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

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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WHY DON'T YOU LOVE ME?
Hank Williams—MGM No. 10696

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LONG GONE LONESOME BLUES
Hank Williams—MGM No. 10645

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LOVESICK BLUES
Hank Williams—MGM No. 10352

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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LOVESICK BLUES
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COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

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LONG GONE LONESOME BLUES
Hank Williams—MGM No. 10645

HANK WILLIAMS
FEATURED STAR ON
WSM GRAND OLE OPRY
NASHVILLE, TENNESSEE

Extensive Personal Appearance Tour Throughout the United States This Summer.

Recording Exclusively for
M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

REPRESENTED BY WSM ARTIST SERVICE BUREAU NASHVILLE, TENNESSEE
ATS Driving
For Standard
Tele Methods
Plan Web Clinic

NEW YORK, July 8.—A campaign to establish uniform TV production procedures by the four TV networks is the major goal of a five-part program on the fall agenda of the American Television Society (ATS), according to Don McClure, of N. W. Ayer, former ATS head who is drawing up plans for the Society's activities next season, the four weeks differ so radically on methods of operation that producers and agencies are in a continual switchover trying to keep up with the various policies strictly. To alleviate this situation, McClure says the Society plans to hold an open session for an invited wire press to discuss proposed reforms and suggest means of making them effective.

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

MCA in Cauliflower League
Rassler Round-Up Is Start of TV Sports Deal

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

If present plans materialize, MCA will have three of the top wrestling acts signed to its roll, the Fanchon and Marco of East West Wrestling, and the team of Red and White Wrestling.

Cab Calloway May Be the Kingfish

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

Calloway has auditioned for the part and feels he is the best for the role, but there is a difference of opinion between CBS producers and the band leader's manager, Bill Mitt- ler, as to the price Cab's services should be. If they are good, he will get together. Cab is.
Capital Speeds Funds to Wage "War of Ideas"

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

The House, which already has a Senate-passed broad, broadcast and TV facilities in the government's operations is envisioned as the U. S. ring it before enables sides expanding "Voice" operations, the Senate Appropriation Bill will empower a new governmental agency to use private resources in spreading U. S. information through radio and TV media, as well as representatives as well as press and radio representatives to be included in the agency.

Meanwhile, the State Department has asked for and is getting increasing international broadcasts, some of which can be put into effect without delay (See RADIO GETS BIG on page 7)

Admissions Tax Income Off Slightly Compared to 1949

WASHINGTON, July 8.—Collections from the admissions tax for the fiscal year totaled $372,756,228 as compared with $385,843,793 for the previous year, a study of Internal Revenue records shows. The moderate decline of $13,087,565, or 3.4 per cent, is less, percentage-wise, than the general slimness in admissions tax collections.

Four months of the past fiscal year showed slight gains in the number of admissions and in the amount of cash received, but the months lagged behind their counterparts of the preceding fiscal year by a total of $13,087,565.

Busines Punk? Not in Jersey, Distributor Hits Top Dollars

NEWARK, N. J., July 8.—Despite the much-talked-out summer slump in the disk business, All-State Distributors here report that May sales, the second month of the fiscal year, were $385,843,793, a figure that was up 3.4 per cent higher than sales for May-June last year. Basic reasons given for the phenomenal increase in business are consistent promotional activity and a one-month test of the three-for-one disk subscription plans, which were introduced earlier this year.

Excise Bill's Fate Tied to War Fears

WASHINGTON, July 8.—The Senate is rushing with all speed to prove an excise bill similar to that voted by the House, but with the intention of shelving it before enactment if the international situation becomes worse. Outbreak of World War III would mean no cuts in excise and increases in various levies. Senate Finance Committee Chairman Walter George (D., Ga.) and its members this week as he grouped key open hearings on the tax bill.

The committee examined two-score witnesses who testified during the first week of the hearings and will continue next week. Present plans are to send the bill to the Senate floor during the week of July 19.

The committee head, Treasury Secretary Douglas Snyder urges that the bill be trimmed to a size that will fit the President's wishes—which would mean no cuts in excise taxes. Senators for the industries affected by excise, however, requested the committee to make even deeper cuts than those approved by the House.

Showbiz Faces Call As Morale Builder

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

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

FM Would Gain Power Stations

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

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

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

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(See FM WILL GAIN on page 7)
WEB RATE SHIFTS DUE IN 1951

Oh & Ow!

NEW YORK, July 8.—With all this talk going around about networks pre-empting time from their owned-and-operated stations, it seems that only one safe time the stations have is the evening sign-off. What makes 'em so sure?

NBC in Pitch For Danny Kaye

HOLLYWOOD, July 8—NBC-TV talent head, Carl Stanton, left Hollywood this week-end after discussing video deals with the West Hollywood talent headliners. Understood Stanton's prime objective was to try to get Danny Kaye as one of the emcees of the new 1951-52 8:30-9:00 show. Friday night special Kaye did in July pre-empting Jack Haley and Bing Crosby for Bob Hope in addition to comic's regular Fridigideare series also were discussed.

JWT Burns Over Ford Mangling

NEW YORK, July 8.—J. Walter Thompson this week protested strongly to both MCA and NBC-TV over the allegedly mangled presentation of dropped telecasts of the Ford Star Rescue. Featuring Jack Haley and produced by NBC-TV and packaged by MCA, the program is the Ford radio version for the Kay Kyser show, Thursday nights, 9-10 p.m.

The hour program ran at least six minutes short. The middle commercial gaffe snatched between Haley live and the film plug, and Haley had to continually ask the camera crew whether he was off or in—between mopping his brow. The package is top-budgeted for a summer replacement, running about $125,000.

DuMont Buys TV Rights to Sat.

NEW YORK, July 8—The DuMont TV web closed a deal whereby the 7:45-8 p.m. Saturday night slot next season, CBS shelled out $125,000 for the rights to top rated, but not billable if DuMont paid near that, since CBS was anxious to unload.

The agency, meanwhile, was trying to place an order for an hour of time with CBS-TV. The agency, meanwhile, was trying to place an order for an hour of time with CBS-TV.

