXES, COMPLETE STOCK OF BAGS

SNOW-FLAKE SNOW CONES!
Get the original snow cone. Snow Cones, attractively printed in our exclusive red and green design with ornate, custom-made design. New Patented Flare Snow Cone! These flashy Snow-Flake cups will increase your snow cone business.

CHUNK-E-NUT PRODUCTS CO.

VIC ZINDA
231 N. 2nd St.
Market 7-1711
Philadelphia 6, Pa.

HANK THEODOR
2908 Smallman St.
Atlanta 1-6760
Pittsburgh 1, Pa.

ED BERG
1201 E. 6th St.
Tucker 1-1495
Los Angeles 21, Calif.

Local Warehouse Stocks
ALL ALONG YOUR ROUTE

America's Largest Selling
Popcorn Oil
popsit plus!
gives you these advantages

Butter-like flavor, color and aroma that sell popcorn . . . more volume and fewer "duds" . . . liquid in all weather . . . no need to pre-heat . . . convenient gallon can, easy to handle and to take with you . . . less cost to use . . . no waste.

Write for Names of Distributors Along Your Route
popsit plus!

Made by C. F. Simonin's Sons Inc. Phila. 34, Pa.

POPPING OIL SPECIALISTS TO THE NATION

NEW ELECTRIC CORN-POPPER
PROFITS GALORE!
$5 to $50 Daily Earnings!

Get in the popcorn business now and CLEAN UP!

Where can you make more money than in selling Popcorn? fairy tales? No more time lost for promotions. Where else are you sold unconditionally with customers. And for almost all prices, Popcorn earns top money in any market. And here's the possibility of your life to get it.

LOWEST PRICED POPPER ON THE MARKET PAYS FOR ITSELF IN A FEW WEEKS!

Popcorn is in high prices—easy to get—your market unlimited.

SALESMA! Write for PROPOSITION
YOUR DEPENDABLE SUPPLY HOUSE

SPECIAL PLUSH—30 INCH ESKIMO DOLLS, JOCKEY GIRL, PANDA BEARS, MAJORETTES, ETC. ALL 30 INCH, $36.00 DOZ. ASSORTED IF WANTED.

EQUIPMENT
- POPCORN MACHINES
- CANDY FLOSS MACHINES
- SNOW CONE ICE SHAVERS
- CANDY APPLE STOVES, ETC.
- CARAMEL CORN OUTFITS
- PEANUT ROASTERS
- PEANUT WARMERS
- HOT DOG GRILLS AND STEAMERS
- FRENCH FRYERS
- BEACH UMBRELLAS
- DRINK DISPENSERS
- NEON SIGNS TO YOUR ORDER

SPECIAL OFFER
MISSION ORANGE
PRE-MIX DISPENSER DEAL
1 Mission Model S.C. Pre-Mix Dispenser..............$32.50
4 Gallons Mission Orange, Grape or Lemon-Lime....10.00
Value..............$42.00
YOURS FOR ONLY $32.50
Which Means You Are Getting 1 Case of 4 Gallons Syrup—FREE—

SUPPLIES
- POPCORN—Bags, Boxes, Oils, Cones, Salt,
  Glassine Bags, etc.
- FLOSS PAPERS—5 Colors, Flavors,
  Vanilla, Anise, E-Walnut, A.A.
  Sugar is best for Floss.
- CARAMEL CORN—Coffees, Golden
  "C" Sugar, Butter Flavor.
- SNOW CONCENTRATES — Syrups, Cups, Spoons, Etc.
- APPLE STICKS—Color, Caramel Corn.
- PEANUTS—Raw or Roasted.

C.R. FRANK
National Distributor
2020 OLIVE ST., ST. LOUIS 3, MO.

EVERY DAY YOU DELAY BUYING STANDARD FOLDING CHAIRS YOU ARE LOSER—IN PROFITS IN SATISFIED CUSTOMERS—IN EVERY WAY WHY DELAY LONGER! BUY NOW!

SHIPMENT SAME DAY ORDER IS RECEIVED

MODEL 16 NET F. O. B. FACTORY. NO C. O. D.'S.
$2.60 EACH

MODEL 44
$3.00 EACH

CUSTOM DESIGNED FOR HEAVY DUTY PERFORMANCE
Built to handle the crowd, large or small.

THE FINEST FLOSS MACHINE YOU CAN BUY

- Thermoplastic Protection for Motor
- One-Piece Spun Aluminum Pan
- Life-Time Brush Assembly
- Cast Aluminum Frame
- Special Heat Control
- Molded Rubber Pan Supports
- Pre-Loaded Bearing Cartridge
- Double Spinner Band
- Fuse Protection for Heat Circuit and Motor Circuit

WEST COAST DISTRIBUTORSHIP OPEN TO LIVE-WIRE DISTRIBUTOR!

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BOX 249
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Write today for literature and prices.

THE STANDARD MANUFACTURING CO.
CAMBRIDGE CITY, INDIANA

THere IS NO SUBSTITUTE FOR "STANDARD" QUALITY

- WEST COAST DISTRIBUTORSHIP OPEN
- TO LIVE-WIRE DISTRIBUTOR!
ECHOLS IMPROVED ELECTRIC ICE SHAVER

AUTOMATIC FEED NON CHOKE GREATER CAPACITY

All the snow you need for your busiest day. Fill the hopper and start selling show cones while the machine continues to make an even grade of fine snow. Ladle, scoop, ice pick, funnel, 4 dispensing hoppers and cup dispenser furnished with each machine. Send 25¢ deposit, machine will be shipped balance C. O. D. All prices F. O. B. St. Louis, Mo. 16 H.P., 110 volt, 60 cycle A.C. motor. Ice Shaver and Plexiglas Snow Case, as Pictured, $250.00. IMPROVED Ice Shaver Only $200.00

ECHOLS HIGH SPEED ELECTRIC ICE SHAVER

$15.60

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South American deposit packed solid for PREMIUM General IMPROVED case. Send All makes of Ice machines, the State fair will receive 20 per cent of net. The balance goes to Prisoners Education and Recreation Fund. Fair is expected to raise about $12,000, and the prisoners' fund about $45,000. This includes a cut on concessions and proceeds which will run about $7,000 net.

The rodeo showed outside ballistic walls of the State prisons for the first time in its 15-year history. Fair officials pointed out that the rodeo never was viewed as money-maker for the fair, but served to maintain its reputation for bringing out the best and most unusual attractions of every type. The rodeo was considered a tremendous success, although it had only three sell-out crowds in eight nights. Rodeos never have been successful in Dallas before. The money the fair will receive was considered already.

Fair's grandstand was enlarged by addition of 3,000 temporary metal bleacher seats for the rodeo. Price range was $3.60 for boxes; $2.40 for reserved and $1.80 for general admission. Grandstand capacity represented 9,400.

Showfolk On Hand For Allen Funeral

HUGO, Okla., June 17.—Numerous outdoor showfolk friends attended funeral services in the First Methodist Church here Saturday (10) for Mrs. Helen Allen, Columbus. Mrs. Allen was a veteran truoper, who died suddenly in Idaho. She was buried in the family plot at Mount Olive Cemetery beside a son, Jimmie Allen, Hugo showman, who was killed in an auto accident in Texas last January.

Mrs. Allen was born in Milan, Italy, June 2, 1887, daughter of Mr. and Mrs. Silvio Mendonca. She moved to Hugo with her parents, George and Anna Luigi. When the circus was brought to this country in 1890, she was featured in the family show as an acrobat, acrobat and musician, playing the drums in the circus band.

Following her marriage to the late John Allen, a comedian with her father's show, the couple organized circuses and carnivals which later showed throughout the country. Since Allen's death, she had been in charge of concessions for such shows as T. C. Exposition, T. F. Dudley Alamo Exposition, and Carl Barnes. At the time of her death she was en route to join her children's show in California.

The survivors in her funeral included the following nine children, Mrs. Essie Martin, Alexandria La.; Mrs. Mark Brown, Million, La.; Mrs. Jackie Hill, Cecil, D. V. and Mr. Mrs. Joe Brown, Hot Springs, Ark.; Clele Allen, Bolivar Mo., and Roy Allen, Shreveport, La., and a brother, Gene Allen of Houston.

Showfolk friends who were Mrs. and Mr. Reid Galbreth, Mrs. Tommie Lamb, Mrs. and Mr. Carl H. Bohm, Mrs. Pete Lamb, Mrs. Dolly Roberts, Mrs. Kitty Harrison, Mrs. Fred Oliver, Mrs. and Mr. Sid Carter, Mrs. and Mrs. Bobby Moran and Mr. and Mrs. Bay Smith.

Prize Rodeo Grosses 118G

First show outside ballistic walls yields conists' fund 456. Dallas Fair gets 12G

DALLAS, Jun 17—Texas Prison Rodeo ended its eight-night stand at War Wagon Arid of Texas grandstand Saturday (10) with total paid attendance of 60,421 and a gross of $118,289 after taxes.

Increased attendance, the State fair will receive 20 per cent of net. The balance goes to Prisoners Education and Recreation Fund. Fair is expected to raise about $12,000, and the prisoners' fund about $45,000. This includes a cut on concessions and proceeds which will run about $7,000 net.

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LeSourdsville Pulls Out All Stops To Draw From Wide Area

(Continued from page 55)

whirlpool, hot ball and popcorn stands, and a boat and canoe rental dock to service park patrons and renters of 32 summer cottages at the lake's opposite end.

Dazey and Streifthau make some improvements each year at LeSourdsville, a policy that has paid off handsomely for the owners. This year, for example, they installed boulevard lights in the park and enlarged the beach with 11 carloads of white sand. Already tentative plans have been drawn to enlarge the swimming pool and bathhouse for the 1951 season.

The policy of making some improvements each year began in 1934 when Dazey, then an architect working for a ready-cut lumber company, purchased a 3.5-acre tract of land for a development. By 1941 Dazey, and his brother, Ernest, were co-owners of LeSourdsville.

By an odd coincidence, Dazey entered the LeSourdsville picture on the heels of a fire that destroyed the park bathhouse. In the past the bathhouse had been used for only the comfort of the cottagers but, at the time of the 1934 fire, was in the process of being enlarged on a larger scale. Daunted by the loss, the Streifthau family persuaded Dazey to put his experience to work on a project to expand the resort which at that time consisted of a small restaurant, minia
ture golf course, cottages, beach, boat and picnic area.

Expansion Under Way

No. 1 project for the park, the Streifthau and Dazey quickly noted, was the addition of rides. Not having the necessary funds to buy such attractions, the owners did the next best thing. They made an agreement with Ray Gooding, ride operator, to have Dazey design and build a Merry-Go-Round, Ferris Wheel and Chairplane on a percentage basis. That same year they added the dance hall and a refreshment garden.

Two years later the owners began buying rides and adding other permanent features—a program that has taken time but which nevertheless has snowballed the park into an operation with a first-class business potential.

In 1941 Dazey and Edgar Streifthau bought Ernest's interest, and the management has remained unchanged since that time. While Edgar Streifthau has left all business activities that occupy most of his time, he takes an active interest in the park management picture and is available whenever called upon.

Like many other successful operators, LeSourdsville's owners believe in giving the public the best possible cost consistent with good operating policies. They point out that the amusement park business is catering to people of moderate income, most of whom depend on the day's earnings. The only means of obtaining and keeping volume patronage, then, is thru an amusement outlet and service that will please patrons.

Three Important Factors

In this connection it should be noted that LeSourdsville makes special efforts to serve quality food, keep the park in tip-top shape, and hire personnel that is capable of coping with the whims of the public.

Beauty of the park is important to Dazey and Streifthau. They look upon LeSourdsville's tree-shaded areas and carefully manicured shrubbery as assets that are likely to have a better class of people to the park and bring them back repeatedly. LeSourdsville is also distinctive for its cleanliness.

The owners also have taken a leaf from the book of other successful operators in hiring educated help. Knowing that the right word spoken at the right time will win friends for the park, especially if spoken to a disgruntled customer, LeSourdsville drafts much of its help from the ranks of school teachers and college students.

With the end of the school term these people are ready and able to take a flying start in the amusement park business. It provides them with extra money during the long summer vacation and gives LeSourdsville a plus value in its relations with the public.
A.B.T.'s great new rifle sport

and profitable operation for:

- amusement parks
- arcades
- carnivals
- hotels
- bowling alleys
- restaurants
- club rooms
- church bazaars
- wherever people gather

THE NEW A.B.T. RIFLE SPORT is ideal for all types of locations and includes a number of new features.

CARTRIDGE VENDOR

"Rifle Sport" can be completely coin-operated.

WRITE TODAY

for our beautifully colored, illustrated literature giving the complete story of Rifle Sport, including price list.

THE RIFLE SPORT COMPANY

723 North Kedzie Avenue, Chicago 12, Illinois

Please send full details of your Rifle Sport and time-payment plan.

Name ____________________________________________________________________________

City ___________________________ State ___________________________

I now operate ____________________________

THE RIFLE SPORT COMPANY

723 North Kedzie Avenue, Chicago 12, Illinois

FLYING KING MANUFACTURING CO.

120 EAST 37 STREET, NEW YORK

Dealers wanted in all parts of the United States for the world's best all-steel western rodeo saddles, saddles for all purposes, and the world's best all-steel western saddles for all purposes. Dealers wanted in all parts of the United States for the world's best all-steel western saddles, saddles for all purposes, and the world's best all-steel western saddles for all purposes. Dealers wanted in all parts of the United States for the world's best all-steel western saddles, saddles for all purposes, and the world's best all-steel western saddles for all purposes.
About 40 Hollcyrane will be operated at the Canadian National Exposition, Toronto, this year, according to Dave Russell, Como Manufacturing Corporation, Chicago.

Frank R. Winkle, manager of Auto Racing, Inc., Minneapolis, was in Regina, Sask., recently, completing plans for his series of big car races in Western Canada. Don Perrin will mark his 13th consecutive year as arena director of the Frontier Day Rodeo, Swift Current, Sask., June 30-July 1. Peggy Minor, trick riding and roping, and California Bobby Hill, clown, will be featured.


Constable's Kiddie Rides of Founta

in Counties, Inc., have been signed to operate in Chicago, the Joyland and Ice Cycle celebration at Batavia, Ill. Mr. and Mrs. Ralph R. Robinson of Del


dal, Wash., and recent visitors to Constable's ride factory where they took delivery on June 23 on a new standard kind

dle ride. The Robinsons are planning a park in Indiana this season... Joe Dow, secretary, Ingham County Fair, Mason, Mich., and Ben Sawyer, lot man at the Saginaw Fair, were guests on the World of Pleasure Shows during the org's Lansing, Mich.

Human-interest angle in a park family was utilized for the first time this year by the Detroit Times with Walled Lake Fair (111). Pup, youngest child, a motorcyclist, is at the wheel of a speedboat, with a big grin on his face, was headline. Group's annual children's day at the Child was Chuckie MacMahon, 5, and Pauline, another woman park owner, Fred W. Pearson. Tie-in for this pictures is the fact that Pearson's father, the late Joseph Pearson, is an engineer on the Cunard Line.

Harry A. Kuh, former New York newspaperman and public relations director for International Harvester for the past 10 years, has joined the Vooren-Flecks Agency, Chicago, as advertising agency head, and on this basis has been given the assignment of starring the company's products in the new season. His exploit is hosting a film, a 16mm film, on V-FPro at the Chicago Community College.

George A. Hamid Jr., is authoring a book on the life of his father. A number of calls for full publications to coincide with World of Pleasure Shows included Gien Childers left New York June 17, for a six-week vacation at Mason County, Ia.

Mr. and Mrs. Samuel Bakermans and son, Monte, of Coney Island Park, visited Yarrella and Buddy Walkins, of Philadelphia (14) at Palisades Park, Palisade, N. J., where they are appearing with their circus act. The Bakermans left Monday (19) for a two-month tour of Europe. Sharon Green, the booking agent, also spent the day at the park.

Pa. Race Group Formed

READING, Pa., June 17.—A Pennsylvania chartered springs charter has been issued to Sinking Springs Sports Arena, Inc., here, authorizing the new firm to capitalize at $25,000 to establish an auto race track. Incorporators are listed as W. Earl Potteger, Pottstown, Pa.; Edward Gavin, Pottstown, Pa., and Charles W. Rhodes, Pottstown.

Adolph Hitler's genuine personal armored limousine

Collected by Frie French Foreign at "Berenhampden," World's most talk about car and official state car of Mr. Hitler. The limousine was given to him by the German Federal Government, the German American Bund, the German American Alliance, J"auxes and Celebrations and Charitable Organizations. Attractive show piece on tractor-trailer. Can set up in any city, last or street. Street or nil. 5000 miles at $750.00.00.

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All Sizes—NEW AND USED—All Styles

SOUTH FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine

CAMPBELL TENT & AWNING CO., INC.

100 CENTRAL AVE.

Altoona, I o n o .

SOLDIER FIELD

CIRCUSS SET FOR KENNEN FIELD

Other Shows May Follow Chl

CHICAGO, June 17.—The Sister Kenny Polio Fund Circus in Soldier Field here tomorrow (18) is reported to be the first in a series of such shows to be held in six major cities throughout the country.

To be booked by Dave Malcolm, manager of the tour show, a general admission will be 60 cents for children and $1.20 for adults, with a $2.40 box and box offices at $2.40, all including tax.

Ticket sales will be handled thru the State Street Council, Chicago banks, the Chicago Restaurant Association, Insurance, Exchange Mart, railroad stations and neighborhood shopping centers.

Special Days

Special days are sked as tie-ins with local veteran's groups, neighborhood civic, fraternities and fraternals organizations.

Malcolm will emcee the show, with Benj. Sharp's group providing the music. Talented signed by Malcolm in Chicago, with shows by the Cleveland act; Graton's, high wire; P. J. Kings' bicycle, ramp, Flying Tigers, how to fly; Dotty Dalrymple, away pole; Dolly Jacob's animals; a horse and rider, and Joe Sardi & Miss Luxen, act; Anteles, perch pole; Budolph and Jean, roller skating; Shirley and Rosy, tumbler act; and Alex Salder, trampoline artist.

Joe Louis, Dalley Circus Owners Talk Extension of Tour

LAKE IDLEWILD, Mich., June 17.—An early decision as to whether Joe Louis and the Dalley Bros. Circus, now touring Eastern Canada, will extend their engagement to the Midwest, has been made according to C. K. Gibson, the Brown Bomber's attorney and in-house manager. Visiting here today, Gibson pointed out that the main decision between the Dalley show owners terminates next week and that an extension of the tour is now in the coordination stage. He described the tour thus far as having achieved all previously stated results, and indicated that Louis is willing to continue and that the decision in reality rests with the Dalley owners. The current deal talks for Louis is to get $1,600 a week.

Outdoor Talent

Set for Big Role

At Moncton's Cele

MONCTON, N. B., June 17.—Out

door show biz will play an important part in this city's Diamond celebration skedded for July 30-Aug.

12.

Lunch shows will provide the midway July 31-Aug. 5, Harry Snyder's Water Polices of 1950 will be shown daily. Thursday was set aside for four nights, a George A. Hunter and his Circus combination included a Miss Montague pageant and the Maritime Firemen's annual tournament.
JOHN FABICK TRACTOR CO.
3100 Gravois Ave.,
St. Louis, Missouri.
(Phone: Lacled 8900)

BASEBALL PITCHING MACHINES

Now baseball fans can have all the thrills of facing a big league pitcher with the ELECTRO PITCH AUTOMATIC BASEBALL PITCHING MACHINE. Like the big teams use in spring practice, designed for outdoor driving ranges, amusement parks, seashore resorts, carnivals, etc. Baseball driving ranges are now under construction in New Jersey and Penn. This is the largest boom to hit the great outdoor amusement market. Investigate now. Write, wire, phone. Jack Gray, President.

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FOR ICE BALLS, ICE CREAM, FROZEN CUSTARD
AND DRINKS
A Complete Line of Flavors, Certified Colors, Citrus Acid, Paper Cups and Safety-Edge Tin Spoons.
WRITE FOR SAMPLES AND PRICES.
All Flavors Guaranteed to Comply With Pure Food Laws.

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St. Louis 6, Missouri

FLOSS OPERATORS!
No cotton roll necessary with our new efficient Floss & Flavourless Floss machine. Put either on your counter and go to work. Perfect mechanism. Bad control, disease or wet driven. Write for information. Also machine-made floss cones, cords, Hosiery Floss, Flavourless Floss & Flavourless Flavourless Paper cones for Tins, etc. Write for information.

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Genuine
AIR CALLIOPE RECORDS
FOR MERRY-GO-ROUND, CARNIVALS, AMUSEMENT PARKS
Send for Free List.
KLI-0-PEE RECORD CO.
Box 1555
SANTA ANA, CALIF.

AMUSEMENT RECORDS
418 W. 49th St., New York 19, N. Y.

GIVE TO THE DAMON RUNYON CANCER FUND

"CATERPILLAR"

DIESEL ELECTRIC SETS
built into portable Trailer Unit. This FABICK - "CATERPILLAR" Combination is the last word in low Power Cost - portable power- and dependable, long-lasting power.

WRITE TO FABICK
for specific facts to fit your Show Lighting Needs, and ask about our Special Showman's Finance Plan.

FABICK offers Top-Notch Service and Parts facilities to match the performance of "CATERPILLAR."

New and used Generator Sets available for immediate delivery.

ORIGINAL - AUTHENTIC - 66 KEY ORGAN

CAROUSEL MUSIC

DON'T WORRY IF YOUR ORGAN BREAKS DOWN, OUR RECORDS WILL TAKE CARE OF YOUR MUSIC PROBLEMS - FOX TROTS, WALZTES, OPERAS, MAZURKAS, POLKAS AND MARCHES.

20 RECORDS VINYLITE UNBREAKABLE RECORDS 40 SIDES

A-100 LET'S TAKE AN OLD FASHIONED WALK
A-101 WITH MY EYES WIDE OPEN I'M DREAMING
A-102 HOW MANY G'S IN PEGGY BIBIBI-KOBIBI-BOO
A-103 SOME ENCHANTED EVENING
A-104 ENJOY YOURSELF
A-105 THE LAST Waltz
A-106 OLD TIME WALTZES—PART 1
A-107 FEAST—PART 1
A-108 LIGHT CAVALRY MARCH—PART 1
A-109 THREE O'CLOCK IN THE MORNING

A-110 WEDDING OF THE WINDS—PART 1
A-111 OFFICIAL WEST POINT MARCH
A-112 PAUL LUKES SATIR TAKES
A-113 SECOND FEMALE FROM TAVIATA PARTS 1 & 2
A-114 LOVE SONG OF RINALDO
A-115 BEER BARREL POLKA
A-116 EL RANCHO GRANDE
A-117 MAN WITH MANDOLIN
A-118 LITTLE RED FOX
A-119 LAUGHING POLKA

AMUSEMENT RECORDS 418 W. 49TH ST., NEW YORK 19, N. Y.

GIVE TO THE DAMON RUNYON CANCER FUND
Talent Topics

Grandstand talent line-up at the McVitty, Tank, Fair grounds begins with Joise, Louise, acrobaticist, Al Weir, clown; Skating Millers, roller skaters; Pat and Willy Levoloe, slack wire; Kong Troops, acrobats and clowns; and Ken Lambert's Show was booked by Keith T. Crowe, New Westminster, B.C.

Great Eugenes, high wire, closed a week at the Tank, Toronto, recently... Three Misos, high act, are booked to the State Fair of Texas, Dallas, for the Labor week end... Miss Lucern, acrobaticist, closed her season (15) with Tom Park's Circus at Salem, Ill., and, after playing a week at a Gary, Ind., celebration, will perform at the American Legion celebration in Denver July 4... The Maybes and the Aerial Enders, high acts, have been booked for Harker's celebration in Pittsburgh, June 28-30.

Jack Sweetman, circus master, is not troup ing this season. He's night manager of the American Hotel, Clevelend, 0. Jack visited King Bros. and Biller Circle management and reports that both did good business. He said that he enjoyed visits with Joe Rossi, Vice President, and Le Manufacturing King org... Irma Zavatta, of Irma and Ria, uncyclic and unsupported ladders, became a nativized American citizen June 6. She came to the U.S. from Germany in 1939 with the

Four Sidneys to join the Ringling Bros. and Barnum & Bailey Circus.

The Chamberry's, casting act, open a new season at the Davenport, Clermont and Dream Park, Rochester, N.Y. . . . Stardust, a new aerial thrill act, is the free attraction of the Riverside Park, Agawam, Mass. . . . Juggling Jewels were a sensation appearing in the night of thrills. Frank Wirth in Washington June 15.

Talent line-up for the Voorhees' Summer Follies that will play the Chicago Civic Auditorium, July 1950 includes Jan (Twinkie) Lee, leader of the Le Roy Twins, Ronnie and Boots Roberts, Kenie Lamb, Dennis and Darlene, Roberts, and Don Jo Webster. Three circuses in the road company, skedded to play planetarium shows, include 18 Walker, Betty Jane Ricker, Bill Keefe and Finlee Cousins, Bobby Temple and John and Lankin Ward, Mages, J. Siler, Maxines, John Robertson, Wally Kompany and Mages and Ricker, George Stovang, and see the latter unit. Truly McGee is an excellent acrobat who can combine Danylock music arranger for both units.

Flying Fishers recently appeared at Sunset Park, Phoenix City, Ala. They begin Northern fair dates June 30 in the

Seattle Sea Fair Inks Aqua Follies; Start 235G Theater

SEATTLE, June 17—Aqua Follies, top act of the Seattle Sea Fair, apolo Aquennial, this week was signed to be on hand here when the Fair opens at the Seattle Sea Fair here, August 11-22.

Sea Fair will be staged in a new $253,000 open air theater now under construction on the shores of Lake Union. An outdoor 110-foot semi-circle pool also will be built.

Jack Brophy, producer-director of the show and top man in its directing organization, Aqua Follies, Inc., is here for the show. George Gun, Jr., president, and Walter V. van Camp, manager, Pacific Coast, for Greater Seattle, Inc, Sea Fair sales office.

Declining to disclose figures involved, it is said the show is for 10 years with options, calls guarantee against a percentage of gross.

Cast will be the same as at the Minneapolis Aquennial. The show includes the following water performers: Hopkins Twins, Virginia and Marion; Patty Fairbrother, 18-year-old Harlan, Jimmy Patterson, Earl Clark, Charlie Dohm, Eddie Chamberlain, Tom and Chuek Robinson. Helen Will is due to the Best show.

Stage acts include the Florida Trio, novelties, Gene Sheldon, music, and Funny Fancie; photo comics; Tom Martin, emce; and Burt Hanson, circus head. The act will be directed by Johnny Williams.

Attendance Off 2,300

At Milwaukee AAA Races

MILWAUKEE, June 17—Despite an advance sale that exceeded 1949 output by $100,000, fans on Saturday were unable to fill the 100-mile AAA National Championship car race at Wisconsin State Fair Park and the fans at the closed gates on 600 racers, left for course off about 2,300 from last year. Total attendance was 29,455, compared with 31,781.

Some 3,000 overflow infield standing room tickets were sold, compared with 4,000 in 1949.

Woodside, WFIL Join Forces in Philly Promotions

PHILADELPHIA, June 17—Expected to be one of the season's biggest promotions at Woodside Park for June 18, WFIL and Woodside are today in cooperation with local station WFIL. Tickets good for free and half-price rides at the park were distributed this week in connection with the Frank and Seeder Department Store, Parkway Bakery and each of their downtown branches. The promotion included a $1000 cash prize. A drawing will be held and a poster to the audience for the WDQF-FM Sports Clinic program. In all, 2,50000 ashtrays will be offered as souvenirs of the day to park patrons.

Award to Dock Jock

A feature will be the presentation of an award to Dock Jock, a member of the crew, for civic accomplishment to the Civic Auditorium. The Summertime Spectacular, in the vicinity of Metamora, and his activities on behalf of shut-ins. Attractions planned by WFIL include an all-day music festival, a fair variety show, broadcast of the morning and evening programs, tests and auditions for teenagers, with the winner to appear on the Park's stage. The Beauty contest winner will receive a $100 S. S. savings bond and a cup, with two runners up being second and third place winners.

American radio and television personalities taking part in the two stage shows are LeRoy Miller, Tom Beach, A. L. Sensenig, Jack Jackock, George Cullen, Dale Walsh, Violet Hale, Babs Ryan, Pancake Pete Newman, Charlotte (Magic Lady) Dennis, Good News Gamer, and announcers Randy Kraft, Joe Novoson and Howard Brown.

Cedar Rapids Rodeo Draws 5,000; Annual Set-Up Seen Certain

Cedar Rapids Rodeo, 1a. June 17—Roping, Roping, Roping; Jack Buschbaum, of Lanester, Wis., were top money winners in the first annual Cedar Rapids Rodeo, which closed a three-day engagement Saturday June Down here Sunday (11).

Gate on the final day tallied 5,000 and it is expected this will be the largest show of this year's experimental show.

Rikoff won calf roping and second place in bolting, Buschbaum won bareback riding, bulldogging and second in saddle bronc riding.

Judge Frowns Upon A.A. Auction Units

ATLANTIC CITY, June 17—Declaring the 11 auction houses operating along the Boardwalk here are out of control, Superior Court Judge Frank T. Lloyd, Jr., today has issued a temporary restraining order against Superior Court Judge Frank T. Lloyd, Jr., today has issued a temporary restraining order against an association of auctioneers, representing 11 auction houses, who have engaged in gambling and that unlimited issuance of auction licenses would hurt the general welfare. Observation was made that the association is composed of auction house operators, including the late John S. Hull, the late John S. Hull, Bublsi, and Robert Diamond.

Lumping auction houses with gambling establishments and like establishments, the judge classed them as "third-class carnivals," and held that indiscriminate issuance of licenses would drive them out of the Boardwalk and ruin first-class hotel patronage.

Beatty Outlines Trek To Canada; Other Outfits in Shifts

CHICAGO, June 17—Clyde Beatty Circus which has been a regular Canadian visiting attraction, will skip the dominion this year, according to Paul Eagen, general agent. He reports that a combination of adversities and prospects for no better than average business prompted the decision.

Ringling Bros. and Barnum & Bailey earlier than usual, with the Lake Shore special, do not reach Chicago June 16, and will not reach the Great West Coast until July 10. The CRB then will loop back East but will omit Upstate New York. Ringling's entire chain of shows are affected by reports from routing policies in recent years, as Beatty, reportedly will make the West Coast run and jump from the East, where it is booked into July. Al G. Kelly-Miller Bros. has entered Illinois for a number of dates. In other sections it is said as Minnesota as it moved into Wisconsin, Mille Bros. Circuit is playing Missouri earlier than usual. King Bros. jump across the border to Canada this July.

Patterson Does SRO; Avery's Modern Org

NSG in Tie-In Date

PLINT, Mich., June 17—Combined attractions policy here last week-end paid off for the Patterson Circuit but proved a money loser for Avery's Modern Shows. The units teamed up to play the Detroit Free- deemer Church doing fair business on rides and concessions. However, the tie-in relationship at both matinee and evening shows for all three days, according to Edward (Red) Howard, general agent of the Avery org.

Avery's Modern Shows, which has acquired the Detroit area this week to play Farmington and Six Mile Roads, under auspices of the new Livonia Rotary Club. They also have booked an annual tie-in to Flyer's Club at Detroit and Grand River roads in nearby Redford Township, under St. Agatha Church auspices.

Bloomdale Horse Show Set

Attracting the attention of horse fanciers, the Bloomdale Horse Show arrangements were completed this week for the staging of the fifth annual show here this week. The Bloomdale show here August 20, 1942, soared to the top of the Bloomdale show in the annual event's program score book are to be used to purchase tickets to the Bloomdale Follies.

The Dykem Company

ST. LOUIS, Mo.

RE LE Popcorn, Golden Yellow

(Priorly Called "Nucol")

Designed to be added to, or substituted for, normal cooking oil, etc., in deep-fryers, etc., for the preparation of deep-fried foods, or as a substitute for part or all of the normal cooking oil, etc., in shortening in the home. Use 1 part Nucol for 4 parts of other oil.

READY TO DIP CARAMEL

For Caramel Apples

All you have to do is heat and dip

Cost 24c lb. in 10 lb. tins.

Food & Popcorn Supply Co., Inc.

St. Louis, Mo.
Tradition Plus Unusual Features Secure Top Spot at Coney Island For 53-Year Old Steeplechase

By Tom O'Connell

NEW YORK, June 17.—In 1907, when Steeplechase Park was opened, it was hailed as a triumph of the funspot in 1897, lost little time in having a fence erected around the ruins to ready it for business under a permit from the Board of Aldermen, in the ruins of Steeplechase Park for only a dollar. The same spirit of enterprise persists in the first amusement park since that occasion.

A virtual moving to the park's coast of art is a picture of a grinning, juggling trolley on an enormous mount and two rows of teeth approximating a dentist's dream. This trademark, coupled with the show at Steeplechase Park, the Funny Place, is as well seen through various forms of advertising as any other New York landmark.

Unusual Ride

George C. Tilyou, the founder and estate operator before founding the park, began his enterprise with $1,000 capital. The funspot takes its name from the original ride installed there—the Steeplechase lookout, which was given by Tilyou and still one of the park's most popular attractions. This device consists of eight high-moored horses mounted on as many separate tracks, with each horse moving at different speeds. The ride, a mile in length, makes a circuit of the funspot.

Tilyou built as many as 10 rides a year, with a given variety and novelty in the way of a park than anyone else. By 1915 the amusement park was 20% owned by Tilyou and Miller, and 30% owned by the Steeplechase Pier, which was only recently sold to the city, and a stretch of beach. The pier, which is the only one in Coney Island, Tilyou continued to install amusement devices, frequently selecting foreign devices for use in this country and abroad.

Tilyou Ownership

Upon the death of his brother, who died in 1914, his eldest son, Edward F. Tilyou, took control of Steeplechase, and with his three brothers organized the Steeplechase Corporation, which has been managing director; Frank, publicity director; Marie Tilyou, a daughter of the founder, and Mary C. Tilyou, widow of the founder, chairman of the board of the park corporation.

Hub of Steeplechase is a five-acre expanse of land, called the Beach Front, featuring a sparkling, multi-colored interior, the building is made of stained-glass windows and is illuminated by thousands of electric lights. The horse ride has its starring point at the end of the building. The structure can accommodate 1,000 people comfortably, and to the ocean inlets are screened. Loungers spotted at various points around the continuous music while the park is in operation.

Plenty of Action

In the center of the pavilion is a giant electric organ. In front of the pavilion are bicycle rides, giant slides, Dodgem and a barrel ride. There are also a Soda Fountain, Pool Table, devices which depend on electricity, and a vocal from a whistling platform. A balcony is part of the pavilion, and park electric plants, and also operates the mild electric shock devices and air lift. In one corner of the pavilion is a Babyland, which offers rides and slides for smaller children. This section is not one of the main places for lost mopeds.

An adjunct of the pavilion is the Tele-}

expect to tab grosses well ahead of last year's figure. In addition to views already named, Steeplechase staff is James J. O'Connell, manager; Lorraine Bramble, secretary; Leroy McGuire, ride superintendent, and Ed Spitzenburg, and W. J. Burbridge, music directors.

George Schmerch, and Michael Buesing, Ferris Wheel; Karl Schwof, and George Killby, Kiddie Cariol; George Wolfarth, Silver Steak, Peter Andretti, Roller Coaster; Alex Salerno and August Pone, bicycles; Walter Robinson and P. O'Hara, Carousel; Armando Infante, L. C. Carne and D. F. Sconors, R. Holley, M. Conell, L. Castellano, W. Bigney, C. Maguire, H. Doyle and J. J. Shiell and Humm Pool Table; Joseph Balsamo, M. Longaberti and J. Chieffo, merry-go-round; Elvis Kosier, James T. Mur-}

Weather, Flag Day Events Hurt Biller

GREENFIELD, Mass., June 17.—Biller Bros.' Circus stock and personnel took part in a Flag Day parade (200) and an elephant put in an extra lick by punch-}

The new BIG PROFIT

Made with NATIONAL'S

SHOWMAN MODEL

THE NEW
BIG PROFIT

POPS MORE CORN
SERVES MORE PEOPLE!

MAKES MORE MONEY!

• Sparkling Stainless Steel

• Heavy Duty Speeds

• High Popping Capacity

• New Type "Popping"

• Compact Construction

Manufactured by

Bizzelle Cinema Supply Corp.

420 WEST 64TH STREET
NEW YORK 19, N. Y.

Write for detailed information and prices.

Hampden Beach Casino Readi New Features

HAMPTON BEACH, N. H., June 17.—John Dineen and associates are setting up the Hampden Beach Casino, which boasts a new central feature illuminated by a neon-lighted, placed, life-like facing, 45 feet, and indirect fluorescent lighting for the front entrance, reportedly the first of its type in the country.

Casino's promenade has been extended toward the boulevard as much as seven feet in some sections. Dancing may be presented every Saturday night, with Ted Herbert's outfit as the house act, Ralph Flanagan is set for a July 1 appearance at the Casino.

Dineen, whose family has operated the Casino for 25 years, plans thru many changes and additions at the spot, including a new coffee shop, kitchen equipment and decoration, take-out French fried and fresh clam stand, tile dressing rooms for women.

Dineen has added to the Hampton I use sports a new Colonial-type entrance and a bigger lobby. TV sets have been installed in many of the beach's guest houses. Another innovation is the North Shore Shopping Center, modeled after similar centers on the Gulf Coast, a lay-}

In the town, spoiled business for the show. Each performance crew a half-house.
HOME on this range! MIDGET ELECTRIC KITCHEN for GIANT MEALS $12.95

THAT'S ALL! Cost Government $49.00

- Hot Cup, Stainless Steel—Soup, Coffee, Broth (the kind you see on lunch bars).
- Aluminum Grills—Hamburger, Eggs, Steak, Pancakes.
- Hot Pots (3-Quart)—Heat Canned Food, Stews, Pasteurine Milk, Water or Heat Syrups.
- Plastic Shakers—Salt, Pepper, Sugar.
- Storage Space—Cleaning White Compartment.
- Weighs Only 40 Pounds—Can carry Cover, Too!

USE ON ANY 110-VOLT AC OUTLET
Send Only $12.95, Check or Money Order—No C.O.D.
Transportation Charges Collect.

A TOP PREMIUM NUMBER
Buy One at $12.95 and Ask for Special Quantity Discounts.
(Parl Post Cheaper, Railway Express Quicker—You Name It.)

NORWOOD APPLIANCE CO.
921 PROVIDENCE HIGHWAY
NORWOOD, MASSACHUSETTS

the NEW Sani-Serv
the continuous DIRECT DRAW DAIRY FREEZER

The 1950 Sani-Serv Freezer models feature over ten big improvements, making it the biggest profit maker on the market.

CONTINUOUS OPERATION ASSURES FREEZER-FRESH PRODUCTS AT ALL TIMES.

- Produces Soft Ice Cream, Frosted Mints, Sherbets, Frozen Custards, etc.
- New, Heavy Duty Control Switch—Silent Chain or V-Belt Drive.
- New No-Drip Dispensing Valve and Silent Dasher Drive.
- Sound-Proofed Stainless Steel Panels for Extra Operating Efficiency.

Write for FREE illustrated folder, complete with profit chart.

GENERAL EQUIPMENT SALES, Inc.
824 SOUTH WEST STREET—INDIANAPOLIS, IND.

George Whitney's Showmanship Turns Playland Into Payland

(Continued from page 53)

that gave a high percentage of the business. The customer is assured of getting his money's worth.

All of the concession games are operated on a point system, with a profit being made on the merchandise given away and not on the game. The odds are figured so that the player gets his money's worth in addition to enjoying the game. Tickets for points are given and they can be redeemed at any time at the Merchandise Counter. In the event the player prefers merchandise, he can take the prize in this commodity. All prizes are tagged with the points necessary to get them. The points are based upon wholesale cost rather than retail sales. As an example of this, a pair of pliers is marked 149 points. This means, in addition to selling the player the number of points needed to win, that the wholesale cost was $1.49.

Strictly for Merchandise

The public seems fully aware that it is receiving a break on prices. Whitney has noticed that in late November and early December the merchandise output will exceed game income. This is normal, however, for the period immediately after the holidays and is used to turn around the store from a Christmas buying. The system of merchandise prizes has worked exceptionally well here. Whitney's famed Cliff House is as much a part of San Francisco department store yearly appeal as are the prizes. At the Emporium, Playland was a big hit. The special forms were used and the entire amount must be taken in cash. None of it is obtainable in goods. This system of giving orders has been in effect for 15 years at this particular store. However, it took some strong convincing to get the stores to cooperate with the beach.

Gives 'Em Money's Worth

Whitney can find no flaws in his prize plan. In the years that he has operated it he has never given cash awards and none of his agents has ever come in contact with the law in an unsavory way.

The fact that Whitney's rule against cash awards is so rigid and his merchandise plan so popular an incident encountered on an Eastern trip has a humorous point. Some years ago he stopped off to visit a park executive of another park and was greeted with the quest of why he did not have concessions. Replying that he did, his host said, "I thought you were an up-and-coming young man until I saw your ride. Whitney follows the same policy of value for value on his rides. When the Payland tunnel ride was moved and rebuilt, it was made twice as large with no increase in admission.

George Kerr Whitney was born in Mount Vernon, Wash., 59 years ago and entered the amusement business via a photographic concession in an Arcade. With his entrance into this amusement field came the quick finish and the gregarious personality that have since followed him throughout his career. He was a major in the U.S. Army Air Force during World War II.

Worked Out Photo Speed-Up

Working with his older brother, Leo, George figured that the only way they could ever make money with photos in Arcades was to be able to deliver them while the people were there. This called for printing from a wet negative, which was seemingly impossible with contact printing. After several experiments they found that it could be done by inserting a piece of celluloid between the drum negative and the sensitized paper. With immediate photo delivery, the gag photo development was a cinch. Leo designed the first odd-shaped bodies behind which the Arcade patrons stood for their pictures.

The Whitneys moved into the same Mystery park business. Both Williams went to Australia to open nickelodeons and the first continuous motion picture theater there. Williams asked George to come down and manage a park. Because the Penny Arcade and photographic business was so lucrative, Whitney was not anxious to leave a good thing. However, since Williams had a special interest in attractions, Whitney agreed to make the trip. The park was installed with rides and attractions popular in 1914. These included Scenic Railway, Old Mill, Merry-Go-Round, Penny Arcade machines, Fire Wheel and Illusion shows.

Plowed Back Profits

Williams moved into the full-time operation of his theaters and Whitney stayed with the park. The first year he operated it he made $40,000. He turned all of this back plus $10,000 that he borrowed. The second year all of the earnings plus an additional borrowed $10,000 went back into the enterprise. Williams, however, profited $10,000 that the third year would put him clear.

Just three weeks before the park was to open, World War I had started.

Cable Car Carnival

Cable Car Carnival," San Francisco. Event was staged to save the cable cars. Whitneyampafigured that the only way they could ever make money with photos in Arcades was to be able to deliver them while the people were there. This called for printing from a wet negative, which was seemingly impossible with contact printing. After several experiments they found that it could be done by inserting a piece of celluloid between the drum negative and the sensitized paper. With immediate photo delivery, the gag photo development was a cinch. Leo designed the first odd-shaped bodies behind which the Arcade patrons stood for their pictures.

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Just three weeks before the park was to open, World War I had started.
and the government closed all amusement places in Los Angeles. It caused Whitney to walk away from a sizable investment, and immediately returned to his first love, photography. He moved into Melbourne and opened a studio featuring the newly LightBox Process. Just what LightBox meant, Whitney himself is at a loss to explain. In 1918 he sold the Quick-Photo stand and returned to Seattle. The studio is still operating in Melbourne at the same address and under the Whitney name.

Income Topped Owner's
During his stay in Australia Whitney married. His wife returned with him to Seattle, where they lived for a short time. Mrs. Whitney could not adjust herself to the Washington climate and the Whitneys moved to San Francisco where he operated a photography studio in a Mission Street Penny Arcade basement. In 1922 Whitney went out to the beach and bought the shooting gallery that was to start him toward his ownership of the Layland. Now that he thinks about it, $3,000 seems to be a lot of money for a lead gallery. But the terms were such that he could handle them.

Friede and Leo Increased their Interests from Time to Time as the money became available. Soon the Whitney income exceeded that of John Friede, who owned the park. Friede had become interested in other things and sold the park. George took the park over for single operation when Leo retired some years before.

Leases Rink, Ballroom
Under Whitney's guidance, the park has been developed into a dancing and amusement center. In addition to the rides and concessions, the park offers a $25,000 skating ring and a ballroom. These are under lease and are the property of the Layland in the terms that are not under his direct control.

The basis of Whitney's success is that he thinks of little things that others may see trivial. This has unearthed attractions that have become consistent earners. There have been times, too, when he was confronted with the problem of finding something with the things he has collected.

Some time ago he acquired a number of animated pictures and was at a loss as to how they could be fitted into an attraction. He found the solution when he placed them on the wall of his Main Mecchanic. With openings thru which patrons could peer to see the figures in the pictures move. These pictures are in a section devoted to mechanical attractions and the customers soon get the habit of inserting coins in mechanisms.

Eyes Open to Money-Makers
Whitney keeps his eyes open for money-makers and does not hesitate to pull out attractions or concessions that are on the financial downgrade to put in something in which he has confidence. A few months ago he obtained six of the Gustave Dore paintings that were on exhibition for 62 years. These are on display. But to do it, some of the other concessions have to go to make room for the French paintings. The most important exhibit is the 26-Also Homecrest, London, covering 600 square feet. Several years ago after it had been knocking around for some time, Whitney bought the wax show of The Last Supper by John Michael Egypt. On its arrival at Playland, Whitney constructed a $50,000 theater. On the walls are six porcelain figures and there are two from the San Francisco Flood estate. The figures and chandeliers were restored at Playland for years before Whitney found use for them.

As the chandelier lights go down, the stage lights come up. Mr. Ven
er gives a vivid description of Christ at the Last Supper. Ven
er's narration was recorded by John Wolfe. After the 20-minute show, Vender explains that the attraction has been presented by George Whitney and that there is no admission charge. However, if they have enjoyed the display, they may contribute. The proceeds go to the San Francisco Boys' Club to pay for summer camps.

To Tour World
Whitney has seen many changes during his years in the amusement business. When World War II came, Whitney was all set to close his park, but as he had done in Australia more than 20 years before. However, shortly after Pearl Harbor an army officer advised him to keep the park open. The windows were covered, the wattage of all the lights reduced. The air force sent up planes from the Santa Ana range to see if Playland could be sighted as a landmark. The operation was effective and the park was operated through the war.

Whitney feels that he has put in quantities of years himself and has turned much of the manage
tment over to his son, William Whitney, he plans to make a tour of the world. Leaving July 1, they will visit Mrs. Whitney's native Australia. They will be joined by Leonard Thompson, of Blackpool, and continue their tour. Not until the end of the year will the Whitneys return to Whitney's Playland at the Beach.

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1950 FAIR DATES

ALABAMA
Athens-Limestone Co. Cal Var Fair. Oct. 6-8  
Huntsville-Morgan Co. Cal Var Fair. Oct. 6-8  
Mobile-Alabama State Fair. Oct. 9-11  
Birmingham-Alabama State Fair. Oct. 16-22  
Montgomery-Alabama State Fair. Oct. 17-23

ARIZONA
Douglas-Colorado County Cal Var Fair. Sept. 30-Oct. 1  
Flagstaff-Flagstaff Co. Cal Var Fair. Sept. 28-Oct. 4  
Tucson-Pima Co. Cal Var Fair. Sept. 28-Oct. 4  
Yuma-Yuma Co. Cal Var Fair. Sept. 28-Oct. 4

ARKANSAS
Batesville-Independence Co. Cal Var Fair. Sept. 24-Oct. 4  
Newport-Jackson Co. Cal Var Fair. Sept. 20-Oct. 2

CALIFORNIA
Chico-Butte Co. Cal Var Fair. Sept. 25-Oct. 1  
Fresno-Fresno Co. Cal Var Fair. Sept. 25-Oct. 1  
Sacramento-Sacramento Co. Cal Var Fair. Sept. 25-Oct. 1

COLORADO
Aurora-Arapahoe Co. Cal Var Fair. Aug. 14-16  
Denver-Colorado Co. Cal Var Fair. Aug. 21-23  
Greeley-Greeley Co. Cal Var Fair. Sept. 18-20  
Longmont-Boulder Co. Cal Var Fair. Aug. 15-17  
Windsor-Windsor Co. Cal Var Fair. Aug. 15-17

CONNECTICUT
Avon-Hartford Co. 4-H Fair. Aug. 25-26  
Bloomfield-East Orange Fair. Sept. 15-16  
Cheshire-Cheshire Co. Fair. Sept. 22-23  
Branford-Branford Co. Fair. Sept. 22-23

DELAWARE
Hartford-New Castle Co. Cal Var Fair. July 24-25  

FLORIDA
Crestview-Crestview Co. Cal Var Fair. Aug. 14-16  
Jacksonville-Jacksonville Co. Cal Var Fair. Sept. 7-9  
Lakeland-Lake Co. Cal Var Fair. Sept. 28-Oct. 4  
Miami-Dade Co. Cal Var Fair. Sept. 3-4

ILLINOIS
Canton-Canton Co. Cal Var Fair. Sept. 12-14  
Charleston-Piatt Co. Cal Var Fair. Sept. 8-10  
Mount Vernon-Mount Vernon Co. Cal Var Fair. Sept. 12-14

LOUISIANA
Shreveport-Shreveport Co. Cal Var Fair. Sept. 8-10

MICHIGAN
Crawford-Crawford Co. Cal Var Fair. Aug. 15-17  
Flint-Genesee Co. Cal Var Fair. Sept. 5-7  
Grand Rapids-Ramge Co. Cal Var Fair. Sept. 5-7  
Lansing-Lansing Co. Cal Var Fair. Sept. 5-7

MINNESOTA
Anoka-Anoka Co. Cal Var Fair. Aug. 19-21  
Bemidji-Bemidji Co. Cal Var Fair. Sept. 4-6  
Moorhead-Moorhead Co. Cal Var Fair. Aug. 19-21  
Warren-Robertson Co. Cal Var Fair. Sept. 4-6

MISSOURI
Belleville-Clay Co. Cal Var Fair. Sept. 12-14  
Columbia-Columbia Co. Cal Var Fair. Sept. 8-10  
St. Louis-St. Louis Co. Cal Var Fair. Sept. 9-11

NEBRASKA
Auburn-Auburn Co. Cal Var Fair. Aug. 16-17  
Lincoln-Lincoln Co. Cal Var Fair. Sept. 15-17  
Scottsbluff-Scottsbluff Co. Cal Var Fair. Aug. 16-17  
West Point-West Point Co. Cal Var Fair. Aug. 16-17

NEW JERSEY
Burlington-Burlington Co. Cal Var Fair. Sept. 8-10  
Camden-Camden Co. Cal Var Fair. Sept. 8-10  
Somerset-Somerset Co. Cal Var Fair. Sept. 8-10

NEW YORK
Binghamton-Binghamton Co. Cal Var Fair. Sept. 8-10  
Buffalo-Buffalo Co. Cal Var Fair. Aug. 16-18  
Greenwich-Greenwich Co. Cal Var Fair. Sept. 8-10

OHIO
Akron-Akron Co. Cal Var Fair. Aug. 21-23  
Columbus-Columbus Co. Cal Var Fair. Sept. 12-14  
Dayton-Dayton Co. Cal Var Fair. Sept. 12-14  
Youngstown-Youngstown Co. Cal Var Fair. Sept. 12-14

PENNSYLVANIA
Altoona-Alto Co. Cal Var Fair. Sept. 8-10  
Allentown-Lehigh Co. Cal Var Fair. Sept. 8-10  
Erie-Erie Co. Cal Var Fair. Sept. 8-10  
McKeesport-McKeesport Co. Cal Var Fair. Sept. 8-10

RHODE ISLAND
Warwick-Warwick Co. Cal Var Fair. Sept. 8-10

SOUTH CAROLINA
North Charleston-North Charleston Co. Cal Var Fair. Sept. 8-10

SOUTH DAKOTA
Yankton-Yankton Co. Cal Var Fair. Sept. 12-14

TEXAS
San Antonio-San Antonio Co. Cal Var Fair. Aug. 16-18  
Tyler-Tyler Co. Cal Var Fair. Sept. 8-10

UTAH
Logan-Logan Co. Cal Var Fair. Sept. 8-10

WASHINGTON
Spokane-Spokane Co. Cal Var Fair. Sept. 8-10

WEST VIRGINIA
Charleston-Charleston Co. Cal Var Fair. Sept. 8-10  
Huntington-Huntington Co. Cal Var Fair. Sept. 8-10

WISCONSIN
Green Bay-Green Bay Co. Cal Var Fair. Aug. 12-14  
Milwaukee-Milwaukee Co. Cal Var Fair. Aug. 12-14  
Racine-Racine Co. Cal Var Fair. Aug. 12-14

WYOMING
Cheyenne-Cheyenne Co. Cal Var Fair. Sept. 7-9  
Laramie-Laramie Co. Cal Var Fair. Sept. 7-9

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those in the concessions business. We have a lot of new items you should know about.

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Carnival Routes
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Alamo Expo.: Holdenville, Okla.; Vinella 26-July.
American Baan: Morris, N. Y; Rockport 27-July.
American Eagle: Greenup, Ill.
American Medway: Dodge City, Kan.; Amari-
tillo, Tex.-26-July 1.
American Union: Duluth, Minn.
Baker Creek: Peru, Ind.; Plymouth 26-July 1.
Barnhart Bros.: Shelbyville, N. Y;
Barnhart Bros.: Farmersville, Ohio; Birming-
ham, Ala.; Farnsworth 26-July 1.
Becht: Lewis, Hamilton, Ohio.
Burt: Catlettsburg, Ky.; Portsmouth, Ohio.
Burt: Macedonia, Ohio; Sycamore, Ohio.
Bob: P. C. Pittsburg, Kan. 26-31; Arcadia 26-
July 4.
Buck: New York: Buffalo 26-30; Can 26-
31; Norwalk 26-31.
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Two Female Chimpanzees, 6-ex. at

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Carnival City: Lebanon, Ky.; Seminole 26-

July 1.

Carnival of Joy: Boston, Mass.; 15-20; Cape

Cavendish of Amusement: Green Bay, Wis.

Central American: Austin, Tex.; 15-20; Columbus 26-28.


Chesapeake & Ohio: 15-20; Columbus 26-

July 1.

Cleveland, W. T.; Dubuque, Minn.; Gilbert 26-

July 4.

Columbia, Duster, Mr.

Columbus, Mass.: Henneman, H. N.

Cone Bros.: Plymouth, Mich.; Monroe 26-

July 4.

County Fair: Garden, Neb.

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Crescent Amst.: Alba, Ia.

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26-29;
BUFFALO, June 17.—Hopalong Cassidy and Bob Allen, who were among the stars of the R-B Bros. Circus during the show's two-day stand at open-air Civic Stadium Friday and Saturday (9-10), attended a separate stand, but they are not scheduled to make their appearances before the audience at about double the scale that the circus gets when under canvas. General admits that the show's success was so great that reserved seats were scaled at $3.75, with a capacity of 3,750 seats, and still there wasn't enough public safety alcals to balance the Legions of the show.

Negroes also had all auto parking privileges, and the public safety help is a part of Greater

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Action—all fences broken, beautiful stock.

Brahma Bulls, Mexican Steer, Broncos and two School Horses.

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**DRESSING ROOM Gossip**

Ringling-Barnum

The summer season officially began with the softball games. First were the stockmen, who have been working for some time, the girls haven't been named yet but following in their order will be nurses, the first listing the initial game of the season.

Six Sisters of the Ringling family, Prince Philip, Bobby, Ora, Flora, Fatima, and Mrs. Biglow arrived in town last Wednesday, accompanied by their mother, Mrs. Biglow. They were welcomed by Marjorie, Mrs. Biglow, and a number of other relatives who were on hand.

Bobby Biglow, the popular pugilist, is now training for the world's championship. He is expected to make his next appearance in this city in a few weeks.

Billie Bros.

Tommy Benteley and Jacky Lynn were gifted with bathing sets in the following order:

Billie Bros.

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by KOHAN

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**ROGERS BROS.**

Show received much publicity from the State Hospital for the Insane, N. C., Arts working the large audience.

Annie Clark, foot juggler, Utility, Hulber's trampoline; Pauline Fenger, wife; Chickie O'Donnell's dog, and Suny and Hunley Johnson, baby elephants, were on the program.

Mrs. Adams, James Leon, and Betty Hoy, Hulber's trampoline;

Mrs. O'Connell, O. D. wall, Zeke Lamon, and Dick, Chuck O'Donnal and Ralph. Friday.

Show stopped off at the old Wac County winter quarters in York. They had the engagement at the Masonic Temple, then to the Loomis School, then to the Stoudt's, and finally to the O'Connell Mansion.看下一页
Siebrand Bros.

Business and weather picked up the last half of the week in Idaho Falls, Idaho. Visits between show personnel and that of Stevens Bros. Circus was enjoyed in Pocatello, Idaho. Mr. and Mrs. Charles Smith and Juanita Thompson caught the slight performance and a small crowd gathered in the Hodginia trailer. Juanita (Bob) Thompson and the Hodginia hadn't seen each other since 1940 when they worked in Hamilt's Pier together.

Harry Ross received good publicity when he worked a horse in a Stork Market in Pocatello. Rosa Patine and Betty Hodginia's Spanish webs are popular. Gracie (Lena) Fairburn is show's Girl Scout. Capt. Harry Clark's pony deed works smoothly.-JOE HODGINI.

Dalley Bros.

The show is being plagued with cold, rain and mud. Louis Grabs is going to give up playing Sir Walter Raleigh, especially to 200-pound women on muddy days. Mildred Eyle and infant daughter, Fuletele, arrived from Gonzales, Tex., to spend the summer on the show. Terran and Betty Sweet joined recently. Norma Cristiani is back in the program after several weeks illness. Visitors included Carol Gray. Power models from New York; Moose Morrell in Austin, Tex., lawyer.-HAZEL KING.

Hagen Bros.

The Riding Conleys have joined to replace Vernon Pratt, who left to fill other engagements. Jimmy and Dave Grant joined to assist the writer in clown alley. Cal Townsend recently celebrating his birthday at Pocatello has returned to his home in Lima, O. His wife is awaiting the arrival. Eddie Elliott is serving four meals a day in his cookhouse. Visitors have included Mr. and Mrs. Glen Townsend, CFA at Battle Creek, Mich.; Mr. and Mrs. Slats Benson, George DeSylva, Benny Doss and the Sandy Creek Boys, Mr. and Mrs. Art Cooksey, Mr. and Mrs. Forrest Free-

Polack Bros., Western

First outdoor date of the season was at Watsonville, Calif. It was a sellout for show. Ross Paul and Ted Chirick, of the executive staff, have returned to the show after a two-week visit with their folks in Long Beach, Calif. Billy Griffin, Harry Dunn and Bobby Kellogg are the latest to acquire a new trailer. The Ward-Beall Flyers came up with a new outdoor rigging. Millie Westhley, member of the Ward-Beall Flyers, underwent surgery in the Pirilla Hospital, Oakland, Calif. She is doing okay but will be out of the program for some time. Polly Atje celebrated a birthday and received many gifts. Viola Watson, daughter of Billy and Viola Watson in the concession department, placed in Fort Lauderdale, Fla., to spend the rest of the summer with her folks. Also arriving was Harry Webb Jr. to spend his vacation with Jo and Charles Webb.

Visitors included Cliff Downing, Francis Reed, Rube Curtis, Eugene Haswell, Madonna Finocchio, Clifford Daniels, Queen Mother Nazi of Egypt, Princess Fatima and party, Herold and Ulitala Weber, Francis Stimson, Joe Priest, Carroll Davis, Doctor Stefan, Norma Talman, and Nellie Galucci.-FRED FREEMAN.

Sparton Bros.

Show has been getting up and down in good time. Burdick family, Lloyd Kenner and Paden Johnson, members of the org. Personnel of the Pacific United Shows, visited in Williams, Calif. Erma Sparrton, who has been on the sick list, is back in the performance.-JOHN TOY.

O. Davenport's

Canadian Gross Shows 20% Drop

REGINA, Sask., June 17.—Orrin Davenport, in here for a four-day stand ending Saturday (19) at the Exhibition Stadium under Rotary auspices, reported the take for his Canadian tour thus that stand was 20 per cent below last year's gross for his indoor circus.
The Leader-Post went overboard on pictures and stories thrust the engagement here, but only 10,500 admissions were recorded. An estimated 10,000 school students and parents admitted at reduced prices. There were three matinees.

Cold, wet weather on the first two days, together with an attitude of wariness toward circuses which has grown in this area in recent years, cut into the gate.

Show opened its Canadian tour at Winnipeg May 6, played three performances that day, and was forced to cancel the rest of its engagement because of flood conditions. Calgary, Edmonton and Saskatoon were played last year and Regina was a new one on the route. Show left here to open a six-day date Monday (15) at the Amphitheatre, Winnipeg. At all cities, the 3rd day's take went to the Winnipeg Flood Relief fund.

Davenport's Western Canadian tour felt the effects of an all-out effort toward helping Winnipeg and Manitoba where flood losses ran into the millions. Donations to the flood relief campaign hampered spending "terribly," Davenport said. He also reported that unemployment was beginning to be reflected at the boxoffice. Weather was bad at nearly every date.

CONTACT NOW
SEASON OPENS JANUARY, 1951
30 OR MORE WEEKS' ENGAGEMENT

ETHEL ROBINSON ATTRACTIONS

Exclusive BOOKING REPRESENTATIVE FOR

POLACK BROS.' CIRCUS

2 GREAT SHOWS
THE FINEST TOUR IN AMERICA

ETHEL ROBINSON ATTRACTIONS

203 N. WABASH AVE.
SUITE 2202
CHICAGO, ILLINOIS
Jersey City First Stand

Org to play Ebbets Field, Brooklyn, June 30-July 4, for end of ballpark dates

NEW YORK, June 17—Jack Tav- lin, manager of the Ringling North now playing in Jersey City, N. J., yesterday (16) that the org would abandon ball parks and go under a big top for the Bal- lings July 8 in Jersey City, N. J. The touring company would play Ebbets Field, Brooklyn, June 30th July 4. The date follows a Yankee Stadium appearance, Wednesday (21) thru Sunday (25). This year the circus will be located in Brooklyn.

The Brooklyn run will be for eight performances, starting Friday night (30) and ending with an Independence Day performance. A good number of light business at the show for the holiday, with New Yorkers probably attending with some of the families, excu- to beaches, resorts and amusement parks.

The circus will be in the main press date, and eight nights made all together this week, with picture Bill- ing stating "The Arrangement (Continue).

Incidently, the "Circus 80" will be staged in Brooklyn July 8.

The following procedure for the Brooklyn run will be: The big top will set up its three rings on the Ebbets Field lot. The ball park lot can accommodate $35,000 people and the range for the performances will be from five to seven. The show is taking reservations for reserved seats. General admission tickets will be sold for $1. Children under 12 will be admitted at half price for all per- formances.

The Brooklyn run will close for summer vacation June 30. The kid trade may be a significant factor in the size of Cole grosses at the Brooklyn stand.

Top admission for the Brooklyn run is 50 cents less than the $3 tariff for the Yankee Stadium date.

RB, Hartford Execs Mull Fire Payments

HARTFORD, Conn June 17.—Chances are the Ring- ling North and all people involved in handling claims growing out of the strike will not receive payments until the 1st of July 8.

The strike, which started on June 4, was called by the union to protest against B-B in Superior Court here by Sol Calvagna, a Washington laun- dry operator. He claimed the circus, he said, was paying less than the $12 per day he worked for the show ever since the start of the strike.

Ralph Abraham, Ar- man and Jeff Murphee. The circus has moved its headquarters from New York to Bloomington, Ill. The circus, which has been in Bloomington for 50 years, is being relocated to a new location near the city.

Carriage Trade Antes $6 Top for Big Show in L. I.

The Flying Cirkus were one of the best acts at the show with Ronald, one of the best performers in the world.

In RB Center Ring

Art Concello Flew Thru the Air To Become Top Ring Ex- ecutive

At a time when the circus is the only way to travel, there is no other way to get to the big top. The Flying Cirkus, one of the best acts at the show, made a successful attempt to fly through the center ring.

Art Concello, who is a veteran of the circus, and his new partner, Tom Concello, flew through the center ring at the circus in L. I. The show for the week set the record for the highest grossing shows in the world.

A bigger headache was the jump from New York, N. Y., to the Long Is- land Railroad territory. The Flying Cirkus were transported to the island by the railroad. The circus wagons, pulled by six horses, were transported by the railroad to the island.

Promenade, Gov- ernor Concello, and his partner, Tom Concello, flew through the center ring at the circus in L. I. The show for the week set the record for the highest grossing shows in the world.

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Many thanks to the crew that made this trip possible.

Plentiful Fan

Bill Fields handled the media for the Westchester and Long Island shows. He came up with all the New York daily papers but all the New York papers didn't carry the unusual story. The media world seems to be divided on the story and only a few newspapers carried the story. Some newspapers didn't even mention it.

One of the interesting facts was that the story was written by the Associated Press. The Associated Press sent out a wire story about the story to all the newspapers.


As for the New York papers, they didn't carry the story.

Spotlight on the Back Lot at Westchester, R. B.

The main attention of the circus, Legal Adjuster Herb and Mrs. David, Frank Moore, Lyman Knecht, Eddie Caudill, and Stanley Wathen, international circus and offer winter quarters for fliers in Bloomington, Ill. This would seem to be that Concello, the man who keeps the Concellos, never loses an opportunity, intends to keep both feet firmly on the ground.

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CONFIDENCE and GOOD WILL are important adjuncts to the relations of Polack Bros. Circus with the many Shrine organizations for which it appears. Such is the essence of these excerpts from a letter communicating "a decade of extremely satisfactory partnership between Polack Bros and Islam Temple."  

Addressed to Louis Stern, managing director, at the close of this year's engagement in the San Francisco Civic Auditorium, the letter was written by Elmer E. Robinson, Potentiates of Islam Temple, who is also Mayor of San Francisco, and Dr. Francis J. Herz, circus chairman:

"Profitable right from the start... each year's earnings have mounted... now one of our chief sources of income."  

"The very heart of our Circus endeavors has been the Circus itself, and your Polack Bros. organization has provided that element to our utmost satisfaction. A key factor in our success has been the good will which you have engendered, for with the advantage of your long and specialized experience in the Shrine circus field, you have not only given us a grand show each year, but in your constant attempts to improve it, have actually 'bettered your best' in each succeeding year."  

"We are entering the next decade with unbounded faith that the future will continue to reflect our mutual success."

LOUIS STERN  
Mgr. Director  
T. DWIGHT PEPPLE  
General Agent  

COLE BROS' CIRCUS  
OPENING UNDER CANVAS FOR BALANCE OF SEASON  
JERSEY CITY, N. J., JULY 5  
WANT  
Working Men in all departments; Ticket Sellers, Ushers, Front Door Men, Butchers, Tractor Drivers, can use good Side Show Attractions, Wire, write or join at Yankee Stadium, June 21-24 or Ebbets Field, Brooklyn, June 30-July 4.  

All Address: FRANK ORMAN, Manager  

CAPPEL BROS' CIRCUS  
WANT  
SIDE SHOW ACTS—Punch, Ventriloquist, Magie, Knoch Dancers, etc. also capable Talkers, Kent Men and Riggers. Working Hands in all departments. Candy Butchers, Grab Men, Captive Circus People, contract now. No ex-managers, advisers, drunks or scoundrels. Save your time. Remember, the finest Costumes in the business, pay every Sunday.  

ADDRESS: DON CAPPEL, Mgr.  
Effingham, Ill., Dept. B, and 257 South Van Buren, Chicago, Ill., Dept. B1, or per route. P.S. Bob Stevens is not connected with this show in any capacity.  

LEWIS BROS' CIRCUS CIRCUIT AT LIBERTY  
THIRTY ANIMALS — EIGHT PEOPLE — NINE ACTS  
Calliope for Music and High Class Loud-Speaking Unit for Announcing. Stage, Scenery, Ring Carving and Special Lighting Effects.  

1895 Fox Road, Jackson, Michigan. Phone 39421.  

TELEPHONE SALESMEN  
Want men in S. E. Pennsylvania, will establish brotherhood organization. Non-working men preferred. Will teach locally. Will take 100 men minimum. Write W. F. MARCH WITWER  
322 Market St. (Chapter 3116)  
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WANT PHONEMEN  
Can use only sober, capable people who can furnish themselves and no lodging. Three men working out west. Address: TOMMY STEVENS  
367 Franklin Ave. Phone: 5-0411  
West, Texas
Early Steel Pier Biz Dips; Hamid Looks for Top $$
With Danny Kaye, Others

Weather Blamed for Losses Up to 30 Per Cent

NEW YORK, June 17.—Altho business to date at his Steel Pier in Atlantic City is considerably behind the same period last year, the damage done to the pier today by showers and clouds of the weather, George A. Hamid said, would have cost the pier owner at least $500,000 and possibly ahead of $1,000,000.

The increased cost of insurance and additional to the pier today will be over $5,000,000.

Miller Bros. Open

The Miller Bros. Pier has booked in replacement for one of the existing piers and will open today for the 1949 season at a cost of $50,000.

The pier is located on the Jersey side of the Delaware River, at the mouth of the Paterson Canal.

Rosenthal's Still Hopeful

NEW YORK, June 17.—Last weekend’s score at Palisades Park, while not as high as last year, is still well above the 1948 mark and certainly a good showing for the first week of the 1949 season.

CINCINNATI, June 17.—Altho the weather has offered little opportunity for outdoor activities, the park has opened for daily operation. The season officially began on Friday, June 12, with all departments running.

Rain Dents Cincy Gross, But Execs Look for Good Year

The Rain Dents Cincy Gross, But Execs Look for Good Year.

In the first three weeks of operation the park is a little behind 1949. However, business has been good and the attendance for the week has been excellent.

The opening day was particularly successful, with all departments running and the attendance for the week has been excellent.

On the brighter side, however, is the fact that the large amount of spending is being done by the visitors to the park, and this is good news for the park.

Thus it appears that Coney’s only needs are the rainy days. Officially, it is pointed out that the park has its

Sick Gorilla Lures Thro to Chz Zoo

CHICAGO, June 17.—A record crowd estimated at 120,000 saw the circus and the zoo on the same day to see the alien gorilla. Bushman, the big crowd for the day, was the subject of publicity given Bushman’s illness.

Yesterday (11) to see the alien gorilla, Bushman, the big crowd for the day, was the subject of publicity given Bushman’s illness.

The gorilla, which was exhibited at the zoo yesterday, is a 24-year-old male named Bushman and is about 22 years old.

Bushman is about 22 years old.


New Ops Add Rides for Bow At Tashmoo

Cele Marks Grand Opening

DETROIT, June 17.—Informal opening of Tashmoo Park on Har-ten Island at the mouth of the St. Clair River, was held yesterday, marking the return of this spot to the running of the annual regatta.

The opening was attended by many of the city’s most prominent citizens, including Governor Millard T. Flood, Mayor John F. Vreeland, and many other officials.

The park is located on the island just off the Detroit River and includes a large, picturesque lake and park grounds.

Goathams' Still Hopeful Despite Rain

Spending Paces 1949

NEW YORK, June 17.—Heat and humidity in the metropolitan area, along with a high point for the year last winter, answered the Saturday night (10), and the largest crowd in the park up to this point. The park operators in the locality were on the alert during the heat of the weather fair Sunday (11), which is expected to be the biggest of the season so far.

Story was an old one to local opera- tors, who have learned under adverse weather conditions during the early days of the season. Despite the forecast, these operators are still optimistic that this season will result in sales at least as big as last year’s and perhaps greater. In fact, it is reported that the attendance is up.

All reports to date indicate virtually no slack off from the spending pace set in 1949. On rare occasions when customers cash out in the middle of a week, they are said to have offset any possible dip in revenue.

Taking no chances, some local operators have boosted prices considerably for promotion and advertising. These include higher admission fees, increased food and drink prices, and increased admission prices for special events.

As a result, the weather is still expected to be good this year, and the operators are optimistic that this will result in increased business.
Plymouth Donates Belle Isle Trains

DEPTFORD, June 17—This city's Youth are slated for a delightful trip in sight-seeing trips this summer when the board the new trackless trains which were turned over to the city by Plymouth Motor Corporation to be used on its treks to Belle Isle, the Motor City's island park on the Detroit River. The trains, valued at $25,000 are to make hourly tours of the island from noon until 8 p.m. daily except Monday. Each car has three 16-passenger canopy cars.

Gold keys to each of the engines were presented to Mayors C. D. Eddins, Plymouth's proxy. When the trains opened the season, Mr. Keller, president of the Chrysler corporation; Eddins and Cobo were on hand.

Ceremonies marking the turning over of the trains to the city were attended by city council members, city department heads, parks and recreation officials and Chrysler corporation officials.

Melrose Opens Spa, Funspot At Cedar Point

Leases Boeckling Resort

CEDAR POINT, O., June 17—Normal opening of the Lake Erie resort yesterday (16) marked its 15th season, first under management of Melrose Cedar Point condition established by Hotelman Torrance C. Melrose. Major changes were expected today and tomorrow.

Ten-year lease with the G. A. Boeckling Corporation was signed by Melrose three months ago, and new or no time is left today to make the last-minute changes in this park, which is the last of the big ones to open. E. L. Melrose, manager, expects to have the park ready for tomorrow.

Jerry R. Johnson, of the Quality Group Hotels, Miami Beach manager of the 1,000-room Breakers Hotel and is starting his 25th year as a hotel man, Roland Howell, formerly of Miami, is associate manager, and hotel man, Roland Howell, formerly of Miami, is associate manager, and assistant manager is W. H. Simmons, formerly of White Sulphur Springs, W. W. and John Halliday, formerly of Sarasota, Fla. Louise Anderson is hostess.

Melrose plans to close the hotel, Crystal Ballroom and the last room after Labor Day, but rides, shows, and other events will continue until main open for the Erie-County Fall Festival, September 7-10.

Festival were invited to hold the three-year-old festival in the resort's permanent pavilion. Garages will be used for livestock displays. Commercial and farm exhibits will be housed on the lower floor of the ballroom building. Mooring facilities for launching lake craft and excursion steamers are scheduled for 1951. Present steamers do not have sufficient space. The White Sulphur Springs, W. W. Virginia, and John Halliday, formerly of Sarasota, Fla. Louise Anderson is hostess.

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Ray Robbins and his Columbia recording orchestra will play nightly through June 20 at the ballroom and golf course will be added to the midway and water rides are available at the beach.

Cheek and Hennings operate the games, which include six eights, big 6, string, pitch, guess-year-age, duck pond, darts, ball game and doll wheel. Restroom and refreshment stands are operated by R. J. Irwin. Some rides are owned and operated by T. J. Kernsteiner, D. N. Poul, J. W. Poul and J. T. Poul.
Three Major Chi Kiddielands Register Biz at or Near 1949 The Funspots Mushroom in Area

CHICAGO, June 17.—Kiddielands continue to mushroom in and around this city, hub of the development. With about 15 in operation and more to come, according to the latest report, biz continues at a high level. They are Arthur Fritz, owner of Kiddieland, Oake Kiddieland; and Richard Miller, owner of Fairyland Park. Fritz, recognized as a pioneer in the Kid business for 15 years, now sees his business is 20 per cent better than

PLAYLAND Gets Top Grosses On Week-End

Rock's Spot Runs Survey

NEW YORK, June 17.—A profitable week-end fell to Rockaway Play-

and, President A. Joseph Geist, as reported, with the funspots raking up 

for the Saturday (10) Sunday also provided

park continues its giveaways of toys, drawing for prizes based on tickets from a different ride each week. 

Center, the park's management found the bulk of its business from Brooklyn and Queens, the latter, which in the past was

outside the city limits. Rockaways is serviced by passenger boats from various points in and around New York and in

neither stop was made, nor any regular group came from outside the city limits. Rockaways is serviced by passenger boats from various points in and around New York and in

Rock said that spending was holding up well.

Stress Picnics

In Lake Lansing Promotion Plan

LANSING, Mich., June 17—Picnic business is showing a pick-up at the same time that the line-up of school events in the three years of operations of the public family. Emphasis in promotion is on this department, with industrial pie-

in Lake Lansing, as well as those of fraternal group affairs. Typical of the latter was the giveaway Saturday (11) of a new car, in connection with an American Legion Post picnic, at which Miller again stressed the need for a Veterans of Foreign Wars

Lake Lansing, only full-scale amusement park in Central Michigan, able to draw on an extensive service area, as well as from the city proper. Economic policy is being continued. 

Additional financial help of motorists, who, as a present from the park, may be had all business was book-

other rides have been moved around. giving the midway a more spacious appearance. Also, an enlargement of the Penny Arcade was an addition of good looks, lighting a complete park improvement. 

Lake Lansing is being operated by Roger E. Haney, owner-manager, and son, Frank C. Miller (R. E.) Haney is in charge of the park.

Over-all business picture is about the same as last year's. Daily trade, with little change following the weather.
CONEY ISLAND, N. Y.

GIVEN WEATHER, OBO OP. SEE BIZ TOPPING '49

TOLEDO, June 17.—Ohio parks are holding their own business-wise despite considerable bum weather, and in view of expanding industrial activity they expect to better 1948 when the skies cleared.

This was the report of Paul Beaudoh, secretary of the National Association of Amusement Parks, when he appeared before the Ohio parks and Beaches at the wind-up of a recent visit to one Indian and eight Ohio parks.

On his itinerary were Toledo Beach; Toledo; Euclid Beach Park; Cleveland; Summit Beach, Akron; Geauga Lake Park, Geauga Lake; Chippewa Lake Park, Chippewa Lake; LeSoldurville Lake Park, Mid- dleton; Coney Island, Cincinnati; Shady Beach, Akron, and Washington Park, Michigan City, Ind.

Operators reported several major projects have been rained out and those with tight schedules have lost days because of inability to resolve outlook conditions. Coney Island was one of the hardest hit by weather. Twelve of 16 days had been rained.

Attractive attention is Euclid Beach's 18-hole miniature golf course, which features an array of spectacular hazards, unique hazards and a string of bil- lboards that change angles.

Hueckenhoff said several of the parks have not completed their painting programs because of weather, but that it will be the latter part of the month before pre-season work is conducted. "Two recent downpours have included a wider use of pastel shades and brilliant colors," he noted.

VENICE, Fla.—High Quality Kiddie rides are being installed at the Venice Preps Sky Ride.

VENICE, Calif.—Elmer Velare, of Velare Bros., designer and builder of the double-Ferris Wheel, is installing one of these Kiddie rides in existence at Venice Lake Park here. The ride, a permanent type, was brought here from Ocean Park pier, where it had been located for about 10 years. Sky Ride is being repainted as it is being installed.

THE NEW TURF (New, All Electric Race Horse Game Carnival)

FOR PARKS—POOLS—BEACHES—CARNIVALS

A new and sure-fire money maker with many new and novel features never before introduced in our game room. ECONOMIC CONTROLulen only $5.00 to your dollar—cash buyers. Never had one to sell? Now there is a market for it. No other scale to sell. Four 4-1500s in one box. Only $100.00 makes a complete outfit. One box will fill 200 orders for $5.00 each, and if all your customers pay, you will sell the entire supply and make a net profit of $1600.00. Satisfaction guaranteed or money back. THE TURF paid in full 1500.00. 1564 The Billboard POSTAGE PAID AT CINCINNATI, OHIO

WANTED AT ONCE

Agents for Toy Wheels, Ball Games and Balloon Games. Legitimate Stock.

Write

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Barbecon Concessions Corp.

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Norfolk, Va.

BARGAINS

Doubleakah 5th Ave. Box... $1.90

Doubleakah 5th Ave. Box... .90

Singlekah 5th Ave. Box... .35

Singlekah 5th Ave. Box... .25

Dunk Pin Alley (completely... .60

LAKEVIEW PARK

TULSA, OKLA.

35 West Fourth St.

FOR SALE

STRAIGHT ROLLOPANE

First clase condition, now up and operating at Venice, Calif. 700.00 for cash. 4 Tone
turn. Transportation for name, well as at Venice, California. Call

K. FEZEL

Twin Lakes (Wabasso, Minn. for sale by

LAKEVIEW PARK

TULSA, OKLA.

FOR SALE

STRAIGHT ROLLOPANE

First class condition, now up and operating at Venice, Calif. 700.00 for cash. 4 Tone
turn. Transportation for name, well as at Venice, California. Call

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Twin Lakes (Wabasso, Minn. for sale by

GENERAL MANAGER WANTED

For Large Eastern AMUSEMENT PARK

CONTAINING ABOUT 50 CONCESSIONS, INCLUDING RIDES, SWIMMING POOL, ETC.

MUST BE EXPERIENCED.

WRITE FULL QUALIFICATIONS IN FIRST LETTER AND STATE SALARY DESIRED.

SPEED IS IMPORTANT.

BOX 554, THE BILLBOARD, 1564 BROADWAY, N. Y. C.

YOU CAN CROSS MORE WITH A 12 UNIT GREYHOUND RACE IN THAT LOCATION

$340 Complete GREYHOUND AMUSEMENT DEVICE CO., INC.

2154 Surf Ave.

Coney Island 2401

LAST CALL FOR RIDES TO BE PLACED IN

SANATOGA AMUSEMENT PARK & SPEEDWAY

SANATOGA, PENNA.

FOR THE ENTIRE SEASON, THE OWNERS ARE OFFERING A PAPER TRANSPORTATION TO PARK AT ALL TIMES WITH FREE GATE. CONTACT OUR OFFICE. PARK OPEN TO ANY OUTLINES.

JIM'S CONCESSIONS OR CARL SPATZ
Del Mar—Builds Three Buildings

Sets sights at topping '49 gate—premiums hit rocket—majoitte contest added

DEL MAR, Calif., June 17—San Diego has its fourth racetrack in 30 years with the opening today of 30,000-seat Del Mar, which is the first new racetrack to open in California in 25 years. The newcomer has already taken a firm place in the San Diego market and is expected to be a success.

Springfield, Mass., June 17—The new Springfield Memorial Building will be dedicated June 17.

Syracuse, N.Y., June 17—A large art gallery, displaying the works of American artists, will open in New York on July 1.

N. E. States Pushes Action

In Eastern States Exhibits

Springfield, Mass., June 17—A large art gallery, displaying the works of American artists, will open in New York on July 1.

N. Y. State Annual Plans Art Display

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Sees Profitable Galt Operation

Kellett reports annual has paid most bills—last obstacle to run removed

GALT, Calif., June 17—A financial report submitted to directors of the Galt County Fair by Sam Kellett, secretary-manager, has revealed that the 1949 Galt Fair is likely to be another successful one. The annual report of the fair, which is one of the largest in California, has shown a deficit of nearly $50,000. The deficit is due to the high cost of operation and the low attendance at the fair. The report also showed that the fair has accumulated a surplus of nearly $10,000, which will be used to offset the deficit.

Non-Fair $88 Needed

To Maintain Annual Cedar Rapids Argus

CEDAR RAPIDS, Ia., June 17—Attorneys for the Cedar Rapids Argus, a daily newspaper, said today that the newspaper would not be able to continue publication because of the non-fair situation. The newspaper has been in existence for 12 years and has a circulation of 15,000.

J. Coleman To Head Preliminary Board of Detroit Trade Expo

DETROIT, June 17—J. Coleman, president of the Detroit Trade Expo, announced today that the trade fair will be held in the new convention center in Detroit.

Prevent Rack

Galt

Galt will have a livestock show this year, but because of the non-fair situation, the fair will be limited to three breeds in dairy classes and two in beef classes. The fair will be held from June 15 to June 19.

Broein Renamed

Tampa President; Stierdie Manager

TAMPA, Fla., June 17—Carl D. Broein, who has been a resident of the Tampa area for many years, has been named president and general manager of the Tampa Fair and Gasparilla Association. J. L. Cone and J. C. Coburn, who have been directors of the association, have been replaced by Broein. The association is in charge of the Gasparilla Festival and the Tampa Fair.

Weyburn Skeds Baseball

WEYBURN, Sask., June 17—Weyburn Agricultural Exhibition will feature baseball games at its fair. The games will be played on the city's 100-acre fair grounds, which have been improved recently. The exhibition will also feature a horse race, with prize money of $1,000, which will be run on June 19.

The Billboard

FAIRS-EXPOSITIONS

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

June 24, 1945

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Hamid Office Sales Top '49 For Big Year

Minimizes Video Threat

NEW YORK, June 17.—George A. Hamid this week reported that the volume of bookings handled by his agency is well ahead of 1949. Because of profit-sharing and percentage dates, it is not possible to predict grosses, but there is every reason to expect a big season, Hamid said.

Experiences of most other Hamid interests to date have indicated that business will be at least as good as last year and perhaps better in some instances, weather permitting, Hamid said his organization is depending on good show features together with increased advertising.

Buying of attractions has been cautious and many committees have been inclined to “tighten their belts,” Hamid said.

Buyers of outdoor attractions are aware that only agencies experienced in the alfresco field can serve them well, Hamid said in minimizing the possibility of indoor bookers invading the outdoor field.

“Television has frightened indoor bookers, and with reason, because it will undoubtedly hurt cabarets and fun movies,” Hamid said. “However, the type of talent indoor bookers know will not make good outdoors. The luster and personality of an act will be lost in the intimate surroundings it is completely lost in an outdoor setting,” he added.

Hamid said that he looks for television to help, rather than hurt, outdoor show business and fairs in particular. Annuals should accept every opportunity of using video as an advertising medium by co-operating in furnishing entertaining features, he said.

The novelty and variety acts in which he specializes are currently the most popular on television, Hamid said.

Chicago Fair Sets Concess Line-Up

CHICAGO, June 17.—Concession line-up of the Diversiland Village at the Chicago Fair of 1950, which opens here Saturday (24), was completed this week by Jim Ehrlich, concession director.

Concessions will include a showboat-type theater, where 45-minute melodramas will be produced by Paul Killiam, operator of Old Krick's Music Hall, New York, and concerts by Magg Spanier and his orch.

Sidney Ruben will have a short-range shooting gallery, photo shop and funhouse; Herbert C. Dyeveaux and Julius C. Banks, pneumatic guns; Milbert Corporation, Chicago, Pony Arcade; Leo Bachle, hand-writing analysis, and Alfred Betar, telescript.

Consolidated Concessions will have novelties and souvenirs, and Leo Longeneke will operate the village restaurant.

Conn. Expo Appoints Tub-Thumping Staff

STRATFORD, Conn., June 17.—Publicity for Connecticut State Exposition, to be held at the Chance-Vought plant here June 29-July 1 is being handled by Benjamin D. Kornfeld, staffer of The Bridgeport Post, and George McMurry, vice-president of Stratford's New Yorkнейpapaper and MacMur- ray has handled publicity for Duke Ellington, Horace Heidt and Van der Monroe orks, the Freedom Train, Jack Benny's Covered Wagon Caravan and the March of Dimes.

De Ruyter, N. Y., Annual Set for Revival in July

De RUYTER, N. Y., June 17.—De Ruyter Fair, formerly held on the old Four-County Fairgrounds here, will be revived this year under new management. This year's annual is to be expanded to a two-day and night celebration in July, with details being handled by the Piquigny Fire Department.

The old association gave up the ghost during the war and two or three attempts have been made to revive the annual. Last year the new regime sponsored a Labor Day celebration as a test run.

This year's fair will feature a mammoth firemen's parade Saturday night and a fireworks display will be presented the evening Sunday night. Rider shows and concessions will be provided by Buffalo Shows, Ray Wells, fair manager, reports.