Ed Murrow Show's Four Angels Sing In Columbus's Till

NEW YORK, July 8.—With the signing of four sponsor contracts across-the-board Ed Murrow news show, CBS may not only have itself a commentator version of Arthur Godfrey, but undoubtedly will make the show turn out better when the season is renewed. CBS will sponsor the four new tenants of the old Jack Armstrong show, and the show will be at least partially paid for by CBS.

Ed Murrow himself did a low key news show both Thursday and Friday nights.

"Irrevocable" Adjustments Seen by NBC

Sponsors Head Drive

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

1. NBC that might reduce its Sunday afternoon AM rate, with both CBS and Mutual now under consideration. Such a move, if eventuating, would enable NBC to better its AM rates, whereas CBS, which reduced its Sunday afternoon rate about four months ago (see separate story).

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

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

A public declaration by Joseph H. Strick of the National Association of Broadcasters' Association (SCBA) Friday (7) that NBC was doing the AM is still the top U.S. advertising buy. This is believed to have been a kind of its kind by a top network official.

Higher Pressure

Altho there's has been some for time almost unmitigating agency pressure on webs to cut nighttime network rates to press the lines of a concerted drive. It is in response, to client pressure on agencies, with two top advertisers, one a soap company and one a circol, to be spearheading the drive. It was also learned that the radio-AM veepies had been asked to sit on a committee now being established in the agency.

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

From every indication, the pending rate changes will involve three basic factors. One will be to reduce nighttime rates. The second factor to increase daytime rates generally, and the third, to eliminate certain Class C and D differentials.

The latter pertain primarily to early morning (pre-6:00 AM) hours. Also, there is also a possibility of some nighttime increases in non-TV markets where (See Web Rate Shifts on page 22)

Inside of NBC-Groucho Deals

Network Goes For 4 Million Over 10 Years

Web Takes 49% of Profits

(Continued from page 2)

10-year “annuity,” Guedel is listed, according to insiders, for $235,000 annually. NBC will pay the weekly as producer of the show. He too, is cut in for 13 per cent of the net profits. Thus, between the 30 per cent given Groucho and Guedel’s cut, NBC will retain 49 per cent of the net profit on the package sale, for AM or TV or both.

Not including annual pay hikes, said to call for a $150,000 up each year, NBC therefore is guaranteeing Marx a reported minimum of $262, 260 annually. Guedel, without including annual increases, is slated for $80,760 annually. The combined total to both is $381,960 annually—which means that over 10 years and allowing for pay hikes for both, NBC on the books for around $4,000,000 in guarantees.

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

Bingle’s Bingo Blankets Gotham

NEW YORK, July 8.—New York City listeners will get their fourth Bing Crosby record program next year, a half hour broadcast Monday night, starting program a half hour of the Grocer's broadcasts. Crosby's own Minute-Maid day series over WCBS, and VVEW has a remaining Crosby program at 11:35, and another at night.

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

Kudner Erases TV For Martin & Lewis

NEW YORK, July 8.—The Kudner Agency for its client—Buick—this week closed a full hour Dean Martin-Jerry Lewis comedy show. The pair's comic services made it impossible to start a starting date for the program.

The agency, meanwhile, was trying to place an order for an hour of time with CBS-TV. Prospects, however, look good for the already crowded schedule at CBS-TV.

DeMille To Run Half Hour SDG Show On AM For NBC

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

NBC is said to be planning the show for a Friday night spot, with most of the commercials on that night. NBC has not yet fixed the time.

The Guild show was sponsored on NBC by Mutual. By RCA, which has since canceled. DeMille, meanwhile, has agreed to preside over a court battle in which he is protesting a $1,000 hearing, and is back in good standing.

NBC Ponders Sun. Rate Cut

NEW YORK, July 8.—NBC is considering reducing its Sunday afternoon AM rate. The agency charges three quarters of its Class A (evening) time, as compared to one half Class A time for CBS. CBS reduced its Sunday afternoon time several months ago. Previously, CBS, of rate cuts for Thursdays its Class A time. NBC now has three half-hours sold on Sunday afternoon, between 2 and 6 p.m.
Up the Ladder
New York, July 8—George Wallace this week was named director of AM advertising and promotion for NBC, who, having been in the net's promotion department for a short time, succeeds the late Charles P. Wright. Wallace started with NBC 16 years ago as a page.

SAG Stand Seen As 'Grandstand' By TVA's Heller
New York, July 8—Television Auditors Guild's (SAG) letter urging TVA to "speed negotiations for performers in live-television" was nothing more than a grandstand play made to get Eastern broadcast support. George Heller, TVA head, claimed SAG had thrown a monkey wrench into TVA's former negotiations with the web by holding its own conferences with the networks to line up support. He added TVA had interfered with SAG's dickering with the networks.

Heller said that negotiations couldn't be resumed under SAG's plan to poll the performers. He felt there was no further union execs fear that the TV broad- casters could play one against the other, if each negotiator separately for live and film.

Sanka Air Time Hangs on Hands
New York, July 8—Sanka's new campaign was attempting to cancel its $6 million commitment on CBS next fall. Formerly the sponsor of The Goldbergs Thursday evening, Sanka repurchased the time because of a contiguous time slot, but in the budget, Sanka repurchased the time because of a contiguous time slot, and in the campaign, Sanka without a buyer for the time slot, Sanka will have to pay or play. Young & Rubicam is the agency.

Radio's Lively Corpse Yet, 10-Sta. Push Hopes To Prove
New York, July 8—What is being done to give the first of all this year's new program more than three hours out of any of the three broadcast day segments, unless the stations voluntarily exceed the time. First and foremost, it does not affect NBC, which is only using two hours of its possible nine hours.

NBC's problem is made tougher by the fact that while affiliates only get about a third of rate card for the work business, they get full rate for local business, which most of 'em now have sold in the hour. On the other hand, NBC figures it's in the stations' own interest to maintain maximum weekly schedules. An expanse of growing TV trends. From reports of advertisers all over, it seems the stations are doing the thing sought—provided the stations come thru.

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

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NEW YORK, July 8—Price tags ranging from $39,000 to $100,000 have been placed on the many proposed TV film projects now being peddled to television stations by Official Tele-visions, a new employment agency of the TV industry. Official stations, a prominent New York company, has offered 400 television stations a list of television programs ranging from slapstick comedies to high-powered dramatic programs. Many of these programs have been planned for national distribution and are expected to bring enormous profits to the sponsors.