Keith T. Crowe Show Set For Melville, Sask., Annual

MELVILLE, Sask., June 17.—Performers booked thru Keith T. Crowe, New Westminster, B. C., will provide the grandstand show at the two-day Melville Fair in July. The troupe includes Ken Lambert, emcee; Louise, acrobats; Al Weir, clown; the Skating Millers, roller skaters; Pete and Wills Levolo, slack wire; the Kong troupe, acrobats, and a dog act.

Show opened in Cranbrook, B. C., played an indoor date at Lethbridge, Alta., and moved into Manitoba for June dates.

Port Angeles Sets Dates

PORT ANGELES, Wash., June 17.—August 24-27 have been set as dates for Clallam County Fair here, reports Ed R. Hager, manager. Har-

nies racing is to be discontinued this year because of lack of drawing power, Hager said. However, a program of running races will be offered, together with Western events and afternoon and night stage-shows, the fair management is beginning its third year.
1950 FAIR DATES

(Continued from page 83)


Millesburg—Farmers’ Assn. Sept. 7-11.


Milpitas—Owasso Valley Community Fair. Sept. 6-7. Mrs. Wm. H. Vanderschoot.


Pomona—Saturday Fair, Oct. 16-20.


Selkirk—Guilford Fair. West of Johnstown.


RHODE ISLAND


SOUTH CAROLINA


WANTED

Grandstand Attractions for the week of Aug. 28th. 

EASTERN SHORE AGRICULTURAL FAIR ASSOC. 

KELLY, VA.

"The Sensational ORTONS" CRoss-Cross SWAYING POle THRILLERS

With Their Original Creation—"A Flirtation in the Sky"

Featuring

The only girl to accomplish a one-hand stand 100 feet in the air. Brilliant Fireworks finish.


19th Annual TULARE COUNTY FAIR

TULARE, CALIF.

SEPTEMBER 19TH THROUGH 24TH

LIVESTOCK — AGRI-BUSINESS — RURAL EDUCTION — RABBITS

HORSE SHOW — VAUDEVILLE — FIREWORKS — RACES

WORLD FIREWORKS DISPLAY CO.

DANVILLE, ILLINOIS

BOX 841

OFFICE PHONE 3638

We furnish large and small Fireworks Displays for 4th of July Celebrations, Veterans Days, Fairs, Centennial and all other kinds of Celebrations.

Factory: Phone Westville 6380

"A REAL MONEY MAKER"  

RUSTY FIELDS 

PLUS HIS ALL-STAR COMEDY REVUE 

GARANTIEE 

FOR THIS SEASON 

WRITE — WIRE — PHONE 

AL DVORIN AGENCY 

54 W. Randolph St. 

Chicago 1, Illinois
LITERALLY DUSTING THE STARS!

The Billboard
FAIRS-EXPOSITIONS

Looking for Something Different?

That Will Leave Your Audience Spellbound.

Nothing else like it.

115 Feet in the Air

Last Word in Thrilling High Acts

TRY THE SKYARKS

Contact
CHARLES ZEMATER
54 W. Randolph St.
Chicago, Ill.

TOM PACKS' BABY ELEPHANTS
Superbly Trained Baby Elephants in Two Complete, Outstanding Acts.

NOW AVAILABLE FOR IMMEDIATE ENGAGEMENTS AT FAIRS.

THOMAS N. PACKS, 244 ARCADE BUILDING, ST. LOUIS 1, MO.
ONTARIO


Lindsay—Central Extn. Sept. 20-23. Bert L. McLean


Macklin—Macklin Falls. Oct. 5-7. H. R. Creasy

North Bay—Central Extn. Aug. 15-17. H. H. McIver


PRINCE EDWARD ISLAND


QUEBEC


Belgique—Belgique Extn. Agrl. Soc. Aug. 31-Sept. 3. Paul Guy Oliver

Blenheim—Blenheim Extn. Agrl. Soc. Sept. 6-8. George A. McClary


Montmorency—Montmorency Agrl. Soc., Sept. 4-8. 8. J. Asselin, Chicoutimi


St-Michel—St-Michel Agrl. Soc., Div. A. Sept. 1-5. Louis L. Beaudoin

St-Michel—St-Michel Agrl. Soc., Div. B. Sept. 6-10. Joseph Ranger


STARS on PARADE


dreadnoughts

Sensational Marions

125 FEET of RIGGING

A Guaranteed Thriller...Your Audience Will Grasp.

Contact CHARLES ZEMATER

54 W. Randolph Chicago, Ill.
AL G. MARRIOTT

Presents

LOS AEROS

"THE ONLY ACT OF ITS KIND IN THE WORLD"

Thrilling performance 45 feet in the air... featuring the
"Human Propeller" Crowd-awing spectacle with a
breath-taking finish.

CHARLES ZEMATER 54 W. RANDOLPH
CHICAGO, ILLINOIS

BUY THE

THREE MILOS
Miles in the Air

The Act That Has Everything...
* THRILLING * SENSATIONAL * 135 FT. HIGH *
Greatest Lighting of any
Act of this type

CHARLES ZEMATER
54 W. Randolph St., Chicago, Ill.

THE GREAT PALMYRA FAIR
DAY AND NIGHT
AUG. 22-26

WANT SHOWS—MOTORDRроме, ANIMAL SHOWS, ARCADE, MECHANICAL CITY, MONKEY
SHOW, FUN HOUSE, SNARE SHOW, 10-IN-1, BARN DANCE SHOW OR ANY SHOW OF MERIT.

All Address: W. RAY CONVERSE, Seeoy. Palmyra, New York

WANTED! WANTED!
CONCESSIONS & SHOWS
FOR
Hoopatson, Ill., Sweet Corn
Festival, September 7, 8, 9.
Miller's Rides and Bings booked. All other Concessions open,
Including Cookhouse.
WRITE—WRITE
TOMMY SACCO
203 N. Wabash
Chicago 1, Ill.

MOOSE JAW, SASK., ANNUAL'S
EXHIBIT SPACE SOLD OUT

MOOSE JAW, SASK, JUNE 17.
All exhibit space has been sold out at the Moose Jaw Exhibition to be
held here July 5-8. Running races, with from 50 to 70 horses expected,
will be held the last two days. Fireworks will be presented the first two
nights and the Travelers Day parade is slated for the third day.

Wetaskiwin, Alta., Ups
Livestock Exhibit Space

WETASKIWIN, Alta., June 17.—
Wetaskiwin Agricultural Fair here is
remodeling one of its buildings to
house livestock entries for this year's
annual. Dates are August 1-2.

St. Johns To Rent Coldbrook

ST. JOHNS, N. B., June 17.—
St. Johns Exhibition Association named
a committee recently to handle renting
of the recently purchased Coldbrook
Range house plant for shows, races and
ball games. Consideration is being given
to resuming the fall fair this year or at least by 1951. Two
large exhibit buildings will be erected
and the stand will be roofed.

Wolf To Pilot Conn. Annual

WETHERSFIELD, Conn., June 17.
—Rudolph G. Wolf has been named
chairman of the annual Grand Fair here,
scheduled for September 14-16
at Grange Hall. Assisting him will be
John P. Goodale, co-chairman, Mer-
rell R. Canfield, treasurer, and Orlo
Bump, Mr. and Mrs. Claude Miller,
Gerard Dubord and Jack Calkins.

Melville Builds New Barn

MELVILLE, Sask., June 17.—
Melville Agricultural Society here will
build a new livestock barn to replace
the one destroyed by wind last year.
Rowland Williams, president, an-
nounced. Annual has built a movable
grandstand, and a half-mile track is
being prepped for harness racing.

THE AERIAL SENSATIONS
110 FT. CROSSES SWAYING HIGH-POLE ACT
BEAUTIFUL FIREWORKS FINISH
RICARDO and GRACIE ORTON
ADEL IOWA

American Telescope Co.
EVANSTON 8, ILLINOIS

THE GREAT PALMYRA FAIR
DAY AND NIGHT
AUG. 22-26

WANT SHOWS—MOTORDRVOKE, ANIMAL SHOWS, ARCADE, MECHANICAL CITY, MONKEY
SHOW, FUN HOUSE, SNARE SHOW, 10-IN-1, BARN DANCE SHOW OR ANY SHOW OF MERIT.

All Address: W. RAY CONVERSE, Seeoy. Palmyra, New York

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Festival, September 7, 8, 9.
Miller's Rides and Bings booked. All other Concessions open,
Including Cookhouse.
WRITE—WRITE
TOMMY SACCO
203 N. Wabash
Chicago 1, Ill.

EACH WANTED FOR my OUTDOOR CELEBRATIONS and
FAIR DAYS FOR 1950
RAY S. KNEBELAND
AMUSEMENT BOOKING SERVICE
73½ West Chippewa St.
BUFFALO 2, N. Y.

Attention, Fair Secretaries
For New York, Ohio, Pennsylvania and Can-
da. We have a complete show for your 1950 Fair.

ATTRACTION, Park Managers
Contact me now for good FREE ACTS.
Also can offer SPECIAL FIREWORKS
DISPLAYS for all occasions.

THEMM ORIGINAL BANCROFT
SMELTING NUTS
SASKATOON
A SURE FIRE HIT!
FOR YOUR
CELEBRATION, PARK OR FAIR

BILLY OUTTEN
DIVING SENSATIONS

FAIRMEN:
Write or phone
THAT Special Sale
Your Fair
LITE TOWERS AND PIGEON LITE
towers... for your Light and Beauty on many leading
Fairs. Free Illustrated Catalogue.

America's Finest
COIN TELESCOPE

$790

American Telescope Co.
EVANSTON 8, ILLINOIS

ACTS WANTED

FIREWORKS

FAIRMEN:

THE GREAT PALMYRA FAIR
DAY AND NIGHT
AUG. 22-26

WANT SHOWS—MOTORDRVOKE, ANIMAL SHOWS, ARCADE, MECHANICAL CITY, MONKEY
SHOW, FUN HOUSE, SNARE SHOW, 10-IN-1, BARN DANCE SHOW OR ANY SHOW OF MERIT.

All Address: W. RAY CONVERSE, Seeoy. Palmyra, New York

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Festival, September 7, 8, 9.
Miller's Rides and Bings booked. All other Concessions open,
Including Cookhouse.
WRITE—WRITE
TOMMY SACCO
203 N. Wabash
Chicago 1, Ill.

BENTON COUNTY FAIR

FAIRMEN:

THE GREAT PALMYRA FAIR
DAY AND NIGHT
AUG. 22-26

WANT SHOWS—MOTORDRVOKE, ANIMAL SHOWS, ARCADE, MECHANICAL CITY, MONKEY
SHOW, FUN HOUSE, SNARE SHOW, 10-IN-1, BARN DANCE SHOW OR ANY SHOW OF MERIT.

All Address: W. RAY CONVERSE, Seeoy. Palmyra, New York

WANTED! WANTED!
CONCESSIONS & SHOWS
FOR
Hoopatson, Ill., Sweet Corn
Festival, September 7, 8, 9.
Miller's Rides and Bings booked. All other Concessions open,
Including Cookhouse.
WRITE—WRITE
TOMMY SACCO
203 N. Wabash
Chicago 1, Ill.

WANTED
FOR WEST VIRGINIA'S AGRICULTURAL AND
INDUSTRIAL FAIR—STOCK CAR AND MOTORCYCLE
RACING.

J. C. MICHAELS ATTRACTIONS
Chicago Office: Kansas City Office
64 W. Randolph St.
Chicago, Ill.

GIVE TO THE
RUNYON CANCER FUND
Heavy Take For Strates At Norwich

Show Units Big Draw

NORWICH, Conn., June 17—Nippy field's dry, grassy lot and ideal weather thru the entire week in territory where work is plentiful paid off in a record-breaking gross for the James E. Strates Shows. Stand marked the org's third consecutive season here.

Booking in by near New Lond., former show site, drew crowds. Shows had to abandon New London when a drive-in theater was erected on the lot. Rides did fair business with hearty patronage for shows and paystages.

Gal Show Packs 'Em

Note Eagle's Hollywood Midget Mosquito Stars came in for good but thru numerous radio broadcasts and newspaper spread, Jack Norman's eight cars in view at Broadyway Revue again came up with top, with Vicki, Wayne, Sue, human fly, and three nights later, Thursday (8), Field McCollum and his new Big Snake show, Peter Sevich's Miracle Show and other attractions.

New canvas arrived for Hartwick's Wild Life, as did a shipment of animals. Occasionally, with the show not reported earlier are L.D. Powers, Jerry Pope, and Edward R. Grant, hoop-los. Visitors included Sam Prentis, CFA, New London; Irene Paddock, daughter, Sharon, sister and niece of Earl (Buck) Paddock; and Bruce, who arrived from their home in Moaberly, Mo., and Mrs. Eddie Bahn.

Jones Tabs Big Date at DuBois, Pa.

Parade Builds Good Opening

DuBOIS, Pa., June 17—Playing the homecoming card, the show office ded to Johnny J. Jones' exposition proved lucrative for the org, with a huge crowd turning out at the local railroad station before unloading opera-

CARNIVALS, Communications to 180 W. Randolph St., Chicago, I., III.

BINGHAMTON, N.Y., June 17—During James E. Strates Shows' two-day stand, 3,000 lights from the org caused a number of reports of flying saucers with the lights reportedly on low-hanging clouds at night. As awarding to one enthusiasts newman became covered over reports that the saucers were harrassing. The Devil's Elbow Hill and routed out another on a lane to chase the saucers.

LYONS, Ill., June 17—Kenosha, Wis., and Eatontown, N.J., Hennes Bree Shows, here this week, biggest business of the season and one of the best still dates in its history.

Conditions and weather in Kenosha were good. As a result, about $250 was taken to Bucky Allen, co-

Employment in near-by towns, as well as industrialized Kenosha, is high, and the customers showed no inclination to tighten their purse strings.

A great deal of advertising was done for the shows in the local press and on the air.

Jenks Of Home Show

WOM Scores Hefty Takes At Garfield

4 of 5 N. J. Dates Click

GARFIELD, N.J., June 17—Frank Bergen's World of Mirths Shows gar-

Eagle's Daughter

Dixie Enterprises

Get Money With 2 Units Despite Cold

MIDDLETOWN, Ill., June 17—De-

Ernestine was the resident of the MSA by Morrison. Harris, a life member of the organization, succeeds Gora A. (Fopp) Raker, who died last month.

shows went well, as the crowd was almost double the previous week.

Employment in near-by towns, as well as industrialized Kenosha, is high, and the customers showed no inclination to tighten their purse strings.

competed for the local show biz. Sell-out Shows' stand over the weekend was the best since the show opened here, an eight-year-old boy offered a $30 bill at one of the shows, the boy was sent to Bucky Allen, co-

Business closed at 11:45 Saturday night, which was the best crowd so far for its biggest week of the season.

Elimination Play, an attraction, which was turned out the "ad" ha. stolen the money from the father, and the father hadn't as yet missed it. Father and son went to see Allen and the father was given his $30 bill. He passed a receipt to the show office, who had first recived the bill.

WOM Scores Hefty Takes At Garfield

4 of 5 N. J. Dates Click

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Show units take in...

Kenosha Gives
Henne's Best Bid of Season

All Shows, Parts in Take

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A great deal of advertising was done for the shows in the local press and on the air.
**Lansing Results in Good Biz for World of Pleasure**

By Haviland F. Reyes

**Lansing,** Mich., June 17.—World of Pleasure Shows, operated by John Ann and William Chicago, did good biz the week ending Sunday (11) at the Logan Street lot here under the direction of their veteran's association. Local factories, largely automotive, working two shifts, spending was good. Shows were a sellout of the house as a whole, with business concentrated largely in three days, Friday through Sunday. The Queen of Beautiful Days, played the week prior to the local shows, was a sellout of the house. Shows opened April 15 at Wyandotte and, excepting a week at Lima, Ohio, has shown only Michigan towns.

Mileposts to personal this season include Harry Harris as promotion chairman, and Al Davis, formerly of Eastwood Park, as artistic director. Charles Schaefer, who was successful in getting over for an engagement now at his Toledo home, recapturing from an operation.

Promotion has been stepped up, with emphasis placed on raffling free tickets. Typical deal is a tie-in with a local quiz show—picking the top two entries, and giving six free tickets away daily as prizes, each good on a dozen rides and shows. Promotion is plenty of special mentions on the air as the prices and winners are announced. It also is a weekly Saturday children's matinee, with a boy's bicycle and a girl's bicycle as top prizes. Personal includes:

**Staff**

John Quin, owner-manager; Mrs. Joseph Quin, co-owner; and J. M. Reynolds, general agent; Clinton Lowery, billposter; William B. Morgan, business manager; James Jones, janitor; O. H. Baer, cashier; Al Davis, rabble-rouser; Mrs. W. D. May, machinist; Mrs. Archie Jones, motor girl; and The Ferris Show, front gate and The Billboard, Chief Ray (Pat) Norton, Allushima, superintendent of grounds.

**Rides**


shows:

Shoes and operators: Hella Bolin, A. S. McMillen, Motorcycle Club, Harold Davis, Boeing Air Mail, Howard Ferreira, Red Sox, John Shillings, and Mrs. Clark. Circus: Concessionaire; H. E. Sweet, Concessionaire; Herman Williams, Concessionaire; Pat Cole, Concessionaire; Mrs. Art Kanitz, Concessionaire; Charles Nelson, Concessionaire; Bob Johnson, Concessionaire; and Mrs. Art Benjamin, Concessionaire.

French Polices, Marion West, Nancy Lewis, George Garman, Mary Brown, Billy Wayne and Shirley Manning, tickets.

Rickerson, Robert W. McMillen, ticket manager; Mrs. Male McMillen, assistant; Hona Jones, hostess; Mrs. Edna Holm, Charles, Inside hostess; Luther Harvey and William Shillings, ushers; James A. Thompson, ahh, and Mrs. John Shillings, Insid hostess; Charles Harvey and Shirley Manning, Inside manager, Fishburne.

Concessions.

William Barlow, deck hand; Walter Belcher, long range gallery; Jack Smudge, deck hand, and Bob Sheehan, deck hand, Dale and Roy, Jerry Roots, Inc., staging manager, Fishburne.

Fishburne.

Concessions. W. J. Wilcox, Pontiac, Michigan; J. J. Wilcox, Pontiac, Michigan; and Mrs. W. J. Wilcox, Pontiac, Michigan.

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Fishburne.

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**Rochester, Minn., Nests Dobson's Org Spotty Business**

**NORTH ST. PAUL, Minn., June 15.—**Nests Dobson, operator of the World of Pleasure Shows, displays here this week from Rochester, Minn., where biz was spotty due to mixed weather. Rochester stand there received good flock from Station KLEB.

Shows have been out since May 5. Executive set-up is unchanged from last year with W. C. Dobson, president; Bill Reynolds, vice-president and treasurer; and Millward Roberts, secretary.

Recent visitors included Mrs. Peter Nelson, Union manager and sound ear; Pete Jensen, ride superintendent; Jack Davis, electrician; Mr. Jack Davis, electrician; Dorothy Pinnicello, secretary, and Margaret Anderson, The Billboard, Wednesday, June 24, 1959.

WANT WANT WANT

FOR HILLSIDE, NUDI. THIS WEEK, AND KENSINGTON, MD., TO FOLLOW

FOURTH OF JULY WEEK. BANDS • PARADE. CAR GIVEN AWAY SATURDAY NIGHT

Concessions at all kinds of shows for Mrs. Rachel Foreran at once. Man
to take charge of Kiddleland Rides. No drinks, no food. Must be able to drive. The following people mentioned have charge of the Short Range Carnival that was run on June 26. All replies to 

**HAYES AND FLYNN, J. AND B. SHOWS**

S.P. We carry a free act and free gate.

Browning Amuse. Co.

W. F. Browning

910 S. 21st St.

Salem, Ore.

**Light Plant Special**

50 Kw. Caterpillar Diesel O-8800—50 Kw. G.E. Generator, 3 ph., 60 cy., 220 v., 4 wire, 1100 hrs., like new, $475.00. Immediate shipment. Other Plants, 950 watts to 100 kw.

**HARRIS MACHINERY COMPANY**

5910 S. El Ave., S. MINNEAPOLIS 14, MINNESOTA

**Golden Rule Shows**

Can place Hasky Hands at all kinds of good spots in Pennsylvania and New Jersey. Want Ferris Wheel Foreman. Good pay. Eddie Davis wants agents.


---

**Golden Rule Shows**

Can place Hasky Hands at all kinds of good spots in Pennsylvania and New Jersey. Want Ferris Wheel Foreman. Good pay. Eddie Davis wants agents.

ALL KINDS OF GAMES
WANTED
Big Auglaize County Fair
Wapakoneta, Ohio
August 6 to 11, 1950—6 days, 6 nights
Can use 400 feet of game at $3.00 front feet, 10 to 65 thousand people for the week. Open Sunday.

HARRY KAHN
Secretary of Fair, Wapakoneta, Ohio

AGENTS WANTED
For Ball Games, Dart Games and other Happy Punks, contact
JOE WHITTLE
5577 Nottingham Ave.
Chicago, Ill.

FOR SALE

GIRLS WANTED
GOOD SALARY—YEAR ROUND
Must be attractive, single, over 21.
Contact:
PAT W. FUSHER
30-51 Collins-Adams Show at Route 66.

WANTED
Three sober, capable County Store Agents.

BILLY CRAIG
ROYAL UNITED SHOWS
22-23-24, 26, 27, 30-31, 1-2, 6, 7, 8, 10, 12, 13-15, 16, 17, 18, 20, 21, 22, 23, 24, 25, 26, 28, 29, 30, 31, Winnebago; June 20-21, 27, 28, 29, 30; July 1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 12, 13, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31; August 6-7, 9-11, 15-16, 18-20, 22-26.

CENTRAL AMUSEMENT CO.
WANTS

SHERMAN HUSTED
1442
Marion, Ind.

WILL TRADE
Pavilion, Facing Amusements. 6, 10, 12, 14, 16. Two turn towers are new, good box, and four-wheel trailer, very, very good and beautiful. For road or park location. Will send boat or show description.

8 Oakfield Ave.
Macomb, Mich.

TOUR CONCESSIONS WANTED
TO TAKE CONCESSIONS 10% TO 15% PER WEEK.

ANDY ALLEN
4 Turner Bros. Shows, North Chicago, Ill.

DAGGERS FOR SALE
4 Iron Claws, Model 8, Like New Condition.

L. E. COHEN
173 W. Jackson Blvd.
Chicago, Illinois

INSURANCE

Cavalcade Adds
Korie's Side Show; Lafayette, Ind., OK

RACING, June 17.—Already potent because of A. L. Wagner's Cavalcade of Amusements, shows this week, took on added strength with Jack Korie's Side Show joined. President, headed by Milt, is setting the pace as the top gag unit, and is winning money for the Cavalcade to add to the winning spree, revived, handled by Mrs. Charlie Taylor.

Sally Rand revue is beautifully costumed, well staged and has taken off, but dates thus far haven't produced winner so far. Sally and her revue, which carries a heavy nut job, show poor they are to remain mutuals, as the other major back-end units are priced at 60 cents.

Press Agents
The Rand unit has eight gals, plus principals. Latter, in addition to Sally are, Brenda Rand and, Harold and Ed, song and dance duo with Montella also doing a specialty; Coralie and Laverne, comic, Rudy Austin is outside talker. Show has its own press agent, Julian Cole, and Harry Finnstein is with it as business manager for Sally, Herb Shive handles press for the Cavalcade.

Lafayette, Ind., Okla.

James Davis is managing the F. V. Allen show, with Elridge McTinlon as boss canvassman and W. W. and Stuart Kipp on tickets. Korie attractions are Marion and marching unit, Mike Rieley, sword swallowee, George Zeno, the side show, Leon Davis, girl from Mr. J. Ginelle, agriculture boy, and with Lola Connell, annex attraction.

Here the season opened to good weather. Lafayette, Ind., played last week, yielded fair business, with closing day, Saturday (19), providing poor patronage. Size of lot here did not come up to usual yearly attractions. However, George Harr special agent, did a noteworthy job of laying out the lot.

N. J. Weather Hits
Virginia Greater

MORRISTOWN, N. J., June 17.—After bottling rain and mud from Delaware to New Jersey for four days, forcing F.P. Siegel, owner of the Great Wildeck, N. J., because of a flooded site. Virginia Greats Greater Shows, based on a week of below-par business here Saturday (19) because of more bad weather. Ohre played under heavy rain. Here the fire Company auspices here. A number of Mr. and Mrs. Robert Musacce's relatives visited among them were Mr. and Mrs. Harold P. Wall and children and relatives from France. Mr. and Mrs. Philip Minchell, Ray Winkefink, and Mr. and Mrs. Manasco, Day showed and dated Biller Bros. Circus Saturday (19). Included were Mrs. Robert Wilson, Polpin, Joe Roski and Andy Kelly.

Redwood was a Winner
At Dunsuirfh, Calif.

DUNSMUIR, Calif., June 17.—Redwood Empire Shows registered its finest week of the season thus far when they wound up their engagement at the railroad celebration here Saturday (19). Shows and committees executed their plans with the greatest of expectations. Good weather prevailed throughout week, although sponsored a number of shows and concerts for the local stand to remain with the fair its fair and celebrations dates. Anthony Mason, who has completed his last six weeks and new moves for Great Sutton Finally Breaks Into Win Column

By Charlie Byrnes

POSEN, Ill., June 17.—Great Sutton Shows, after nine weeks on the road and muddy lots, finally get a break in the weather in Kane County. Sutton shows, they had a week of hot weather and good business. Shows here from Kane honest 1950-20 (13) to play through tomorrow (18) under auspices of the Village of Posen, Ga., and will follow with four more weeks in the Chicago area before reopening of a fair route at Mason, Ga., July 23. After eight Missouri State fairs, Owner, Mr. Sutton has sketched a point of Kansas cotton celebrations. Shows are churning little from 1949. They carry 8 rides, 8 shows, with only 4 set up here; 30 concessions, and travel on 16 railroads. All rides and equipment were built this year at Senath, Mo., winter quarters and a new office wagon was framed from shows' 24-foot box search area. The new headquarters, divided into offices and equipped with toilet facilities, is patterned after one and is usually spotted in the center of the midway.

Shows' present strength is a departure from its 1947 bow under the American banner, when it went with 3 rides and 8 concessions. Sutton, 28-year-old son of F. M. Sutton, owner of the Gulf Coast Shows, is a veteran of five years in the army before the 1947 season. Penny Arcade and John R. Ward Shows before organizing his present show, Pete, at 24, lays claim to being the youngest carnival boss in the business, and believes he has his father still active.

The Alvarado, trapese and wire act is the highlight of the show. Tonio Alvarado is in process of forming a circus Side Show, which will feature acrobats, jugglers, trapeze and wire walkers on a 24 by 40-foot square in a 60 by 60-foot square tent. Plans call for a small group of 15 plus 7 a seven-all. A Posing Show also is being built.

Personal includes:
Staff
Pete Sutton, manager-owner; Mrs. June Sutton, secretary-receptionist; Civil; George V., general agent; Leo Allen, legal agent; Hubert R. Alvarado, publicity and special solicitor; Sherman and the Billboard staff.

One, Bob Brown, 42, supervisor electrical, John Wise, ride superintendent; J. F. Murphy, horse trainer; George Kennedy, freight gate and ticket; El; Mrs. F. Brown, frame tent sales, assisted by Marvin Pacino and Tonio Alvarado.

Rides


Shows


Concessions

Mrs. Leo Allen, ladies, Mr. and Mrs. Don Savion, kisses, Lina Dace, John Patterson, pin game, push game, sittes, six seat, Faith, Hour, Mr. and Mrs. Harry Phillips, grab stand, M. J. Pounds, horse, and other rides, Mr. and Mrs. Pete Brown, range shooting gallery and carnival rides, Harry Roeske, Bob Patterson, cookhouse.

Charter Groves Greater

LAKE CHARLES, La., June 17.—Groves Greater Shows, Inc., this city, has been granted a charter by the Louisiana Legislature. Authorized capital stock is $60,000.

been installed in most of the trucks. Org now carries two mechanics, two carpenters and two banner men.
NEW EARNING POWER! Great new, fast playing cigarette wheel! Plenty of punchy appel 46 wheel operates on excellent per-
centage, yielding from 2 to 5 packages of cigarettes on every spin, with built in indicator adding live-action bally! 
Beautifully colored, mounted on nickel-plated stand at about 45 
depth. Easy to install. Exquisite quality-built to give you many seasons of 
big earnings. This is the right one! Don't wait!

Write for information and latest catalog.

H. C. EVANS & CO.
1208 W. Adams St.
Chicago 7, Ill.

ANCHOR TENTS

CONCESSIONS, RIBBON TENTS, RIDE TOPS, MOTORDROMES, SHOW TENTS ANYTHING IN CANVAS California Approved Framed Flamingo Materials AND Local Celebrations refugees EXPERT WORKMANSHIP 5 DAYS' SHIPMENT ON MOST SIZES

ANCHOR CALABANA CARNIVAL
Plastic coated Gray goods give a High Gloss Finish—5 Beautiful Colors Write for samples.

FOR BETTER TENTS—LOWEST PRICES—HIGH QUALITY

The Number 1 Carnival Tent Manufacturer.

POWER SPECIALISTS

To Show Business in Lower Michigan CATERPILLAR DIESEL POWER UNITS AND DIESEL ELECTRIC SETS

24 Hour Parts and Repair Service

MICHIGAN TRACTOR & MANUFACTURING CO.

1390 Lynden Ave.


1209 Buchanan S. W.

Grand Rapids, Mich.

Phone 3-5970

HAGENSEN'S RIDES

WANT WANT WANT

For the biggest 4th of July in southwest Missouri, Centennial Celebration, July 7, 8, 9, at

Grandby, Missouri. 35,000 estimated attendance.

Rides: Merry-Go-Round, Tin October, Chaplin Ride, Live Pinos, Merry-Go-Round, Bugle, Aristoras, Little Dipper, Shows. Animal, Fracles, Mechanical, Live Animals, Ball 
Camer, American Camp, Diggins, Scales and Ages, Hanky-Wankies of all kinds. Contact

C. E. HAGENSEN


WANT CONCESSION TRAILER

Other business requires our attention. Am offering our Lowest Prices, equipped with 

Grub. With these questions Electra Recreation, Illinois, 1948 Chevrolet by Tim Trux, 

Tour bus. Merry-Go Round, 3 Dr. Automatic Light Parlor in Winter Water Certificate, 50 

Dollars over at OTW. Must

Can't offer for sale this end, including stock on hand. A-1 Equipment.

ART JOHNSON

426 General Delivery, Plattsburgh, N. Y., till July 26th, Utah, til July 31.

Rev A-99, The Billboard

4000 South Blvd, Hollywood 39, Calif.
57 Years in Outdoor Showbiz; Mark Held by John T. Francis

By Herb Dotten

GARY, Ind., June 17—Fifty-one years is a long time in any business. In the carnival field, it’s believed an all-time record, held by the still-active John T. Francis, 72-year-old owner-operator of the shows bearing his name and which are playing here this week. It was the year before the turn of the century that John began his first show, which combined a Wild West Show with some of the features of the present-day carnival. The John then was only 21, he already had picked up more than most men twice his age in show business experience. His business, the A. B. Francis, with John describing as having been “essentially a trader of show material drawn-Merry-Go-Round, then John was a boy, “It was known as the ‘drumming up sales. The Merry-Go-Round and the dog and pony were served to us, a substantial taste of outdoor show living and the Edgar, Ill., it to his liking. In his feet he stepped on his own, selling lemonade, etc. His first step was little pictures. In his boyhood he married and he and his bride joined Bostock & Ferris Shows with a tynny gate. He died in a crash over the Midwest, South Dakota, Utah, New Mexico and Arizona. In the Ringling Bros., next with Side Shows, then with their own railroad cars, six times. He then took back tonight pictures on trucks again with their own show.

Inevitable Drying Process
John made money in his early days after working out a way to quick-dry pictures in postcards. The process simply by pouring alcohol over the plates, thus accelerating the drying process. He then devised the method he then obtained a Carriage for picture back." On the show, July 1st

As Cadillacs then were rare and quick-dry was in evidence, his new John reaped a harvest. Another factor was the then relatively few privileges at fairs. “Why, the exclusive on photos at the Illinois State Fair only covers John.”

After a year with the Bostock & Ferris Shows and his wife, John and his wife turned to county and State fairs with their own show. John then was to work at fairs until the type of show became a compromise. Several years had then kicked up some knowledge of pit shows.

Frames Oddities
He framed several, presenting such oddities as “Leo, the Cigarette Fiend,” “George, the Turtle Boy,” and “Hop. The shows set up on platforms, which were spotted on city streets, and showed the exhibits, known as platform shows, rather than pit shows, were operated by independent contractors of the latter. John continued to operate platform shows in 1908, when he and his wife joined the Nat Rezr,” and had remained in the family business for two years with a photo gallery, John, however, returned to pit shows and continued with one or more such shows for 10 years. He then succeeded to the C. A. Wortham Shows, the Hines & Browne Shows and the Allen Shows, ending with Tom W. Allen Shows.

Organized RR Show
In 1920 he and Tom established a company which then evolved into a real railroad show. From the start, Allen continued to travel and developed the idea of a railroad show. At the season’s end, Allen retired, and the latter has continued as sole owner ever since.

The railroad show prospered until

the stock market crash of 1929, when business dived overnight, “We were up,” said John, “and lost in 1930. John went, “when news of the market crashed, I knew that. One night, he got the Chicago, was stuck.”

The years immediately after the crash were slim for railroad shows. They found their way to Illinois, and that didn’t help. In 1932 he decided to get off the rails and put his shows on trucks. The following year he went out with a truck show and he has been there ever since, and that brings us to the present 10 years in Houston. He prefers to keep relatively low, and throughout his several years, his shows will close around Labor Day.

But he has delighted in spending much time in the clubrooms of the International Shows, that the organization which for many years he served as the first president. He has also delighted in rehearsing the old days, when carnivals generally featured many well-produced shows. He has reason to be, for he was once the owner of one of the most noted units to build road in Houston, and for many years. He said the show was run in this way: Every show was a full-week show; then Linton, Indiana. Contact: H. V. PETERSON, Mgr., or H. J. COLLINS, Agent.

F. C. Bogle Shows, Inc.
Wendy Cogswell, 22, Elmwood, Kansas, Tuesday, June 23rd.

GOLD BOND SHOWS, WANTED FOR FOLLOWING SPOTS

Wade Cogswell, Elmwood, Kansas.

BOIS BERGE, MGR.

PITTSBURG, KANSAS, TUESDAY, JUNE 23RD.

DU BOIS BIG FOR JII

(Copied from page 101)

So Scott, Eileen Darin, Dolle Merrell, and Alma Jean are among the group of popular radio personalities who were guests on the radio station.

Mike Petrunek, recently resigned on the WGN staff, but he was interviewed, as did Al Ralph, new scale agent for Schwartz Enterprises, and Joel Toby, who celebrated their 25th year with the show. The news was announced on the show of the date (13), as were making the rounds of the same paper, Wednesday (14).
PAGE BROS.' SHOWS
Want for Martin, Tenn., Annual 4th of July Celebration and 12 Fairs starting 17th of June

Pop Corn, Custard, Ice Cream, Eating Stands, Diggers, Rotarys, Arcade, 6 Cats, Buckets, Hanky Panks of All Kinds.


Will buy No. 5 Eli Wheel. Have the CASH.

SHOWS: Have complete Side Show equipment, want Manager with All Shows save 2 others.

What have you to put in them? Must be Showmen, Not Fly-By-Nights.

Madison, Tenn., now, 7 miles from Nashville, Tenn. Waverly, Tenn.
June 15th week: then Martin.

P. S: Fair List upon request.

WANTED

WANTED

COMPLETE CARNIVAL OR INDEPENDENT RIDES AND CONCESSIONS.

No. 1 GIRL SHOWS.

BIG HIGH TRAPEZE - FREE ACT

Free Lot, Lights and License.

AUGUST 19th-20th or AUGUST 26th-27th.

Huge Democratic Rally. Everything Working in Belleville, Ill.

Contact:

ALLEN J. DIXON
President, Court House.

Baker United Shows

Want for Best Advertising Show in the Middle West Today.

CONCESSIONS: Legitimate Stock Shows, Balloon Dart, Huckley Duck, Rumbler String Game, Jewelry, Novelties, Horse-La, Car Windmills, Water Show. CAN: Place any Show of Man with own outfit and transportation. If you have the Show we will give you special paper and newspaper publicity. You keep the whole show. CAN: Place in First and Second Man on Wheel and Roll-O-Plane. Also other useful Help. CAN PLACE CONCESSIONS FOR LA PORTE, INDIANA, FOURTH OF JULY CELEBRATION IN FAIR GROUNDS. This is a Fine 18 day Jaycees Carnival starting Sunday, July 2.

Baker United Shows

Peru, Indiana, this week: Plymouth, Indiana, next week.

GRIGGS GREATER SHOWS

WANT Want for Sherman, Texas, this week; followed by Novast, Okla., 26 to July 1; then the Fourth of July Celebration and Races. Parade every day, fireworks every night; all shows—taxes taken.

Will sell X on Jewelry, Photos, Custard, Weight and Age, Novelties, Best Dealer, Over and Under, Fun for Big Boys, Big Girls, Big Cats, Big Dogs, Big Bows, Buckets, Shot. My fair short July 17, have 14 Good deal for Ten-In-One-Motordrome, Dick Hyland, call me or Jimmy Catts. Need Foreman for Mexico, Second Man-Woodcock, 2nd Man-Jimmy Catts would want Count Agent, One Skille Agent. Whitey black wants Peak Show Agents, Count Show Agents. John Zimian, comes on, can use say you, James and Rex, come on. All wives to

CHARLIE GRIGGS

N'collect wives.

FIDLER'S UNITED SHOWS

WANT WANT

Missy-Go-Round Foreman for latest two-abreast Allan Horseman who can drive beautiful international track and frontwheel win. Top salary and home. Long season. If you are not a sober and reliable person save your time and mine. Can use Electri-Motor who can handle Carolan-Dowd and General Electric Scrublights. Guaranteed salary of over $375.00 weekly. Man to take charge of office owned Bows. Manager for office owned Hanky Piano. Addressee

SAM FIDLER, Mgr.
Caledon City, Ill., June 20-27; Freeport, Ill., June 29 thru July 4.

WANT

FOR EIGHTEEN FAIRS AND CELEBRATIONS—THEN THE VALLEY ALL WINTER

CONCESSIONS, for the following Concessions—Country Store, Duck Pond, Bowling Alley, Amateur Wheel, Fair-By-Night and General Concession Help. Dunks, shooters and helper, don't answer.

J. M. McCurdy

1/4 BIL NAME SHOWS, P. O. BOX 377, WICHITA, KANSAS, JULY 26; THEN BRADY, TEXAS.

SUNSET AMUSEMENT CO.

Wants Spiffy and Merry Foreman, must be sober and drive. Can use Help on Caterpillar, Delicious Co. and Spiffy Willows. Concessions open: Dinky, Short Range, Class Photo, Helina and others. Opening for about 2 Hanky Piano Agents.

DANIELS WALLER SHOWS

SIoux Falls, D. S., this week: RED OAK, IOWA, NEXT.

GAYLAND AMUSEMENTS

WANT

WANT

CONCESSIONS: Photo, Novelties, Bull Wheel, Skipper, Buckets, Pitch, Guns, Rodeo, Race or any pet conditioins. Also want Fun House or Shows that are driven. We have a brand Carolina Dowd and General Electric Scrublights. Guaranteed salary of over $310.00 weekly. Man to take charge of office owned Bows. Addressee

M. WENCOFF

Des Moines, Ia., June 15, 1956.

GAYLAND AMUSEMENTS
WANTED
SHOWS AND CONCESSIONS
FOR
Weymouth Fair, Weymouth, Mass., Aug. 13-19
Orleans County Fair, Barton, Vt., Aug. 17-19
Hartland Fair, Hartland, Vt., Aug. 23-25
Lancaster Fair, Lancaster, N. H., Sept. 1-4
Three County Fair, Northampton, Mass., Sept. 3-9
Cheshire Fair, Keene, N. H., Sept. 7-9
NOTE: Positively NO GRIFT, NO MIT CAMPS, NO GYPSIES, for space contact
LAGASSE AMUSEMENT COMPANY
HAVERHILL, MASS.
FIREMEN'S CELEBRATION AND FAIR
CARBONDALE, PENNA., JUNE 26TH TO JULY 2D
SEVEN BIG DAYS AND NIGHTS—SEVEN.
Every minor in Pennsylvania gets $100.00 vacation pay June 26, this will be biggest thing in Pennsylvania this year.
Want Rides and Shows, particularly want Kid Rides and any Shows with our equipment.
Girl Show will get big money here. Want Scotia Show. Have complete outfit. Side Show, Lew Alter, contact me. Can place Concessions of all kinds. Ayes, Scala, French Fries, Palmisty, Penny Parks, Percentage if you have Horse, and can go with H. Griffin Co., Boston. Opening few choice Wheels. Can place Agents for Crime Shows and good Wheel and Spoke man.
All Address:
WILLIAMS PERKINS, American Hotel, Carbondale, Pa.

A PROVEN BONA FIDE FOURTH OF JULY WEEK
REEDVILLE, VA.
NOT ONE DAY BUT A WHOLE WEEK OF ACTIVITY.
Parades, Fireworks, Radio Stars. Also giving away Auto, Television Sets, Electric Stoves, FREE.
WEEKLY SCHEDULE
WEEKLY JULY 3rd
Only one of a kind in midway.
Can place Carny, acts, and Human Oddities on short notice.
Week July 10, White Stove, Va. Another big event. Giving away besides the above...
Can place Fiber Wheel Forward and Help in all departments. Most davy scale semi-trucks trailer.
This show works 48 to 60 weeks per season.
This week, Tahoma Fair, Me. at Jonesboro, and District of Columbia city line, or wire to summer address; 4501 Madison Ave., Redivale, Md. Phone: Union 0012.

THE ALAMO EXPOSITION SHOWS
WANT
FOR 4TH OF JULY RODEO AND CELEBRATION, MOLALLA, OREGON
Any legitimate Concession that does not conflict. Also Posing Shows, Wild Life, & all other sides.
Write or wire ANTHONY MASSETH
Box 358, Berkeley, Calif., or Sweet Home, Oregon, June 23 to 28.

STATE FAIR SHOWS
Can place at once: Canoeshow that will enter to Show People, privilege guaranteed in tickets, Wire at once and do not disappoint, as I don't. Will pay top wages for Till for who can produce, also Second Men on other rides. Don't hunt last hour. Will book any Penny Parks for balance of season. 14 Fairs and Celebrations, with the biggest 4th spot in Wyoming, 3-3-4 at Casper, Wyo. 3-3-4 at Cheyenne, Wyo. 3-3-8 at Cheyenne, Wyo. Want capable Showman to take same. Can always place capable Agents that can and will stay after. We work every week. All first in space with the company. Will work any Kiddie Ride, Pony Ride preferred. All wire.
Write or wire SCOTT LAMB
OAGALLA, NEB., JUNE 19-24.

MILE ROCKWELL
Northern Unit—Playing 27 Fairs and Celebrations in Colorado, Wyoming, Nebraska, South Dakota and Kansas.布鲁克,科罗拉多,四月和九月; Epsom, Gold Rush Days, July 7-8. All the American Legion, July 14-15-16, Trotton, Neb., Fair, Wm. and many more. Get with the show that doesn't play still dates.
If you need a Ride Hole of all kinds—must drive.
Will book 2 Bai Goners; Dakota Bob, Otto Kub, wire; Bob Lang, come on.
Want Allthetics, Show with own cars. Wires or phones.
E. J. DAVIS, MGR.
COOKHOUSE AT LIBERTY WIRE:

Gordon (Foots) Middleton, 6 Western Union, Fargo, N. Dak.

RIDE MEN

J. P. German and Second on Wheel, T&U, 1012 W. Fourth, Kansas City, Mo.

WANT TO BUY OCTOPUS

Dietz, Brown, Chicago, Motor State Shows, 1231 and Granite, Fort Worth, Texas.