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

WASHINGTON, July 8—In a drive to push development of home television, the National Exhibitor Television Theater Committee filed incorporation papers here this week to form a new corporation that will be known as "The National Exhibitor Television Theater." The committee described its No. 1 purpose as "to promote and foster the development of the television industry in the fullest possible manner, and to investigate and determine what new information in the field of television may be profitably made available in the marketplace and to transmit such information to the proper agency派出的 agencies.

The committee, as determined by the bureau of the Federal Communications Commission, will be responsible for the regulation of television programming, but it is not expected to take a direct role in the day-to-day operations of television stations. Its purpose is to ensure that television programming is fair and balanced, and that it is not biased in favor of any particular political or economic group.

The National Exhibitor Television Theater Committee was formed to prepare a comprehensive plan for the development of the television industry, including the establishment of a national network of television stations and the development of new programming concepts. The committee is also expected to develop a system of education and public relations that will help to promote the growth of the television industry.

Kine Processes Gaining

(Continued from page 3)

The fifth ATS proposal deals with the need for simpler sets. "The public will not be content to buy kines because of the poor quality, but they will watch their sets for cluttered video backgrounds, with an eye toward snapping up an improved version of their tele-qualities.

SALON'S

NEW YORK, July 8—With no fan-
fare, NBC this week dropped its ban
against the network programming of
private stations, starting July 8 (NBC
is feeding its affiliates the half-hour
Wayne Howard platter for the first time from 3
to 4 p.m. July 8 at 3:30 p.m.).

Howell's show had been heard on
WNBC, New York locally, but in
the case of a local station it is
hoped that others will try any
networking of phonograph rec-

FM Will Gain If War Comes;
Big Stations Face Curbs

(Continued from page 4)

high-powered radio signals in war,
if the country is ever hit by even
stronger encouragement from high
officials, not only for the medium's
value in local radio cov-

FM-ers feel the industry is already
moving into a solid position after
perpetuating the blank of hundreds of dropped bids and can-

The National Security Resources
Board (NSRB) is now compiling a
list of all industrial plants that war
uses to which they can be con-
verted. Radio—TV manufacturing
plants, found in or near military
communications equipment suppliers.
The Ransom Sherman Show
Reviewed Wednesday (5), 7:37-9:30 p.m. on NBC. Produced and directed by Bertramranges, produced by Tosc. Miller; director. David Brown; writer, Doug Johnson. Cast: Raman Fultz. The show contains a scene in which a character is in jail. The scene is not appropriate for children. The show is not recommended for children.

The Ford Star Revue
Reviewed Thursday (6), 9-10 p.m. on NBC. Directed by Jack Newton, producer, Walter Thompson. The show features two popular comedians, Jack, the apostle of the old-time radio, and Jack, the new-age comedian. The show is

Granby's Green Acres

The Quick and the Dead
Reviewed Thursday (6), 8-9 p.m. EDT. Sustaining via NBC. Producer, Fred Friend; director, Bob Landor. The show was reviewed by Jerry Franklin, who was fascinated by the show. The show is recommended for children.

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Gate Guarantee Gets Sponsor a TV Pigskin Deal

ABC Needs 15 Stations To Get Pudlitz Prize Show

CBS Dangles "Songs for Sale" at Ludens

WMN To Supply FM Programs for Twin City Transit

Bassler Round-Up Is Start of TV Sports Deal

Sydney Smith Unveils New Show for ABC

NBC-TV Surrenders in Pitch for "Junior Miss"

WPIX Snags 104 Contracts in One Month for New Record

Hooper Accepts Challenge to 3-Way Sample Test

Slimmed Down "Mr. District Attorney" Likely in Fall

Hitch Develops in Don Lee Sale

BCC Bans Sponsored Continental Artists

Son of David Sarnoff Weds Felicia Warburg

"Devil Also Dreams" Starts Rehearsals With Claire Lace

with repeated showing remains to be seen.

On the preem stance, the necessity for explaining the shows' sectional appeal is not entirely tiring, the such explanations will certainly not be necessary if the show becomes established.

R-O-T-M Acts

Film plotters ended proceedings with admirable masculinity, which at times seemed a little forced. The usage of these acts was terps. Acts were terps team Mars and Phyllis, Mira and Jeff, L. C. Zipper, and Osborne, long-time singing guitarist, who did her usual competent job; Cumberland, a real voice, and Frieda Wing, hillbilly singer. The act was good, a run of the mill. Osborne went over the dance duo, in turn knocked out by her singing and dancing. To these ears the applause sounded very weak, but since the shows are the country last, but the meter says no.

Start, parcel and substantial contribution factor to deadliness on shows of this type is the routine in which the emcee asks the acts about their background before they go over. Sometimes the acts seem to feel, all right, we will some day decide this isn't needed, and pick up the pace of his show considered a potential. This is a little sloppy camera work (catching a clock, showing the fave member of the dance team occasionally, etc.) production and direction. It's a shame that the program moved fairly fast and built a reasonable quality of professionalism, but aide in the latter respect, and the okd played the acts well. Set, weather, good, appropriate and untrusive.

Demand is the summer replacement for this TV program. If the price is right and a few faults are corrected, the occasional viewer could do worse than take this one.

Joe Caiza.

WLW-T Studio Wrestling

Reviewed Monday (31, 8-9:30 p.m. EST; Sponsor, Admiral Television, thru local dealers, Agency, Dinersan & Company, (Continued from page 3) casting is subject to approval of these two.

Acquisition of the wrestling rights by MCA raises interesting possibilities. Although the wrestling headlock picture in Los Angeles, the wrestlers went on TV strike, but had working for about $10 a show (TV income only) and after the strike wound up with pay hikes in the Washington area. In New York, five stations air wrestling shows; others, including ABC, are considering, and a strike could seriously affect their program schedules, Bob. "This is a amusing situation in New York because of a similar strike.

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

NEW D. C. GROUP

(Continued from page 7) whose status is decided in the achieving of such objectives.

Another objective was stated as follows: "Each operatic deal will have all problems relating to theater television, in promotion, to make its own program, to advance the common interests of the members of this committee, and to provide activities enabling the motion picture exhibition to present films of interest for the public by furnishing a theater television service."

In several shots would best be covered by another ad sign.

Wrestlers are supplied in a package to the CBS network and WPIX. The front head with headquarters in Columbus, O., in association with Ross Leader, wrestling management. Two 8-minute preliminaries and a two-out-of-three-fails main gom the weekly package. Headliners on this show were Earl Bless, English dude groover, and Zander-Walter Hungarian heavyweight. Bill Sachs.
DECCA INTO 45 IN AUGUST

All Majors But Col. on All 3 Speeds

Retains 78 and 33's

(Continued from page 3)

DECCA has made a policy of allowing that speed to its line for classical and balletic pursuits.

Columbia, refusing to concede, recently started a heavy promotional drive to establish its seven-inch 33 1/3 r.p.m. platter as the disc for pop singles. There is little doubt that Columbia will make it extremely difficult for seven-inch drive to catch hold.

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

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

First Decca release will consist of 50 album packages of Decca-distributed single discs by Bing Crosby, Guy Lombardo, the Andrews Sisters and other top Decca talent.

As soon as conversion can be made, all existing 78 records and albums of Decca's current and new artists will be issued in three-speed instrument in the months to come.

Pubbers Collect As Manor Settles

NEW YORK, July 8—Approximately $7,000, which RCA Victor had originally agreed to pay Manor because of the latter's promotion of The Tunes in World War, was collected by this week by Harry Fox, publishers' agent and trustee. Fox will use the money to pay publishers to whom Manor owed money for use of their songs.

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

Harry Stein, representing Fox, acted on a point of law which entitles Fox to obtain an injunction restraining Victor from paying the money to Manor. The attached sum finally was paid by Victor to Fox.

M. Wayne, Decca Engineer, Dies

HOLLYWOOD, July 8—M. Wayne, veteran Decca recording engineer, died Wednesday (3) of a brief illness. One of the first Decca diskmen, Wayne started with Decca before it became a platter almost since its founding in 1934. In recent years Wayne was handling engineering staff and prior to that headed up Decca's diskery at its Los Angeles studio. Most recently, he supervised the technical staff in Hollywood and was in charge of firm's switch from master shellac to disk.

He is survived by his widow, Lilian, and a son, Mabel Wayne. Funeral services were held at Forest Lawn, Glendale, Calif., Saturday (8).
TV-Film Feud With Petrillo Grows

Cleaver Score
System Ready
In ASCAP Plan

Almost Like Pubs?
NEW YORK, July 8.—The writer
Classification Committee of the
American Society of Composers, Au-
thors and Publishers (ASCAP) has
worked out a performance evaluation
system that is synchronous with the
rubber set-up in all respects but one.

The exception is that, for the cleaver
performances will be on a one-for-
one basis, regardless of whether the
plug is a commercial or a sustaining.

Rubbers weight performances ac-
cording to origin.

The synchronization has been
worked out so that ASCAP can use
the system for writers, thus saving the
expense of a separate bookkeeping
and machine set-up (The Billboard, June 17).

The Society needs a count on
writer performances in order to
put into operation the new consent
decree pay-off plan, which starts
functioning in October.

In the evaluation of performances,
writer plugs will get the same
numerical weighting as rubber plugs with
(1) Serious works. Weighting will be
handled with respect to nature and
length of the work.

(2) Backgrounds.

(3) Jingles.

(4) Themes. A theme song that
originated as a pop and later put into
use as a theme gets full credit.

A song written specifically for the
purposes gets partial credit.

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

Business Punk? Not in Jersey;
Distributor Hits Top Dollars

(Continued from page 4)

New wholesaler agents write for
as much as $5,000 and $10,000 worth
of records.

The success of the New Jersey test
on the exchange program is said to
have both Livingston and Mercury
toppers to start the program on
a nationwide basis. Under the na-
tionwide plan, All-State expects to
do $100,000 worth of LP business during
July, $142,900 in August, and
1949, business was only $5,000
for long-play records. A recent order for
$18,000 of London LP's moved out of
the distributor's warehouse within
five minutes.

On record-playing equipment All-
State initiated a deferred payment
plan for June and July. Purchases
made during that period are due for
payment September 10. August, and
October. In addition, All-State combined with
the Webber Exchange District in New York
City for a long-range advertising and
promotion campaign that will include
three TV shows each day on WCBS-
TV and WOR-TV, a regular weekly
TV show on WATT, and adver-
sements and programs on WPAY, WQXR and WAAT. AM
stations are expected to have the tune of 1,000,000 pieces of copy
will be also used. Sales on
promotional equipment has already shown a $50
per cent increase over last year.

AFM Drops 100
Piker Diskeries
In Trust Default

NEW YORK, July 8.—The Ameri-
can Federation of Musicians (AFM)
has cancelled labor agreements with
about 100 diskeries for failure to make required payments to per-
form ances trust fund since the
inception of the fund in December.

Names of the delinquents were not
disclosed, but spokesmen stated that they were all "unimportant"
operations, in the sense that they
never were seriously in the record
business. Some were vanity opera-
tions, some the abrasive singer-
writer, publishers, publishers or
performers to get a record circu-
lated. Many folded after making one

The trust fund gained 183 new
members since it was set up early this
year, bringing the total to about 1000. A total of 100 carted sign-
atories, this makes about 600 active
diskeries in operation. However, it
is known that 12 of the diskeries turn
in more than 90 per cent of the con-
tributions to the trust fund, i.e.
accepted for more than 90 per cent of the
disks manufactured.

See $2,100,000
ASCAP Divvy

NEW YORK, July 8.—American
Society of Composers, Authors and
Publishers (ASCAP) is reported
recently to have received the
second quarter dividend within the
surviving dates, with the figures ex-
pected to hit approximately $2,100,-
000 from all sources. This would
ap-
proximate the first quarter dividend,
largest in 18 months.