WANT TO BUY CLAIMED RACE HORSES

J. R. Leechart, Daily Exhibition Shows, Kansas City, Mo.

COOKHOUSE AT LIBERTY WIRE:

Dignified, 8 South, Dept. S. P. 1. Chicago, Ill.

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J. R. Leechart, Daily Exhibition Shows, Kansas City, Mo.
WANTED
SHOWS AND CONCESSIONS
FOR
Weymouth Fair, Weymouth, Mass., Aug. 13-19
Orleans County Fair, Barton, Vt., Aug. 17-19
Hartford Fair, Hartford, Vt., Aug. 23-25
Lancaster Fair, Lancaster, N. H., Sept. 1-4
Three County Fair, Northampton, Mass., Sept. 3-5
Cheshire Fair, Keene, N. H., Sept. 7-9
NOTE: Positively NO CRIFT, NO MIT CAMPS, NO GYPSIES, for space contact
LAGASSE AMUSEMENT COMPANY
Haverhill, Mass.

FIREMEN'S CELEBRATION AND FAIR
CARBONDALE, PENNA., JUNE 26TH TO JULY 2D
SEVEN BIG DAYS AND NIGHTS—SEVEN.
Every minor in Pennsylvania gets $100.00 vacation pay June 26, this will be biggest thing in Pennsylvania this year.
Want Rides and Shows, and want better rides and shows. Any shows with own equipment. Cat Show will get big money here. Want Snow Shows. Have complete outfit. Milk Shows, Live All, contact me. Can place Consignees of all kinds, Age, Scale, French Fries, Famulaty. Hanby Parks, Ferris Wheel, Erector. If you have two or three shows go with in Carving Tin, Bowser. Spinning few choice Wheels. Can place Agents for Grand Shows and good Wheel and Solida Man.

All Address:
WILLIAMS PERKINS, American Hotel, Carbondale, Pa.

A PROVEN HONA FIDE FOURTH OF JULY WEEK
REEDVILLE, VA.
NOT ONE DAY BUT A WHOLE WEEK OF ACTIVITY.
Parades, Fireworks, Radio Start, also giving away Autos, Television Sets, Electric Stoves.

WEEK 3RUL 3rd
Only one of a kind on midway.
Can place Madison Concession of season.
Week July 10, White Stone, Va. Another big attraction. Giving away besides the usual prizes, a 2% horse.
Can place Ferris Wheel Freeman and.Hot in all departments. Must drive semi-trailer trucks.
This show works 48 to 49 weeks per season.
This week, Takoma Park, Md., Westover, W. Va., and District of Columbia city line, or wire to summer address: 6501 Madison Ave., Riverdale, Md. Phone: Union 0012.

JACK HUBACK, MGR.
June 19-30, Haldensville, Oklahoma, June 21st, Oklahoma, then Lebanon, Missouri.

ALAMO EXPOSITION SHOWS
Want for the biggest 4th of July Celebration, Lebanon, Me., July 1, 2, 3, 4. Can place
Consignment Show for房企于对的куповета и Underwood, the bigest Wheel and Concession show, also Athletic Show that has own equipment. We have 12 Fares, two more pending; we can stay until August 15th. Westover, Me., own Concession, Rudey Jenkins, Working, Ice Cream, Photo Outfit and all Hanby Parks. NINOME. Have opening for Band, Trike Pony Ride and Full Concession. Send plan immediately, Mr. Murphy, A. H. Edelson, Arcade Mechanic. Ache here Jo start, contact me. All contact.

JACK HUBACK, MGR.
June 19-30, Haldensville, Oklahoma, June 21st, Oklahoma, then Lebanon, Missouri.

REDWOOD EMPIRE SHOWS WANT
FOR 4TH OF JULY RODEO AND CELEBRATION, MOLALLA, OREGON
Any legitimate Concession that does not conflict. Also Pavil Show, Wild Life, Hilbilly or any life Show to follow.
Write or wire ANTHONY MASSETH
Box 258, Berkeley, Calif., or Sweet Home, Oregon, June 3rd to 28.

STATE FAIR SHOWS
Can place at once: Cowpathy that will come to Show People, privilege guaranteed in tickets. Win at once and do not misrepresent, as I don't. Will pay top wages for Tilt who can produce, also Second Man on other rides. Drinks won't last here. Will book any Hanby Parks, Can place Shows to take home. Can always place capable Agents that can and will stay here. Will work every day. All fair in town, with the exception. Will book one next Kiddie Ride, Pony Rides preferable. All wires. Contact:
SCOTT LAMB
OCALLA, NEBR., JUNE 19-24.

MIKE ROCKWELL
Northern States—Playing 27 Fairs and Celebrations in Colorado, Nebraska, Wyoming, South Dakota and Kansas, Chicago, Columbus, Fourth of July; Idaho Spots, Cold Rush Days, July 7-9, Alliance Roden, July 14-15-16; Trenton, Neb., Fove-Row and many more. Will find with the show that doesn't play still dates.

Want Base Ride of all kinds—must drive.
Want Hanby Parks of all kinds.
Will book 2, Bub Cones; Dobbs, Otto Kibe, whe: Bob Lang, come on.
Want All.which Show with own outfit. Wire or phone.

E. J. DAVIS, MGR.

10 Years Ago
E. Walter Evans was elected president of The Billboard. . . . Rooster of the Cola Bros. Circus advertising car died, V. A. F. Wood, manager; Marry Yates, press agent; Hiram DeLafolote, booker; Henry LeRoy, publicist; James Gephart, boss lithographer; George O'Connor, stenographer; Charles Burrows, Fred Pyno, Lucius Dietz, Louis Oubre, Sam Clason and Lou Ritt. . . . Ben H. Voorhis was added to the staff of the Summit Bank, Anchorage, Alaska, as publicist and promotion director. . . . The Washington County Fair opened in Eureka, Kan., elected Hugh S. Dennis a director to succeed his father late W. B. Dennis, and elected A. W. Hartsock was named superintendent of feed projects.


Great Colbert was in Edgewater Park, Detroit, doing comedy and a venticinque routine in a revue called "Flip County New Year's Eve Revue," at the American Association, thef Bowling Green, Mo., elected A. Middleton, president; Benonah Freeman, vice-president; T. F. Evans, secretary, and E. E. Scobie, treasurer. . . . Fanny Pratt, candy boss operators, joined Archie Brown Shows in New Kensington, Pa. . . . Flying LaClares were signed for the winter tour of Poland and North Cirtes.

Emerging's Man Killers, reptilian exhibit, was reported doing .ouy business in an excellent location. William McGillicuddy of the Cooke County Fair Association, Genoa, Ill., took over the operation of his Williams show. Jack R. Bonner, president to succeed Oscar Aldridge: Dr. P. F. Smiss, vice-president; Tom Jones, secretary and treasurer, and William Lewis, treasurer.

Colisen and Irish McCormack were opened with their Underwood Shows, in the World of Pleasure Shows. . . . William C. Murray was added to the staff of Miller Bros.' Shows as a special agent. . . . Roy Barrett, clown, was engaged for a two-week stand at Idowel Park, Ligioner, Pa. . . . Lake Park, Coney Island, N. Y., opened after a long lay-off, and spent $10,000 on repairs and improvements with Miller Bros. Shows and Jerome Friedman president. . . . Management of the Boone County Fair, Belvidere, Ill., through the Tommy Sacco office, Chicago, sold Rodeo Challeges, Showman- ship Wishards, Sherri Aces and Mirlirra. . . . Flying Melozors left the Kirkham Wholesale Shows at Hope- town, N. J., to play celebrations and opened with the Horns Pullying Association of Ohio.

Death: Paul Birch, circus man; Max Stadler, circus manager; Pearl C. Dineen, circus woman; Harrison F. Fitle, Gerald Smith, Robert W. Rupp, Thomas R. Brey and Hank L. Deane. . . . John M. Buckley, manager of the Exposition (III) Fair, succeeding Judge William L. Napp, Grand Forks, Park, Neway, N. J., under the management of Victor J. Brown, was resigning, and going into business. J. M. Buckley was president of the Napp. . . . Gordon was doing advance work for the Entertainment Show. Three Silverlakes joined Ketroe Bros.' Wild Animal Shows, replacing the Merrill family, which left to go outdoor bookings. . . . Wallace Steg was in the Chicago office of the Dufeld Fireworks Company, publicising in connection with that firm's various contracts. . . . Cock (Jack) Rowland joined the management of C. H. Schwartz.

A. H. Barkley was general representative of the Geeter Show. Shows and his assistant was C. C. Barkley. . . . Presenting horse shows and. Bailey Combined Shows, Jorgen M. Christiansen, Harry Lamb, Mabel Stark, Rudolph M. and Vladimir Schraubs, . . . T. D. Cowan, manager, Millin, was working. Ed Williams, Ted Mult, Velma Busby, and William C. C. Crippen, Harry Woolsey, and ence Keaton, Clay Teager and H. L. Laskevick.

J. M. Martin, general manager, Chestor Park, Cincinnati, dis- lowing as a representative for Lassie. . . . Executives staff of the All-American Association, under manager-owner: Mrs. Butts, secretary-treasurer; Johnny Cannon, publicity; George Rhee, traffic manager. . . . John P. Dores, manager and George Rhee, trainmaster. . . . Jake Posney, wife of L. F. of the Sparks Circus, underwent serious operation in Good Samaritan Hospital, Cincinnati, Ohio. Bill Morgan Players were booked for six engagements in California in July. . . . Visitors on the midway of the Dodson's World's Fair were informed that Gen. S. H. Davis, vice-president, and Les Brophy, managing the D. D. Murphy Shows Jim derlin, a general agent; Louis band, Johnny Lasia and W. L. Alexander, Circuses, Mary S. Jackson, wife, Princess Nellie, midgets, located at Savi Rodeo Rock, Park, Wayne County, N. J., the Millers, acrobats, and Tom J. Jugs, and Della O. Hargis, Ozark, Mo.

WANTED
FOR A LONG STAGE OF CELEBRATIONS AND FAIRS, STARTING NOVEMBER 1st.
Can place two or more Shows. . . . Also a few Hanby Parks. Address: Mr. Shown or Stenger, State Fair, New York City. . . . Contact: George Girth.

E. L. WALTERS
4/Lawrence Creative Shows
Ambridge, Penn.

SIDE SHOW WANTED
Ales, Ticket Seller who can sell, Totte Actor who can stay, a proposition.

EARL MEYER
4/Lawrence Creative Shows
Ambridge, Penn.

CARNIVALS
WANT to participate in three (3) Carnivals.
GERI BEHR
505 State Street
Albany, N. Y., Albany County

JACK RENFRO WANTS
Skills and Rattle Agents.
Care C. A. STEPHENS, show.
Raked, Ky., this week.
PARK STREET WHEELS
123456

SLACK MFG. CO.

FOR SALE OR TRADE

CARNIVALS

JORDON

SE consequence

MEMBERSHIP DRIVE

LARRY NOLAN SHOWS

WANT QUICK!

FOR SALE

COOKHOUSE AT LIBERTY

RIDE MEN

CARNIVAL INTERNATIONAL

RED GLOBE GAMES

MOTOR STATE SHOWS

SUNSET GAMES

WANTED

WANTED

WANTED

WANTED

WANTED

WANTED

WANTED
Want Legitimate Concessions

FOR MT. VERNON, OHIO. FAIR, JULY 24-29
WANT AGENTS

For all kinds of Hanky Panks—25 per cent of gross.

Booked solid until first of March.

Defiance, Ohio, June 19 to 24.

My per address, 7400 Brookpark Rd., Cleveland, Ohio.

NEAL CARLIN

FOR SALE

FOR CASH

8 CAR OCTOPUS

Complete with Tractor, Tractor, Winch. 1950 International 1/4 Ton Tractor and 24 ft. Oleo Trailer (Seater) $4,0000 (near thousand dollars). Ride, Tractor and Trailer in good shape. Can be seen this week at 600 Independence Ave., Kansas City, Mo.; week June 15, Maitland, Mo. This is a wonderful buy for someone who needs a major Ride and has the cash. Reason for selling, need the money.

TONEY MARTONE
MILNER HOTEL, 215 W. 9th St., Kansas City, Mo. (Phone: Victor 2973)

GEORGE CLYDE SMITH SHOWS

WANTED

Ball Games, Pitch-Tie-U-Win, Glass Pitch, Strung Games, Six Cate, Photos, Swingers, Spot the Spot, Buckey Buck, Hang-Lo, Spool Spindo, Long or Short Gallery, Penny Arcade, Gussie Your-Age, Easels. Wanted Snape Show, Wild Life, Monkey Show, Girl Show, Side Show Acts. Will book Four Ride, Till, Spindles. Beeman Young wants Coast and Sun Show Agents. All replies PLEASE.

GEORGE CLYDE SMITH SHOWS
Hendrie St., Pa., this week South Park, Pa., next week.

GULF COAST SHOWS

Will furnish new tents and fronts for Girl Show, 10 in 1, Snake Show with plenty snakes. Harrison, Ark., 4th July, several fairs, can use one more big Ride. Mountain Grove, Mo., June 19 to 24.

CENTRAL AMERICAN SHOWS

HAVE RED HOT FOURTH JULY CELEBRATION SPOT IN KANSAS

CAVALIERS—POCKET—POCKET—POCKET—


MANAGER, FALLS CITY, NEBRASKA

COMING EVENTS

CALIFORNIA

Los Angeles—Mem.—Girl Show, July 21-23.
W. C. Kimbrough, 1315 S. Broadway,
COLORADO

Columbine—Columbine Days, July 14-16.
A. J. Jerich.
CONNECTICUT

GEORGIA

Atlanta—Girl Show, July 19. Pastor B. Metz, 1404 French Dr., N. W.
IDAHO

Rexmont—Festival Days, June 29, Glenn C. MSS, Houston, Mo.
ILINOIS

Deer—Celebration, July 22-23. Dick Meilen, Gardiner—Festival, Thursday, July 22-23. Kenouch Dr., Chicago; Long Island,
MILWAUKEE—Festival, July 28-29. Lawrence.
Palmyra—Soldiers-Sailors Reunion, July 27.
St. Anne—St. Ann's Centennial, July 27-29.
St. Joseph—Loos' Club Celebration.

INDIANA

Ottov—Am. Legion Celebration, July 21-23.

KANSAS

Culver—Celebration, July 3-4. American Legion.

KY.


MICHIGAN

Traverse City—National Cherry Festival, July 21.

MINNESOTA


MISOURI

Cahokia—Jr. Cham. on is on Mall Carnival. August 7-11, Ed Powell.

MISSISSIPPI

Kiln City—5th Show, July 27-29, Fred Bahn, 1619 Clerks Bldg.

MISSOURI

Bayard—Celebration.

MINNESOTA

Cahokia—Jr. Cham. on is on Mall Carnival. August 7-11, Ed Powell.

OHIO


MISSOURI

Cahokia—Jr. Cham. on is on Mall Carnival. August 7-11, Ed Powell.

NEW JERSEY

Windsor—Festival, July 26-30.
Harvey J. Ewart, Ridgewood, N. J.

NEW YORK

Deer Island—Carnival. July 1-5.
Huntsville—Smith. July 1-5.

PENNSYLVANIA


OHIO

Bucyrus—Fair, July 1-5. Fred Bahn.

CHARLES BARNEY FARRELL—TULIP SHOWS CHAIN CHIEF

For Girl Show. Ginger Lee, write us at

R breed 2B RIVER 220 W. 52nd St. New York 18, N. Y.
FOR SALE - FOR SALE
COMPLETE SMALL MONTORIZED CARNIVAL
3 MAJOR RIDES—ALAN HIRSCHFELD LITTLE BEAUTY MERRY-CO-ROUND WITH TRACTOR AND TRAILER; ELI #5 FERRIS WHEEL WITH TRACTOR AND TRAILER; 8-TOUCH CAROUSEL COMPLETE WITH TRUCK AND TRAILER AND WINCH FOR BASE; 14-24 CORN GAME, COMPLETE WITH TRUCK; 50 KW TRANSFORMER MOUNTED IN CLOSED TRUCK, PLENTY OF WIRE AND JUNCTION BOXES; LOTS OF EXTRAS; PRICE: SIXTEEN THOUSAND DOLLARS ($16,000.00) CASH. NO TERMS. NO DEALS. This equipment should be seen. All in good shape. This week can be seen at 6015 New Southern Ave., Cherryvale, Kans. Mon.; week June 26, Marion, Mo.; July 4, Leon, Iowa; week July 10, Auburn, Neb.

TONEY MARTONE, Mgr.
JAYHAWK SHOWS
MILNER HOTEL, 219 W. 9TH ST., KANSAS CITY, MO.

SPLINTER ROYAL
WANTS CAPABLE BINGO CALLER
To Also Handle Same; Also Percentage Dealers for One Dice, 2 or 3-4; Over and Under and Pail Pool.
All answer to SPLINTER ROYAL
ROYAL EXPOSITION SHOWS
Columbia, S. C., this week; then Pelzer, S. C., until July 8.

CHERRYVALE, KANSAS
SUNFLOWER STATE SHOWS
OPENING CHERRYVALE, KANSAS, JUNE 19 TO 24
Want for mammoth Fourth of July spot at Chanute, Kansas, 20,000 attendance last year. This one will be better. Preference to those joining immediately. We will sell all kinds of Hanks Ponds, privileges $5,500.00. Carnival equipment.-Write for Application for Agents. Also, we can use one or two more capable Ride Men, experienced only. Want Shows with fair equipment and transportation. Eight hundred block of eight shows. What have you? Can use useful People on our show. All replies given consideration. Attention Committee.

SUNFLOWER STATE SHOWS
CHERRYVALE, KANSAS

BUFF HILL SHOWS
WANT FOR 18 FAIRS STARTING JULY 2, METROPOLIS, ILLINOIS
Shows With Own Outfits That Do Not Conflict.
Concessions That Work for Stock. All replies to BUFF HILL, Slidell, La., this week and until June 27

SMITH GREATER SHOWS
Draper, N. C., this week, with Smith Civic Association of Sumter, N. C., to follow; also with Big Fourth of July Celebration.
Wants for twenty weeks of shows with circus equipment and extensions in Virginia, North and South Carolina. Has Tractored Show. Has all needed equipment. For information write to E. L. Smith, 212 West 8th Ave., Metropolis, Ill. Would like to place with agencies.

Draper, N. C., this week. Wonderful offering for County Fairs.

AMERICAN MIDWAY SHOWS
WANT Cook House, also Photos and Hanks Ponds. Carl Stone can use Side Show Acts, also Annex Attraction. Good proposition for Motorhome and Fun House. All wire, Dodge City, Kansas, this week; Amarillo, Texas, June 26 to July 1; Laredo, Kansas, July 3-4, with 18 fairs to follow.
ACCOUNT PUTTING ON ADDITIONAL RIDES
Can place Foremen following rides: Skooter, C-Cruise, Dayton Train, also Second Men All Rides, especially Terry Wheel.
Can place Walters and Gridironen for Carnival Shows, also Smith in Pullman. Place Man in popcorn wagon, also Men in general Cleaning.
CAVALCADE OF AMUSEMENTS
GREEN BAY, WIS.

WANTED
Custard, Ice Cream, Photo Gallery and any Hanky Panks.

IMPERIAL SHOWS
Week of June 19, Menominee, Mich.; Week of June 26, Negaunee, Mich. All fairs after last week in July.

Want Want Want for BRIDGEPORT, OHIO, JULY 4TH CELEBRATION ON THE STREETS.
CONCESSIONS — Hanky Panks, Photos, Age, Scales, Short Range Gallery, CARNIVAL SHOWS — Fun House or any show or game of merit.
RIDE FELLOWS that do not conflict. Write. Wire.
DEL-MAR SHOWS
BEAVER FALLS, PA., this week; LIMA, OHIO, to follow.

HAWKEYE STATE SHOWS
WANT
Girl Show, Mechanical Show or any Show not conflicting. Also want Matt Caves, Bill Striker, Photos, Novelties, Weight, Age, Ice Cream or any Concessions.

CARNIVAL PLASTER & SUPPLIES
Write for Price List
G. C. J. MATTINGLY CO.
927 E. Madison St. Louisville 4, Ky. Phone: 14-A Madison 1271

WANTED
For fourth day 4th at Hardin, III., and sixteen Pullman Concessions, including: A-Buck, Griddle, Octopus, Spitfire or Cat's Blood Concessions, Pinto or Shabu, East End for #200.00, West End for #150.00. Will handle. Must have no creamers, must serve with no creamers.
WALLACE BROS. SHOWS
"America's Most Spectacular Midway"

WANT WANT WANT — WANT FOR FOLLOWING FAIRS & CELEBRATIONS

NORTHERN CIRCUIT FAIRS

<table>
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<tr>
<th>WAUSAU, WIS.</th>
<th>MANITOWOC, WIS.</th>
<th>MONEE, WIS.</th>
<th>JEFFERSON, WIS.</th>
<th>BEAVERTON DAM, WIS.</th>
<th>ELMHURST, WIS.</th>
<th>ESCAMBIA, MICH.</th>
<th>BELOIT, WIS.</th>
<th>NORTH CHICAGO, ILL.</th>
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| CENTRALIA, ILL. | CITY PARK | 9 — BIG DAYS — 9 | JUNE 26 — JULY 4 | WANT GRAB | ALL EATS OPEN EXCEPT POPCORN | No P.C. or Grind Shows |

SOUTHERN CIRCUIT FAIRS

| JACKSON, TENN. | PARIS, TENN. | ABERDEEN, MISS. | GREENVILLE, MISS. | CLARKSDALE, MISS. | GREENWOOD, MISS. | STARKEVILLE, MISS. | JACKSON, MISS. | CANTON, MISS. |

14 — RIDES — 14 | 9 — SHOWS — 9 | 2 — FREE ACTS — 2

WANT ORGANIZED 10-11-1, MUST BE UP-TO-DATE. (MILO ANTHONY, WIRE)


SELF-Propelled for Use, Seats, Sideshows, Second or Third Men on Spillers, Chairlain Foreman, Second Men, Concessions.

AGENTS — 4 Carts, Buckets, Handy Packs, Pop Concessions — Ball Game, High Striker, Flags, Dart, Plunger, Coke, Novelties, Jewelry, Ages, Seals, Nets, Shooting Gallery, Jersey Cat, Dart, Short Ramps, Glass Pitch, Bowling Alley, Fish Pond, Stock Showers, Clothes Pin Pitch, Stingers, All Stock Concessions.

ALL REPIES — E. E. FARROW, MGR.

EAST ALTON, ILLINOIS (Phone 4-7162)

WILL BOOK FERRIS WHEEL FOR BALANCE OF SEASON


JOHN MURPHY, Owner

EDDIE'S EXPO SHOWS

East Brewsville Centennial, 100 Days, June 17, 24, 31; Butler, Pa., Sesquicentennial, 100 Days, July 24-31.

WANT SHOWS — Mosquito, Unborn or any good Grind Shows.

CONCESSIONS — on Game, Jewelry, Cigarette Gallery, Popcorn, Doig Bal, Photo. Speedy Rides want another Motor for Motor Drives.

EDDIE DIETZ

TYRONE, PA., THIS WEEK

BRASCH RIDES

MADISON, WISCONSIN, BRITISHIAN PARK, JUNE 28 THRU JULY 4

Basking Brook Concession, also Cook House or Grub. Will buy or book Ferris Wheel or 12-72-Go Round. Jack Vincent, what have you?

BRASCH RIDES (Watertown, Wis., 'til June 25)

WANT FOR OUR FAIRS

STARTING JULY 21ST

| CHAMPAIGN CO. FAIR | Urbana, Ill., July 21-22 | EASTER ILLINOIS FAIR |„ | REX G. ADAMS CO. FAIR | Meeden, Ill. (Quincy), August 5-11 | NORTH CENTRAL MISSOURI FAIR & HORSE SHOW | Trenton, Mo., August 13-18 |

| MIKE CO. FAIR | L'HERBE LEGION FAIR | Pleasant Hill, Mo., August 21-25 | NORTHEAST MISSOURI FAIR | Kirksville, Mo., August 29-September 2 |

| (Unit 21) | (Unit 23) | (Unit 25) | (Unit 26) |

SHOWS

We now have the following Side Shows: Monkey, Snake, Glass House, Mickey Mouse, Illusion and Minstrel. Will book good Motordrome (Art Spencer, contact us), and any other Show. (No Contribution Shows.)

CONCESSIONS

Will book good Cookhouse that can and will cater to show people. Want Custard, Jewelry, Short Range Gallery. Also can place Agents for office owned Handy Packs. Will book Derby (will book same)

ROCK CITY SHOWS INC.

WE CARRY 16 RIDES — PRESENT ON OUR MIDWAY "HIGH SKY DUO" A TOP FREE ACT THAT PULLS AND HOLDS THEM

Fair Secretaries — We invite You To See the New Champion of Motorized Shows

Reply to THOS. D. HICKEY, General Manager

Joliet, Illinois

AMERICAN LEGION CELEBRATION

PLYMOUTH, MICH., IN THE HEART OF TOWN, JUNE 19-24

KIEGO HARBOR — 6TH STREET IN THE HEART OF TOWN, JUNE 26-28

PONTIAC, MICH., BUSINESS MEN'S ASSN., IN OAKLAND PARK, JULY 1-4

WANT HANNY PANKES, EXPERIENCED RIDE HELP WHO DRIVE SEUMS — GOOD TREATMENT.

PLATFORM SHOWS FOR STREET CELEBRATIONS, ROLL-O-PLANE OR OCTOPUS FOR BALANCE OF SEASON. GOOD PROPOSITION.

COTE AMUSEMENT CO., as per above route

HARRY CRAIGS HEART OF TEXAS SHOWS

Featuring the Great Wilton, Original Human Cannon Ball

Will book, to add to our office-owned show, a Pedal-Go Girl Show, Pan House, Motordrome, Illusions, Minstrel, or any stand show you want to go with. Will book for your Stand Show, Carnival, or Coney Island. Contact William Craig, 302 E. 57th St., Chicago, Ill. Phone, 117-8226. Will book Ferris Wheel, Pop Corn, or any Concession.

HARRY CRAIG, 302 E. 57th St., Chicago, Ill.

Address JOHN FRANCIS, Mgr.

Gary, Indiana, this week; Oconomowoc, Wis., 4th at July week.

BEE'S OLD RELIABLE SHOWS

WANT AGENTS FOR HEAD OF STORES FOR SKILL, COUNT STORE, PIN STORE, AND MAN FOR LINE-UP STORE. CAN ALSO PLACE DIGGER, FOR 14 BONA FIDE FAIRS.

Address JOE GOODWIN, Business Manager

SPRINGFIELD, KENTUCKY (Fax)
TIRED OF BLANKS!
THEN READ THIS

SHOWS
SIDE SHOW — WE CAN PLACE A GOOD SIDE SHOW WITH ENTERTAINING FEATURES ON STRONG ROUTE OF SOLID FAIRS. PROOVED FAIRS.

GIRL SHOW — HAVE OPENING FOR GOOD, CLEAN REVUE SHOW WITH OUTSTANDING ATTRACTION AND OWN OUTFIT.

ARCADE — WONDERFUL TERRITORY OF SOLID STATE AND COUNTY FAIRS FOR NICE ARCADE.

ALSO — CAN ALWAYS USE OTHER SHOWS OF MERIT. GRIND SHOWS, BALLY SHOWS, MECHANICAL, ETC.

CONCESSIONS —

* ANDERSON, IND., JULY 3-8
* BROWNTOWN, IND., JULY 17-22
* LOGANSPORT, IND., JULY 23-29
* SHELBYVILLE, IND., JULY 30-AUG. 6
* MONROE, MICH., AUGUST 1-7
* LA PORTE, IND., AUGUST 14-19
* FRANKFORD, IND., AUGUST 20-26

MICHIGAN'S LARGEST ANNUAL
4TH OF JULY CELEBRATION
HILLSDALE, MICH.

Can place legitimate Concessions of all kinds except Bingo and Novelties.

BIG KAPPA KAPPA GAMMA CARNIVAL
NORTH HIGH ST., COLUMBUS, OHIO
JUNE 26-JULY 1

All legitimate Concessions open on this territory except those in Mobile, Miss., should be great date.

GOODING
AMUSEMENT CO., INC.
1300 Norton Ave. Columbus 12, Ohio

WORLD'S BEST TRUCK SHOW
TATHAM BROS.' SHOWS

WANT FOR THE BEST FAIRS AND CELEBRATIONS IN ILLINOIS

No one can match our route. This is the big one for over 70 years. The biggest 4th July, July 4, and Illinois in all of them.

Wanted—Spitfire, Ring-O-Pines or any Thrill Rides. Can place Stock Concessions of all kinds. Want Shows with own equipment. Pay Concessions money only. Want Fun or Class House. No gate—girl—giant.

WANT FREE AGENTS.

BIL TATHAM
Lewistown, Ill., Street Fair, June 21-24

MARION GREATER SHOWS
HAMPTON COUNTY NINTH ANNUAL WATER MELON FESTIVAL
WEEK OF JUNE 26 THROUGH JULY 1, HAMPTON, S. C.

This Is the Biggest Event of the State, With a Big Fourth of July Date Following for Our Show.

Will book Cook House, Curfew, Diggers, No Falls, High Striet, Hunky Panks, Seals, and Age, two Mint Camps and Concessions of all kinds. Can also place girls for Girl Show. All replies.

MARION GREATER SHOWS
ORANGEBURG, S. C.

SAMMY LANE SHOWS
SWEETHEART OF THE OZARKS

Want for Crane, Mo., Annual Legion Celebration; then Southern Missouri's biggest. July 3 and 4, Eldora, Mo.;垣on, Iowa, July 4-5; Annual Homecoming, and balance of season. We have 8 Fairs in the Ozarks.

American Milt, High Striet, Sno Cone, Jingle Board, Hop-sa-La, Airplane, Jewelry Sales, Pan Came, or what have you? No rocket. Can use a couple Gird Shows.

WASO, MIO., THIS WEEK

PIKE AMUSEMENT SHOWS
OPENING IN SALEM, MO., JULY 2 AND 4

Concessions the way we were. Concessions, Ride Help, Ferris Wheel, Merry-Go-Round, Octopus, Mix-Up. Will book any Kid Rides. Other Fairs and Celebrations to follow.

Address BILL PIKE, Salem, Mo.

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

We hold contracts for the best still dates, celebrations and fairs in the South, and will offer the finest show of our entire crew for your conquests, Concessionaires and Shawnmen, if you have anything new and novel in keeping with our policy and want a nice season's work, contact us now.

FREE ACTS

SHOWS — High class entertaining shows, catering to ladies, gentlemen and children. Side Show, Midget Show, Animal Circus, Wild West, etc. DREDGERS — Can place with Riders for one of the nicest routes on the road.

CONCESSIONS— We can always place legitimate Merchandise Concessions. Especially want to join at one of Long Range Gallery. Frost Custard, Photos, Novelties, Scales and Age, Jewelry and Hanky Panks of all kinds. (Positively no rockets.)

COOK HOUSE — Have opening for first class Cook House catering to showfolk. (Must be clean and up-to-date.)

FREE ACTS — We have Riders beginning Sept. 4th and ending Nov. 11th. Can use high class Aerial Act for this route. Must be sensational and in keeping with our high standard.

RIDES — Will book any new ride not conflicting with what we have: Auto Skooter, Looper, Tilt-A-Wirl, Moon Rocket or what have you.

Addressee:

JOHNNY T. TINSLEY SHOWS
Decatur, Ga., this week; Humphries Street Lot, Atlanta, Ga., next week.
Big 4th of July Celebration, Grove Park. Week of July 3d.

WALLACE & MURRAY SHOWS

WANT FOR AMERICAN LEGION FOURTH OF JULY CELEBRATION, MARIETTA, OHIO
PARADES, FIREWORKS DISPLAYS, BAND CONCERTS EVERY DAY AND A NIGHT AND A STRONG ROUTE OF FAIRS AND CELEBRATIONS TO FOLLOW THROUGH VIRGINIA, TENNESSEE AND GEORGIA.

Want Age and Scale, Giant Shooting Gallery, Whip-Till-You-Win, Ball Games, French Fris, Glass Pitch, High Striet or any other legitimate Concessions. Also Dippers.

Want Girl Show Operator with or without equipment. Florence Thomas, contact. Want Operator for Side Show. We have the equipment, you furnish the Acts, or any other Girl Show. Can have show with or without our equipment. Can always use good Ride Help. All replies.

AL WALLACE, Mgr., or BEN BRAUNSTEIN, Bus. Mgr.

This week Gallipolis, Ohio; next week Wheeling, Ohio; then the Big One, Marietta, Ohio, all week.

WANT—HIAWATHA SHOWS—WANT!

Annual Amherst Festival, Mr. Clements, Mich., July 4th, inclusive. One of the biggest Fourth of July spots in Michigan this year, with fireworks, bands, parades, floats, etc. Popularity contacts with always been true to Michigan's city to the fullest. Something should be made of this Fourth of July.

Want new Concessions, Games, Dredger, Novelty, and some P.E. open to those with Handy Panks. Want Good or Well Shows of merit. Will book Operators, Cabinet-Walk, Plane, Plane, Tinsley for any ride and not conflicting.

Sylvania 24 Fire Dept. Annual Carnival, corner Holland-Sylvania and Central Pike, Sylvania, Ohio, last week, then here, this week. Should bring the crowd. Should come on at once.

GLENN D. WYBLE, HIAWATHA SHOWS

PLAYING THE LARGEST ROUTE OF JULY AND OLD HOME WEEK IN THE EAST

ALMOND, N. Y., JULY 3 TO 8

CONCESSIONS—Can place Novelties, Fries Phot, Jewelry, Hoop-La, Ball Games, Derby Racer or any legitimate Concessions. SHOWS—Can place Wild Life, Arcade or Animal Show, HELP AND TALKERS—Can place Wheel Foreman, also 2d Men on all Rides that drive semis. Want Man to take charge of Life Show who can grind them in.

AGENTS—Can place two good reliable Agents on Razzle. Need one more Agent on Bowling Alley. FOR SALE—Have brand new Candy Floss, double head with extra ribbons, new 8x10 top, cheap. Address all mail and wires to

Lloyd B. Sefraa, Gen. Mgr., Penn Premier Shows
Williamsport, Pa., this week; Johnstown, Pa., Celebration next week.

LAWRENCE'S CHIC SHOWS
NEW ENGLAND'S FINEST

PLAYING BOSTON WEEK OF JUNE 26. FIRST CARNIVAL IN THAT TERRITORY. Can book Climax Shows of all kinds except Theory. Can place Cab and account of disappoint- ment.

HARRY J. TUCK
HOTEL EISEN, BOSTON, MASS.

UNITED EXPOSITION SHOWS
WANT FOR BIGGEST 4TH OF JULY IN ILLINOIS

OLNEY, STARTING JULY 1 TO 7, 4 DAY PROGRAMS

WANT PANNACE HANDY PANKS OF ALL KINDS. WANT SKELLO, COUNTY STORE AND P.E. AGENTS. WHEN YOU USE US WE WANT TO HELP YOU. CAN YOU NOT WANT RIDE HELP THAT DRIVE? MUST BE SOBER AND STAY SOBER. WIRE OR COME ON.

C. A. VERNON, Mgr.
Peoria, Ill., this week; then Olney,
ATTENTION, RIDE OWNERS

THIS IS 17-FOUR BIG DAYS—JULY 1, 2, 3, 4

MAMMOTH SESQUI CENTENNIAL CELEBRATION


P.O. Can use kinescope equipment during this winter.

OKLAHOMA EXPOSITION SHOWS

WANT TO WANT WANT


Fare: 50¢. Telephone: TWO-65, P.O. BOX 65, P.O. Box 65. Telephone: TWO-65, P.O. Box 65. Telephone: TWO-65, P.O. Box 65. Telephone: TWO-65, P.O. Box 65.

P.S. Can use kinescope equipment during this winter.

CUMBERLAND VALLEY SHOWS

WANT FOR NOW AND FOR THE SEASON

Motelbome, Mechanical City, Fun House, Glass House, Penny Arcade, Animal, Snake, Fat, and Midget Shows, or any capable Show except Odd Show. Percentage very reasonable. Need a few more Stock Shows. Address: Ed Wilson, Ed Wilson, Ed Wilson, Ed Wilson. Telephone: TWO-65, P.O. Box 65, P.O. Box 65, P.O. Box 65, P.O. Box 65.

ELLIS WINTON, Franklin, Tenn., this week
Capell Bros.

McALESTER, Okla., June 17—Shows made a jump in here from Okmulgee. Organ enjoyed good business at Blackwell, Okla., and Muskogee, Okla., and is dogged all week to stop in at Ponca City, Okla. Clint Glidden has taken three hankypanks, making a total of 31 concessions. Bob Capell, general manager, just returned from a road trip, reports that he has signed two more fair men, Stillwater, Okla., and the Okmulgee fair in September.

United Liberty Shows and Circus Unit
Want for Two Celebrations a week. On
and long route of Fairs. Capell Bros.,
Custer, S.D.; Mag. Bessie Love, one of
the most capable women in the business,
in charge; also several other capable
men. Arkansas. No pyro or air shows.
Men and women needed for concessions
that can work on the street and make fun
for the people. Full salary, all expenses
paid. Write: J. W. Capell, Custer,
Arkansas. P. O. Box 70, Custer, Ark.
EQUIPMENT: HELP. Arthur E. Baker and
Karl Kap, Wheel Fortune, and a large
collection of railroad type drummers and
shakers. Write: To the Capell Bros., at
Little Rock, Ark., and for work cut live. RIDER: Can use Kid-
dle Rides not conflicting with Asa. Can
also hire one more Majorette.

PAUL'S AMUSEMENT COMPANY WANTS
Last Concessions of all kinds for 4th of July
week and after. Have been successful
Big One for 10 days, starting June 25 and
will go on for two more weeks. Can
use Concessions all around the State of
Arkansas to follow. Can
use three to five men. Wages
and expenses paid. Apply in person
Mo., June 19-24, then to Springfield. We open
in Springfield and close in Hillsboro, Ill.,
with one and two 11-Seat Concessions,
save 100 miles and make. All replies to
P. A. SCRAMMEN

Again Playing the Best Fairs in Texas
Including Amarillo, Abilene, Lubbock and the Cream of the Fairs in
West. East and South Texas

BRADY JUBILEE, JULY 1, 2, 3 AND 4, BRADY, TEXAS
All top fairs and celebrations from now until season closes
KENNETH CUMMINGS, WIRE OR COME ON.

Can Place Ride Foremen on Diaper, O'Plains, Flyers, Kiddie Cars, Boots, Bugy
Black Kids Second Men W. 5 Rides. Can show shows with our own tents that do not conflict.
Meals supplied. All expenses paid. Arrive here to learn of conditions. Write:
All replies to BILL HAMES

Oriole, Ill., 100th CENTENNIAL
4TH CELEBRATION
Ludwig Predicts Good Summer Biz

CARROLL, Ia., June 17—With expansion plans afoot for his Parkview Roller Skating Pal, here, Ludwig, who operates the year round, depends on turn-out in the winter for an impression of his trade. Farmers, he says, have money this year and are trying to cash in on some of the key features his business offers, through the winter season. Ludwig says that his new business in sum- mer will bring the $20,000 worth of patronage, measured up to winter tradeowing to reduced operating expenses, expected by his manager, Mr. and Mrs. S. J. Galbraith. These shows, with elaborate scenery and glistening paintings, are among the fine features in recent years, says Lud-wig. They are offered as a stimulant to the skating business in Carroll and near-by towns.

Kids of 13 States,
Two Provinces Vie
At Tulsa Contests

TULSA, Okla., June 17—Roller skating on a wider front is the impression picture here June 2 and 3 when the Midwest regional competition of the National Roller Skating Association was held in the Auditorium Sports Arena. Skaters from 13 states and two Canadian provinces are here for the national meet, to be held July 10-12. The event reached a high pitch during performances of past and present champions to cap the spectacle. A total of 430 engagements, 410 of which were acceptable, faced the firm.

PARA MUS, N. J., June 17—Para MUS Skating Rink’s second annual May Festival May 31 attracted almost 1,000 skaters and spectators to Julius DeGeeter’s big rolyer here. Sponsored by the Paramus Roller and Dance Figure Club, event included a 14-step contest and a series of five exhibition featuring world champion Donald Mone, now a pro at Minesota (N. Y.) Rink. Among celebrities on hand were USA-Resident George Appdale and Minesota Club secretary Mme. Apd-al.

Shore Rollerderm
Observes Birthday; Gets ‘Dimes’ Award

ASbury Park, N. J., June 17—Shore Rollerderm, operated by Bill Love. at Asbury Park, N. J., celebrated its first anniversary May 29 with a pageantry-styled skating revue, a mammoth birthday cake and an award to Mrs. Love. The show included folding Backlash of 1949-50, the show took top act from shore. Recent club production plus speed and artistic exhibitions by skaters who had starred in other events and contests despite the low.

Future present, by American Skating Editor Bill Love, was the March of Dimes plaque which each year goes to the metropolitan area BSA’s for skating turning in the most money to the anti-polio cause during a period set by chairman Victor F. Brown (New England Area). 1951 turn in, all-time record, earned the prize for Shore.

DEERFIELD, June 17—Edy Martin, brother of Fred A. Martin, head of Arena Gardens here is moving his M&M Rink Supply, which he heads, to new quarters in Convention Hall. The company is putting up a line of records for skating on the Vinatone label.

New 1951 Rink Skates
With Counter Sunk Axle Nuts

Longer Wearing Fibre will help preserve floors.
CLASSIFIED ADVERTISEMENTS
A Market Place for Buyers and Sellers
RATE: 12c a WORD — MINIMUM $2
All Classified Advertisements must be accompanied by remittance in full.
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THURSDAY NOON IN CINCINNATI
FOR THE FOLLOWING WEEK'S ISSUE
To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati, early in the week.

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LITTLE PRINCESS OF RADIO LAND. Free. Mail to Box 6375, 105 W. 49th St., N. Y. C.

SPORTS & YOUTH: Catalogue of Suggested Activities. 15c. Address Box 2821, Billboard, New York, N. Y.

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NEW BARGAIN BUYERS GUIDE—Page 5

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(Continued from page 3)

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Miniature glass toilet bowl with a plastic seat and hand-painted ceramic. Contains a genuine toilet water. Packed individually in a colored box. No. 609.

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Set of salt and pepper shakers molded in plastic. White for salt; black for pepper. Attractive box, 5"x5"x1 1/2". No. 612.

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A valuable fancy glass ash tray with miniature plastic toilet bowl mounted on it. Bowl has movable lid and has individual inside a color box. A display card with each dozen. No. 619.

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Regulation size imitation false teeth made of plastic. Operated by suction motor which makes teeth open and close same as when person is talking. Sold in sets of two. Packed individually in colorful box. Display card with each dozen. No. 618.

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To decorate bars—To give as gifts.

Hand-painted Miniature Bottles

Now Retailing at $1.00

"Bottles Up!"
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"Attractive" "Fruit Juice Water"

"Liqueur" "Soft Drink Water"

"Liquor" "Milk"

"Others" and many others...

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Miniature Specialists Co.

172 W. Madison Street
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NO WONDER SO MANY JOBBERS
MAKE BIG MONEY!
JUST LOOK AT THESE HOT ITEMS
JUST OUT!

A laugh a minute... At last the fisherman can tell a "true" story when he uses the new
Honest Fish Rule
Made of the very finest stretched rubber obtainable. Guaranteed to measure any fish to champion length, or to hit the fish to your story. Millions of fishermen waiting to buy this "Sovereign Honest Fish Rule."

ORDER NOW!
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She Attracts both Men and Fish!
She Wiggles--She Twists
Guaranteed to catch "Fish." Beautifully packed in cellophane to display, free, including on an eye-catching colored golden tail will tell you she is used to having her way.
Retail $1.25 everywhere. Your price only 75¢ each dozen lots.
Sample, 91.25 Cents.

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These Items Are Hot!!
SEMI-AUTOMATIC PISTOL LIGHTER
Flashy, chrome finished pistol lighter with black bakelite handles. Detachable base for table or purse. Individually boxed. The semi-automatic lighter that your customers are asking for!
$10.80 Doz. In Gross Lots

COMBINATION CIGARETTE CASE & LIGHTER
Automatic lighter is contained in beautiful all chrome finish case that holds 12 cigarettes. Size 3½" x 2¼" x 1½". Individually packed. A fascinating novelty!

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With suction cup and tube for 3 way mounting anywhere on car or aerial
No. 110A NORCO BIRD $15.84 per gross Minimum order $1 gross

Precision made of LUSTRON sparkling transparent Polystyrene with genuine hard beak and tail feathers. Flocked 13 in. In Red, Yellow and Blue with contrasting red, yellow and blue tails for safety protection. 1 gross to a shipping carton assorted colors.

Jobbers, Distributors write today for Quantity Prices!

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MERCHANTISE 129
**JOBBERS—Here They Are!**

3 TERRIFIC FAST-PROFIT ITEMS

**"SNAPPY" IS BIG!**
5" Long—4½" High

**WIGLES HIS HEAD**
**WAGS HIS TAIL**

**SNAPPS AT BONE**
**ACTUALLY GRABS BONE**

$7.20 per doz.

**Pepo MONKEY HAND PUPPET**


**ACT FAST! BE FIRST!**
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A riot on a golf-course. They explode on the drive... they zig-zag and jump around on the green. Can't be told from a real golf ball. Sales are terrific! 

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NEW LOW PRICES!!

"THE WOLF PACK"
LARGE BLACK HANDLE
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SAMPLE PACK, $1.25

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The "ADMIRAL" SPORTSTER!

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COOL MESH SIDES (the last word in comfort)

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ALL TAPED SEAMS

HEAVY LEATHERETTE SWEATBAND

A long, practical design—the underside lined with green twill for additional eye-protection.

PACKING: 1 dozen assorted sizes of ONE COLOR to the carton. NO SPLIT CASTINGS. Specify color wanted.

SAMPLE—7 ig postpaid

50 CENTS

in lots of 6 doz. or more

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MOOLA MAKERS
OF PITCHEMN
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Diluted lamps with shiny tinsel and others from $1.00.

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Put $2.00 on the Winner!!!

For Sample Portfolio Containing 4 HOLLYWOOD PICTURE HOLDERS

By popular request. Five different styles. Give 50 cents for each all or play touch to pictures—you may win all. 42 colors.

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1000 Assorted Autographs. Gives names to those you know or wish to learn. An unwise selection. Give $1.00 for 10 pictures only $2.00.

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CHEAPEST LINE OF FAST
SELLING ITEMS IN THE COUNTRY.

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TRIPLE-ACTION PROFIT-MAKERS

FROM

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EYE CATCHING

HORSE LAMP

Beautiful bronze—finished Western saddle horse 5½" high, mounted on 5½" embossed base with a 9" plastic silk shade, cellophane covered. Stands 20" high.

$2.95 EA.

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A Sensational item for home or office. You can hang it on the wall or stand it on your desk...

HORNS, EYE AND NOSE LIGHT-UP!

High lustre metal brass base. Beautify pramed leatherette background. Metal head. Plaque measures 8"x12".

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Lot of 12

$3.50

#711 BL
NOW ONLY
$4.95 EA.

DOZ. LOTS

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LARGE WESTERN HORSE

10½"

With genuine WESTERN CLOCK. Case with original Western trim. All-metal, beautiful hand-buffed bronze finish. Hand-rubbed mahogany finish wood base. Dependable GUARANTEED AC Electric Clock Mother L. Approved.

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RUSH YOUR ORDERS TODAY

Terms: 25% deposit, balance C. O. D., F. O. B. Chicago for resale only—if not for resale, add Federal Tax.

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push button & see two sensational girls

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POT OF GOLD
NEW BEACON LEOPARD DESIGN BLANKET
54 x 72 Packed 30 to Case
Ea. $2.90
Less Than Case Lots, $3.00 Each
Include 25 Postage for Sample Order
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Write—Now Working on 1950
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Beautiful, Flash Item
5-Pc. Novelty con-
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porcelain figurine,
wine, flowers, dog
and horse, 7"H x 5"W.
Individually packed.
SPECIAL!
PIN UP LAMPS complete
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RINGS—They are just what your need
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PLASTIC-SHINE
made from liquid PLASTIC
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wipe on! wipe off!

Agents! Distributors
Greatest improvement in car
cleaner and detail in last
38 years!

PLASTIC-SHINE super car polish
contains liquid plastic. Quick
and easy to use. Polish cleans,
polishes and protects in one EASY
operation. Simply spread on and wipe off. Plastic-
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weather resistant glaze that
protects car finish from hot
sun, sleet, rain and salt air.

PLASTIC-SHINE HAS A MONEY BACK GUARANTEE!

Every gas station, garage, hardware, grocery, variety
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Exclusive territories open. Act now and start
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Send only $1 for regular $1.50, 16 oz.
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Beautiful, Flash Item
5-Pc. Novelty con-
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porcelain figurine,
wine, flowers, dog
and horse, 7"H x 5"W.
Individually packed.
SPECIAL!
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made from liquid PLASTIC
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wipe on! wipe off!

Agents! Distributors
Greatest improvement in car
cleaner and detail in last
38 years!

PLASTIC-SHINE super car polish
contains liquid plastic. Quick
and easy to use. Polish cleans,
polishes and protects in one EASY
operation. Simply spread on and wipe off. Plastic-
Shine forms a hard, brilliant
weather resistant glaze that
protects car finish from hot
sun, sleet, rain and salt air.

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Every gas station, garage, hardware, grocery, variety
and auto store a buyer. Lots of household uses!
Exclusive territories open. Act now and start
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(Continued on page 132)

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Just received BEAUTIFUL 14kt. yellow gold ring. 6.00. Sterling Silver, 11 White Stones, $12.00. Per Doz.

NOW! turn to INSIDE FRONT COVER for an important story on POPCORN PROFITS.

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Aluminum Plated, with Name Made and Metal Nickel Plated. Also Metal Nickel Plated. Special 50 per cent. Made of International Nickel, Metal Nickel Plated. Name Made or Name Made. Order 100 or 500. Chase Bros., 992 Fulton St., Brooklyn 17, N. Y.

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BEAUTIFULLY HAND PAINTED—INDIVIDUALLY GIFT BOXED

Ideal inexpensive gift item for all occasions-Sold on sight.

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$6.00 doz. PHOTOS SHOWN ARE 1/3 ACTUAL SIZE

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25% DEPOSIT WITH C. O. D. ORDERS. POSTAGE EXTRA.

WE OPERATE ON CENTRAL DAYLIGHT SAVING TIME

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Established 1886

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The Crazy Train Is Here

Sleeping beauty

New ready for shipment. This luxurious bus is sleeping car designed for all the comforts of the rail. The Masterpiece of EVING PTC.

FUXY FIDO, the Almost Human Pup

Feed him the same stuff DIXIE does for full health and happiness but if you ever feel the other end he will snap or turn his head away with nose in the air. Nothing to wind up, no mechanism. Observes for electrocute and whisper. True to patterns. Many stores report they are selling faster than the BIG NOSE. Wonderful pet item. 24 in. In beautiful display box. With 26 Bisque Pug Style. $7.20 each. Deposit required on all orders. Write for samples.

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Lots, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Handkerchiefs, Pinators, Slurp, Flying Birds, Whistles, Balloons, Halk, Cigars, Ball Game Supplies, Bingo Merchandise.

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The New MODERN KITCHEN TOWELS Are the Favorite PLASTIC-RAYON TOWELS

Of the kitchenmen. NEW shapely colors, NEW packing. 6" x 5" package, retail 15¢ each for 300 purchasing packages and all details. Home's new Autumn color will appeal to every house wife.

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Punch Work Demonstrators:

You can make MORE money selling our PERFECTED ART NEEDLES

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FLATIRON

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Another MACK First! DIPSY DIVER

Press the rubber disc and make the diver dance for the hottest treats. Make him go slow or fast, just watch out for the diver as he is a little old fashioned. Made of durable plastic with colorful design and design.

$8.40 doz., $86.40 gr.

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35% with order—balance C. D. Orders.

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Said on eight. 15 band subjects with the Lord's kisser, etc. Size 9x11, chrome framed with blue mat, $1.50 postpaid, cash with order. Or $2.00 in street or post-office. No charge for 100. Cash to be mailed. Distributors, write for quantity discounts.

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You can also learn the art of Wirework Send $1.50 for copyrighted instruction booklet with over 200 diagrams.

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TESTED PROMOTIONS for BIG PROFITS

RINEHSTONE DIAMONDS AT NO EXTRA CHARGE

GUARANTEED RINEHSTONE CASE WATCH

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GUARANTEED RINEHSTONE CASE WATCH

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copy of each complete 500 & watch $1.50.

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GUARANTEED CASE WATCH

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NEW SENSATIONAL PROMOTION

FREE picture of each complete 500 & watch $1.50.

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Send for FREE picture of each complete 500 & watch $1.50.

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see our new smooth and high gloss finish, brighter coloring, with plenty of FLASH. When seen looks like china, not PLASTER. Price: $1.75 per gal. Must be used soon or it will harden. Samples same day received. 25% deposit.

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500 Souvenir Pins, Lead Fountain Pens, $2 each, $19, $20 each. Bought & shipped same day received. 25% deposit.

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Cardoza (Near Mammalian, Tennessee)

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CAPS
will go to anybody's head. It was, illustrated, and bound to be a capital idea. If you have a visitor to the room, all the better.

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For Fairs, Parks, Carnivals and Circuses, Sensationally low priced.

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Packed 6 Doz. per Carton

25% Deposit, Balance C.O.D.

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3/4 pt. Perfumed
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TC—Toy Cruiser

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Orders Shipped Same Day
ORDER BY THE GROSS

For immediate shipment, send cash with order. Complete stock of Crystal, Ruby, Blue and Green Glassware items. Blue and Terry Fire-King Wareware. Decorated Tumblers of all kinds. Prices F.O.B. St. Louis.

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JULY 4TH CHINESE FLASH CRACKERS

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Western jobbers—Special for Case Lot Prices Favorable

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At Jobbers’ Prices

Buy your paper hats direct from manufacturers at Jobbers’ prices. Made of best quality crimp paper. Comes assorted colors, trimmed with gay decorations. Ideal for fancy, carnival, concessions, Halloween parties, etc.

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Send for our new, large, extra-fancy deluxe hats, in 6 different colors, trimmed with glass flowers.

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CLOSE OUT

All Rings Bright Polished and Marked 14K.
Money back if not as represented.

$8506 14K. RGP
3 White Stone or Ruby center.
$15.00
Per Doz.

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White center with a Ruby color side.
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Per Doz.

All rings bright polished and marked 14K.
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10% discount on orders of 2 dozen.

DES MOINES RING CO. Des Moines 11, Ia.

(Continued on page 126)

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HORSE CLOCKS
Highly polished bronze on Mahogany base, 17 1/2" h. Reg. $4.95, now only
$1.95

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Plastic life-like $1.75
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Automatic, black inside handles, heavy chrome, full 7" long, reg. $15.00, now
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doz.

DOUBLE HEAD ELECTRIC SHAVERS
Perforated in simulated Pippie. Case complete with 22.50
brand new
price tag

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Classy case, sweep hand, Swiss band & dial with Silver tone Expansion Band.

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Ball pen, mechanical pencil,
vacuum hot fountain pen 36’ to gr. infl.
Gift Box

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With Well Rack

BALL POINT PEN
With Metal Cap

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Special

24 PC. SET (Florette) SILVERWARE
Complete With Tambinh- Proof Chest
$3.85 PER SET

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Above prices are for 10 or more.

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Yes, you can ride sky-high with these NEW gold plated horse and riders. $21.00 Cr.

CELLULOID FEATHER DOLLS
All with Hot, Cone, Earrings, Necklace and Tinted Body
4" Doll Per Gross $ 8.40
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If You've Been Waiting For A Plush Deal!
HERE IS THE BIGGEST PLUSH VALUE OF THE YEAR!
6 BIG PLUSH NUMBERS Assorted—134 per dozen
Don't Forget—Karl Guggenheim has the Biggest Plush Line in the Country!
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Service and Quality for over 40 years

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Highly polished 18 kt. gold plated, two tone finish white and gold on attractive display boxes. $3.25 price tagged. Six different mfg. No. W-1950.

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900 ea. out—Money order, balance C.O.D. Allow one week on prepaid orders. Write for list of hot specialties.

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Screw On, Screw Off. Designed for the man about town. Double Heart Pad for engraving, gold plated, $3.00. Comes in red or black and gold, $3.50. Special price, $2.50. Daylight, $6.00 per dozen. Shingles Driver, $3.50 per dozen. Spray Pkg, gold plated, $2.50 per dozen. Assorted Pkg, centered, $3.00 per dozen.

A. LEONARD COMPANY

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June 25, 1950

The Billboard
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Forms Close Thursday for the Following Week's Issue

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Full line of your type Merchandise at terrific prices. Out of stock. Do something about it by writing:

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At Stores and Fairs. Complete Sets, 10c.

Beautiful Rugs for Flash.

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Direct from Manufacturing Largest Assortment of Last Styles. Sell Stores and Direct

Lowest Prices. Guaranteed February 1st. You make 15c per dozen.

EMPIRE CRAVATS

Balloons—Novelties

Serving the outdoor trade.

PARKS—CARNIVALS—STREET

WILLIAMS ELVERS

Newark, N. J.

COLOR CHANGING HANDKERCHIEF

TERRIFIC SELLING TRICK! A 30c item you can sell for $1.50. No display necessary. Work on sale. Start your own line of color changing handkerchiefs today!

Wholesale price, 75c doz. SAMPLE $1.00

Bennett with order. We pay postage. Write for samples and prices.

D. ROBBINS & CO. 131-B W. 34th st., N. Y.

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GENTS' EXPANSION WATCH RANGES—$7.20 each. Gold or chrome on velvet pillow.

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Here are 25 highly styled and original creations in alluring and glamorous jeweled necklaces, bracelets and earrings; all attractively gift boxed and priced from $24 to $46 the dozen sets. Our imaginative line that sells easily at retail regularly, for expert interior designers have worked unusual designs into costume jewelry pieces of outstanding beauty. Shortest Fashion Jewelry is styled, boxed and priced right and offers the premium, jewelry and gift wholesaler that select different that will build good will and make big profits. Sample selection on request.

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Big Profit from a Little Item
GREAT PROFIT! Makes this book the most profitable library item in the history of libraries.

* 17-Jewel Movement
* Rhodium Dials (assorted colors)
* Beautiful Plastic Gift Box
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Because of the great demand that has been created, we are continuing to offer EXCLUSIVELY to billboard wholesalers, the HOTTEST, FASTEST-SELLING VALUES SEEN IN MANY YEARS! Just check the features — and compare!

Send $15.00 for sample. 25% deposit with order, balance C.O.D.

ACT NOW and COUNT YOURSELF IN on the Tremendous Profits being made daily!

17-JEWEL STREAMLINED
Water-proof, Shock-proof, Incabloc! Stainless-Steel, Anti-Magnetic, Radial Dials and Hands. Sweep Seconds. Cowhide Strap. $11.00

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DUNHALL imports Co.
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MONKEY BUSINESS pays off!

This is PEPE...
One of the best Monkeys in this line.
$2.00 Doz. $20.40 Gr.
10% Discount. Balance C.O.D. Prepaid if amount accom-
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7 DIFFERENT MONKEYS
Some carded—some bulk
Sensational! Sweeping the country. Fast Seller!
Quick Hong Kong. "This real cool. Made of soft, "live" rubbery plastic. Suction
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home, office or car. Their crazy antics fascinate
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ONE EACH OF
7 MONKEYS
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"CHIMPY"

Ride One of America’s newest LIFE-LIKE
Monkeys. He’s wearing a PLUSH CLOTHES,
BELLS ON SIGHT! Hand painted in natural
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Price... $290.00 Doz.
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"UBANGIE-BALL!"
(Now! What a pair of "PALS!"
The Shrimpin’ and Shillsin’ "Chimp" that's it...
FREE car window handle you ever saw. She's
Embossed in cloth. Feather hairdo... and
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NOVELTY- MEN
THERE'S A
Big Deal
ON PAGE 143

WRIST WATCH $2.50 ea.
BRAND NEW—NOT RECONDITIONED
With Stainless Steel Expansion Band.
Nickel dial and hands. Red
sweep second hand. Chrono-
case. Biggest value on the
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RINGS—RINGS
AMERICA'S FINEST MONET BINGS
Guaranteed not to turn or tarnish. All types.
Shipped from Pearl, Gold, Rhine, Enamel, Coral
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BRAND NEW FILM HOT WR War Surplus
Quality Merchandise Low Price
All Five Popular Sizes
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Rolls Individually Boxed
Sample Order $1.00
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ORDERS: Any One Number
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THE FASTEST SELLING ITEM IN THE COUNTRY
"PITY ME" RUBBER SORE FINGER
Live Rubber—Life-Like
Flesh Colored
It’s a Woman’s Gory Looking
Soft Rubber
Sample, 12 "Pity Me" Fingers on Display Card.$1.80
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In Counter Display Box $1.00

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(Equivalent to BRAZILIAN TEA)

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Mail orders to Radio City Station, P.B.O. No. 9, New York 19, N. Y.

Millions of people are convinced they better when they drink Matte daily.
Matte is a family drink, to be taken with meals and between meals. It is a food-drink of millions in South America where its daily use extends some four hundred years into the past.

Many eminent doctors, scientists, chemists the world over have praised the unusual merit.

Send $1.00 for Combination Package (24 Tea Bags and Loosa)
(One month generous supply)

MAIL ORDERS TO THE ORIGINAL MATTE BRAZIL
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SENSTIONAL NEW ITEMS

WALKING BEAR—Grey Plush Fur, Ea. 85c. Dox. ) $1.65
WALKING ELEPHANT—Plush, Ea. $1.00. Dox. 7 50
JOYFUL ELEPHANT—Plush, Ea. 75c. Dox. 6.30
WALKING BEAR (Baby) Plush, Ea. 65c. Dox. 5.00
BEGINNING POODLE—Fur, Ea. 75c. Dox. 6.05

Cash on samples—1/3 down, balance C.O.D. on dozen or more.

BEST IMPORTING CO., 253 Russell Ave., S., Minneapolis, Minn.

RAIN BOWS SLATE AND PEPPER SET—YOUR SALES LEADER FOR 1950

For those who love a cup of chocolate, a教师, and a nickel, will naturally like it better if it is made from Slate and Pepper. Already an established leader, they are selling like the proverbial hot cakes. About you four packages with wood and nuts, these are the best set and pepper set we have seen. A. C. Miller, 800 East 3rd St., Burlington, Iowa. Minimum order, one dozen. We use packaging when in stock. All packages are sold unpacked. Sample of each 50 cents.

MUSCIANS
(Continued from page 178)

SOLO CORNET—DOUBLE STRONG BAR- looking, for schools, clubs, fairs. W. C. Miller, 509 E. 3rd St., Burlington, Iowa. Minimum order, one dozen.

STRING BASS MAN FORMERLY WITH RED WING BAND, has joined our firm. He plays good rhythm guitar, formerly with W. C. Miller's Band. Use for churches, schools, clubs. Send to 774, Fairmont, Minn.

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BEST PEARLS, ACROBAT AND BALANCING ACT, performing on one chair. Send for complete information, Admiration, 1241 S. Board St., Fort Wayne, Ind.

"CLOWN COP CORRIGAN" ALWAYS SATISFIES at fairs, carnivals, baseball parks. Have hit of any parade has entertained thousands. Clowns can do many things. Send for information, Great Toronto, 14655 Pedac, Chicago, Ill.

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HIGH POLE ACT WITH TRAPEZIUM—AMERICA S' best available. Solidly built, fully equipped, well trained, etc. Write or wire Lloyd, 1234 South Anthony, Fort Wayne 4, Ind. 

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MAGNIFICENT VENTRiloquist-CARTOONIST—Has an imitating, impersonating, music act, clow, clown, etc. Milwaukee area preferred. Walter Rains, 5738 South Roosevelt, Springfield, Mo. $75

BOOZE ARMSTRONG, ROLLING, for agents, for engagements weeks of July 17, August 30 and September 10, for all purposes, traveling. Send for free folder, LaCroix's, 130 South Anthony, Fort Wayne 4, Ind. 

"THE GREAT KID—BRIDE OF DEATH" WORLD'S FAMOUS AERIAL SMOKING ACT. Available, February 25, 1950, at $8.00. Contact our representative concerning date, path, price. 

STEAMING AND OUTDOOR ENTERTAINMENTS, 1765 Main Ave. Millville, N. J. For entertainment, horse, carriage, etc.

THE GREAT KID—"BRIDE OF DEATH" WORLD'S FAMOUS AERIAL SMOKING ACT. Available, February 25, 1950, at $8.00. Address our representative concerning date, path, price.

PLASTER

Hollow, Leisure, Dis. Hollow, medium, Dis. Small, 50% Deposit C. O. D. Orders. Toledo Statuary Mfg., 114 East Avenue, East, Toledo, Ohio

VAUDEVILLE ARTISTS

FEMALE IMPERSONATOR OPEN FOR NuIGHT work looking sober, straight and youthful $250.00 net, and in watercolor transportation $350.00 net. Write or wire, Davis A & Y. Chicago 7, Ill. 3735

ATTENTION

PREMIUM OPERATORS AND AUCTIONEERS EMBASSY PATTERN SILVERPLATE

Produced by one of the largest makers of silversmiths in the United States.
Pure silver on 18% Nickel Silver, as used in the department stores.
Shining, lustrous, unequal finish. Mirror finished stainless knife blades.
Fine detail and die work in designs.
26-Pc. Service for 6
dinner knives with mirror
Master bladed handle 6 soup spoons
8 teaspoons 1 sugar shell
39.00

56-Pc. Service for 10
dinner knives with mirror
Master bladed handle 6 soup spoons
8 teaspoons 2 sugar shells

$135.00

60-Pc. Service for 12
dinner knives with mirror
Master bladed handle 6 soup spoons
8 teaspoons 3 sugar shells

$175.00

ANCHOR DISTRIBUTORS, INC.
WHOLESALE: Housewares, Electrical Goods, Giftware, Home Fashions,
THROUGH 116 NORTH 17TH ST.
ST. LOUIS 3, M.D.
IMMEDIATE DELIVERY ON THIS HOT ITEM!

PISTOL LIGHTER

FASTEST SELLING LIGHTER EVER OFFERED! Now!

Virtually sells on sight! Big, flashy, chrome finish pistol gives instant flame when you pull the trigger! Mutilates small enough to fit the pocket yet large enough for realism. Lucite, molded black plastic handle grip (stands 2½" high and measures 2¼" long); Has removable table stand. Latch on this profit maker now! $12.00 Doz.

As illustrated $18.00 Dz.

FREE! LATEST EDITION OF GEM'S BIG CATALOG!

25% DEPOSIT WITH ORDER Bal. C.O.D.

WRITE FOR YOUR COPY TODAY!

GEM Sales Co.
333 Woodward Av.
Detroit 26, Mich.

FULLY AUTOMATIC PISTOL LIGHTER

Simply Pull Trigger To Light—Release Trigger To Put Out

Completely Automatic

- Easily Removable Stand for Pocket Use
- Highly Plated and Polished Barrel and Stand
- Black Plastic Grip

ONLY

$12.00

$129.60 For Gross

Per Dozen

Sample $1.50

25% Cash With Order, Balance C. O. D.

MARLBORO PRODUCTIONS CORPORATION
39 West 23rd Street
New York 10, N. Y.

Sells on Sight

Be the First in your Territory!

NEW IMPROVED STUBBY COMPACT POCKET SIZE "Cutie" PROJECTOR

Over All Size 3¼" X 5"

Fits In Palm of Your Hand

And Real Of 40 Full Color Art Stills


A BIG SELLER AT 95¢—Sells on Sight Everywhere!

TERRIFIC ITEM FOR PUNCHBOARDS, PREMIUM ITEMS AND MAIL ORDER

Sample Projector with builtin reel of Film—Send 35¢, Deposit C.O.D., for Mailer.

"Cutie" projector included

$19.60 Dozen

Write, Wire, Phone L. PICKENS

Midwest, and Distributors. Phone: YORK 8776.

Our New Catalog No. 511

Now Being Mailed Out—Write for Your Copy

You Must State Line of Business or Catalog Will Not be Mailed Out.

Midwest Special Sluim assortment, 25 gross

Midwest Special Glassware assortment, 100 gross

5¢ each with order.

Midwest Merchandise Co.
1010 Broadway
Kansas City, Mo.

1,000 GROSS COSTUME JEWELRY ++ BARGAIN CLOSEOUTS

Bracelets, 25c, 37c, Doz.; $1.75, 2.50, 25c; Necklaces, $2.50, 4.00, 25c; Earrings, $1.00, 25c, 25c, 25c, 50c, 1.00, 5.00; Pins, $1.00, 5.00; Anklets, $1.00, 5.00; Rings, $1.25, 2.50, 2.50; Cuffs, 25c, 75c, 1.00, 25c, 5.00; Pendants, 50c, 1.00, 5.00; Beautifully Engraved Bangles, $1.00, 5.00; Other Items, $1.00, 25c; Jewel Box Sets, $3.00, 5.00, 5.00; Special Selections; Bangle Sets, 25c; Necklet, 25c, 50c, 1.00; Special BOLD CHARM BRACELT, 50c, 75c.

$1.00 Sell, 25c. Doz. No Catalogs.

Terms: 25% with Order, Balance C. O. D.

Sample

25 ft.

$1.60

50 ft.

$2.45

15 ft.

$1.25

Postpaid

STANDARD PORTABLE CORD DIVISION

LINCOLN PARK INDUSTRIES, 837 EAST SIXTH STREET

JAMESTOWN—NEW YORK, U. S. A.

TERRIFIC GIVEAWAY

BAZOOKA BLOW-GUN, Gr. . . . . $3.60

With approx. 10,000 shell.

25c Deposit, Balance C. O. D.

EAGLE SALES CO.
3542 W. Roosevelt Rd.

CHICAGO, Ill.

GLASS—GLASS—GLASS

ALL COLORS—KINDS

Sun-Gold—Ruby—Crystal Colors.


SHIP ANYWHERE—25% WITH ORDER SLUIM—PLASTER—PLUS, ETC.

HOUSE-OF-STAPLETON
3500 14th St.

Detroit, Mich.

PITCH MEN

THERE'S A

Big Deal ON PAGE 143

OUR NEW CATALOG NO. 511

NOW BEING MAILED OUT—WRITE FOR YOUR COPY

You Must State Line of Business or Catalog Will Not Be Mailed Out.

Midwest Special Sluim assortment, 25 gross

Midwest Special Glassware assortment, 100 gross

5¢ each with order.

Midwest Merchandise Co.
1010 Broadway
Kansas City, Mo.
HERE'S A NATURAL ITEM . . . . BIG MONEY-MAKER
Electric—All Metal Perfumizer and Deodorizer

6½ X 4½ X 5½"
FOR PREMIUM HOUSES, PUNCH BOARD OPERATORS, PITCHMEN, WAGON JOBBERS

Write us and we'll send you this item. The last in performing the air. A money-maker in any field. Thousands sold to others. Highest price paid for effective stock. Used for perfuming or deodorizing the air and clothing.

Individually boxed. Your supply of assorted floral fragrances and deodorants with each vanity.

STANLEY & COMPANY
1433 S. Orange Grove Avenue
Los Angeles 26, California

FAST SELLERS (we've got 'em)!

BURRER JOKE ITEMS 50c

Television Buttons 50c

Mighty No. 12! APE 50c

Jackie, 10th Monkey 50c

Jimmy, 6th Monkey 50c

BIG DOLL'S EYES 50c

6" Green Chameleon 50c

6" Alligator 50c

6" Giraffe, Imp 50c

77" Pigeons 50c

Finger Puppet 50c

Ring 50c

OUR NEW COMIC CARTOON BUSINESS CARD SETS, 3 dif. sets of 9, 90c, 1.25, 1.75

BIG SELLERS COMIC PHOTO FINISH POST CARDS, 48 sets, 16¢ each (ADJUSTABLE SHANKS)

Send for samples!

TERRIFIC
Truly the Sales Sensation of the Season

HERE'S A BIG DEAL on KIDS RINGS

For the 1ST TIME these fast sellers are offered to Billboard readers!

Proven successful sellers by
"Limited Sales Tests" in widely separated areas of the U.S.A.!

Carded on heavy, four color card, these bright rings sell where ever they are shown. Four ring designs, each with adjustable shank, to any finger ... stay in place on the cut card ... easily removed for quick sale. Card is 10 inches wide, 16 inches high, holds 48 rings, one dozen of each design. 2 easels stand card upright, it can't tip over ... for counter or wall display. Cards are individually boxed and rings are protected with Kimpak paper.

BULK PRICES

(AJUSTABLE SHANKS)

BL1 Blue Ring 1.05
BL2 Red Ring 1.05
BL3 Green Ring 1.05
BL4 Yellow Ring 1.05

Suggested Retail, 35c ea.

JOBBERS WRITE

Wagon and Souvenir Jobbers, Specialty Men, Variety Merchandise Houses write for price lists.

25% Deposit, Balance C. O. D.

MERCHANDISE 143
New York:
Ben and Lou Gordon, partners operating the past 25 years under the name of the Ben & Lou Company, are moving to new quarters on or about August 1. The firm will occupy the basement, store and office at 18 West 23rd Street, in the heart of the fashionable retail business. It's reported that more than 200 houses are operating in the New York apparel district. Many of the others are organizing throughout the country. Discount stores, well-known price-fixed, branded merchandise, offered at discounts of 20 to 40 per cent, are at the rise of these discount organizations as a major break in the protective fair trade laws. Others believe such practices to be a legal and legitimate "fair competition" caused by such fair trade techniques.

Rosenberg Bros., manufacturers of key chain items and makers of key chain numbers—a miniature harmonica that plays and a Johnny-Jump-Up when squeezed the head pops up from a box.

Sterling Plastics has presented a Pistol Packin' Papa calendar. The calendar is made of simulated plastic and is marked by Kern Binoculars, Inc., Graphic Company is selling a four-page spread which dominates a large number of display. A six-inch book of 100 items is marked by B. M. Price Associates.

With G.P. payments, your orders may be placed at the Department of Commerce. If the present rate is maintained, 1950 will be the greatest post-World War II year in American history.

Also—English chamois, 15 by 23 inches, are being sold by Bon Marche stores.

Levine's, 2 W. 40th S., are advertising these various items:

- Acme Metal Goods is pushing their potato masher with the trade.

- For propogation, 50 gallon oak water kettles with petcock are being handled.

- Novelty Manufacturing is selling inexpensive rubber and plastic raincoats.

- Signa-Craft is merchandising 18-karat gold finish monogram initials for personalizing.

West Coast:
With estimates on the number of Shriners coming into town running from 125,000 to 200,000, novelty houses and merchandisers have been busy.

Jake Schwartz, of San Francisco, is sending up a large shipment. M. (Whitey) Monette, of Monette & Gordon, is in town to take care of the many dollar transactions. Patty Treanor, of Pat Treanor & Son, San Francisco, arranges to exhibit at Angeles Sunday (11) to see what was new on the shelves.

The many friends of Johnny

leopard skin upholstery exhibited in a classy convertible at the New York Automobile Show. Can you think of any supply such an item? Sol Pritz, of Pritz Novelty, was supposed to take Fido, the almost human pup, Fido does tricks when he's fed a magician's tool dog. It's a $50 novelty.

Philip's Neckwear is busy distributing a new catalog of 20,000 items to necktie buyers. The complete line of inexpensive ties is geared for agents who desire to go into business for themselves.

Gun-King pistol lighter is turned out in chrome with both a gold-painted or jeweled handle grip.—$5

Bursta-Cardos is introducing Hopalong Cassie greeting cards for every day and appropriate holidays. The selection includes greeting cards with Hoppy gum, balloons, gadgets, etc., all carrying the name picture and personal autograph.

With the current police campaign against leaving a car with keys in ignition, buyers may be interested in Key-Just. When the key is shut, it is key automatically ejected itself from the ignition due to the spring feature. The police department and other special buyers.

The recent outbreak of the Bank Colbert tunnel reduces auto travel time considerably, and serves as an important reminder of the leisure time in the South Pacific. For this reason, matchbook cardboard box, Shoe Shiners are sheets impregnated with wax. For retail or wholesale, the most important specialty this year in America history.

Swiss precision made gadgets, the West Collecting Company has been marketed by Howard, of New York. The mark is:

- The original and only LIFE-LIKE donkey, and a special prize, an English donkey, is a special feature of the box of 2,500 items, 100 of them is marked by B. M. Price Associates.

- Acme Metal Goods is pushing their potato masher with the trade.

- For propogation, 50 gallon oak water kettles with petcock are being handled.

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**NEAREST CROWD-STOPPERS**

**WALKING BEARS**

**LIFE-LIKE ACTION — PLUSH-COVERED BODY**

**$7.80 PER DOZEN** — **SAMPLE $1.00**

**BEGINNING Poodle DOG**

**WALKS NATURALLY — SITS UP AND BEGS**

**$7.20 PER DOZEN** — **SAMPLE $1.00**

Send cash for samples—1/2 dozen, balance C.O.D.

**IMMEDIATE SHIPMENT**

**JOHN BERKOWITZ & SONS**

**113 EAST DOUGLAS**

**WICHITA, KANSAS**

**JEWELRY**

**ENGRAVER’S DEMONSTRATOR’S**

**SURE SELLERS**

**COMPLETE LINE**

**SOUVENIR**

**BEST ELECTROPLATED FINISH**

**ENGRAVING MACHINES**

**SEND $1.00 FOR PASTIME SAMPLE LINE OF NEW ITEMS**

**LARSON JEWELRY CO., INC.**

**ATLANTIC, Mass.**

**CARNIVAL Plaster—Shell Lamps and Figurine Novelties**

**LARGE, MEDIUM AND SLUM—EXTRA LARGE VARIETY**

**SPECIAL NOTICE**

We have taken over the business of Bokken Novelty Manufacturing Company, Ohio, operated by the late Mr. Bokken. We shall be glad to assist you in the sale of his old friends and customers.

**ART NOVELTY MFG. CO., R. F. D. #1, POLAND, OHIO. South Ave. Ext. on Route 164**

---

**A CARNIVAL OF BARGAINS**

**BARTON, CANS AND WHIPS**

**1500 CATALOG NOW READY.**

**STATE YOUR BUSINESS WHEN REQUESTING COPY.**

---

**ATTENTION! ENGRAVERS—DEMONSTRATORS**

**NO. 50**

**SAMPLE IDENT. TOKENMENT**

**$4.00**

**GRAB BAG MERCHANDISE**

**$1.00**

**45c EACH**

**2ND TO NONE FOR BUSINESS**

---

**“Frisco Pete”**

**104 W. LAKE ST., CHICAGO 6, ILL.**

**FOR SAME DAY SERVICE CALL**

**FRANKLIN 2-2567**
ATTENTION ALL PREMIUM USERS!

BOWLING BALL LIQUOR SET

The newest novelty sensation of the year! High chrome satin-finish ball, mounted on black enamel trophy base.

Packed 2 cards to the box. 6 boxes to the gross. Weight per gross 9 lbs.
Regular trade discounts to jobbers and distributors. Contact us at once.

SATISFACTORY SALES COMPANY
1026 So. La Brea Ave.
Los Angeles 35, Calif.

Houting will be sorry to hear of his sudden passing Los Angeles Saturday (10). Johnny had been a novelty manufacturer and distributor for many years free-lanced.

... Bob McDearmon, who with Harry Hesslein operates the Pico Novelty Company, was back at his desk following a fishing trip to Big Bear. McDearmon caught a couple of fish of about the size of novelty ones.

... Gene Hoffman at Wholesale Specialty is featuring a golden wheel "pistol" lighter. This lighter is what the woman wants for their purses, he says. ... At Murray Sales Murray Hoffman is planning quite a play with the automatic pistol lighter. The item shows signs of having a long life.... Martin Jurgens at Normandie Sales is also featuring a lighter. This lighter is being marketed at the Chicago "P cereate Novelty Company is buying with the boys who are getting set for the Shriners convention.... Betty Hoffman at Wholesale Specialty has now new car broken in. It has its first tender dent. Herbert of Hollywood is bringing out Christelsix, two rows of cards, party gifts and stationery. The Holly Letters is one of the most popular items the company has. However, Hollywood Party Kits and Mandarin Notes are also products of this company.

L. Pickens of Hollywood is offering the Cigar Projector that sells in a box of a hand. The item is complete with bulb.

Here and There:
Increasingly important is the use of merchandise premiums as play-promoters for shuffle games and other crowd games. A recent study of the game promoters industry-wide has indicated that, during the past few months many distributors have been marketing the Premiums are now available in smaller cities and towns, indicating the growing importance of these "mill-million-dollar" markets for the industry. In the early stages of development. For further details, see story in the June issue of The Billboard. Hollywood's picture holders, a new development designed to hang pictures without risk of damage. These wall hangers are marketed by Perma Products Company, Detroit. The holders have an adhesive on the back which attaches them firmly to the wall, and are attractive in themselves. They are especially designed for theaters where the landlord objects to nails or the usual hangers. Hollywood hangers are being used in a sample portfolio of 4 units with 35 pictures of two sizes, at a sample price of $2.00. A new Hunny Dumpty toy that breaks into eight non-shattering plastic pieces is manufactured by Playmaker Toys, Chicago. This trampolinizing toy can be made with a plastic piece, as again, eight interlocking parts fit together. Karoask is a large lightweight anti-tank toy gun, made of red tinfoil plastic, that shows atable tennis balls. Turning the handle on the side of the toy causes the balls to pop out in rapid succession. Kusan, Inc., Nashville, is the manufacturer. ... Two new models in its Fanette line have been introduced by Fresh'n Air Company, Chicago. The gift items. The models are decorated in ivory and gold to give them wider gift appeal. The eight and 10-inch a. c fans feature guards to prevent injury to children's fingers.
REXON---The House of Quality Smoker's Articles

Imported from Japan

Priced for PROFIT — TURNOVER — SATISFIED CUSTOMERS

BRAND NEW

LIDO TABLE PIANO LIGHTER

$1291

Beautiful miniature; Chrome Plated with high luster finish.

BRAND NEW

LIDO AUTO LIGHTER

$1659

Decorative table lighter and mechanism to make wheels revolve automatically. Chrome Plated with high luster finish.

SOLD THRU WHOLESALERS ONLY

REXON offers the largest selection of smoker's articles imported from Occupied Japan. Lowest quotations in trade. Write for prices to:

REXON, INC.

122 FIFTH AVENUE

NEW YORK 3, N. Y.

CREW HAT OPERATORS

Best Quality Gabardine

Covers Plain white without lettersing or combination covers, plain colored in white with white covers, plain colored in black with black covers or solid colored covers and ties.

$54.00


to Printed with Apron Name $7.00 GR.

NOBODY CAN BEAT THESE PRICES!

Deposit, Balance C.O.D.

CHELSEA HAT CO., INC.

42 Bond St.

NEW YORK 13, N. Y.

SOUVENIR PENNANTS

Fast Delivery!

Saratoga Springs, New York

Brookville, N. Y.

Saratoga Springs with new, colorful emblems on assorted solid color backs. INGREDIENTS: All on 15" sticks. Many designs, drawing or sample of emblem desired. Will give you a top-notch job at a low price.

QUANTITY QTY.

CASH 300 & up

4,995 5,000 & up

4 4"x6" 45¢ each 40¢ each

5 5" x 7" 70¢ each 65¢ each

7 7" x 10" 95¢ each 90¢ each

9 9" x 12" 1.25 each 1.15 each

12 12" x 14" 1.65 each 1.45 each

MINIMUM ORDER: Dozen for size and size.

Send for Free Samples.

New York, June 24, 1950

REXON

WASHINGTON 13, D. C.

GLASS PITCH OPERATORS

3 oz. CRYSTAL JUICE GLASSES.

10 GR. FOR $2.50.

100 GR. LOTS 10% LESS.

25% DEPOSIT WITH C.O.D. ORDERS.

COMPLETE LINE OF PARK AND CARNIVAL PREMIUMS.

WRITE FOR INFORMATION

SAUNDERS MFG. & NOV. CO.

702 S. 4th St., CLEVELAND 13, OHIO.

JEWELRY! IS OUR BUSINESS VALUE! IS OUR MOTTO

We Have Everything For:

Jewelers • Engravers • Demonstrators

Attention, Engravers! New Catalog No. 105—HOT OFF THE PRESS AND SIZZLING WITH NEW BIG SELLERS

Write For Big Catalog (State Your Business)

All Orders Shipped Same Day Received

BIELER-LEVINE

5 Wabash Ave.

CHICAGO 2, ILL.

SOUTHWESTERN

We make every effort to provide accurate information, but we are not responsible for any errors or omissions. If you notice any issues, please contact us. Thank you for your understanding.
Medicine Men! The House That Quality and Service Built

For real repeaters at lower prices, write today for specimens on our complete line of Tabes, All. C. O. P., Tablets, C. I. D. C. O. O. O. (BOTTLES), as well as all new, large floor space—new labeling mammoth, new color cards, new style labels, all of these in our customers next-day service.

The House of Service

Seltena Medicine Company
1916 Central Ave., Cincinnati, Ohio

Professional Electric Pen No. 3

Great money maker for you wherever crowds appear. Favor of Patrons. 6 cents each. 25¢ a half dozen. 1.00 a gross. Avoid undue imitation. Limited supply. Cash or money order only.

R. E. STAFFORD
3160 N. Meridian St., Indianapolis 8, Ind.

Social Security Workers

Over 40 million sold before the war. Now coming back very strong. We have the regular size and the shorter size "U-Forms" for both regular and wholesale prices. If you have no stamping machine, all are packed in convenient 5 boxes to the unit direct from the manufacturer.

G. M. AGEMER
144 Park Row
New York City

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R. E. STAFFORD
3160 N. Meridian St., Indianapolis 8, Ind.
Miller's troupe playing on Lonnie West's lot. Duri and Lonnie raped and left this location with a good taste. He remained a month. My dad, J. S. Roach, was on the lot visiting. Bronko, Kate and Lonnie, in Florida, Loren R. Wilcox joined with his boxing kangaroo. We still have our clowns, Strickland, Joe Hurley, Burb and Kongo. We hope to visit in S. Holland, Sea Bee Hayworth and Bob Demorest soon. Velda, Mary was doing the ladder act on a rigging we added last fall. Marguerite Barton trained her for the act. Bronko is still our foreman. We added marionettes, which are used more every week and which the children like. Mike Mackey built the cabinet and I obtained the figures from Slim Millikan. Rollo includes Robert M. Neill, animal trainer, tilker, vent, and juggler; Anna Mae Noell, tickets, talker, canton, and marionette, Robert E. Neill, aerialist and tidder; Velda M. Kendal, aerialist and tickets; J. S. Roach, blower, comedian, cantal and talker; Mary Roach, straight and tickets; Nunky Roach, parts, Punch and Judy; Johnson Roach, parts; Loren R. Wilcox, boxing kangaroo; Ann Duefrena, candy apple; Dutch Duftman, cotton candy, and Herman Gravely, drink stand and snow cones.

The successful pitchmen is thinking about and planning things with perfect timing right now.

FRED C. LANDRUS . . . magician and ventriloquist, has the following to say about the Pearl Barton med show, currently playing.

(See PIPES on page 159)

Pitchdom, 10 Years Ago

BYRON W. (FIDO) KERB, one of Pitchdom's foremost peeler experts, operated out of the Minneapolos Hospital, Minneapolis. . . . Harry Randall was working shops in the Motor City. . . . Red McComb was operating two locations in Detroit.