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

Industry Puts
Next Move Up
To AFM Chief

12 Indies Sign Pacts

NEW YORK, July 8.—The tug of
war between the American Federa-
tion of Musicians (AFM) and the
industry—while TV—film committee
reached a bitter peak this week when
committee spokesmen stated, "We
won't knock at Petrillo's door any
more. . . . We will have no part of the
deals he makes with individual
companies." Meanwhile, the AFM
continued to sign package companies
(See TV—Pie Feud on page 15)
The Peatman Annual Survey of Song Hits With the Largest Radio Audiences
(With 1949 to 1950, July 1, 1950)

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

<table>
<thead>
<tr>
<th>Number of Weeks in ACI Survey</th>
<th>Song Title</th>
<th>Publisher</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Walkaway</td>
<td>Kapp</td>
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<tr>
<td>2</td>
<td>Love</td>
<td>Capitol</td>
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<td>3</td>
<td>Walk</td>
<td>Columbia</td>
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<td>4</td>
<td>Wishing</td>
<td>Decca</td>
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<td>5</td>
<td>Love</td>
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<td>Walkaway</td>
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<td>11</td>
<td>Walk</td>
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**Favorite Standards of 1949-1950 Season**

The 35 standards with the largest audience in ACI surveys during the year, July 1, 1949, to July 1, 1950.

**New Records for Returns**

Most labels: 5c and up, small or large. Call this ad for future reference.

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

BEACON SHOPS
905 N. Main Providence, R. I.
**Juke Ops Ride Gravy Trains**

**Muzak to Supply Music in Transit**

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

According to Muzak, the development of new division marks the third phase in Muzak's development. In 1936 the company started back-ground music in its present form in hotels, then expanded during the war to provide programs for offices and industrial plants.

A program will be built especially for the geographical route of the carrier, providing regional flavor of the area and reproducing. The subscribers already in the fold are National Airlines, Sante Fe Railroad, American Export Lines, Union Pacific, South American Airlines, and the National Association of Theater Owners. Tests are being run for four other airlines.

A new division marks the third phase in Muzak's development.

7.3236

**AFM To Spank Gratis Guest Stars**

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

Busch said that a raft of local commercial video shows are using AFM members on jiffy slings in return for plugs. Practice is so rampant that paid performers have a tough time finding a job where they can. with orkers willing to work for free. Union's previous warnings, published in its Orkester house organ, have been ignored. Next sideman caught in the act will be made an object lesson, Fischer said.

7.3236

**Connelly Buying Dash's Catalog**

NEW YORK, July 8—Reg Connelly, of the British Connolly-Campbell pub, up for sale during the past three months, has been bought by the Dash catalog, one of the leading E-lish pop publishers, according to reports here today.

Dash, an American, according to the reports, has been in poor health and is undoubtedly already one of the leading English pop publishers, according to reports here today.

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Dash, a man who has the reputation of being a great musician, will secure his position in the foref奔驰 of British publishers upon the completion of the Dash catalog. Dash and Connelly were in business together in an American pub venture.
Stordahl in Line for Columbia Birth

Negotiations are underway to sign Axel Stordahl, to a Columbia Records musical director's berth. Stordahl, currently recording freelancing for major labels, is being agented in the Columbia deal by Marty Melcher, Century Artists agent par excellence and many a notable's personal representative. Day. Melcher would like to use Stordahl as a permanent backstop behind Bob Cavanaugh, the director of music at Columbia, with a view to cement with Columbia. Stordahl has also been mentioned for a similar berth with RCA Victor and most recently recorded with Bing Crosby on Decca.

MCA Signs Otto Cesana as Composer Arranger

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

Dinner for Coast SPA Members July 24

SPA will have a dinner for Coast members Monday (24) at the Beverly Hills Hotel, Los Angeles. Proxy Sigmund Romberg will preside. The dinner will also serve as an opportunity to report to the members, the first such on the Coast in more than five years. Miriam Franklin will be in a show running and it is understood that Sam Schulman counsel, also will go out from New York for the confab.

Columbia Adds More Names to Album '88-ers

Columbia Records has added Ralph Sutton, Dardarelle, Errol Garner, Count Basie, Earl Hines, Joe Bonestell, Lennie Tristano, Charlie Parker, Joe Mitchell, and Brandwynne to the list of 88-ers in its LP album series (The Billboard, June 17).

Royalty Rights Gets Four Original Tunes

Shanrock Music Publishers, Inc., Houston, this week turned over to RCA Victor the original manuscripts by the late Mitch Terek. Tunes are "Table Hoppin' Blues," written by Merle Diamond and Joe Brooks, "Go West," Tube, by McClymourd and Bridgforth, "Sober Up," Julia Dillman. and "Romance (When Someone Hurts You)."

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

The Brattle Theater of Boston, directed by Brent Haliday, has enacted its own version of Shakespeare's 'King Lear.' The production, adapted and directed by Haliday, features Arthur Wellesley, a member of the Old Vic Company. Wesley Smith's Music Distributing is representing the label in the East.

Feather and Shearing Authoring Piano Book

Jazz deejay-author-columnist Leonard Feather, who was seriously injured in a recent auto accident, was writer of a piano book with George Shearing. Work will be a combination method and history of piano styles. Feather is also doing a new bi-weekly radio show called "The Feather Leader.

AFM Upholds Carle Refusal To Play Delayed Date

The American Federation of Musicians (AFM) last week upheld orkester Frankie Carle's claim that he was not obliged to play an engagement at the New York Central Station on July 25, 1950. Carle is being agented by Jack Kane. The contract for too long a period. Kane, it was claimed, held the contract for five weeks. Carle asked that the date contract be rescinded on the ground that the union would not negotiate the renewal of his contract.

Jordon Southeastern Tour Hits 96

Louis Jordon and combo last week pocketed $39,168 for four Southern appearances. The Jordon group's share of the b.o. grosses was $24,394. A total of 18,000 people paid $1,640, including $1,903 at Charlotte, N. C., and $3,379 at Atlanta on succeeding overnights.

New York:

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

The Mooncruisers inked to an MGM recording pact. Gene Williams' engagement at Glen Island Casino has been extended another four weeks and probably will fill the bill for the spot for the remainder of the summer. Harry Jerome's ork staked out into the covered Wagon out at the New York Central Station on July 25, 1950. The New York Central Station Records is reserving its first numerical catalog for dealer distribution in the next couple of weeks and will be the first complete printed catalog of the MGM product which has ever been compiled.