Babe Sherwin Players opened their outdoor season at Battleville, Okla. Bill Meador, of River Jason hero note, was in Detroit. . . . Robert Neill, of Noell's Ark, walkaround and free show, was in Louisville, Va., with an infected leg, the result of a chimp bite. . . . Despite four weeks of rain in Catalonia, N. Y. N. Y. Ray Herber was still putting on the big scots and cutting up the big dough. . . . Patty McGreger left Niagara Falls and Buffalo after working glass cutters at Oswego, N. Y. Lake Park to good business. Bob Posey was in Fairmont, Ill., learning that rain and inclement weather was keeping him from working half the time. . . . Doc Lydick was working oil in Oswego, N. Y. Lake Park to good results.

Dick Welch, foot remedy man, was finding his way to New York. . . . The Los Angeles Daily News reports the lot at New York's, Cincinnati five and dimes. . . . L. D. Powers was getting his share of good shows at Youngstown, O., and surrounding locations. Chicago spots were the workable locations for George Hess and his son with white shoe cleaner. . . . Art Robinson was using Butte, Mont., with the waffle irons. . . . Art Nelson, new pitch exponent, was seriously ill with pneumonia in a Chicago hotel. . . . James L. Osborne was working days thru the Rocky Mountains . . . Glenn Reeves was readying a new show for presentation at the Cincinnati Home Show. . . . Stanley Naldrett was working in Des Moines. . . . Green Street in Des Moines. . . . Lunas Med Show, under direction of Joe Bates, playing to good reception. . . . Bill Flenley is the Missouri dates to good goodus.

Paddles McCullem was booked at the Cincinnati Home Show. . . . Chicago spots were the workable locations to fair-to-middlin' business.

T. W. Doyle in Silverton, Ore. . . . Mr. and Mrs. Ben Moorehouse, knife sharpener and glass cutter couple, rambling from Cincinnati to Buffalo to work those items in conjunction with George Haney at the latter spot. . . . Adams was headed for the Dakotas. . . . Jay Ross was in Coolidge, Texas, Chicago, suffering with arthritis.

Amber colored combs beautifully designed for demonstrating purposes. Deliveries made same day order received. Also available to help you with your demonstra- tion, are Breakable Combs of low cost per gross. Buy direct from manufacturer who understands your needs. Samples and prices sent upon request. To avoid sample seekers send $1.00 for samples. This will be doubly refunded on your first order.

TAMOR PLASTICS CORP.
LEOMINSTER, MASSACHUSETTS

SUPERIOR JEWELRY CO.
740 SANSOM ST., PHILA. 6, PA.

REGULAR SPECIALS!

$4.75 dozen
Mark's largest and pleasing gold filled silver plate
Cantel dinner plate, Engraved.

$10 dozen
Mark's largest and pleasing gold filled silver plate.
With etched band.

Write for price list ring brochures, Superior Jewelry Co., 740 Samsen St., Phila., Pa.

WATCHES

Bovia—Egin—Bennus
Walton-Swiss
Emmette Remanufactured. Send for FREE Booklet.

PLATINUM JEWELRY COMPANY
3741 23rd St. N.E. New York 15, N.Y.

NEW LOW PRICE!
STOCK UP NOW!

Pistol Lighter

Deluxe Pistol Lighter $10.00
Nickle Plated, Each Boxed.

Now Ready for Delivery.

Fully Automatic
Pistol Lighter

Bouncing Fan Dancer

With automatic coin
attached.

New Price $18.00

Additional Special

Send for Free Sample

DISTILLER'S CHOICE

DELIVERY

Dozen $9.00
Dec. doz. 85c.

These Sell on Sight!

The IMPROVED SEAMLESS WIRE COMPANY
775 EDDY STREET PROVIDENCE 5, RHODE ISLAND

Bankrupt Stock

LAMPS

Less than manufacturer's price. Vanity Lamps, $5.95, $7.95. Every Lamp, $1.98 each. Table Lamps, $7.95. $11.95 each. All Lamps complete with Shades. 1/2 Deposit, Balance C.O.D.

ZODIAC "LUCK" KEY CHARMS
Everyone wishes good luck, and will appreciate the excellence of gold plated key chains. Always in stock. Will not rust. ONLY $1.50 each, $3.00 a pair. Write for samples.

THE CHAIN OF THE KING ON THE SIMONALE PEARL. ALL SIZES! ONLY $1.50!
THE PITCHMAN

These men are your modern salesmen, and are an important part of the modern retail merchandising system. They are trained to present the product in a manner that is appealing and informative. They are knowledgeable about the product and can answer any questions you might have. They are also trained to close the sale, making sure you are satisfied with your purchase.

Dentists, doctors, and other professionals use the services of pitchmen to promote their products or services. They are often used in conjunction with other marketing strategies, such as advertising and public relations.

The pitchman is an important part of the retail industry, and is responsible for helping customers make informed decisions about their purchases. They are an essential part of the shopping experience, and are responsible for creating a positive impression of the product or service they are presenting.
HERE ARE REAL SUMMER SPECIALS PRICED FOR SAVINGS

FIGHTING STALLION WESTERN HORSE CLOCK
SENSATIONAL AT THIS AMAZING LOW PRICE
$6.95 EACH

WRITE FOR TERRIFIC DOLL & CLOCK DEAL

PLASTIC ZOOMERANG

BINGO SPECIALS

COOK BROS.
$3.18 Ea.
Polished Copper Finish

3 HORSE CLOCK
$4.95 Ea.
In sets of 4 or more.
Samples $2.50

WESTERN HORSE FOUNTAIN PEN DESK SET
$2.00 in Dec.

FOR THE FIRST TIME
At This NEW LOW Reduced Price

PLASTIC BRONZE FINISH
50% deposit with order, balance C. O. D.
P. O. D. Chicago.
GUARANTEED DELIVERY
"With The Best in Merchandize, Service and Prices."
COMPLETE SATISFACTION

WHOLESALE ONLY
COOK BROS.
516 Maxwell St.
Chicago 5, Ill.
Write for Free Folder.

ACE CARNIVAL SUPPLIES
5617 S. HALSTED ST.
Phone: ENGLewood 4-4472
CHICAGO, ILLINOIS

HOT SPECIALS!
STOCK UP NOW. SOME ITEMS ARE LIMITED IN QUANTITIES-
FIRST COME, FIRST SERVED.

Hi Hat Celluloid Dolls
All With Timeless Beads & Canes

FUR MONKEYS
2 Inch $4.50
7 Inch with Hat $8.00
8 1/2 Inch with Hat $10.00
10 Inch with Hat $16.00

STREETMEN SPECIAL BALLOONS
We are featuring the following numbers which we have selected as the best. They are very strong and most attractive in color.
5 Assorted Colors $1.20
11 Pastel Colors $2.25
11 Multicolored $3.75
11 Metallic Colors with Animal Print $4.50
14 Kat Matted $6.00
15 Horse Head $7.25
10 Mouse Head w/inflated ears $5.00
12 Mouse Head w/inflated ears $7.25
9 Moose Head w/inflated ears $8.50
Balloon Head Sticks on a string $1.00

RUBBER INFLATABLE ANIMALS
Cowboy & Siski
St. Reggie, Bear, Elephant, Dog $1.00
Assorted Cereal Animals $1.20
Jumbo Cereal Animals, Doz. $2.50

PARASOLS
Paper Parasols, 15 inch spread $5.90
Paper Parasols, 33 inch spread $18.00
Parasol, Parachute, 24 inch spread $2.65
Raven Parasol, 48 inch spread $3.00
Large Raven Parasol, 60 inch spread $4.00

WESTERN COWBOY HAT

WE SELL ONLY THE BEST

COOK BROS.
516 Maxwell St.
Chicago 5, Ill.

For Free Folder.

101/2" ELECTRIC
111/2"x13" overall. Highly polished bronze finish.

SPECIALS FOR SAVINGS

TWO-HORSE ELECTRIC WESTERN CLOCK
LARGE gold finish horses, 81/2" high, silver horse. 4 1/2" high, Clock finished in silver and gold. Overall size 9 1/2" x 11/2".

ALL ELECTRIC

Western Motif Boot Lamp Clock $6.95
Finishing in high-lustrous statuesque bronze. Separate switch for lamp with 6" of wire. Modern long-lasting plastic shade. Overall 11 1/2" x 11 1/2".

WRITE FOR TERRIFIC DOLL & CLOCK DEAL

We really put them out where operators can make a profit and the customers go to real merchandize.

WALKING BEARS
Sure-fire sellers. So realistic. We do have them in stock. Immediate delivery guaranteed. Sorry, no sample orders.

PLASTIC ZOOMERANG
Do you like to play with tv? We have something twice as fascinating. A real concession item.

BINGO SPECIALS
We have everything for the bingo operators. Low prices.

Libby Hostess Sets
9 Tall Mixed Drink Glasses.
Colorful
$2.25 Ea.

Dominion Automatic Watch
Eagle Baker
$8.25 Ea.

G. E. Alarm Clocks Doz.
Luxe
$7.25 Ea.

Ecko Pressure Cooker
$10.50 Ea.

25% WITH ORDER, BALANCE C. O. D.

COOK BROS.
516 Maxwell St.
Chicago 5, Ill.
Write for Free Folder.

ACE CARNIVAL SUPPLIES
5617 S. HALSTED ST.
Phone: ENGLewood 4-4472
CHICAGO, ILLINOIS

COOK BROS.
516 Maxwell St.
Chicago 5, Ill.
Write for Free Folder.

ACE CARNIVAL SUPPLIES
5617 S. HALSTED ST.
Phone: ENGLewood 4-4472
CHICAGO, ILLINOIS

SCHATTUR NOVELTY CO.
112 Park Row
New York 7, N. Y.

ELECTRIC
BRONZE

Two Horse ELECTRIC WESTERN CLOCK
$8.50

EACH

FOR THE FIRST TIME
This LOW REDUCED Price

$5.50 in Lots of 8 or More

Sample $6.00

DON'T BE AFRAID TO ORDER FROM THIS PAGE

THE BILLBOARD

MERCHANDISE 151

MAY 24, 1950

Hot specials!

Stock up now. Some items are limited in quantities—first come, first served.

Hi Hat Celluloid Dolls
All with timeless beads & canes

Fur monkeys
2 inch $4.50
7 inch with hat $8.00
8 1/2 inch with hat $10.00
10 inch with hat $16.00

Streetmen special balloons
We are featuring the following numbers which we have selected as the best. They are very strong and most attractive in color.
5 assorted colors $1.20
11 pastel colors $2.25
11 multicolored $3.75
11 metallic colors with animal print $4.50
14 kat matted $6.00
15 horse head $7.25
10 mouse head with inflated ears $5.00
12 mouse head with inflated ears $7.25
9 mouse head with inflated ears $8.50

Balloon head sticks on a string $1.00

Rubber inflatable animals
Cowboy & Siski
St. Reggie, Bear, Elephant, Dog $1.00
Assorted Cereal Animals $1.20
Jumbo Cereal Animals, Doz. $2.50

Parasols
Paper Parasols, 15 inch spread $5.90
Paper Parasols, 33 inch spread $18.00
Parasol, parachute, 24 inch spread $2.65
Raven Parasol, 48 inch spread $3.00
Large Raven Parasol, 60 inch spread $4.00

Western cowboy hat

We sell only the best
Rodeo Dates

(Continued from page 150)

Center City, Pa.—Pennsylvania State Fair, Sept. 12-20, 10 events $300 each, total $3,000, 2 perfs. B. M. Rider, manager.

Cincinnati, Ohio.—Cincinnati State Fair, Sept. 18-20, 4 events $500 each, total $2,000, 2 perfs. B. M. Rider, manager.

Columbus, Ohio.—Franklin County Fair, Sept. 17-19, 7 events $300 each, total $2,100, 2 perfs. B. M. Rider, manager.

Davenport, Iowa.—Scott County Fair, Sept. 19-20, 3 events $300 each, total $900, 1 perf. B. M. Rider, manager.

Eugene, Ore.—Pendleton Round-Up, Aug. 24-25, 5 events $450 each, total $2,250, 2 perfs. B. M. Rider, manager.

Extractor, Colo.—Extractor Rodeo, Aug. 19-21, 8 events $400 each, total $3,200, 2 perfs. B. M. Rider, manager.

Fairfax County, Va.—Fairfax County Fair, Sept. 14-15, 4 events $250 each, total $1,000, 2 perfs. B. M. Rider, manager.

Fort Worth, Texas.—Texas State Fair, Sept. 19-20, 2 events $200 each, total $400, 2 perfs. B. M. Rider, manager.

Graham, Okla.—Pittsburg County Rodeo, Sept. 11-12, 4 events $300 each, total $1,200, 2 perfs. B. M. Rider, manager.

Halverton, Okla.—San Miguel Basin Fair Rodeo, Aug. 12-13, 9 events $150 each, total $1,350, 2 perfs. B. M. Rider, manager.

Hoffman Estates, Ill.—Cook County Fair Rodeo, Sept. 18-20, 2 events $250 each, total $500, 2 perfs. B. M. Rider, manager.

Honolulu, Hawaii.—Hawaii State Fair, Sept. 25-27, 2 events $200 each, total $400, 2 perfs. B. M. Rider, manager.

Jennings-Lamar, Ark.—Jennings-Lamar County Fair, Sept. 10-11, 2 events $200 each, total $400, 2 perfs. B. M. Rider, manager.

Killeen, Tex.—Killeen Rodeo, Sept. 2-4, 6 events $200 each, total $1,200, 2 perfs. B. M. Rider, manager.

Klamath Falls, Ore.—Klamath County Fair Rodeo, Sept. 11-13, 3 events $300 each, total $900, 2 perfs. B. M. Rider, manager.

Laurel, Mont.—Laurel Rodeo, Sept. 14-15, 4 events $200 each, total $800, 2 perfs. B. M. Rider, manager.

Lebanon, Ohio.—Lebanon County Fair, Sept. 11-13, 4 events $300 each, total $1,200, 2 perfs. B. M. Rider, manager.

Longview, Wash.—Longview Fair, Sept. 9-11, 4 events $200 each, total $800, 2 perfs. B. M. Rider, manager.

Lubbock, Texas.—Lubbock Rodeo, Sept. 11-13, 4 events $200 each, total $800, 2 perfs. B. M. Rider, manager.

Moffat County, Colo.—Moffat County Fair, Sept. 5-6, 2 events $200 each, total $400, 2 perfs. B. M. Rider, manager.

Montgomery, Ala.—Montgomery County Fair, Sept. 18-20, 2 events $200 each, total $400, 2 perfs. B. M. Rider, manager.

Newark, Del.—Newark State Fair, Sept. 11-13, 4 events $300 each, total $1,200, 2 perfs. B. M. Rider, manager.

Norwich, N.Y.—Norwich Fair, Sept. 5-7, 4 events $200 each, total $800, 2 perfs. B. M. Rider, manager.

Oakdale, Calif.—Oakdale Rodeo, Sept. 29-30, 5 events $250 each, total $1,250, 2 perfs. B. M. Rider, manager.

Oklahoma City, Okla.—Oklahoma County Fair, Sept. 13-15, 4 events $300 each, total $1,200, 2 perfs. B. M. Rider, manager.

Pittsburgh, Pa.—Pittsburgh Rodeo, Sept. 24-26, 2 events $200 each, total $400, 2 perfs. B. M. Rider, manager.

Québec City, Que.—Québec City Rodeo, Sept. 11-13, 5 events $200 each, total $1,000, 2 perfs. B. M. Rider, manager.

Redwood City, Calif.—Redwood County Fair, Sept. 19-20, 3 events $300 each, total $900, 2 perfs. B. M. Rider, manager.

Richmond, Va.—Richmond Rodeo, Sept. 11-12, 3 events $200 each, total $600, 2 perfs. B. M. Rider, manager.

Russell, Kan.—Russell Rodeo, Sept. 18-20, 2 events $200 each, total $400, 2 perfs. B. M. Rider, manager.

San Francisco, Calif.—San Francisco County Fair Rodeo, Sept. 13-14, 3 events $300 each, total $900, 2 perfs. B. M. Rider, manager.

Santo Domingo, N.M.—Santo Domingo County Fair Rodeo, Aug. 23-24, 3 events $300 each, total $900, 2 perfs. B. M. Rider, manager.

Springfield, Mass.—Springfield County Fair, Sept. 18-20, 1 event $250, total $250, 2 perfs. B. M. Rider, manager.

Stevensville, Mont.—Stevens County Rodeo, Sept. 11-13, 4 events $200 each, total $800, 2 perfs. B. M. Rider, manager.

Tallahassee, Fla.—Tallahassee County Fair, Sept. 14-16, 2 events $200 each, total $400, 2 perfs. B. M. Rider, manager.

Tulsa, Okla.—Tulsa State Fair, Aug. 22-23, 4 events $150 each, total $600, 2 perfs. B. M. Rider, manager.

Uniontown, Pa.—Uniontown State Fair, Aug. 14-16, 6 events $200 each, total $1,200, 2 perfs. B. M. Rider, manager.

Wichita, Kan.—Wichita Rodeo, Aug. 19-21, 4 events $200 each, total $800, 2 perfs. B. M. Rider, manager.

Woodward, Okla.—Elks Club Rodeo, Sept. 1-2, 2 events $200 each, total $400, 2 perfs. B. M. Rider, manager.

Yuma, Ariz.—Yuma County Fair, Sept. 11-13, 2 events $200 each, total $400, 2 perfs. B. M. Rider, manager.


CASH IN YOUR POCKET!

BUY DIRECT

POCKET THE EXTRA PROFIT!

3-PIECE

CHOKER SETS

Complete combination, 7" square plush box, satin lined, with hidden 1/4" deep jewel compartment.

No. 104 — Two Tone Plated, brilliant cut stones. Available in all Birthstones. $50.00

$78.00

Bar.

No. 127 — Gold Plated Necklace & Earring Set. Brilliant cut stones. Available in all Birthstones. $42.00

$78.00

Bar.

No. 116 — Ten Year Gold Plated Pendant, brilliant cut stones. Available in all Birthstones. $42.00

$66.00

Bar.

All merchandise and prices guaranteed. If you can buy for less, we will refund the difference.

WE SHIP ANYWHERE

Also sell bulk, individual pieces
25% Discount — Balance COD

Dianne JEWELS
721 SANSOM ST., PHILADELPHIA, PA.
Phone Greenwood 7-2662
CASH IN ON THE PROFITS WITH "CASH-IN"
DESIGNED & ORIGINATED BY "JAR-O-DO"

PERSONNEL SWITCHES
(Continued from page 41)

The Billboard
June 24, 1950
Communications to 188 W. Randolph St., Chicago 1, Ill.

SALESBOARDS

SALESBOARD SIDELIGHTS

Iring Sax, general sales manager of Superior Products, Chicago, tells of keeping the impressive skating performance given by Carol Berg, daughter of board jobber Henry B. Berg, Great Falls, Mont. She was added to the "1950 Ice Review" currently touring the West specializing in figure skating. It adds that Superior's new Glo-Board line, displayed at the salesboard exhibit, is hitting high on all sales fronts, with six numbers in the series doing a full order-pulling act.

Joseph Berkowitz, head of Bee Jsy Products, Chicago, and Universal Manufacturing Company, Kansas City, Mo., reports the appointment of Gardner & Gardner as sales manager for both firms in Illinois and Indiana.

Warren, a long-timer in the board business, has started calling on accounts in both States. Berkowitz also announced the appointment of Morton Robinson as representative for both companies in Ohio and Michigan.

NOW DELIVERING
FOUR SENSATIONAL PEELT BOARDS THAT ARE SWEEPING THE COUNTRY!
BLACK BEAUTY
5¢ Ply—Average Profit—90.00
10¢ Ply—Average Profit—131.00
25¢ Ply—Average Profit—202.00

TRIPLE PLAY
5¢ Ply—Average Profit—24.16
10¢ Ply—Average Profit—119.30
25¢ Ply—Average Profit—192.48

SILVER BELL
5¢ Ply—Average Profit—96.95
10¢ Ply—Average Profit—131.00
25¢ Ply—Average Profit—194.63

1000 WINNERS
5¢ Ply—Average Profit—1677.66
10¢ Ply—Average Profit—284.95
25¢ Ply—Average Profit—354.50

THESE BOARDS ARE SOLD TO OPERATORS AND JOBBERS ONLY.
STATE YOUR BUSINESS!
Dept. 6

NOW DELIVERING
PUSH CARDS
Over 90% different sizes and styles available. Free catalog. All orders postpaid. Free catalog. Write.

H. W. BRADY CO., Mfrs.
CHIPPEWA FALLS, WIS.

COMING SOON
An exciting new, outstanding HORSE BOARD
Available in both 5 and 10 Play

GOLDEN DERBY
WATCH FOR FLYING SAUCER NOW IN PRODUCTION
Superior Products, Inc.
216 W. 75th St.
Chicago 19, Ill.
A Century of Know-How:

Happel Builds Badger Sales Co. Activities Around Men Who Know Coin Machines Thru Experience

By Sam Abbott

LOS ANGELES, June 17.—In nine years William R. Happel Jr. has developed his company into a most modern firm. The recent addition of a phonograph department manager rounded out a long-time plan to departmentalize the plant to view new products the company has more than 100 years of coin machine "know how" behind it and is the only West Coast manufacturer of its kind to have a full-time export department.

Badger has been in its new quarters for four years and has already outgrown the space. When Happel moved from his original location with 4,000 square feet of up-to-date quarters at 2351 West Pico Boulevard with 8,000 square feet, he felt that the space problem had been solved for all time. Only recently has he found need to add another warehouse, which gives the firm an additional 3,000 square feet of space in the vicinity. Because of adequate storage space in exactly the right place. The coin machine will be made to adhere to a given standard. The coin machine will be the same throughout the country. The coin machine will be made to have the same appearance in every state.

House Committee to Meet June 20 on Johnson Bill

WASHINGTON, June 17. — The House Interstate Commerce Committee announced yesterday (16) that the full committee will meet in executive session Tuesday (20) to consider the Johnson-Preston legislation restricting interstate shipment of gambling devices.

Top controversial point in the bill is the definition of the gambling device to be banned. The bill was written to meet state commerce except for States where they are illegal. But, it has been pointed out that the state certification be done by the State legislature. The committee has scheduled executive sessions on the bill, the committee has several alternatives. It can send the measure in its present form or an amended bill to the House floor with a recommendation for passage or with a recommendation that it be vetoed. The committee may vote to table the bill, which would have the effect of killing it for this session.

Jennings Predicts Future Bell Design in Peeler Open Letter

CHICAGO, June 17. — Bell machines of tomorrow will be even more liberal than of today and will feature a metal casting of winning percentages on the cabinet instead of the present prediction made this week by O. D. Jennings.

Jennings made this statement in his letter to Westbrook Pekler, columnist for King Features Syndicate, who recently wrote two articles on the O. D. Jennings firm in which Pekler indicated some doubt of the general efficiency of bell equipment.

The manufacturer wrote in part: "I feel that it is your (Pekler's) sincere desire to pass along information to the public thru your column that is based on facts not skepticism, in nudo, hearsay or hearsay. That's why I am prompted to write this letter.

"Had I known, when you were in my plant, that you were going to use my company as to percentages paid out by slot machines having been in existence for many years, then, in some cases as much as 80 per cent, would have shown you the files containing the names and addresses of purchasers, it would have convinced you, in yo.

The manufacturer went on to write: "I have known that, when you were in my plant, you were going to use my company in exactly the same way. I would have shown you the files containing the names and addresses of purchasers, it would have convinced you that facts are facts, and you would not have been confused as to whether it was true or not true.

"In your column of June 12, you plainly state that I told you that we were going to make as few as 50 per cent. I was wrong and you, my state, "It seemed a little odd that Mr. Jennings should ask me to believe that his firm has never made a machine that paid out less than 80 per cent." Now, I am confused as to why you should make this statement.

Future Units

"Before starting to step up percentages, which I stated was about five years ago, we did make some machines that paid out less than the slot machines of today, and we have had some machines that would have been on the top of the machine at the mathematical table of the percentages paid out by the machine, which will enable anyone to calculate how many times one cherry or the jackpot on any other winning combination. (See Jennings Predicts on page 175)

Bells Go West

LAS VEGAS, Nev., June 17.—A feature of the new Diamond Lil Casino here will be specially designed bell machines, modeled in the form of owner Mac West's favorite figure.
VACATIONS NO O PROBLEM

Set Fill-Ins, Plus Coverage For Routemen

Stress Top Service

CHICAGO, June 17.—Operators of vending and music equipment here reported that the number of workers who went on vacation were not expected to pose serious problem to the vending business throughout the summer. A recent survey of local firms revealed that most were planning to institute fill-in and overtime plans to cover employees who are out

injuries. In general, it was said that employees were more likely to be out for sickness and not for vacation.

CHICAGO, June 17.—In view of the large number of vending machines in the city, it was indicated that there would be no shortage of help during the summer months. The situation in the city was said to be normal, with no reported shortage of help.

On the other hand, the vending business in the suburbs of the city was reported to be somewhat short of help, with some operators reporting a shortage of workers.

On the other hand, the vending business in the suburbs of the city was reported to be somewhat short of help, with some operators reporting a shortage of workers.
RAKE SELLS FINE EQUIPMENT AT FAIR PRICES

NEW COUNTER MACHINES

S. K. Hunter ........ $65.00
S. K. Target King .... $45.00
S. K. Target King with Color Gun .......... $45.00
A.B.T. Skill Gun .......... $47.50
Kicker & Catcher .......... $39.50
Electric Shooter .......... $39.50
Yvette Basketball ........ $25.00
Mint Valet Pocket Balls ........ $48.00

Specify 1c or 5c When Ordering

NEW VENDING MACHINES

S. K. Charm King, case of 6 ....... $24.00
S. K. Charm King with 2 Bases, case of 6 .......... $12.75
W. V. Deluxe Coach, 14 X 24, complete ........ $25.50
Addison Novelty, 5 X 10, 15c ................... $15.00
N. W. Stamp Ball Tree .......... $10.00
Marvin Scale .......... $12.50
Waiting Scale .......... $7.80
Shuman Stamp, 3 c. cal. .......... $9.50
Acme, 10 c. or 50 c. .......... $13.95
Acme Tall Charm, 10 c. or 50 c. .......... $13.95
Matter 25 c. & 75c. Comb. .......... $17.00
March Ball, 25 c. & 75c. .......... $17.00
Model GV, 6 c. cal. Adams Gum .......... $4.95

RECORD & CIG. & CANDY VENDORS

Col. Model Coin. Coin. Price
1. Duo D 25c 25c
2. Duo W 35c 35c
3. Duo Pin 50c 50c
4. Duo V 75c 75c
5. Duo M 1.00 1.00

ACCESSORIES & SUPPLIES

Vend for snacks, money, toys, medicines, and a wide variety of other articles. They're a real money maker. Price list on request.

LEAF GUM CO.
Div. of Leaf Brands, Inc.
Chicago, U. S. A.

WE'VE GOT... TOPPER
Victor's Terrific Vendor

Amazing new operating features and a low price that allows you to clean out to stock in a matter of a few weeks. Packed and sold to case or 4c, 1.35 per 4c, 1.15 per case of 44 cases. Furthmore, disc on orders of more than 5 cases. Get your list for full details.

Birmingham Vending Co.
540 2nd Ave., N.
BIRMINGHAM 4, ALABAMA

NEW CHARMS

They're Really Beautiful, Too
KNIFE (Stainless) .... $1.00
BALL GUM .......... $1.00
BETTER Cig. & Candy Vend. .......... $1.00

Write now for full information

BALL GUM

Bubble or "Chico!"

All Sizes

From 3/8ths to new 1-inch Jumbo

NEW CHARMS

Brilliant colors

Opaque or Transparent

BARKER BRANDS, INC.

Two Bright, N. J.

HART BUBBLE BALL GUM

White or colored centers, 1.00 to 1.35 per lb. 10c to 12c a dozen, or 24 for $1.00, with 100 a dozen, 24 for $1.00 or 100 a dozen, 24 for $1.00, with flat rate express charge. Sorry, no C.O.D.

PREMIUM NO BUBBLE GUM IN 14-CENT ONLY $2.95 FOR 500, 12 CENT ONLY $2.95 FOR 500, 10 CENT ONLY $2.95 FOR 500.

30 MODEL 200 KANDY KING VENDING MACHINES

Two columns, full capacity, 50 cents, the new. Used only six months. A real asset for better location. Due to his good family, unable to service them. Will sell at ready price. Only $775 at Mt. Pleasant.

R. G. FISHER
Legal Probing in Calif.
Has Cig Ops as Target

WASHINGTON, June 17—Justice
Department announced here this
weekend that a grand jury in San
Francisco federal court has indi-
criminated six individuals in the
cigarette vending field. The jury
is said to have returned a bill of
false information against cer-
tain cigarette machine editors.

San Francisco investigators
are said to have been told by
the six men that they are not
the publishers of the cigarette
machine editors. The jury was
said to have held sessions for
three days last week.

The six men are said to have
been identified as a publisher of
three other cigarette machine edi-
tors. The publisher of one edi-
tor was a former cigarette
machine editor. The publisher of
another editor was a former cig-
ette machine editor and a former
publisher of another editor was
a former cigarette machine edi-
tor.

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machine editor. The publisher of
another editor was a former cig-
ette machine editor and a former
publisher of another editor was
a former cigarette machine edi-
tor.
SANDY MAC TIGHT
Says...

It makes my Scottish blood boil to see some operators pay high prices for machines when they can secure a TOPPER for as low as $10.00 in lots of 100 and on time payment too from...

ROY TORR
LANSDOWNE, PA.

EXPERIENCED PROMOTIONAL
VENDING MACHINE SALESMEN WHO CAN TRAVEL
to sell the world’s finest and most versatile bulk vendor which has been location tested for over two years. A NATIONAL SALES ORGANIZATION with good rating and banking and Chamber of Commerce references will cooperate 100% with men selected. Need one for Kansas City area to cover about 8 States; one for the West Coast to cover all of California, Oregon, and Washington. Also need one for the Eastern seaboard including New England. Only men who can sell churn; have had actual experience establishing new operators through Business Opportunity nitty nits have been seen and can finance themselves for at least a month will be considered. Possible to earn $50,000 to $40,000 per annum gross. For consideration write fully. No wires, please.

The Billboard, 1564 Broadway, New York 18, N. Y.
Vender Posters Boost Volume

Candy Ads Hypo Bar Sales

(Continued from page 158)

Consumer, is relied upon to complete the sale.

Vend-Ads, headed by F. Le Moyne Page, entered into its contract with Canteen in January. With Page at its head, the head of Transportation Displays, Inc., active management of the vending agency is in the hands of Sherman D. Gregory.

Cigarette vending was not reviewed by Vend-Ad as a field suitable for similar promotion. Bar vending was indicated as an active prospect.

Under the set-up with Canteen, the country has been divided into 22 districts, in each of which an average of 4,500 candy venders are located. Depending on the actual number of venders and the sales record in the district, a basic rate for the commission is determined. This averages $3,600 per district for a four-week period. But until September, when the program is expected to get into full swing, a 25 per cent discount is allowed.

Canteen gets an undisclosed portion of the fee as rental for use of the machines. And its service men are reinforced for the added work of putting up the posters, replacing them when necessary, and taking them down at the end of the allotted time. They benefit, too, by earning larger checks due to the increased volume of the machines.

The posters are miniature car comics, measuring 4 by 8 inches. Copy is kept to a minimum, with a multi-color illustration of the candy featured. At present, the cards are attached to the venders by an adhesive, allowing permanent frames to be installed later.

New accounts signed up by Vend-Ad thus far include Switters and Euclid, Gregory disclosed. Switters licence is due to be plugged on Canteen machines in the New York metropolitan area beginning this week, while the program with Euclid won't break until the fall.

Gregory said the limited time schedule (four weeks) in any one area was chosen since it was felt the plan would lose effectiveness if a single week were promoted indefinitely. Advertisers, therefore, cannot sign up for consecutive time slots in a single district. They will be advised to rotate districts for maximum effect.

The program is being promoted to potential advertisers as an economical method of introducing confections in new areas. Gregory claims a manufacturers' minimum cost in bowing a new bar is $1 per outlet, and then control cannot be maintained. The storekeeper may or may not display it properly, he may or may not order a second box.

Under the Vend-Ad program, he emphasized, the candyman is assured his bar will be featured to four weeks in some 4,500 venders for a cost of less than $1 per outlet.

Advertisers, too, will be discouraged from buying concurrent time in the same district, as it is claimed the machines are exposed to some 81 million people who make about 25 million purchases weekly. And for every buyer, it is estimated some four percent pass the machine.

Cig Ops Target

In Calif. Probing

(Continued from page 159)

2. Refrain from giving gratuitous and special inducements to location to install machines.

3. Notify each of the locations in which each defendant operator has installed cigarette vending machines.

4. Refrain from seeking to install machines in any location in which another defendant operator has a franchise.

5. Refrain from seeking to install machines for a period of 60 days in any location lost by another defendant operator.

6. Agree to arbitrate differences of opinion among defendant operators as to which is entitled to serve a particular location.

7. Induce locations to remove venders of non-defendant operator and install machines operated by said defendant for the purpose of "driving" such non-defendant operators out of business or compelling them to join the said combination and conspiracy.

8. Agree to levy fines upon any defendant operators failing "to abide here to the terms of said combination and conspiracy."

Named as defendants in the indictment were the following firms: Glen-Rose Vending Machines; Automatic Merchandising Company; Coast Cigarette Vendors, Inc., doing business as N. B. Cigarette Vending Company; Allied Automatic, doing business asbolt; Consolidated Service; and San Jose Cigarette Service, Inc.

Individuals named were Jack Gordon, Glenn-Rose; Richard Pariser, Automatic Merchandising; Thomas Tourell, Coast Cigarette; R. A. Bab- ter, Allied; Harry Miahkind, Ciga- rette Vending Service; Harry Weir, Western Cigarette Service; Spicor Lava- diolla, Exposition Tobacco; Charles Weininger, Cigarette Company; Bill Weininger, doing business as Both Weingers; and Richard Weininger, executive secretary and arbitrator for the other defendants.

ATTENTION, VENDING MACHINE MANUFACTURERS

We are a NATIONAL SALES ORGANIZATION with offices in New York City, Kansas City and Los Angeles. We now travel 25 experienced producers throughout the U. S. A. and plans to add more soon. We are open for good machines that have not been offered to every distributor and kicked around. Must lend itself to promotional selling. If you have anything of real merit and are willing to talk about a National Contract, we shall be very happy to hear from you with full details and pictures. We are amply financed and well regarded by bank, Chamber of Commerce and Dun & Bradstreet and will only do business with a responsible concern. Write Box 550, The Billboard, 1844 Broadway, New York 18, N. Y.
The market is "hot" to cash in today on Jumbo-Size Ball Gum.

Also... ICTOR'S 2035 Thousands 0 2035

The Modern way is the Electric way!

Same for Eastern potbellies may still depend upon underfed-manned fans for cooling breezes on sluggish summer days. Today's modern business man gets Modern relief from excessive heat with Electric air conditioning units.

Until Electro appeared, cigarette operators were almost the only American business men who could not apply the advantages of modern electric perfection to their own profit. Electro opened new fields, new profit possibilities and new locations for alert operators everywhere. Electro's popularity has steadily increased and today Electro, the first electric cigarette machine, tops all other machines in sales!

Operators prefer... because of...

MODERN
- Console styling (only 44" High) in colors and combinations to custom fit every location
- Magic Touch Delivery. Selectivity with the lightest touch of a button at normal, no-bend height
- Electric Cash Register Dependability means the lowest ratio of service calls to sales in vending machine history

Order Electro Today...

Despite its exclusive, operator-pleasing features, it's the lowest priced electric cigarette machine on the market!

EASTERN ELECTRIC INC.
New York 19, N.Y.

Eastern Electric Inc.

Topper Deluxe
Single, $12.95
Topper Standard with Plastic Globes, $11.25
Jumbo
1-inch Ball Gum Vendor opens a new field. You can locate it to fill. $13.95

ASCO VENDING MACHINE EXCHANGE
55-57-91 BRANFORD ST.
NEWARK 5, N. J. SIDELOW 9-7766

Topper Deluxe
Single, $12.95
Topper Standard with Plastic Globes, $11.25

Jumbo
1-inch Ball Gum Vendor opens a new field. You can locate it to fill. $13.95

STRAWBERRIES and cream in the red ball Topps BOZO and the NORTHWESTERN MODEL 49

GIVE TO THE RUNYON CANCER FUND

VICTOR VENDING CORP.
2035 Fifth Ave., Pittsburgh 19, Pa.
DISTRIBUTORS, Samuel Eppy PILOT COINS, EPPY SCOUT KNIFE, Metal-Plated Plastic SCOOP WALL in SUPER-CHARM Damen hand crinkle. GLASS building ARE lbs. Nuts. is Bal. assure Place, :3 $10.00 Ave.

Heyward Quits Pin Money Post: Firm Continues

CHICAGO, June 17.—Harold Heyward, general manager of Pin Money Exchange, Inc., severed his connection with that company recently. Harold Lachman, executive of Pin Money and president of John Place and said no one has been named to Heyward's post. The Pin Money will be continued.

The exchange offers a premium program for cigarette operators, selling coupons with a 1-cent retail value for 1/2 cent and redeeming them thru John Place's facilities. A reported outlook on Money's growth has not been rapid, that the premium program works well in some areas to well in others and that vending machine coupon plans—including general coverage—would have to prove themselves over a long period of time.

Electro Plant Sets Vacation-Shut-Down

NEW BEDFORD, Mass., June 17.—Eastern Electric Lamp Manufacturing Company has announced its 30-day vacation for June that will shut down its plant here for the two weeks in July to permit mass vacations for its production workers.

A skeleton staff will remain on duty to maintain service and to fill emergency orders. Field servicemen and sales representatives will take their vacations at another time.

Mint Replaces Worn Coins; Ops See Less Trouble With Chutes

WASHINGTON, June 17.—Despite predictions by the Bureau of the Mint that the demand for coins is slackening, the value of coins in circulation increased in March for the second consecutive month. At the end of March, the total amounted to $1,460,000—an increase of $9,000,000 over the figures for March 1935. The March figure, however, is $16,000,000 less than the record high posted in November of last year.

The Mint still figures that coin demand will level off at around $1,460,000,000 during the next couple of years. Signs, the agency said, already showing up in the amount of defaced and worn coins returned by the banks indicate that the March figure was not as high as expected. The March peak years, few coins were returned, the demand being so great that poor coins had to remain in circulation.

Help Should Ops

Now that worn coins are gradually replaced, operators should have little trouble with jammed coin chutes or with patrons complaining that coins are being rejected by the mechanism. When worn coins are replaced, the mint sends them and makes new coins, losing an estimated $1,000,000 annually in the process.

The March increase in coinage was $8,000,000 over February figures of $366,000,000. Nickels and pennies in circulation increased $1,000,000 to a total of $356,000,000. Silver dollars remained stable at $188,000,000.

Searles Reduces Kalva List $5?

CHICAGO, June 17. Searles Welding & Manufacturing Company announced a price reduction of $37, effective immediately, on its Kalva 3-Way vender.

Machine formerly selling for $335, now lists for $298, Walter Ashton, general manager, reported.

New G. E. Bulb

CLEVELAND, June 17.—General Electric's lamp department introduced a new cone lamp last week, designed to eliminate objectionable colors. It is claimed the cone produced by a main in half-dollars is sufficient to mask colors in areas of up to 1,000 cubic feet.

Operating in a standard fixture the lamp is being built in two 16-watt sizes. Bulb as beverage lamps, clothing dryers, refrigerators, etc.

ONLY Northwestern Sales & Service Co. offers 30-DAY MONEY BACK TRIAL!!!

Order this famous Northwestern vendor today. Operate it for 30 days. If you don't agree that it cuts your service time and costs in half—that it SELLS MORE MONEY—that it EARNES MORE MONEY—return it and we'll refund your full purchase price plus free freight. You're not at risk. No losses to you by this sensational offer. We're so sure you'll gain another satisfied customer.
ROCK-OLA ROCKET Sked
Ops Talk 45 R.P.M. Disk
Life Aid at Assn. Meeting

CHICAGO, June 17.—Thirty members of the Music Operators of Northern Illinois (MOMI), at the group's first meeting of the year in conjunction with Pin Club near Fox Lake Wednesday, discussed the business side of experience with the 45 r.p.m. record and details of a new process whereby a phonograph player is to be adapted for the play-life of regular disks.

The meeting, 3d by Chairman Bob Willard, General Manager, Robertson, Skokie, Co-Chairman Anthony Marchione, Chicago; Armitage Heights, and Secretary-Treasurer Richard Aronson, Ace Music, Albany, got under way with discussion of "wax to watch" as potential but important material (See the mention of Billions of the music popularity charts) and then shifted the member experience with 45 r.p.m.

45 Ups Gross

H. A. Hopperstad, Hopperstad Mfg. Co., Southfield, Mich., had a 10 percent increase over the average week-

Trad Company

Produces New Coin TV Unit

Offered at $199.50

ASSOCIATION PARK, N. J., June 17.—The Trad Company, which is now in production on a new coin-operated video set to be offered to operators thru a net of distributors currently being appointed, Victor Trad, president, announced this week.

The set, a console model, uses a 12-inch picture screen and a built-in stereo audio system. It is designed to preclude tampering with the time and coin-operating apparatus of the machine.

Trad said a "national finance plan is being set up and will be announced within 30 days."

With his brother, George, Victor Trad is also co-owner of Tradco, Inc., which has long been engaged in the manufacture of coin-operated machines.

The television company will be set up originally to produce large-screen sets for commercial use, but will recently added home sets to its line. However, it was understood that the other-operated unit was in the development stage for many months.

Turner Tunes

Victor Trad stated the design of the new set was frozen following a survey of operators and distributors of the coin-operated industry that made it possible to determine standards most suitable for "best operation under local conditions."

Among its features he listed a "turret tuner with additional time slots," a "4-foot maypole," a perfect picture lock, automatic gain control, high noise volume and a "quick-fading system with a fast-changing velocity."

The standard unit, which will contain a 16-inch picture tube, two hours of viewing time for 25 cents, stops a time timer will also be made available. A "universal" type of television car should be obtained with 14 or 16-inch sets.

The company will furnish field engineers to authorized distributors and will assist them in setting up service organizations, it was said. The company's headquarters are located at 20 North Michigan Ave., Chicago 1, Ill. at the National Association of Music Mfrs. Expositions in Chicago.

Wurlitzer Uses TV Promotion To Fight Video Competition

(Continued from page 3)

"and we intend to keep the program going as long as we can, to the benefit of the company and the benefit of our salesmen."

Station Breaks, Too

Wurlitzer also furnishes 26-second segments that can be played into the regular program at the time of the 当月＝月のエンジンを"as along with the minute-long features that have been used in the past only in New York, the films are now being filmed by the manufacturer on how often the films have to be used, and how often the films have to be negotiated by distributors.

The firm goes on to say that the shows are being shown at the end of sports telecasts, often at that time, the location-owner shuts off his television set, and patrons might thus be impelled to buy or rent it to see the program directly.

The company, Inc., of Buffalo, which produced the films, is now at work on a third short, to be shipped to dealers.

While the Wurlitzer campaign is a feat in itself, it is by no means the first of its kind. In fact, a return to the store where a majority of producers of photographs are used to stimulate sales and to give publicity to the firm, has been used with success by promoters of shuffle games and G-Ball here and in Philadelphia. But in those cases the shows were live, produced, featuring reports play.

Ristaucrat Non-Selective 45 Juke Now in Production

APPLETON, Wis., June 17.—The Ristaucrat Company, formed here last October by a group of local business men, is now producing and delivering a counter model, non-selective juke box which plays 12 45 r.p.m. records.

J. J. Cohen, sales manager, said this week that the box had not been definitely priced, but it was understood to list for well under $200.

Small, the plywood cabinet with illumination, the phonograph has a 8-inch moving wafer-disk. The Sonotone cartridge with a sapphire needle and a National coin mechanism and rejector.

Cohen said his company is in process of setting up distributors who will sell the box to operators. Earlier reports had it Ristaucrat would sell the phonograph direct to locations, but Cohen denied this, saying sales would be made thru distributors to operators in the usual manner.

Actually, a number of distributors have already received shipments of the miniature juke box to determine this to their area.

Potential Locations

Small locations which cannot receive an Ristaucrat are those where Marginal wafer-disk cannot be profitably operated with more expensive equipment. These are the spots where Ristaucrat expects operators to supply.

(See RISTAUCRAT JUKE, page 167)

Covideo Boosts Com-TV Output

NEW YORK, June 17.—Covideo, Inc., a manufacturer of de luxe coin-operated television sets by 50 manufacturers, has appointed Louis Brown, president, disclosed here this week. With its effects since its beginning, the company's growth has been at a rapid pace.

Robert A. Whelan, another member of the association, has been named to his new post.

The Covideo company says it is engaged in the manufacture of large television sets, and that it is operating on a nationwide basis.

Seeburg Distrib妨 Facts Test Route in Whelen Drug Chain

NEW YORK, June 17.—Seeburg Select-o-Matic has been placed in two Whelen drugstores here in a test which may lead to larger installations in United-Whelan chain stores across the country. The machines were installed by the Atlantic New York Corporation, local Seeburg distributor, who promoted the idea to store management.

Meyer Parkoff, Atlantic topman, says there is no evidence the test will work in other cities. After receiving a favorable report from the executive office here, he relayed the plans to the Seeburg factory which, in turn, informed its distributors of the plans, where tests have been authorized.

The installations here, in two mid-Manhattan wholesale stores, are custom designed, featuring concealed wiring and the liberal use of wall boxes.

They are engineered to produce the sound equally in all parts of the store. The Seeburg's 450-watt amplifier, powerful enough to handle up to 200 disks, is located in the store and controlled from the sales floor. The Seeburg 450-watt amplifier, powerful enough to handle up to 200 disks, is located in the store and controlled from the sales floor. The Seeburg 450-watt amplifier, powerful enough to handle up to 200 disks, is located in the store and controlled from the sales floor.
Ops Talk 45 R.P.M., Disk Life Aid at Ass'n Meeting

(Created from page 163)

add about 15 additional 45 r.p.m. conversions the latter part of August. There was no trouble encountered supplying selections with our new slow-speed unit, Hopperstad pointed out. He added that the conversion was made for under $1.

Another firm, Western Automatic Music, reported thru Manager William Hyland, that its single 45 r.p.m. conversion was removed after disk warping. However, it was admitted that the back of a particular machine used for the experiment in front of a window, was exposed to the sun. When 78 r.p.m. disks continued to function on the machine, it was not moved for the test. Hyland insisted the new speed was not being written off because of the single test, due to the unusual circumstances under which it was operated.

Interest was high in the method employed by Harvey Holt, Harvey Music Company, Paris Ridge, to prolong record life. Stressing that it was still in the test stage, Holt said after about two months of on-location operation it was expected to last about three times normal.

He uses a silicon preparation (H.S. O.) developed by the Dow Corning Company, Chicago, costing $10 a dip (or $10 a gallon) which is added to each side of the record. Application is simple, a drop of the preparation is placed on a cloth and the cloth is rolled across the record in a circular motion. When applied, the solution will "run" but remains fixed to the record surface. Holt said the solution proved especially valuable when used on disks placed on a workbench with heavy tone arms.

One application only is required to effect the triple-wear operation, Holt declared. He pointed out, however, that disadvantage was the rapid accumulation of dust on the disk surface and the needle, due to the silicon.

Other points of discussion included a spot review of the suggestion that operators offer one-for-a-pinded, three-for-a-dime and seven-for-a-quarter play. This was almost unanimously written off as an impractical suggestion.

The meeting ended with the setting of the next meeting for July 15 at Louis Preganza's Resort, Grass Lake, Ill.

Southern Automatic Confabs in Cincy

CINCINNATI, June 17—Southern Automatic Music Company today held its regular quarterly meeting at its new quarters which now comprise 20,000 square feet of floor space, plus a large adjoining parking lot. Sessions ran thru this afternoon and tonight, with a dinner at the Hotel Sinton sandwiched in between the meetings.

Dinner guests, Leo Weinberger, said, included John Haddox, Jack Mintz, William Fitzgerald and John Stewart, of AMI, Inc. Matt Malo and Paul Himgurg attended from Southern Automatic's local staff. Indianapolis office was represented by Sam Weinberger, George Burch and Herman P. Perkins. Fort Wayne reps, on hand were Sam Dieder, John Stockdale, F. J. Allen, Dayton. O. reps included A. K. Nigh and Jack Behward. Homer Sharp came in from the Lexington, Ky., head quarters, while the Louisville office was represented by Leo and Morton Weinberger, B. M. Bauford, L. E. Pippinger, Ed Zetteler and John Sheridan.

Vacations Pose Different Problems for Music Firms

(Continued from page 159)

their own route or the routes of the man vacationing. Company ruling is that only one serviceman may be at the box while the shop is closed as long as the time brings no special problems, he pointed out.

Another vender operator with suburban cigarette routes meets his vaction by having his employees fill in for his servicemen's vacations. One man at a time is given time off, and each day another day is added to the regular route. When his firm's single shop mechanic is off, servicemen are instructed to make good and not have another mechanic while the servicer is on vacation (only one is off at a time) on the shop man takes over collection and repair route while machine repair is again handled by the shop mechanic.

While serious breakdowns occur during a time a shop man is either under repair or on vacation, the impecative is brought into the shop repair area and the original man can be repaired and returned to the location. That is the exception, however, and many times until the shopman returns from his route or work from his vacation.

A small operator limits vacations to one man at a time, while remaining employees split the route equally and serve as one or more regular drivers. All men are able to repair machines, so no shopmen are necessary. Service and repairs are kept on a high level despite reduction in force noted that reduced pay has often spurred the workers to added effort. He claimed this was due to the unfamiliarity with the job and the difficulty in handling a route by those servicemen "filling in."

Long Week-Ends

One three-man joke operates 146 miles of routes using two men. The owner and his two assistants have no regular time off, and they take turns off in a small hotel and play on the three routes each man has a third day off, usually during June, July and August (in lieu of a full week vacation). The Friday regular weekly on Sunday. On Sunday service calls are routed to the owner's home phone.
Doesn't Need a Red Nickel

To start the “C” you don’t need a red nickel or any special promotional help from location owner, waitress or bartender. Such help is useful if you can get it—but the “C” is designed as an automatic music salesman and can always be trusted to attract crowds with its multi-colored plastic; its extra visibility; its flashy, jukey appearance; its two separate effects—before playing and while playing.

"C"s" flash and features give you show case display, a tireless electric sign, the advertising and selling sock that account for the phenomenal earning power of this great juke box!

AMI Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids, Michigan
Branch Office: 134 North La Salle Street, Chicago 2, Illinois
DTERT, June 17.—Pleaseing the customer is an important part of any operation, according to Arthur Ernest, one of the city’s young post-war columnists, who heads the “Joe Music Company. Ernest has an unusual dual connection—he is a bus driver for the city-owned transit system, and has learned much from meeting the public in his daily job. Specifically, he likes to give the location owner the type of equipment which he wants, the admitting that there are limits which must be imposed when the location will not justify an elaborate set-up. Typical of this is his handling of remote boxes. He has been fairly generous on occasion in putting them in, when the location owner insists.

Extremal Installation

Probable the extreme case was an installation that required 19 remote boxes. In order to meet the needs of the staff, one was installed in the kitchen, and “even one in the wash room.” The location owner operated a grocery store next door, and, to please him and provide music service for his customers, an opening was cut in the wall and a speaker was installed. Ernest did draw the line, however, at providing a remote box in the new store.

Arthur Ernest is a keen student of new models and all the different makes of machines, and utilizes his knowledge in selecting the specific machines that will do the job.

Location Selection

Ernest is keenly aware of the need for increased business acumen. Location selection is a major problem now, he points out. A year or more ago, it was relatively easy to get a location—new business places were springing up throughout theMotor City area, and many of them proved good potential spots for juke boxes.

Today, however, the reverse is the case—many places have closed and there is a substantial number of vacant stores for rent. Locations are disappearing, and insufficient new ones are coming up to replace them. This trend is verified by a comparison of the legal registra of new businesses with that of last year, and the result is reflected in the need for careful location prospecting to get good new spots.

P.S.: We note that the new 45rpm music box has been introduced by the RISTAUFRAT Company. It is a 45rpm box, and it is being sold at the price of $3.99 each.

Here at Last! THE MUSIC BOX FOR THE SPOT YOU FORGOT!

The New RISTAUFRAT 45 RPM MUSIC BOX

FEATURES

- Everything the Big Juke Box Has But the High Price!
- Plays Twelve 45 RPM Records
- Completely Automatic
- National Coin Mechanism and Slug Rejector
- Jensen and Oxford Speakers
- Brilliant Plastic Globe
- Weighs Only 32 Lbs. Complete

OPERATORS—you can stop wishing for the box for those small stops—Here is the Juke Box Built to Your Needs.

FOR ILLUSTRATED CIRCULAR
GIVING COMPLETE DETAILS AND SPECIFICATIONS

RISTAUFRAT MUSIC BOX
1216 E. Wisconsin Ave.
Appleton, Wisconsin
ROYALTY IN THE WOODS. This Bill to okay performer royalties and juke box bill may be delayed in Congress (Music Department).

MUSIC BIZ SEES RAINBOW AHEAD. Many hit tunes are looked for with an imposing list of legit and film musicals in the fall (General Department).

WURLITZER USING RIVAL TV TO PULL NEWEST JUKE BOX. Despite rivalry with TV, Wurlitzer turns to the medium for plugs (General Department).

VICTOR'S 78 TURN-BACK GIM SWINGS TRADE INTO 45 DRIVE. The disk's latest policy strengthens drive for 45-r.p.m. speeds (Music Department).

LEE MORRISON, Nat, COMEBACK VIA DECCA. The early jazz favorite comes out of retirement with her first Decca release (Music Department).

Ops Participate In Song Contest In Los Angeles

LOS ANGELES, June 17.—A song-writing contest to promote the tune, Hollywood Polka, has been launched here by the recorders, Super- entertainment, Inc., with the assistance of Bill Leuening, operator of a record outlet.

Operators buying the record are given a sticker about 3 by 4 inches containing the contest rules. After playing the tune, the listener is invited to write words to fit the melody of the chorus, as played on the trumpet. The words "In Hol-Ly-wood, our love songs three, have to remain. Otherwise, the composer is given free fare on lyricos. Winner of the contest is to get $1,000 and a publisher's contract for royalties from sheet music, records, motion pictures and radio performance.

Coin Tele Firm Changes Name

HOLLWOOD, June 17.—Walter R. Carle, Inc., the new name of Carle & Sherman, coin-operated television firm. The concern has shifted from a partnership to a corporation with Jack Sherman, a partner with Carle serving on the board of directors.

With the change in the set-up came the announcement that in the future the firm's coin-operated television sets will be marketed under the copyrighted title of Televend. The set was called Coin-TV.

The new corporation will manufacture and distribute Televends nation-wide. Headquarters of the firm will not be changed.

Ristorante Juke Into Production

(Continued from page 14) The firm's slogan, "The music box for the spot you forgot" is key to this development.

Cohen said Ristorante is manufacturing its own change mechanism, as well as the changer bears a marked resemblance to the 45 r.p.m. changer produced by RCA. In the fall, Cohen plans to offer his line of record changers, available in three additional music items, as well as the coin changer.

Non-Selective

Because the phonograph does not offer customers selectivity, it is built with two discs, one side for each selecting.

The phonograph does not offer customers selectivity, it is built with two discs, one side for each selecting. Two discs are furnished with each box, one underling the plasto-steel disc and the other underling the other coin box. Both of the boxes are provided with plastic and the other underling the other coin box. Both of the discs are furnished with plastic and the other underling the other coin box. Both of the discs are provided with plastic and the other underling the other coin box. Both of the discs are provided with plastic and the other underling the other coin box. Both of the discs are provided with plastic and the other underling the other coin box.
Million $ Market A-Borning; Distrib, Jobbers Cut Melon

(Continued from page 155)

he could purchase more new games. At first the use of merchandise (cameras, thes, etc.) received practically no consideration because of a legal complication which has it interdicted to many areas to use gimmicks to boost pull play, but now some legal complication would exist in the case of the strictly amusement shuffle game.

Early Experience

One of the first operators to successfully introduce give aways as a play booster was Mike Imig, Yankton, S. D. Purchasing a considerable amount of merchandise from the top factory in the Minneapolis-St. Paul area, Imig noted the premium lines, which at that time were far from complete, carried by such companies as Hy-G Music, LaBeau Novelty Sales and Midwest Coin Machine.

Offering the merchandise as a weekly giveaway in several test locations in this area, Imig found its gross climbing steadily. He then successfully sold a special prize of a $1000 wrist watch to the player with the highest score for the 30-day period, retaining the weekly merchandise giveaways. The result was a higher average than when the games had first been introduced.

United Shipping New Conversions

CHICAGO, June 17.—United Distributing Company this week began shipping an original factory conversion of a shuffleboard machine, the Alley games, Billy DeSelm, sales manager, announced.

United, which features the dispensing pials of later United shuffleboard games, can be installed as a serviceman on location in a comparatively short time. The complete unit features bowling scoring and one of the first conversions to be marketed by a manufacturer.

Unit will be competitively priced DeSelm stated.

Mero Ships Steel Boards Overseas

CHICAGO, June 17.—Indicating a growing interest in shuffleboard in foreign locations, Mero Industries, Inc. was shipped several longboard shuffleboards to operators in Panama and the Philippine Republic.

The machines were shipped from Japan, Venezuela, Brazil and Cuba in recent weeks.

The Mero shipments were all steel models, pioneered by Mero last year, which is aimed at overcoming the climatic obstacles in traditional humid areas.

Police Donate New Shuffleboards for Community Center

NORTH MIAMI, June 17.—Six new shuffleboards were presented to the city by the local police department which is seeking to attract much needed community center.

Joe E. R. McBane accepted the gift from Police Chief J. Engel, representing the police association, which also included fireworks, a band concert and dancing.
Million $ Market A-Borning; Distribrs, Jobbers Cut Melon

(Continued from opp. page) analyse it 15 years until a few weeks ago that the trend became noticeable on a national scale.

ADA-sponsored All-Industry Show here last month revealed that now rapidly this trend was developing. About six firms unveiled merchandise lines in their booths, to quote Seymour Golden, Coin-slade Service Company, one of the first showing premiums, "it was like being in heaven in a toy company store." It was noted, however, that the majority of these lines were made by operators visiting Chicago from outlying areas—where premiums were readily available and where distributors and jobbers had not added to merchandise lines.

It is in these areas where the give-aways are legal, that the trend is now expanding to develop, and where the "million dollar market" is still some-thing in the offing.

Optimistic Roles

In Chicago, the jobbers and distributors are finding the merchandise line most lucrative—in New York he is opposite the case. There optimism is easier to contact their distributors, the manufacturers are offering their premium needs and have the entire order handled by the one outlet.

In both cases there have been few manufacturers, and by this, there can supply the merchandise items at a lower cost, thus they do their part to help with the trend.

Premiums are being used mainly in the lower income spots in New York, where the grosses, before coming into the cash box, average $200. Opt reports of use of merchandise giveaways in this spot has kept the average, for weekly high score, costs from $3 to $5 at the most desirable level. Cost is shared by the place, and operating location, coming out the coin box at collection time.

The trend to premiums in the Indi-ans has been developed rapidly, southern Automatic Music Company has introduced a complete line of merchandise items, ranging from more expensive, like the upper-priced, dolls, etc., to cheaper, According to local operators the use

$150 SHUFFLEBOARD WITH NEW MAPLE OR MASONITE TOP

BEST MADE

NEW MAPLE TOPS... $125
NEW MASONITE TOPS... $100

SHUFFLEBOARD SPECIALS

24-HR. DELIVERY

NEW 2-PLAYER NATIONAL WIDE & BASEBALL... $295.00 RECONDITIONED SHUFFLEBOARDS (complete) $75.00

SHUFFLEBOARD 717S S. STONY ISLAND AVE., CHICAGO 49, ILL.

Million $ Market A-Borning; Distribrs, Jobbers Cut Melon

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First-Time-Offered BARGAIN!

Brand New American Shuffleboards Complete With Accessories, 18-20-22 Ft. Sizes

YOUR'S FOR ONLY $295.00

Brand New American, 3x12 Ft. Cushion Rebounds Complete With Accessories

SPECIAL $495.00

Factory Reconditioned American Shuffleboards Complete With Accessories, 20 and 22 Ft.

SPECIAL $239.00

F. O. B. San Francisco, California, or Seattle, Washington, plus $27.50 crating. The quantity is limited, so mail coupon with $75.00 deposit per board TODAY.

AMERICAN SHUFFLEBOARD SALES CO. OF S. F.
351 NINTH ST.
SAN FRANCISCO 3, CALIF.

Ship

Size

Factory Reconditioned American Shuffleboards With Brand New Accessories.

NAME

ADDRESS

CITY

STATE

DEPOSIT ENCLOSED $---

American Shuffleboard Sales Co. of S. F.

CASH IN NOW ON THESE LOW PRICES...

- New Equipment -

PACIFIC SHUFFLEBOARD BOWLING CONVERSION

Exhibit Only 1-leton, Used Complete

- Specials -

CONVERSIONS MAKE SHUFFLEBOARDS IN DEMAND!

BOCK-OLA PURDY SPORTSMAN NATIONAL MARYS NATIONALWIDE AND MANY OTHERS

NEW GAMES--

- Exhibits.Kennedy Bowling, "Russian" Bowler

- National Bank-a-Ball United American

Exhibit Strikes Exhibit Jeana United Express United Brunswick

WANT LATE 2-BALL AND 1-BALL GAMES--

CASH OR TRADE

4532-24 N. Western Ave., Chicago, III.

Wants: (Minimum $110 or $515 or $316)

Purveyor Shuffleboard Co.

$150 SHUFFLEBOARD WITH NEW MAPLE OR MASONITE TOP

BEST MADE

New Maples... $125
New Masonites... $100

24-HR. DELIVERY

New 2-Player National Wide & Baseball... $295.00
Reconditioned Shuffleboards (complete) $75.00

Shuffleboard 717S S. STONY ISLAND AVE., CHICAGO 49, ILL.

Save at Least Part of Each Week's Earnings
Buy U. S. Savings Stamps and Bonds

24-HR. DELIVERY

New Maples... $125
New Masonites... $100

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New 2-Player National Wide & Baseball... $295.00
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New York:
Sam Sacks, head of the Unesda Sales Co., has been to Milwaukee. Sacks says sales of new shinners are steadily increasing, with many units going into the Multiple Drug plan, which he thinks the sales peak won't be reached until next April. Sacks recently started on a new production run and all new machines are going to be used. It is a neat little deal visually illustrating the use of the equipment.

W. Graham Stycy, who supervised the building program for the William S. Scull Company, Camden, N. J., was here from San Francisco. He got the firm's coffee concentrate to local op. . . . Parker V. Lawrence, sales manager for Cash register, is on a sales trip and reports that cash register is in the top five in the lately-financed and runilt store on Wall Street.

Joel Green and Irving Holzman, of the Flushing Music Company, have bought the Liberty music store in Suffolck County junk operation of the Monarch Music Company. Irving Beckerman and Sol Greenblatt, of the Monarch, will still operate their regular route in the western end of the city. Harry Skidder, of Master Automatic, is fully recovered from a throat ailment and will see him down in the mouth recently.

Last Thursday night (8) the many friends of Jim Sherry attended a farewell party at Jim's Bar & Grill, to wish the head of Sherry-Music the best in his new career.

Bob Cronek, amusement game designer who heads Woodcraft-Shuttle- vision, Inc., was in town last week to check out the reaction to his latest brain-child. The unit, Air Hockey, is on test at Max Shaffer's Broadway arcade, the Sports Palace. Jim Teahan, vice-president and public relations for the company, returned from a trip to his hunting camp in Maine with a badly wounded dog. His Ford was run over by a moose with an ax while Jim was clearing underbrush.

Ben Newman, former Mason Au & Mowry employee, has recently gone west to run an amusement game business in himself. He is shipping a complete locker, has added the Dairy and Chief Company to his string. On top of it all he generated by his bills, keeping Mike Munves and his staff hard pressed to fill orders for arcade equipment, the distributor is currently shipping plenty of games to foreign countries.

Tony Scarr, president of Juice bar and the beverageSoft drink, has returned from the West, where he visited Howard Bergman and his company, and also had a conference with the partners at the Bedford Hotel Wednesday and Thursday (14-15). On the trip the company president and his associates included Phil Koff and Ed Sahagian, of Coffee King, and Jim Keating, manager of the N.Y. route owners.

Dave Frome, of Brooklyn; Nat Grodin, of Manhattan; Peter Gold, of Boston; and Davis, Hartford, Conn., and Bill Mccadden, of Jersey City, N. J.

Springfield, Mass.

"The Coke machine has taken over the pinball locations in this city. The city revoked the pinball licenses and has been granted by the city. All but one of these sales offer a free game, but only one of these is free and there are top scores during the week. Pinball, operating strictly as amusement equipment, and with quite a few units located in an amusement center."

New York:

Twin Cities:

Mary Kennedy, of Buffalo, Minn., has been appointed to the Mervin Music Company, Wuritzer distributors.

Jonas Bessle, Lieberman Co., Minneapolis, renewed his membership for 1960. The firm later this year the firm did an outstanding business in the Twin Cities with music boxes, with the momentum increasing daily. Salesman Les Roper, of the firm, is in the Detroit area.

Frank Mager, General Manager, Was, was in the Twin Cities buying pin machines. He uses the A, B, C, D, and E machines in his line. He is also looking into a number of coin machines, with a view to expanding his line. Mager is planning to open a new office in this area.

Mike Illies, Long Prairie, Minn., owner, and John McMahon, coin-op manager, have returned from a trip to Chicago to see the trade show and to discuss the upcoming season's sales. The company reports that the business has been excellent, with sales exceeding expectations. The company is planning to expand its product line and is looking into a new location for its sales office.

Bill (Spinks) Cohen, of Silent Sales Company, reports that the company is seeing steady growth in the Twin Cities area. The company has expanded its product line and is looking into new locations for its sales offices.

John Maitland, of the Capitol Record Shop, is returning from a meeting of the Automatic Phonograph Owner's Association at the Hotel Arcadian in Los Angeles, Calif. Maitland will spend the rest of the week making a tour of southern California and will be back in New York early next week.

Cincinnati:

Fred L. Townley Jr., has started another advertising campaign for the Townley Music Company. The campaign is designed to build awareness of the company and its products in the local market. Townley is planning to expand its product line and is looking into a new location for its sales office.

Milwaukee:

Battle of the platters on local bars has been renewed with the advent of the various recordings of the pleasant ballad "Moonlight in Vermont." Mello and Ted Curro, of the Melodie, and Joe Swanson, of the Vermont, both backed by the loss of their mothers. Joe Swanson, in particular, was saddened by the news of the passing of his mother. Joe Swanson, in particular, was saddened by the news of the passing of his mother.

Jonas, in charge of records at the Metro Record Shop, formerly spent his years in the mobile disk disc music firm in Milwaukee and still has a deep interest in music. Jonas, in particular, was saddened by the news of the passing of his mother.

Over the Decoration Day weekend, Steve Kradolfer, of the Milwaukee Record Shop, was busy looking for new opportunities.

The annual trade show for the Wisconsin and Illinois record industry will be held in Milwaukee on June 27. The show will feature local music companies and will be attended by a large number of dealers.

Indianapolis:

The Calderon Distributing Company is noting a heavy demand for its products in the Indianapolis area. The company is planning to expand its product line and is looking into new locations for its sales offices.

Irvine Schwartz, of Midland Music Company, is planning a trip to the Indianapolis area. The company is planning to expand its product line and is looking into new locations for its sales offices.

Vic Mankerti, owner of Vic's Record Shop, is planning a trip to the Midwest. The company is planning to expand its product line and is looking into new locations for its sales offices.

Mike Tapp, of the Mike Tapp Music Company, is planning a trip to the Midwest. The company is planning to expand its product line and is looking into new locations for its sales offices.

Clyde Nelson, of General Novelty Co., is planning a trip to the Midwest. Nelson is planning to expand his product line and is looking into new locations for his sales offices.

Jack Campbell, of the Jack Campbell Music Company, is planning a trip to the Midwest. Campbell is planning to expand his product line and is looking into new locations for his sales offices.

Sam Hastings and his family are leaving for a fast vacation in New York. They plan to stay in the city for a few days and then head home. They are looking forward to a good time.

Vic Mankerti, owner of Vic's Record Shop, is planning a trip to the Midwest. Mankerti is planning to expand his product line and is looking into new locations for his sales offices.

The largest 45 rpm disk collection in town.

At Rosahn, owner of the Rosahn Music Company, is planning to expand his product line and is looking into new locations for his sales offices.

Mike Tapp, of the Mike Tapp Music Company, is planning a trip to the Midwest. Tapp is planning to expand his product line and is looking into new locations for his sales offices.
The Billboard

COIN MACHINES

RECONDITIONED EQUIPMENT

SPECIALS (Plus Crating)

American Shuffleboard, 12" Cushion $115.00 (plus crating)
Chicago Coin Rebuilt... $95.00
Rock-Ola Shuffleboards, 22 Ft. ... $100.00
Shuffle Alley, A-1 Condition ... $149.50 (With Link-Up Face)

SAVE ON 5-BALLS

Amadore ... $79.50
Pasture ... $89.00
Penᛚ ... $89.00
Sk8 Show ... $89.00
Bowling Park ... $89.00
Caravan ... $99.00
Castaway ... $99.00
Interstate ... $99.00
Caravan Power ... $99.00
Interstate Power ... $99.00
March ... $104.00
Avenue ... $104.00
Melody Roll ... $104.00
Glider ... $104.00

YOUR CHOICE

6 FOR $100

EXECUTIVE DISTRIBUTORS ONLY

WISCONSIN'S LEADING DISTRIBUTOR

WE BUY-WE SELL-WE REBUILD

Bally, Chicago, Gottlieb, Williams, and others

3227 W. Vliet St.  Milwaukee 8, Wisc.

Exclusive Distributors of Coin-Operated Music in Wisconsin and Upper Michigan

"The House that Confidence Built"

“Reformer” Shuffle Alley

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

EASTERN OFFICE

424 S. Third St., Louisville 2, Ky.
240 Jefferson St., Lexington 2, Ky.
301 E. Maymoo Ave., Ft. Wayne 4, Ind.
1009 Broadway, Cincinnati, Ohio
903 Linden Ave., Dayton 3, Ohio
325 N. Illinois St., Indianapolis 4, Ind.

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SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

EASTERN OFFICE

424 S. Third St., Louisville 2, Ky.
240 Jefferson St., Lexington 2, Ky.
**MORE FOR YOUR MONEY!**

**WURLITZER**

- **1080** - $269.00
- **1015** - $249.00

**SEEBURG**

- **146M** - $259.00

**AMI**

- Model B - $499.00

**RADIO-COLA**

- **1941 B.C. SPECIAL** - $119
- **1941 $19 Special** - $119

Hightone, R.C.  99 - 600
Hightone, E.L.  75 - 600
Colonel  65 - 850
Colonel  75 - 650
Commander  69 - 500
Commander  72 - 500
Commander  74 - 500
Commander  76 - 600
Classic  69 - Victory
Classic  64 - 500
President  69 - 616
President  74 - 616

**SEEBURG**

- **W-156** - $17.00
- **W-156, 58, 3 WIRE** - $21.00
- **W-152, 56 WIRELESS** - $24.45
- **W-12, 15/10/25** - $17.00
- **D-12, 2/10/25** - $17.00
- **W-32, 56** - $6.95
- **D-32, 12, 56** - $8.95
- **S-20, 12, 56** - $15.00

**WURLITZER**

- **125** - $7.50
- **120** - $5.00

**PLAYLIST OF THE MONTH**

- **THEME OF THE MONTH**
  - **1941 B.C. SPECIAL**
  - **1941 $19 Special**

**CRITERIONS**

- **THEME OF THE MONTH**
  - **1941 B.C. SPECIAL**
  - **1941 $19 Special**

**SEEBURG**

- **W-156** - $17.00
- **W-156, 58, 3 WIRE** - $21.00
- **W-152, 56 WIRELESS** - $24.45
- **W-12, 15/10/25** - $17.00
- **D-12, 2/10/25** - $17.00
- **W-32, 56** - $6.95
- **D-32, 12, 56** - $8.95
- **S-20, 12, 56** - $15.00

**WURLITZER**

- **125** - $7.50
- **120** - $5.00

**NEEDLES, LOW QUANTITY**

**MOTOR PHONES, $2.50 SC.**

**Distributors**

- **Distributors**
  - **Distributors**

**WORLD**

- **WORLD**
  - **WORLD**

**DODGE**

- **DODGE**
  - **DODGE**

**DID YOU KNOW?**

- **DID YOU KNOW?**
  - **DID YOU KNOW?**

**OPERATORS are getting more for their money!**

with this great, fast action game

THAT'S WHY...

they are rushing their YANKS for conversion to

**FIGHTIN' PHILS**

SHIP YOUR COMPLETE GAME VIA PREPAID MOTOR FREIGHT

**Only $74.50**

**Get on our mailing list for future NASCO conversions**

**Nate Schneller, Inc.**

1427 N. Broadway St.
Phila., 22, Pa.

**STEVENSON 2-7022**

**OPERATORS are getting more for their money!**

with this great, fast action game

THAT'S WHY...

they are rushing their YANKS for conversion to

**FIGHTIN' PHILS**

SHIP YOUR COMPLETE GAME VIA PREPAID MOTOR FREIGHT

**Only $74.50**

**Get on our mailing list for future NASCO conversions**

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1427 N. Broadway St.
Phila., 22, Pa.

**STEVENSON 2-7022**

**CONTACT US BEFORE YOU BUY**

**WE CARRY ALL TYPES OF SHUFFLE BOWLING GAMES**

**Williamsport Amusement Company**

233 W. 3d Street, Williamsport, Pa.

Phone 2-3326—2-1648

"Central Pennsylvania's Largest Distributors"

**GIVE TO THE DAMON RUNYON CANCER FUND**

(Continued on page 174)
JIMMIE OSBORNE  
King 603

COUNTRY & WESTERN
What a Price To Pay for Love  
Light-hearted novelty built in bright up-tempo is protected nominally by Dobro and stringing  
You're the Only Angel  
Slow-going sentimental ballad doesn't get going.

MUSSETTE ORK  
Standard F-10142 (Svensk)

INTERNATIONAL
Enskin Slou  
German novelty polka is erected in smooth and danceable style with lively flavor.

Muen Schonnes Gramisch  
Lighty German tune tune, suitable asa polka, features the violin.

Ducks Wa Nus  
A jinck in Arabian tunes, this US solo with group chanting could serve as effective background music for films and dances.

Tale of Dust  
Fine polka dancing will probably hit top money within its genre. This isn't an instrumental by the strung US instrument.

JOHNNY VADNALI ORK  
Victor 21-1162

Jak-Sie-Man (polka)  
Family Polish fishing is turned into an English lyric. Polish pop tune taken.

Would Ya Love Me? (polka)  
Corned Sisters and Violin Trio. Similar stuff, with an attractive rhyme.

SIX FAT DUTCHMEN  
Victor 21-1169

Shoemaker's Polka  
Erms loud polka is placed a bit slow, but striking in top. For Germans and Bohemian listeners.

Midnight Waltz  
名师 (O&I). Groom, danceable combo Waltz offers entering outstanding.

LIEUTENUSKIA ORK  
Standard F-19092 (Librarians)

Nadia Miege (folk dance)  
Librarians instrumental is aired generously with plenty of Slavic flavor, for special roles.

Vestiviu (polka)  
Simple, rhythmical polka mad up in most Slavic names.

NILO OSSANI  
Victor 22-7238

Panoramica Di Napoli  
Italian pop tune just arrived in this country. This native Italian polka outing should come in for plenty of play here.

S'ultima Serenata  
Brighter, typical Neapolitan song should register with local.

ROBERT WILSON  
(Sochts)  
Victor 22-7022

Beautiful Dreamer  
Scotch pop tender does a good, typical job with the Foster standard. Market here is limited. However, My Love Is Like a Red, Red Rose  
Another traditional song gets a Scotch inflection. Writers rendition has native color and character.

Barnyard Blues Polka  
Countless, danceable Waltz is harmonized by male quartet in fast-enough fashion. Com-pah arving is essentially strong.

Greet the Folks at Home Waltzes  
Innumerable, danceable Waltz is harmonized by male quartet in fast-enough fashion. Com-pah arving is essentially strong.

Driver, Don't Drive Your Horses  
Sad, then lively Russian gypsy song is led by a fine tenor, aided by whole group and well-recorded-only highly attractive music.

Bo Silent My Song  
Mildly lenient is rendered less effectively.

AGUSTIN LARA  
Victor 23-1120

LATIN-AMERICAN
Solamente Una Vez  
The mixing Mexican clarinet solo and plays one of his own tunes in appealing style with rhythmic aid. Easy running side.

Naulurfaga  
A less effective try by the versatile, prolific Lara.

Armanzas (vamba)  
Modern oring and primitive afro rhythm combine for a forthright side.

Lagrimas Negras (boloero-mambo)  
Powerful dance stuff, with harmonic waving in the native Cuban style.

TITO FUENTE CONJUNTO  
Vicaro 23-2117

SPIRITUAL
He Knows My Heart  
Lonely violin trio leads the large group chanting in a hip-tempo, exciting congregational effort.

I'm So Glad  
Solid, much effort is led by a male voice. Simply less effective than Rip.

Surely God Is Able  
Strong, steady group manages some potent material in the afro fashion.

I Need Thee Every Hour  
Devotional church is thronged formerly by the original-sung with a slight cast in the spiritual field.

Do You Know Him?  
Spiritual, propelling chorus has top-bracket quality, effective emotional material.

Ship of Zion  
Rip.

SISTER ROSETTA THARPE  
Decca 46124

AIN'T NO ROOM IN CHURCH FOR Lovers  
Lightweight material, but missing rhythm and the latter dulled future prospective should mean fast action.

Result Tested!

NEW PORTABLE LOCKABLE  
WISHING WELL  
(Patents Pending)

Price Complete $269.50
F.O.B. Long Beach, Calif.

TERMS: 1/2 Deposit With Order Balance C.O.D.
(Shipping Weight, 300 lbs.)

DISTRIBUTORS WANTED!  
Send for Descriptive Folder and Operator's Plan
One well grossed over $1200 in 30 days, at Tal Hotel in New York City. A natural for penny arcades, resorts, clubs, etc. Combines skill game and wishing well features. Legal anywhere. No license or Federal Tax.

MANUFACTURED AND DISTRIBUTED BY

GILLESPIE GAMES CO., Inc.  
1200 Gaviota Avenue  
Long Beach, Calif.

EASTERN DISTRIBUTORS
DAVID ROSEN, INC.  
655 Broad St., Philadelphia, Pa.  
1233 - 6th Ave., New York N, Y.

LAKE CITY SPECIALS

B. Shuffle Bowler, $1-45  
W. Twin Shuffle - 115  
G. Bowling League 140  
U. Shuffle Alley 115  
P. Pin Boy 150  
C. Shuffle Pin 19

Bally Cigarette 100  
Bally Gold Coin 150  
B. Jockey Special 100  
B. Special Entry 250  
W. New Sweets 250  
M. New Sweets 300  
K. New Sweets 350  
S. New Sweets 400  
Z. New Sweets 450  
T. New Sweets 500  
W. New Sweets 550  
H. New Sweets 600  
S. New Sweets 650  
L. New Sweets 700  
T. New Sweets 750  
K. New Sweets 800  
H. New Sweets 850  
V. New Sweets 900  
W. New Sweets 950  
K. New Sweets 1000

Black Cherry, 5-79.56  $ 9.95  
Alice in Wonderland 5-80.00
Billboards 5-80.00  
Dolphin Dominoes 93.50
Golden Dominoes 93.50  
Buffalo 93.50  
Bally Draw Bell 135.00  
Bally Fire Ball 150.00  
Bally Mr. Boy 150.00  
Dale Gum 150.00  
Cin. Gum 150.00  
Dart Gum 150.00  
N. Williams 150.00  
Milwaukee Gum 150.00  
A. Williams 150.00  
Hollywood Gum 150.00  
W. Jack Rabbit 150.00

LAKE CITY AMUSEMENT CO.  
1648 St. Clara Avenue  
Chey 1-7661  
Cleveland 14, OH

Profits Being Pulled!  
Install Chicago ACE Locks and you'll stop supporting unacknowledged "collectors!" Here's why:

Exclusive ACE 7 pin-tumbler mechanism provides over, 9,500 key changes. ACE key blanks are NEVER SELLED TO ANYONE. Keys can be registered so that only you can duplicate. Dealers keys available from the factory only—and ONLY IF AUTHORIZED BY YOU. The ACE round keyway prevents insertion of strong forcing tools into the back.

No stop problems with ACE Lock security.

Install your distributor or write Dept. B

CHICAGO LOCK CO.  
2024 N. Racine Ave., Chicago 14, Ill.

COMMERCIAL TELEVISION!  
Anouncing:  
THE TELEVEN

Coin-operated television—with special features exclusive to THE TELEVEN—means more fire profit! Take a hot tip and check Walter Carle's deal right away. Coin TV is paying dividends. Distributors available.

WALTER R. CARLE, Inc.  
6608 S. Calle, Dept. B-2, HOLLYWOOD
Happel Builds Badger Sales Around Men Who Know Biz

(Continued from page 155) tops the list of veterans associated with him. He started in the Coin-O-Lite in 1923 when he opened the Badger Supply Company in Madison, Wisconsin. The firm is still operating under the original stand under the direction of Carl Happel, who bought the firm from his father, Alphon William R. owns this firm, it operates as a wholly separate unit. Alphon the youngest from the point of view of the business, William E. Happel, accounts for many hard work and dedication, but his viewpoint is that of a man who has been in the field. His association will the business goes back to Milwaukee when Billy Happel completed high school. Starting in the service department, Billy is in charge of the vending supply department. In this capacity he hand the Northwestern line and counter devices along with a complete line of bulk merchandise for vending machines. Happel served in the navy during the war and is now a member of the reserve, having recently returned from his year's duty.

Vending Department

Al Silberman, who heads the vending equipment department, goes the heart of the firm one year better on point of service. Associated with machines for 20 years, Al started out as an operator of cigarette machines in New York apartment houses. He rejoices that these were end tables with cigarette vendors and were quite the thing in those days. After nine years of operation, Silberman switched over to the National Park-Graph Corporation, a division operation of Rock-Ola devoted to the manufacture of play meters. The firm switched over to war work and after Pearl Harbor he later Silberman moved into the post of Rock-Ola sales manager. About five years ago he moved to the company and became associated with Badger.

Also holding one of the sales departments and the latest addition to the firm is Ray P. Powers, who has been around coin machines 10 years. He started in the distributing and jobbing end of the Sacramento area and has also mixed music operation into his career. Upon discharge from the armed forces he moved to Los Angeles and managed the local branch of the Rock-Ola Company. After a year or two with Mape, who has been head competitor in the Sacramento area, Powers opened his own firm here and later in the capital city. There two years having received his training he sales to the firm's customers the benefit of a wide and various experience.

Export

Rounding out the sales department is Joseph Dusart, who has had his time to present matters. A native of Portugal, Dusart came to the country when he was nine years old. After the war and upon receiving his army discharge he returned to the largest exporting in the city. Several firms he joined and he recently completed a trip that took him to Central and South America. He will be using the mechanical department, Happel has three more years of service, Jack Leonard in the parts department, has put in 13 years in the business. Jack Leonard joined Rock-Ola in 1937 doing odds and ends around the office. For several years he moved into the management of the service department. As a young man, as the youngest departmental manager the firm has had. From 1942 to 1944 he served ever to Superior Products as assistant sales manager. In 1946 he moved to the Coast and joined Badger.

Edmond G. Celine, who heads the department, clocks 10 years on his coin machine time and, like Leonard, was Rock-Ola trained. Gunfused was a traveling engineer for this manufacturer for five years. After his discharge from the Army in 1945 he joined the Happel Firm. With 15 years' experience, Dave Newhouse, is heads departmental service. He started by operating an operator and later had well-rounded route. He has been with this firm for four years. While the general experience of the top men at Badger goes upward of 100 years, the annual knowledge would far exceed this figure if the experience of all 18 employees was taken into consideration.

TOP NOTCH SLOT MAN

CAPABLE OF HANDLING LARGE OPERATION

20 Years' Experience.

St. Louis, East St. Louis, Peoria, Chicago.

Tried other business, lost pants.

What have you?

Write BOX D-384

Billetto, Cincinnati 22, O.

FOR SALE

JANETTE CONCERT EPPEN, Pianist, DC to AC, Cortez, 300 angstroms. Silk in Ear. Dolphy, Chicago.

MANCHESTER SALES COMPANY

400 Marcus, South Husband, Mass.

Phone: Franklin 1950

GRAB THESE BARGAINS!

REPOSESSION EQUIMENT

PHONOS—CONSOLES

Like New and Guaranteed by Dealeman

Beta OOL-OLA 1242

$299.50

100 ROCK-OLA 30 Wire Boxes. Each

20.00

1 KEYNEY SUPER BELLS, 5c

25.00

1 KEYNEY SUPER BELL, 5c

150.00

5 MILLS DULEX, 5-25

250.00

1 MILLS 3 Bells, 5-10-25

250.00

1 JENNINGS CONSOLE, 5c Each

195.00

2 JUMBOS. 5c Each

50.00

7 JENNINGS BOB TAILS. Each

50.00

1/2 Deposit With Order, Balance C. O. D.

WARREN DEPTON Phone 21951 Gallion, O.

DEPENDABLE EQUIPMENT—Low Prices Extra Profits!

SHUFFLE GAMES

Chicago Coin Bowling Classic

United Shopper

Rock-Ola Shuffle Jingles

Kingney Duck Pins

Majors DeLuxe Bowling

NEW FALCON SHOE SHINER, $125.00

PIN GAMES

Send for new styles! Call Tall Turf King

Elgin United

Yuma, Arizona

GAMES Ready for Locations

Citation, F.P. $164 Special Egg (1 Ball F.P.)

Elongated, Three, One, Two, Three, $134

grips

Tally Marks

Barber

Bermuda

Golf Ball

Banjo

Humpback Dumpy

Train

Shooting Star

Atlantic

Bronco

Salvy

$10.00 Extra for Coating

Terms: 1/2 Deposit, Balance C. O. D.

WE WILL TAKE MUSIC IN TRADE

FOR ALL MIDDLE SHUFFLE GAME TYPES

Come in for the new

KEYNEY DOUBLE BOWLER

and DUCK PINS

Exclusive Distributor for Keyney

Precision Musical Reproduction

104 Tenth Ave.

New York, New York.

Phone: Grapentine 4-1900

COIN MACHINE AND MUSIC ROOM

Located on 4th Street South from 2nd Street, Minneapolis 40

A new feature in the music business is the sale of new machines and equipment. Music, Bingo, Consoles, Sound Devices, Camerons, and Movies. A new feature is the sale of assorted junk, everything from the man's room to the robe department, clocks 10 years.
Gottlieb's Mad. Sq. Gardens

CHICAGO, June 17.—Boxing is the theme of Chicago's D. Gottlieb & Co.'s new five-ball game, Madison Square Gardens. A free-play model, the game is designed to keep the player on high alert at any point on the playfield and introduces a new-type ball lift.

Scoring for free plays can be accomplished by high score or run out. Players making the 1-9 home sequence set up the point for free. Another point is run to set up free plays to make all five rounds. Balls are scored when ball in play hits side roll over switches or by going thru a key switch just above the center hub.

Madison Square Gardens is

Air Hockey's
A New Game
For Arcades

JERSEY CITY, N. J., June 17.—Air Hockey, a new arcade game of two-player competition, is placed in production by Woodcraft-Skinner Manufacturing Co., Inc. 598 Woodward Ave., Chelsea, Mass., and is being distributed in a large number of cabinets.