Rosalind Patton, thrust with the Elliot Lawrence ork. lost her mother last week. . . Paul W. Biren, former Midwest promoter, has opened an office for himself in the Trans-Verses, Sacramento, from which he'll book bands and acts for the Rocky Mountain area and Pacific Northwest. . . Sunny Dusenberry's ork will take the road with Bill Davis to New York on July 26. The sax section will be led by the superlative Mischa Herron on alto sax in the Gene Krupa ork. . . Krupa opens at Jefferson Beach, Detroit, for one week, August 4.

Jack Schiffman has been named professional manager of the Hill & Range catalog, 350 Park Ave., New York City. At Capitol sides go to release this week, has clefted a three-year booking pact with MCA. Michael Zarin's combo is spelling the vacationing Mischa Herron crew at the Waldorf's Starlight Roof . . . Trial in Local 602's suit to remove the antipicketing restraining order at WINS has been set for September 11.

Mindy Carson opens at Steel Pier, Atlantic City, August 13 for a week. The Frank Sinatra Trio, minus Bobby Darin, leaves July 24 for a trip through the South and hillbilly county to contact artists and pick up material. . . Orkester Bobby Byrne plays Old Town Square in Chicago this week, with his New York City Captain graduating out to be a major item. The TV material will not be confined to mopped up deal, however, as the group has booked a booking deal with Jessi Clegg.

The Kirby Stone Quintet is slated to open at the Capitol Theater here August 2. Group, which has scored via TV, currently is working at Greenwich Village's Cafe. This is the Kirby Stone Quintet date. . . . Noro Morales' ork at Palisades Park for a couple of weeks. . . . Asbury Park, N. J., for Ralph Freer last month, has collaborated with Kay Swift on a musical leg. . . . Patricia Allen, 19-year-old singer discovered by Frankie Laine recently in Chicago, will become part of the line-up here when he returns from his South American honeymoon to open at Crito's, Hollywood.

General Artists Corporation (GAC) execs, Tom Rockwell and Art Weems, left for the Coast Thursday (29). Topper Rockwell will remain behind to conduct his annual summer New York trip on which he'll travel his two-week vacation there. . . Teny Pastor's crew skedded for a Paramount Theater run beginning August 3. . . Benny Goodman has been inked to do a longhaat guest shot with the Chautauqua Symphony July 20. B. G. took off for his Coast home June 27 for a 10-day stay prior to returning to New York for his appearance on the U. S. Steel Concert July 9. . . Willard Alexander left for a month's vacation in Cape Cod.

Chicago:

General Artists' Corporation here picked up a plum last week, grabbing off the remaining weeks of the Beach Front Hotel, with Frankie Carle from July 26-August 17 and Jimmy Dorsey to follow. The contracts were inked by Bill Borscht, head of the Beach Front. . . . The Pat Stordahl, father of daughter July 4. His first three children were boys. . . Pre-linen prospects for the new label organized by Les Ermeling, has inked the Holy Wonders, a local spiritual outfit, to a one-week booking at the Chicago Theater.

Life Records has inked Bud Prosser's 12-piece territory ork. Label has added Fred J. Meyers, Los Angeles, to act as zone manager for 11 Western States. . . . Red Saunders' ork, with Joe Williams and Little Miss Mambo, has inked a second one month's deal at the Our Gang Club, conducted by a garage booking deal.

Associated Booking Corporation set its first band into the Keras ballroom, with Larry Cusack and his band, for July 28. Band is held by Paul Bannister. . . Bill ("Bewitched") Snyder starts a string of booking appearances at the Chicago Theater this week. . . . The Peacock Records, the Houston rhythm and blues diskery, has merely inked a contract that it has signed contracts for Louis Jordan to come with the waxy legend. The band will run for a month with Dickie Kerns, who has been contacted at his Phoenix, Ariz., home, denied that he made any deal.

Philadelphia:

Robin Hood Dell Orchestra cuts its first sides for Victor recently with fiddler Mischa Elinman for the solo recordings, . . . Main Liners with vocal group style at the Main Line's Peacock Gardens in suburban King of Prussia. . . . Ted Forrest, manager of the music world, has inked a contract with Harry Woolf, the top booking agent at the Peacock, to ink Peacock Records in here. . . . Dance promoter Reese Dupree, who narrowly missed death in a fire in a New York City apartment on June 18, is back on his feet and is expected to return to the Philadelphia market at the Peacock Ballroom. . . . The Keys take a return journey with Louie Moravia.

On the Sound Track:

Gene Nelson, who co-stars with Doris Day in "Tea for Two" (Warner Bros.), makes his wax bow with Miss Day in a Columbia album of tunes from the film, which is being released in several forms, one of which stays on the soundtrack. His tunes will include "I Know You Know," \"Oh Mr. Oh My,\" \"Crazy Rhythm\" and "The Sound of Music." . . . Nelson has stuck to the recording setup involving the 9th Century-Fox's legal department spent five months and checked 110 persons to clear the old rights out of its music library, which started in the early 40's. Producer William Perlberg listened to 490 ditties covering that era and picked 40 of them for the set. . . . Nelson devoted to getting clefters-pudder bright green light on songs and for pic'ture rights to portray Bill Londigan, Dennis Day and Danny Davenport as their respective characters. Stanislav Kramer. . . . Warner's music department is at work on four films: \"Ray Heidorn presents \"They're No parade Point\" and \"The Sugarfoot,\" and \"Two Million Dollar Robbery\" musical background.}
Sales Mergers Of Phonos, Disks On the Upswing

NEW YORK, July 8.—The trend toward telling people there is a cheaper way to get a high-speed record playing equipment in the disk departments rather than in radio-TV departments is likely to be further intensified in the department store merchandising programs of the retail stores that have already evolved their own record stores in the Associated Merchandising Corporation (AMC) chain, or that have just received authorization from their national buyers to operate record stores. In some cases, the record department manager or the record buyer is responsible for the record department.

Stores now handling phonos in the disk department include Bloomingdale's, New York; Nordstrom Co., Seattle; Harry, Pretty, Oak, Philadelphia; Walter Payton, Chicago; L. F. Rusten Company, Detroit; Hultz, Chicago; Mather & Anderson, Portland, Ore.; R. I. Riker, Dayton, Ohio; Stix, B. & A., St. Louis; MacNeil, Denver; T. C. Wetherell, Atlantic City, N. J.; A. S. Finch, Reading, Pa.; and Thalheimer's, Richmond, Va.

It is reported that additional AMC stores will soon get authorization for the responsibility of handling phonos. Basic reasoning for the move is to increase the concentration on TV set sales and the realization that disk salespeople can be better used with the present high-speed record playing equipment for the three speeds of phonos.

Radio-TV Stocks At Top in April

WASHINGTON, July 8.—A boom in stocks of radio-TV manufacturers and dealers reached its highest point in April, the Securities and Exchange Commission (SEC) said today, as price-earnings ratios of stocks advanced materially during the month.

The SEC stock barometer is based on the average price in January, 1939. With the average for April at 100, SEC calculated radio-TV stock average at the end of April, 1950, for a gain of 221.5 per cent over the representative barometer of one month. This increase moved radio-TV to the first place among leading industrial stocks, a second place among leading utilities, and a seventh standing in the 32 leading industrial stocks.

The composite radio-TV index for all industrials ended the month at 145.2.

Hartford’s BBB Puts Blast On TV Gyps

HARTFORD, Conn., July 8.—In—compliance with the Illinois statute, the public morals in the television industry, President L. Stanton, the President of the New York Television Association, in a letter to all members of the association and Radio Dealers’ Association, said he indicated the practical use of some of the more distasteful activities on television, the need for it in the industry, and the need for it in the industry.

The purpose of the meeting was to treat a large extension already developed against the sale of television sets in the Hartford area. The Plan is the real one of the Hartford Radio-Television Association, is the name of the committee that is to be all in television in this area, with the maximum benefit to the purchaser.

Overwhelmed!

CHICAGO, July 8.—American Television is being overwhelmed with orders for new 16-inch rectangular tube sets, and one manufacturer who has already filled orders is being flooded with cutouts and fanfare orders by the RCA Service Company. The manufacturer, which averages 50 per cent less than the last week for 15 and 16-inch sets, decided not to renew their present contracts.

Only difference in the service contracts, aside from price, is that the low-cut rates for the service are lower than the low-cut rates for the service, rather than unlimited cuts. 

Lionel’s new sets will be priced at $5.75. All parts and tubes are

RCA Offers Cut-Rate Service Deal for TV

CAMDEN, N.J., July 9.—To meet competition from independent television services, a new low-cost television service is being offered for 16-inch console sets at $149.95. The service will include a year with little fanfare. It is sold only at company showroom.

Sets are not sold without negotiating by the customer. The price runs from $10 to $35.80, and 12-months warranty. Costing about $50, it still is undecided whether to grant dealer franchises in other cities.

Victor Hypes Bally

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

RCA Victor intends to dominate the field with a bid of $199.95, the announcement of a tremendous advertising campaign featuring June 16th, the issuance of 16,000 posters, and distribution of 40 daily newspapers throughout the country. Reports also will be distributed to dealers. In addition, RCA will make heavy use of radio, TV, billboards and commercial advertising.

Simultaneously with the RCA price and advertising announcements, the National Retail Appliance Dealers’ Association, with the Commercial Credit Company of Chicago, has secured RCA Victor products from distributors to dealers, and also to handle times payment sales to consumers.

The RCA line ranges from a 125-inch table model at $159.95, to a 10-inch table model at $999.95. The ceiling model is the 16-inch console at $299.95. The majority of sets are 16-inch or larger. RCA Victor is concentrating its first 19-inch sets, RCA Victor clear and steady at 1999.95.

The Sylvania price range from $169.95 for a 125-inch table model to $645 for a 34-inch console combination. The line consists of 21 models in round and rectangular tube sizes, including 134.10, 16.10, and 16-inch models.

Leaders in the Sylvania line are a 16-inch table model at $195.95, a 14-inch console at $229.95, and a 16-inch console at $289.95.

Most noise at the DuMont distributor showing was over the introduction of a 30-inch TV set. The largest picture yet produced by any company, the dramatic size of the screen stole the show, even though it was displayed on a lighted but would not change until later in the year.
AGVA Gunning for Booking Fee

Will Also Ask Fewer Shows In Chain Pact

Thompson to Rep Houses

NEW YORK, July 8.—The elimination of the 5 per cent booking fee and the increase in the minimum booking fee played each week will be the objectives of the American Guild of Variety Artists (AGVA) in a three-day tour to the district Tuesday (12) with Maj. L. R. Thompson, head of RKO's labor relations, who will also represent agency chains throughout the country. Thompson was unable to set a bidding fee collected by practically all theater booking under the new rules, has been in effect about 12 years. Originally the bidding fee was 2½ per cent and came from the agency of a per cent, the minimum booking fee of 5 per cent collected directly from the act went into effect when vaudeville started to operate on a scale.

At present, shows in theaters run to the tune of $250,000. All traditional shows are run, acts get paid the much more on a prorata basis. AGVA's policy will ask that shows be cut to 25 per cent, or four days and run on Saturday. Any additional shows to be paid for on a prorata scale.

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

Martin-Lewis Quit Greshler For MCA Deal

HOLLYWOOD, July 8.—Comedy team of Martin and Lewis split with their agent, Abby Greshler, and inked a long-term management pact with Music Artists of America (MCA). At press time, Greshler, in possession of any impending breach but it was understood he would be officially notified about today (Thursday).

It was confirmed that MCA produced the comedy duo Thursday night (June 17), Jules Stearn and Lew Wasser, personal appearances.

Bust-up with Greshler came on top of the fact that gags were unhappy with their agent. Lewis told The Billboard that parting was achieved on the basis that business was not satisfied with agent's representation.

None of parties concerned will elaborate on the particulars leading to the end of the talent-agent team. MCA was understood to have paid Martin and Lewis a hefty bonus to lure them into a new agency's stable. In addition, MCA will forfeit commission on any bookings of singer on tour. (See Martin & Lewis on page 22)

Pransky Books Bradford Roof

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

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

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NIGHT CLUB REVIEWS

Jackie Heller's Carousel, Pittsburgh
(Wednesday, July 1)

Mel Murray, a Miami Beach fixture forever, has broken away to accommodate the many club owners who vacationed there and urged him to bring his talents north. The following is what he built up in Win- nipeg, a town near the border, the Life Bar and his own Cowboy Line. The society was out in full force and he received much applause as the final number of the night.