The table-height game, measuring 6 by 3 feet long and 30 inches wide, is priced at $475. Designed by Robert W. Cronk, Woodcraft president, the game has a pair of players manipulating air guns to force a ping-pong ball through the opponent's goal. As a ball is thrown thru a goal a score is registered automatically. The entire table is covered with air, and the air guns are positioned at both ends of the table.

Four units have been produced to date and placed on test in arcades in this area and New York City. Examples have been set up and operated, with the introduction of two more units pending. The compressor is said to build up the required amount of air pressure in fan-shaped air jets.

Cronk, who has applied for covering patents, is the original patent holder of coin-operated game now known as Bowler-O and produced currently by the Sturtevant Products Corporation. He said a distributor organization is being set up to handle sales of Air Hockey.

First Distribrbs
Adds 2 to Staff

CHICAGO, June 17.—First Distributors here thru Wally Flipko and Joe Kline announced the appointment of two staffs. They are Malcolm Finke, to manage the premium-merchandise division, and Bob Van Allen, new shop foreman. Malcolm Finke, brother of Wally, graduated from the School of Commerce, University of Wisconsin, in June 1920, where he majored in merchandising. He formerly had his own clothing firm, the Finke Bros., and was associated with Bob Van Allen, has had 18 years of experience in coin machine shops in Chicago.

NEW RAISED REVIEWED

Shuffle Alley Express

CHICAGO, June 17.—Williams Manufacturing Company this week began deliveries on its new two-player Shuffle Alley Express game. Lyn Duran, president, announced, which is being manufactured in the eight-foot length, featuring high score point scoring on spares, 30-point scoring on strikes. It features the usual shuffle features of the quick puck return and shuffle point scoring.

The dual-player Shuffle Alley is designed with bumpers and kickout holes, replay scoring with a kickout lever. Williams developed tilt reset. It has rollover switches, rollover lever on one side, and player controlled flipper.

Goal of the new Williams game is to make all 10,000 points and win the series set up side rollover replay action. The 10 kickouts situated in the top half of the game and are surrounded by thumb bumpers, which have many angles and stretch rubber bumpers. With a skilful application of bowler's knowledge, a player can make additional runs thru score areas on balls which have already corded points. The players are kept just above the outboard and ball contacted by them have a tendency to be knocked back into the kickout pocket area.

WARNING!

DO NOT BUY ANY BALLY CHAMPIONS, CITATIONS, OR SPEED BOWLERS UNTIL YOU CONTACT US. WE WILL NOT BE UNDERSOLD.

NEW ORLEANS NOVELTY CO.

115 Magazine Street
New Orleans, La.
Phone: Canal 8318

Shuffle Alley $2.95

Bally Shuffle Bowl $2.95

Williams Twin Shuffle $4.95

Shuffle Shift $5.95

Bally Flipper $1.95

Bally Flipper $2.95

American Vending Co.

613 10th Ave.
New York City

American Vending Co.

613 10th Ave.
New York City

American Vending Co.

613 10th Ave.
New York City
1935 MONEY MAKERS
For Arcade and Locations

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
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<tr>
<td>Acme</td>
<td>Single coin, nickel, and dime quarters</td>
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</tr>
<tr>
<td>Combine</td>
<td>Twenty-five cent, nickel, and dime quarters</td>
<td>$75.00</td>
</tr>
<tr>
<td>Edelco</td>
<td>Two-cent, nickel, and dime quarters</td>
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<tr>
<td>Gocate</td>
<td>Five-cent, nickel, and dime quarters</td>
<td>$75.00</td>
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<tr>
<td>Imperial</td>
<td>Ten-cent, nickel, and dime quarters</td>
<td>$75.00</td>
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3.300 ACCURATE SUMPLIES—NEW USED

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<td>Glass, Animated Display</td>
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<td>Displays</td>
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<td>Displays</td>
<td>Thrift Shop, Animated Display</td>
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<tr>
<td>Displays</td>
<td>Thrift Shop, Animated Display</td>
<td>$45.00</td>
</tr>
</tbody>
</table>

*All prices are subject to change without notice.*

Theall New
UNICEDA MODEL 750

Field tested
for 14 months and proven successful

GET THE FACTS ON THIS OUTSTANDING MONEY-MAKER

CLIP AND MAIL COUPON TODAY!

ACME SALES COMPANY
505 West 42nd St., New York 18, N. Y.

NAME: ____________________________
ADDRESS: _________________________
CITY: ___________________ STATE: _______

GIVE TO THE DAMON RUNYON CANCER FUND

The Billboard

Turning Back the Clock

10 Years Ago This Week

Big News of the week was the purchase of the controlling interest in the Loew's Theaters by a large group of theater owners. The owners were Jacob Benin, president; Nathan Reiner, vice-president; and Charles O. Belk, president and treasurer, of the Loew's Theaters.

The return of James E. Stewart to coin machine was the highlight of the week. Stewart had previously been head of Stewart & McGrew, New York, a coin machine manufacturer. He brought in a large number of coin machine manufacturers as customers. Stewart has been elected president and vice-president and director.

15 Years Ago This Week

CHICAGO, June 15, 1923. Over 40 firms exhibited their coin machine wares at the first convention and exhibition of coin-operated equipment in Paris. American-made units of all types were in the majority. They were not as good in design as those from France, English, Belgian manufacturers, but they were acceptable in the spotlight. Mutoscope Reed Company, New York, was the single American firm on exhibit, displaying new designs of its Crane, Magic Finger, and Checkers. William Edblind, president, was in charge of the booth.

French firms exhibiting included E. B. Bell Machine, E. B. Bell Machine, E. B. Bell Machine, and E. B. Bell Machine. The show was sponsored by the Allied Machine Corporation, Apparels' Control, American gasoline pumps, and Novelty Machines. About 3,000 visitors viewed the displays.

The Coincrafft Corporation, Chicago, opened a new plant with the first machine pushed into production called the Angle-ite. The game was sold internationally by Gerber & Glass, headed by Gerber and Glass. Principals of the new Coincrafft firm were Herb Breitstein, Ed Weinfield, and Major Riddle. Breitstein formerly was in the vending equipment division of the Bally Manufacturing Company. The new game incorporated such features as a solution award idea, electric lighting, free-play arrangement, and an electric kicker, a new-type light-up scoring board.

In New York the Modern Vending Company inaugurated a new method to announce a pinball game. It ran an advertisement in The New York Times announcing its Box Score baseball game to be played in New York. It was said to be the first such method of advertising a new coin game.

D. Gottlieb & Company was turning out a stream of kiddie pinball games, featuring 10-ball play. Priced at $87.50, the game also vended mintos with each nickel, or could be had in a non-vendor model which awarded tokens for replay instead. A. A. Berger, Supreme Vending Company, Inc., Brooklyn, reported filling an order for 25 used games from a Hong Kong firm.

Detroit

(Continued from page 171)

10th Inning Philadelphia, 3-5, Detroit, 1-0

Washington

(Continued from page 171)

number was doing unusually well. Another oldie pulling the nickels in the MasManus machines is Ray Block's Signature recording of "Tell Me We Meet Again," which is backed by another money maker, "Hi Neighbor.

John H. Phillips, of Phillips Novelties Company, reports a steady market for Seeburg's M-100, which he has been installing in numerous restaurants in this area. Phillips put in three of the music machines last week.

Commemorating the installation of new driers at both the Alexandria and Arlington (Virginia) outlets, Shipley's Self-Service Launderettes launched an ad campaign offering a free dry day during June to every customer. Ads point out that the Alexandria unit is geared to give 40 dries per hour, the other store 20. Shipley's uses the ad gimmick of running two insertions in the same newspaper. A small page 1 notice reminds readers to look for the big ad on page 2.

Newest game added by Robert and Donald Epstein at both their Play and Brookway machines in Boston. They report a continuation of interest in their bowling allies. Robert Epstein estimates that they'll install a new game about once a month.

Columbia Launderette, Arlington, Va., is boasting two new green neon signs over the sidewalk at right angle. From the store to the shopping area, the store hopes that the new sign will attract new customers.

Jay Bernstein, of Apartment Washing Machine Company, is away on an extended business trip.

A LAST automatic machine that

REALLY shines shoes

THE ALL NEW

Unceda Model 750

* Field tested
for 14 months and proven successful

GET THE FACTS ON THIS
OUTSTANDING MONEY-MAKER

ACME SALES COMPANY
505 West 42nd St., New York 18, N. Y.

Gentlemen: Please forward your beautiful 4-color brochure, giving full details on the all-new Model 750.

NAME: ____________________________
ADDRESS: _________________________
CITY: ___________________ STATE: _______

GIVE TO THE DAMON RUNYON CANCER FUND
WE CAN STILL TAKE CARE OF YOU...

COINMEN YOU KNOW

Chicago:

(Continued from page 121)

ment sales on the increase. World Wide boss Al Stern claims that Williams' new game Sweetheart is living up to its name. Meanwhile Monte West, sales manager, is working on a rush of orders that have come in as a result of World Wide's shuffle game closeout. Both Stern and West say that the firm's new credit plan is proving a hit with operators.

Bank-a-Ball, Gottlieb's five-ball turrent shooter game, is proving the best of this type produced by the firm, according to Alvin Gottlieb, advertising manager. Joe Mangone, Coin Amusements Company, Miami, was a plant visitor. He is Florida distributor for Gottlieb products.

Tom Lewis, Chicago Coin Sales exec, reports the firm has started its fourth run on Bowling Classic. The firm had planned to cut the game off a couple of weeks ago, but a conference with distributors indicated that interest in the two-player shuffle game was only now reaching its peak.

Ed Levin is in Florida for the graduation of son, Arthur, from the University of Miami. Gil Kit is in Los Angeles for a California business and vacation trip. While he was on the road Empire Coin had an air-conditioning plant installed, a move that already has received operator approval. Stanley Levin is on an Illinois-Iowa road trip. Jerry Brenner has effected a modern merchandise department at Empire, Wisconsin. Finke, First Distributors, returned from a trip to South Bend and surrounding Indiana cities where he explained the merits of Keeney Buck Pin & Double Bowling to Hooiser operators. Meanwhile his partner, Joe Klins, is setting up a trip thru Illinois Kline, which says that the merchandise department is growing into big business.

Hugh Burris and Hank Strong, Jennings salesmen, spent the week in beavers last week after settlement of the strike at the plant. They had to wire or phone every distributor and dealer. Several of the first shipments to Export Chief and Stave and Stakes went via air last week. These were units which had been completed before the strike began.

Sam Lewis, Chicago Coin Machine Company, claims that Bowling Classic demand has forced the plant to keep the shuffle game on the production line beyond the most optimistic predictions of Owners Charles Wolberg and Sam Gensburg.

Marty Feinstein, Atlas Novelty Company, spent the week in the Illinois territory in the interests of the Sears-Roebuck-Matic 100. He visited Bowling, Sterling, Rock Island and Moline and also dropped over to Davenport, Ia.

Vic Weiss and Bill Knapp, Allied Coin Machine Company, report favorable acceptance of their Whiz Bowl conversation. They now are all set in their new quarters at 428 Milwaukee Avenue and the larger space is devoted to turning out Whiz Bowls.

Alvin Gottlieb reports all boats full, and movie busy getting in preparation for the fall ball Madison Square Gardens in production last week.

S. I. Neuner, publicity director of the National Coin Machine Distributors' Association, played host to a group of out-of-town distributors last week. He says that the ere is receiving an increasing number of member request requirements.

Mel Binks and Bill Ryan, University Traffic Company, were busy handling long distance calls on the one-ball Winner, which they say is living up to its name. The console Feature Bell is also in volume production.
### State Tax Calendar

<table>
<thead>
<tr>
<th>State</th>
<th>Due Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>July 31—Sales tax report and payment due. July 31—Income tax withholding.</td>
</tr>
<tr>
<td>Connecticut</td>
<td>July 26—Sales and use tax return and payment due.</td>
</tr>
<tr>
<td>Delaware</td>
<td>July 1—Franchise tax report and payment due. July 20—New York City sales and use tax return and payment due.</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>July 1—Sales and use tax report and payment due.</td>
</tr>
<tr>
<td>Florida</td>
<td>July 1—Franchise tax report and payment due.</td>
</tr>
<tr>
<td>Georgia</td>
<td>July 10—Cigar and cigarette wholesalers' report due.</td>
</tr>
<tr>
<td>Idaho</td>
<td>July 15—Cigarette tax return due. Sales tax report and payment due. July 31—Franchise tax (last day).</td>
</tr>
<tr>
<td>Illinois</td>
<td>July 20—Sales tax report and payment due.</td>
</tr>
<tr>
<td>Indiana</td>
<td>July 20—Sales tax report and payment due.</td>
</tr>
<tr>
<td>Kansas</td>
<td>July 25—Sales tax report and payment due.</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>July 1—Tobacco license fee due. July 20—Tobacco tax report and payment due.</td>
</tr>
<tr>
<td>Minnesota</td>
<td>July 20—Cigarette tax and report due.</td>
</tr>
<tr>
<td>Missouri</td>
<td>July 1—St. Louis employers' quarterly withholding tax report and payment due. July 3—St. Louis employers' and retailers' ad valorem license tax return due (last day). July 31—Soft drinks manufacturers' and retailers' report and payment due.</td>
</tr>
<tr>
<td>Nebraska</td>
<td>July 1—Personal property tax second installment due. July 10—Cigarette distributors' report due.</td>
</tr>
<tr>
<td>Nevada</td>
<td>July 10—Property tax return due (last day).</td>
</tr>
<tr>
<td>New Jersey</td>
<td>July 20—Cigarette distributors' tax report and payment due.</td>
</tr>
<tr>
<td>New York</td>
<td>July 1—Village property tax return due (last day). July 15—Personal income tax return due. July 20—New York City sales and use tax return and payment due.</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>July 15—Cigarette wholesalers', retailers' and vending machine owners' report due.</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>July 15—Cigarette wholesalers', retailers' and vending machine owners' report due.</td>
</tr>
<tr>
<td>Texas</td>
<td>July 25—Admissions tax report and payment due.</td>
</tr>
<tr>
<td>Utah</td>
<td>July 15—Sales tax return and payment due. July 31—Employers' report due.</td>
</tr>
<tr>
<td>Vermont</td>
<td>July 10—Property tax installment due.</td>
</tr>
</tbody>
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### Lilly-Tulip Expands Coverage; Names 13 To Key Sales Posts

NEW YORK, July 17.—Lilly-Tulip Cup Corporation has announced the promotion of 13 key salesmen to new key sales positions. The assignment of sales personnel is expected to provide better service for customers and strengthen the company's sales effort, according to Pen K. Doscher, vice-president in charge of sales.

Promoted were Robert Ferran, division sales manager; Walter Brus, sauer, assistant sales manager in New York City area; Robert Snyder, assistant to Doscher; Edward Haxo, manager of new sales area (Altions, Johnson, Cumberland) (new territory); W. Picke White, sales supervisor for 18 Carolina-Virginia counties with Fayetteville, N. C. office headquarters; M. F. Draper, manager of new sales area (Pennsylvania, Maryland and Delaware); Joseph Johnson, 15 counties in Eastern Ohio area (Akron, Canton, Youngstown).

William Dan, Southern Ohio area, plus district manager for 12 Ohio, plus district manager for two Indiana counties in Cincinnati area; Leslie Nelson, North Carolina area; (six counties in Cleveland area); John CavaUaro, 20-county Central Ohio area (Columbus, Dayton, Columbus, Cleveland, Columbus); Jack Carter, packaging specialist for Southwest division, headquartered in Dallas.

F. Crawford was named manager of the Oklahoma territory, succeeding John C. Rowley was appointed manager of the South Texas area with headquarters in Corpus Christi.

### Indianapolis:

(Continued from page 170)

establishment. They were on display only a few days when orders were stacking up and are now moving on location as soon as their job is complete. Marvin Berman, son of Mrs. Lottie Berman, is preparing to go to Stoney Creek Camp, at Shelby, Ind., where he will spend the summer.

The jube box favorites with local phonograph operators on both the witched label and "Third Man Theme" second... Inspecting the display of games and buying their needs during the week in Sicking, Inc., were Charles Gilbert, Elkhart, Ind., and Jack Green, Portland, Ore.; Rick Sarris, Linton; W. Luke, New Albany; Charles Grauer; J. Paul Smith, Muncie; J. S. Robinson; H. Shell, Windfall, and many other operators from all parts of the state.

---

### Advertising

**WATLING**

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.

Established Telephone: COlumbus 1-2722

Address: WATLING/TIL Chicago

**ONE BALL Champions...**

<table>
<thead>
<tr>
<th>Prize</th>
<th>Prize Value</th>
<th>Prize Value</th>
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**5 BALLS**

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### Running Your Own Fundraiser

**GIVE TO THE RUNYON CANCER FUND**

**COIN MACHINES**

175
HARTFORD, Conn., July 17.—The coin man who acts like a businessman at all times is the best advertisement this industry can have," according to Abe Fish, owner of General Amusement Game Company of Hartford, and president of Connecticut State Coin Association.

"I don't commend any coin machine organization," Fish said that sends a repairman out on a juke box servicing job looking like a garbage collector. It's best to have not only a salesman but also servicemen looking as immaculate as possible.

Another thing that sells the coin machine industry short is servicemen's sharp retorts to customers on the part of a serviceman repairing a juke box.

"And that's exactly what happens in some cases. A serviceman walks into a restaurant, let's say, and starts repairing a broken juke box. The owner of the restaurant walks over and starts a brief conversation. 'How's it going?' he asks. Then the serviceman says: 'None of your business.'”

Bucks Industry

"That's certainly no way for a repairman to act," Fish continued. After all, he is a representative of our industry and if he's going to start cracking jokes at the coin installation business's expenses, he's devaluing the cordial relationships built up over the years on the part of the coin machine industry owner and the coin installation owner.

"I'd like to see more coin machine companies hold regular sessions for servicemen and through oral and written bickering between certain coin installation and servicemen.

"Each and every coin machine operator should realize that he's a businessfirst and always and, as such, should conduct himself with dignity and respect.

"Fish added this observation: "The key business in any business that goes around with a chip on his shoulder, engaging in insulting conversation with the bums of coin installation owners is only looking for trouble. Let's behave like gentlemen. In that way, we're pulling together for the good of our specific industry."

ABCB 1951 Meet
In Nation's Capital

WASHINGTON, June 17.—American Bottlers of beard Exchange (ABCB) announced that its 1951 convention and exposition will be held there during the week beginning November 12. Exhibits will be housed in the D. D. Hall National Industry.

Thomas F. Mansfield, convention-exposition chairman, said while ABCB is planning to number of years to hold its annual meet in the nation's capital, necessary accommodations only is now must be held recently. Detailed plans for the 1951 convention will be announced early next year, he said.

A BRAND NEW BASIC PLAY PRINCIPLE

makes... AIR HOCKEY

the most competitive, two-player game today

Air Hockey employs an entirely new idea, not an adaptation of an old one, that gets better player interest. Air Hockey is a game of skill, not a game of chance. The player takes his shots through a gun controlled completely by player against a ping-pong ball puck, attempting to direct the ball to his opponent's goal. Game requires skill and timing and builds high competitive excitement. Controlled 12 or 18 play. Play continues until one player has made 5 goals or until adjustable time period has elapsed.

Air Hockey's scoring is done in a power and trouble free operaion has been thoroughly tested and proven on location.

Air Hockey A NEW HOCKEY

Hockey opens NEW PRACTICAL aids to basketball, tennis and other similar sports. Write for complete information.

WOODCRAFT SHUFFLEVISION, INC.
598 NEWARK AVENUE JERSEY CITY, N. J. PHONE: JOURNAL SQUARE 2-8641
the trend to Colors

Lemon yellow, jet black, emerald green, rose magenta, Chinese red, royal blue, lavender blue and generous sprinklings of rich chrome are what our master designers mixed together to bring out the 1950 line of Mills Bells. The most beautiful, the most colorful line of coin operated machines ever presented was displayed for the first time at the May show at our factory open house party. Operators were treated to the new trend in coin machines—bright, colorful units in their brilliant coats of paint accentuated with rich chrome and light oak side cases. Never in the 61 year history of Mills Bells has such a commotion been caused as by these Bells with their coats of rainbow hues. All paints used in making up these combinations are durable and easy to keep fresh and clean simply by using a damp cloth. This plastic-like paint glows and glistens and takes a lot of abuse. It’s baked on hard and put there to stay. It won’t fade or grow lusterless but will give long, satisfactory service.

These colors were not just thrown together without any thought or feeling for design, but were the selection of color experts who were called in to create this beautiful new Mills Bell line. The terrific acclaim they received at the May show and the wealth of orders placed for them definitely prove that the "trend is to colors!"

BELL-O-MATIC CORPORATION

WORLD’S EXCLUSIVE DISTRIBUTOR • MILLS BELL PRODUCTS, 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS
SLIGHTLY USED ALLEYS
IN EXCELLENT CONDITION

Bally Bowlers
10 United Double Shuffles
10 Gottlieb Bowlettes
3 Evans Alleys
6 Chi Coin Shuffle Baseball
4 Bally Bowlers
5 Keeney AWC Bowlers

Phone, phone or wire us for booth bottom prices. Financing available.

MACHINE CLEVELAND
Columbus 15

LATEST 3 EXHIBIT 182

6 Chi Coin Machines
150.00
Chicken Sam Machines
150.00
Even Ten Strikes
100.00
Shields
150.00
Gives
100.00
Jack Rabbit
100.00
Allies AAR
150.00
Allies AAR
150.00
Muncie Football
220.00
Panorama
150.00
Pitch and Bat
150.00
Silver Coin X-Ray
65.00
Sky Fighters
100.00
Scrooges
85.00
Upright B&W
95.00
Caiman
100.00
Undersea Raider
95.00
Vindicator
90.00
Williams A All Star
135.00
Early Phonograph
450.00
later Phonograph
650.00
Later Vocal
450.00
Sirby's Brush Up
95.00
Stereos
150.00

THE NATION'S COIN MACHINE MARKET

NORTHERN OHIO AMI DISTRIBUTORS
CLEVELAND COIN MACHINE EXCHANGE, INC.
2021-2025 PROSPECT AVE. CLEVELAND, OHIO

BOWL-O BRINGS BIG BIZ!
Operators Report Terrific Take at Arcade Locations

This new arcade sensation is piling up big profits for branch spots this spring, according to enthusiastic owners. And no wonder! BOWL-O plays fast and steadily—at 10c a game, it's a real challenge and a game with real balls. There's no other game like BOWL-O for real bowling thrills! Bowler—your BOWL-O comes now—at once—so your installation will be ready for a full summer of record-breaking business. Get full facts on this amazing money-maker. Write today for illustrated literature, records of earnings and earnings.

BOWL-O

Trade Directory

New Equipment
Ciggy—counter game—Coin Industries, Chicago.

Coffee—soluble powdered—Chase & Sanborn, New York.

Ice cream vending machine—three flavor selector—E & B Vending Machine Company, San Jose, Calif.


King—counter game—Coin Industries, Inc., Chicago.


Mite—counter game—Coin Industries, Inc., Chicago.


Change-of-Address
Huber Distributing Company, moved from Evansville, Cal., to 1118 Howard Street, San Francisco.

New Firms

Camos Vending Service, New York, opened branch office at 8 Ocean St., White Plains, N. Y.
Coles Products Corporation, Chicago, opened divisional sales office at 223 E. Detroit Avenue, Milwaukee.
Ben Newman & Associates, 50 East 22nd Street, Brooklyn—candy broker.

Withite Company, 515 N. LaSalle Street, Chicago—toy market—bricks and five-column penny buk venders.

Merger

The name Cup Machine Service Corporation, 1097 Market Street, Wilmington, Del., will be retained as a result of the merger of Seaborg Philadelpshia Company and the Cup Machine Service Corporation.

Persons

Atlas Tool & Manufacturing Company, St. Louis, appointed Bob Fouch as service manager.

The name Cup Machine Service Corporation, 1097 Market Street, Wilmington, Del., will be retained as a result of the merger of Seaborg Philadelpshia Company and the Cup Machine Service Corporation, New York, was elected president of the Sales Executive Club of New York, and also elected to the board of directors of the Advertising Club.

D. L. Dawson, director of research, Hupp Corporation, Cleveland, has been elected a vice-president of that firm.

Michigan Automatic Phonograph Owners' Association, Detroit, officials for 1950: Morris Goldman, of the Morris Music Company, re-elected president; Henry Norton, Lincoln Vending Company, elected vice-president; Edward Grodzik, of A & M Company, was elected secretary-treasurer; Eddie Clemon, Seaborg Franconia Company, and James Jeffrey, Jeff's Music Company, were elected to the board of trustees and Marty Rice, New York Company, was named to the board under the presidential prerogative in the by-laws by President Morris Goldman.

Spacarb, Inc., New York, appointed the following representatives: Maurice Barch, Manager; Mrs. H. H. Hagnon, Jerry L. Beda, James Hoeller and J. B. Carpenter.

Distributors
Indevco, Inc., New York, appointed the following sales representatives: Thurston-Dunn, Inc., of Providence, to cover New England States except Connecticut, New York and New Jersey; by the A. G. Distributing Corporation of New Haven, Connecticut; and The J. P. Seaborg Distributors, Chicago, appointed Wolfe Distributors, as exclusive Seaborg distributor for Alabama and Florida; and with offices at 1606 Sixth Avenue, N. Y., and 450 Front Avenue, Jacksonville, Fla.

Spacarb, Inc., New York, became the non-exclusive distributor for the Bert Hill's hot coffee vender. Also appointed the following distributors: E. L. Roses, Kansas City, Mo., vey Smith, Atlanta, and Eugene Bryant, Greenville, S.C.

The Rudolph Wurlitzer Company, of North Tonawanda, N. Y., appointed T. L. Distributing Company, Chicago, to cover that territory.

NEEDED OR EXPORT ORDER

LARGE QUANTITY OF POSTWAR PHONOGRAPH SPECIALS

46M SEEBURGS and 1015 WURLITZERS

LIBERAL ALLOWANCE TOWARD SEEBURG SELECT-O-MATIC 100

ACT NOW!! We are in a position to offer TOP PRICES . . . CONTACT US TODAY.

EXCLUSIVE: GOTTLEB, WILLIAMS & SEEBURG DISTRIBUTORS

TRIMOUNT

MODERNIZE AND PEP UP YOUR SHUFFLE GAMES! VERY LATEST NEW DISAPPEARING PIN CONVERSIONS FOR ALL SHUFFLE ALLEY GAMES—Write for Prices!

CLOSEOUTS! BRAND NEW SHUFFLE GAMES

Latest Models—Disappearing Pins—Original Crates—WRITE
Send for Special Summer Price List, All Types of Equipment—
2-Slot Pin games, 3-Slot, Consulates, Bells, Arcade, etc.

MONARCH COIN MACHINE COMPANY
1514 N. FAIRFIELD AVE. (Phone American 6-1624) CHICAGO 22, I1
TRADIO THE COIN-OPERATED TELEVISION

THE BIGGEST NEWS in the COIN-OPERATED EQUIPMENT FIELD

ORDER NOW
For Prompt Delivery
25% deposit required with all orders

TRADIO TELEVISION FEATURES:
- Tamper-proof cabinet.
- Tamper-proof coin box.
- Tamper-proof timer.
- Separate locks for coin box and cabinet.
- Coin slot readily converted to table model.
- Provision made for mounting casters for room-to-room mobility.
- RCA licensed.
- Bright, sharp, stable 12½-inch picture.
- Super-sensitive trouble-free chassis.
- Built-in antenna.
- Simple tuning.
- Picture tube guaranteed for one year.
- Built-in coin counter.
- Operates 30 minutes for 25¢.
- Also available in DC at extra cost.

SENSATIONAL MONEY MAKER!
BIG 12½ INCH PICTURE
ONLY $199.95 (List Price)

OPERATORS AND DISTRIBUTORS! TRADIO NEEDS NO INTRODUCTION. YOU HAVE MADE MONEY WITH THE NAME BEFORE AND HERE'S YOUR OPPORTUNITY TO CASH IN ON EVEN GREATER PROFITS NOW.

TRADIO TELEVISION: This New 1951 Model is greatly superior to ordinary television sets. It is specially designed for coin-operation.

TRADIO TELEVISION LOCATIONS ARE UNLIMITED! Television itself has not yet scratched the surface. Millions of locations such as Hotels, Tourist Camps, Motels, Club Rooms, Hospitals, Meeting Halls, etc., are still available and are anxiously waiting for you, Mr. Operator.

YOUR OPPORTUNITIES WITH TRADIO TELEVISION! Right now a National Organization for TRADIO TELEVISION is being organized. Key distributors are being assigned from coast to coast.

ALERT OPERATORS AND DISTRIBUTORS ARE INVITED TO INVESTIGATE THE IMPORTANT, PROFITABLE NEW OPPORTUNITIES TRADIO TELEVISION OFFERS.

Yes, THERE ARE ALMOST UNHEARD-OF OPPORTUNITIES FOR BIG PROFIT, so ARRANGE NOW TO INSTALL TRADIO TELEVISION IN YOUR AREA. Remember, this is no ballyhoo. We are not just shouting from the house-tops. This is real, down-to-earth truth, every word of it, and all that remains is for you to decide today, NOW, to get your share of this veritable gold rush.

EXCLUSIVE DISTRIBUTORSHIP FRANCHISES AVAILABLE WRITE, WIRE OR PHONE TODAY!

TRAD TELEVISION CORP.
Manufacturers of RCA Licensed Television for Institutional Use

ASBURY PARK, NEW JERSEY
Tel.: Asbury Park 2-7447

NEW YORK OFFICE
377 FOURTH AVENUE
NEW YORK 16, N. Y.
Telephone: MURRAY HILL 3-9757
ON THE BEAM . . . FOR THE BIG MONEY!

"FLYING SAUCERS" BEAM JET *


★ NEW! DIFFERENT!
★ PACKED WITH PROFITS!
★ PROVEN PLAYING APPEAL!
★ SPEEDY ACTION!
★ REASONABLY PRICED!

This sensational moneymaker operates by guiding a jet-designed "Flying Saucer" over a challenging, winding course on a cleverly designed revolving playing area. Fast and furious action as the player manipulate the doubled-handled control to ring up a high score. A fast game for a fast nickel.

★ $190 (with stand) ★ $170 (without stand)
F. O. B. Long Island City, N. Y.
16" x 20" x 24"
16" x 20" x 32"

Get the Game of the Day—
For Today's Profits!

INTERNATIONAL MUTOSCOPE CORPORATION
44-04 ELEVENTH ST.
LONG ISLAND CITY 1, N. Y.

DISTRIBUTORS! OPERATORS! DON'T JUNK OR
SELL YOUR OLD SHUFFLE BOWLING GAMES
SENSATIONAL, NEW
BASEBALL
CONVERSION UNIT

CONVERTS your old Bally, United and Rock-Ola Bowling Games to BASEBALL GAMES at a FRACTION of new game costs!

NOW! 2 GAMES in PLACE of ONE!
With convenient conversion unit ideal for All-Season Play. BASEBALL in Summer—BOWLING in Winter. A different Game each season—Profits All Year Round.

QUICK ON LOCATION INSTALLATION!
No Wiring • No Soldering • Just Plug In

COMPACT . . . COMPLETE!
Conversion unit consists of complete insert for play box and pin panel. FITS MOST BOWLING GAMES.

DISTRIBUTORS SOME CHOICE TERRITORIES STILL AVAILABLE
WRITE, WIRE OR PHONE
For Further Details

ACME DISTRIBUTING COMPANY
517 SCOTT STREET, JOLIET, ILLINOIS
MAKE MORE MONEY
Spend $59.50 to make more money and to make your old Bowling Games look like new, with the sensational "SET 'EM-UP" BOWLING PIN CONVERSION.

- Realistic Aluminum upright pins, hinged at bases; fall like pins in actual bowling
- Resets automatically
- Pins enclosed in clear Plexiglass Dome
- Adjustable to all makes of bowling games
- Easy to install
- Specify make of machine when ordering

Only $59.50

Write, wire or call

Exclusive distributors for the U.S.A.

TERMS: ONE-THIRD DEPOSIT WITH ORDER, BALANCE C.O.D.

Mayflower Distributing Co.

2918 University Ave.
St. Paul 4, Minnesota NE 7901

1309 Douglas St.
Omaha 2, Nebraska AT 4207

MODERNIZE
YOUR OLD SHUFFLE ALLEY!
BRING YOUR GAMES UP TO DATE WITH

UNITED'S
SHUFFLE ALLEY DELUXE
DISAPPEARING
PIN CONVERSION

MADE BY UNITED
EASILY INSTALLED IN 15 MINUTES!

PRICE $79.50

Now Shipping Order Today

EMPIRE COIN MACHINE EXCHANGE
1012-14 MILWAUKEE AVE.
CHICAGO 22, ILL.

Phone: EVERCLADE 4-2600

YOU CAN'T GO WRONG WITH
VICTOR'S SENSATIONAL NEW

Victory BASKETBALL

PENNY PLAY COUNTER GAME

PLAYER-ACTION plus PROFIT-ACTION

- 5 Balls for 1¢
- Automatically Totellizes the Score
- "Free Throw" Feature
- Simplified Mechanism
22" High x 18" Wide x 6½" Deep
See It at Your Distributors—or Write

VICTOR VENDING CORPORATION
5701-13 W. Grand Avenue
Chicago 39, Ill.

MONARCH SHUFFLEBOARD
5 ft. complete with Mechaniz, Deluxe, score
boards, $175
tables for

BALLY CONSOLES

First Bally, $150

Second Bally, $125

Third Bally, $100

Fourth Bally, $75

NATIONAL BASEBALL

BRING THE DEMON RUNYON CANCER FUND
COINMEN YOU KNOW

Los Angeles:

(Continued from page 170)

are humming at Minthero Music with Nela Nelson. music manager, joining the firm. Ed Wisler also is a new addition to the firm and will serve in the sales department.

George Mahar, salesman, is making the rounds on the occasion of his third child, a daughter.

Jim Heppel, San Diego operator, in the city from his bailiwick.

Hank Trench, handling the parts department at Minthero Music.

Mike Hennegeren, president of Super-Verdi Sales Corporation, returned east after a three-day huddle with William R. Heppel Jr., and Al Silberman of Badger Sales Company. The meeting centered on an announcement of a new line of machines at locations and sales. They also talked about a new policy regarding sales that revolves around the fine combing of this territory, not over-laying, record bar and arranges the smallest town in the area.

Paul Laymon, of Paul Laymon Company, has received a sample of Bally's new Turf King and is showing it at his headquarters.

Jack Gutshall is making his residence at Big Bear and is operating in the San Luis Obispo vicinity. Gutshall was in town recently and took time out to look up Jack Pfeiffer for a gin game.

Harvey Irwin, of Currier in the city on business, is a guest of Alex Koleopolus, of Bakersfield.

Los Angeles:

Jim Heppel, in from Invokers, is busy at his Pianos Bell building in Los Angeles and is using the mail to secure the latest records from Bill Leuenhagen.

Mary Solie, who runs the Leuenhagen's record sessions a visitor from Compton.

Bill Merrill, of Santa Ana, has a new car and will soon drive to Modesto for a visit with his brother.

Norman Christ in from Lompoc, the seed center of California.

Jim Murphy in from Invokers.

Robert Donahue is too busy at his Pianos Bell building in Los Angeles and is using the mail to secure the latest records from Bill Leuenhagen.

Several distinguished visitors from the artists-operators parties, has picked "A Simple Life of Luxury" by Julie Mitchum on Luxury Records as a coming hit.

Allen McManus in from San Jacinto.

Fred Meyers is soon to bring out some tunes recorded by Johnny Tyler, Sam Nichols and Ardie Hudson at Pianos Bell.

Al Silberman, associated with Badger Sales Company, has a deal cooking on hot potato chips. The firm has secured the distribution of the Hawkeye vender and a deal has been made by Silberman to feature Bell Brand potato chips in the machines in this territory. The equipment will be on the Bell Brand trademark. Deal was set after Silberman huddled with Cyril C. Nigg, of National Foods.

Badger Sales is handling a locally made coin-operated television, Roto-Vision.

Jack Sisson, an art director from Riverside, John Keitchard, Long Beach, I. B. Gayler, Santa Ana, John Yamasaki, Ariz., and Clyde Truss, Oceanside.

Clyde Denlinger, of Balboa, noted on Pico. Ditto for C. E. Stephens, of Duarte, and Charles Calabro, of Long Beach.

Jack Sisson, setting the scene for the summer arcade season on the coast lake.

Jack Mallett, of Mission Novelty Company in Claremont, checked in. 

Ben Counsellman, of Santa Ana and Mary and Roy Jones, of Ridgecrest, making their usual Los Angeles visits.
IT'S HERE!!! A BRAND NEW CONVERSION

"SPEED BOWL" FOR UNITED SHUFFLE ALLEY

NEW BACKBOARD GLASS
NEW DISAPPEARING PINS—FAST ACTION INDIVIDUALLY NUMBERED QUIET OPERATION

SPEED BOWL is absolutely the newest and finest conversion for United Shuffle Alley. It has been designed to bring in the MAXIMUM PROFIT for United Shuffle Alley Operators. SPEED BOWL conversion comes complete with newly designed and colorful back glass plus brand-new, clearly lighted cabinet and shaped bowling pins, with plexi-glas shield. READY FOR QUICK INSTALLATION. SPEED BOWL is the answer to lagging profits. Now you can hold those locations with this sensational conversion.

WIRE—PHONE—WRITE
DISTRIBUTORS ... WRITE
M. & T. SALES COMPANY
2843 W. FULLERTON AVENUE
CHICAGO, ILLINOIS DI 3-2424

FOR STEADY PROFITS...FOR BIG PROFITS!
HOLLYCRANE
MINIATURE COIN-OPERATED INDUSTRIAL CRANE

NEW FEATURES GALORE FAST 10-SECOND PLAY

Make more money-operating HOLLYCRANE than with any other coin-operated equipment. A real skill game with all the fascinating action of a real industrial crane. A fast money-maker that stays on location. For steady income...for big income...year in and year out. OPERATE HOLLYCRANE. Available in Free-Play and Merchandise Models. Write for the complete profit story.

COMO
MANUFACTURING CORPORATION
5013-5025 N. KEDZIE AV., CHICAGO 25, ILL.
PHONE Independence 3-6000

EVANS' WINTER BOOK
with NEW ADDED FEATURE!

VISIBLE ODDS 10 TO 1 UP TO 100 TO 1!
ALL COIN PAYOUT! Twin Payout Tubes! No Tokens!

THESE EXTRA WINTER BOOK ADVANTAGES SHOW WHY WINTER BOOK OPERATING IS PROFITABLE!

ORDER FROM YOUR DISTRIBUTOR OR WRITE DIRECT
H. C. EVANS & CO.
1528 W. ADAMS STREET
CHICAGO 7, ILLINOIS

SEE EVANS' CONSTELLATION AD ON PAGE 164

www.americanradiohistory.com
GOTTLIEB’S GAME with a PUNCH!

MADISON SQUARE GARDENS

Keeps Players on Their Toes with

ROCK 'EM and

SOCK 'EM

Ring Action!

ORDER FROM YOUR DISTRIBUTOR NOW!

D. Gotlieb & Co.
1140-50 N. Kostner Ave.
Chicago 51, Illinois

“There is no substitute for Quality!!”

William's
SENSATIONAL
SWEETHEART
HAS WHAT IT TAKES TO TAKE THE PLAY!
Entirely New Playfield and Many Other Great Features.
SEE IT—BUY IT AT YOUR DISTRIBUTOR NOW!

Williams MANUFACTURING COMPANY
42-42 W. Fillmore St.
Chicago 24, Ill.

PROMPT DELIVERY on these
CENTRAL OHIO COIN BUYS

NEW SHUFFLE ALLEYS
Automatic Scoring

* Kenoey's Lucky Strike & King Pins
* Universal's Twin Bowler
* United's Double Shuffle Alley
* Chicago Coin's Twin Bowling

We have many used Shuffle Alleys at reduced prices for prompt shipment.

SLOTS—SAFES
Now and Used

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>5c Blue or Brown Fronds</td>
<td>$ 49.50</td>
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<td>$ 74.50</td>
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<td>25c Blue or Brown Fronds</td>
<td>$ 75.00</td>
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<tr>
<td>1-10-25-250 Melon Balls</td>
<td>$ 75.00</td>
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<tr>
<td>5c Black Cherry</td>
<td>$ 49.50</td>
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<tr>
<td>10c Black Cherry</td>
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<tr>
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<tr>
<td>5c Standard Chutes</td>
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<tr>
<td>10c Standard Chutes</td>
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<tr>
<td>5c New Vest Pockets</td>
<td>$250.00</td>
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<tr>
<td>5c Mills G.T., A.1</td>
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CONSOLES—1 BALLS FP

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<tr>
<td>Mills Jumbo Parade, CP</td>
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<tr>
<td>Kenoey 2-Way, 1-10-25-250, Like New</td>
<td>$ 95.00</td>
</tr>
<tr>
<td>Kenoey 2-Way, 1-10-25-250, A-1</td>
<td>$145.00</td>
</tr>
<tr>
<td>Kenoey Double Up, Like New</td>
<td>$250.00</td>
</tr>
<tr>
<td>Mills 2-Bells, Late Model</td>
<td>$250.00</td>
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<tr>
<td>Chief High Tone 950, CP-FP</td>
<td>$250.00</td>
</tr>
<tr>
<td>Gold Coin</td>
<td>$ 25.00</td>
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<tr>
<td>Jockey Specials</td>
<td>$ 25.00</td>
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<tr>
<td>Starfish Specials</td>
<td>$ 25.00</td>
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<td>$ 75.00</td>
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MUSIC

<table>
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<tbody>
<tr>
<td>Exhibit Dale Guns</td>
<td>$119.50</td>
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<tr>
<td>Total Bally, A-1</td>
<td>$65.00</td>
</tr>
<tr>
<td>Bally's Giant, 1-10-25-250, Like New</td>
<td>$145.00</td>
</tr>
<tr>
<td>Chicago Coin Pinball</td>
<td>$ 95.00</td>
</tr>
<tr>
<td>Undersea Raider—Bally</td>
<td>$ 95.00</td>
</tr>
<tr>
<td>Sky Fighter</td>
<td>$ 95.00</td>
</tr>
<tr>
<td>Kenoey Submadics</td>
<td>$ 95.00</td>
</tr>
<tr>
<td>Ice Bucket, 1-10-25-250, Like New</td>
<td>$145.00</td>
</tr>
<tr>
<td>Pitch &amp; Bats, Floor Sample</td>
<td>$ 95.00</td>
</tr>
<tr>
<td>Premier Shoe Roll, Like New</td>
<td>$165.00</td>
</tr>
<tr>
<td>Game Changers, New</td>
<td>$175.00</td>
</tr>
<tr>
<td>10' &amp; 22' Shuffleboards</td>
<td>$175.00</td>
</tr>
<tr>
<td>Williams Flying Allies, A-1</td>
<td>$175.00</td>
</tr>
<tr>
<td>Kenoey Ten Pines, New</td>
<td>$250.00</td>
</tr>
<tr>
<td>Exhibits Right to Left</td>
<td>$250.00</td>
</tr>
<tr>
<td>Chicago Coin Roll Down, New</td>
<td>$250.00</td>
</tr>
<tr>
<td>Kenoey Triple Cripples, New</td>
<td>$250.00</td>
</tr>
</tbody>
</table>

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New Keeney Single Boy... 245.00
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New Imperial Double Shut... 150.00
Keeney King Pie... 250.00
New Hy Roll... 75.00
New Exhibit Bowl G Mat... 210.00
New Exhibit Shuttle Bowl... 110.00
New Williams Flying Disc... 175.00

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United Shuffle Alley 8'... $35.00
Bally Bowler 9/4... 150.00
Keeney Pin Boy... 175.00
Williams Twin 9/6... 60.00
Cahi Shuffleboard... 22'... 150.00
New 22' Shuffleboard National... 100.00

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Evans Races P.F. Console... $975.00
The Bandits... 315.00

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Saratoga Pace Reels... $35.00

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