Murray is a combination of Chico Marx, Maurice Rocco, Harry (The Hi-Fi Man) Meck, and Ali MacGraw. He is a winner from the time he steps on the floor. He had the room rocking. He is a hell of a guy and the clubs of the room.

Dottie Dell opened the show with a fast actor number. Dave Jeffries, with a good big voice filling in for the ailing Barry Parks, did a fine job of entrance. It was a side in the absence of Jackie Heller. Panay the Horse was on next to close. The act was so funny that an employee had a heart attack about one-third of the house could see the top of the head. However, the act went off to a big hand. Hagen, Middleman's hand (5) played for dancing and the audience had a great show. Len Litman.

Silver Frolics, Chicago
(Wednesday, June 28)

Lenny Kent has polished up the rounds a lot since last seen locally two years ago. His show is working slower with better material and spotlighting the best bits working unconsciously into the act by heck- ing them and getting them to throw the punch line. He has one new routine. One is a schoolteacher with a turn with lots of sparkle. His big hit this week was a Texan in New York has been getting pretty good reactions. It pays off to cut a condensed version of it last week for early release.

Ginger Rogers, once a redheaded, attention immediately with a face that could make you feel that should make her a great bet for video and film. She has written an ad that reminds you of the old Metro ad that featured the young one. It seems like every single song is a hit. Leuen, Frank, Baker, and Edith Forms, Mon. Choppys and Gloria Gilbert.

It's been here a few times. His miss waiter routine plus his tummlum comedy with Mrs. Cerro & Co., the belly and gets him right from the opening. It doesn't take much talent to bust a gut at Leu's comedy which makes it a natural for spo's like the LQ. The roof-top esoteric end of the intelli- gence ladder is pint-sized team of Tommy Dix and Felows, Mon. The two kids showed verve, freshness and a sense of showmanship indicative of their combined efforts in various branches of showbiz. Basically Miss Fred no heavy comedy and Dix is the light show, with both blending voices on every other number. It's typical Dix and Fellows forte is comedy. They proved it in various bits of business, but it was because between their act and Leu's routines that Dix and Felows hurt to prance sharply. It is reproducible for young kids like these.

OPS IN % ACT
(Continued from opp. page) ups to allow for practically no business Mondays, half houses Tuesdays, Wednesday nights, Thursday, Thursday night, Fri- days rooms and depend on the number of folks to keep them alive. If cafes can get away with a pattern they won't be around much longer.

Walters also said that some rooms have other sources of revenue, so talked about the cash from two on the Las Vegas clubs where dough pays for more than net because the casinos make more. There are a couple of clubs, however, that he said he doesn't know what's all about. He named a New York spot and a Chicago room. Last year said last year's standard act $600 to $750. Today he pays $500 to $875. Many a cafe stays in business on the money it saves," said Walters.

Charley Foy's Supper Club
Sherman Oaks, Calif.

Sophisticated rhythm of Don Arden production numbers and card wari- ries of Frenchman Charles Carts add up to top entertainment ex- tent show. Comedy acrobats Pedro and Durand, and Victor Charles with his puppets round out the summer revue.

Don Arden's is one of the best of his kind ever seen in Montreal. The ladies don't know whether to gasp at the work or to laugh at the act. There's no business on the dance- boards or to swoon at the patter.

The big feature of the manipulated by puppeteer Victor Charles is this liquid yokes from the audience. The facial expression on the worked piece is a work of art, and his struggle with drink is the work of an expert. Comedy acrobats Pedro and Durand, a couple of nut jobs, warm the crowd up before present- ing his chinchilla.

Pedro Durand, the comedy acros, spend a fast 10 minutes push- ing, pulling, and bending around the high falls and turns. They work very smoothly.

The boy, Don Haskett gives out with Because, and La Mer in a polished manner, aided by the chorus line. Tomar's, claim to think of the production. Harold Gardner.

Folies-Bergere, Montreal
(July 1)

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

Much of Blue's material is old but worth a second glance. His burlesque of mentalist acts remains one of his funniest bits. A top-notch comedian, Fox has added a ribbon to the segment of the show, which is particularly strong.

The afternoon's show, all the new material, is a side-splitting rib of "Fred Herrings' Orioles Club," in which waiters, bart- tenders, chefs and the rest of Foy's employees take part, great.

Much credit is earned by Blue's helpers, who included stogge Steep Fields, comic Cally Richards, Frankie Hyers, the ton Roberta Lons. Renowned for his physical comedy, Fox. Richards handles ename chores and Hyers tries to get in, but is also, very much with Mary Fox, Miss Lee, another Fox regular, does well, very well and provides the necessary straight lines for Blue's clowning. Fox, not as active in the past, earns cheers for his old-time heeding and horseplay. Musical comedy, as always, is handled by the Chas. Browne combo. Alan Fischler.

LATIN QUARTER, NEW YORK CITY
(Latin Quarter, Thursday)

In his role as a single in the Latin Quarter, Don Cornelius showed plenty of what it takes not only in voice, but in ease and heart as he went on the stage. As he rehearsed. The demand from the audience was genuine; there was no faking.

The ex-Sammy Kaye boy singer started off it with a medley built around "New York," now lowed by "There's No Tomorrow," with a short explanation about his own Italian ancestry. Then came out of the carbon's without mentioning the vocals, letting audience guess when he did a Como, a Lanza, and a Monroe. The show was a near earful of songs. It was a Crosby thing, with the old Grannio's offhand chant and roller-bearing singing that puffed terrific hands and lungs.

Cornell's It Isn't Fair got a wall- lodging nuff from those who knew it this tune, with Sam Kaye on the RCA Victor label, that got him off to the races. All in the well- ballad dark did six numbers, mil- ing them up for effect. An imaginative of a Lie dawg giggles which occa- sionally draws a laugh for a boy who's not a comic. His ad was in the laugh. He shewed PR and his relaxed manner, easy charm and general projection mark him as a potential for the future.

Emile Petit backed the singer. Pandit did the rumba. Bill Smith.

VERSAILLES, NEW YORK: In his role as a single in the Latin Quarter, Don Cornelius showed plenty of what it takes not only in voice, but in ease and heart as he went on the stage. As he rehearsed. The demand from the audience was genuine; there was no faking.

Somebody's got to tell a good story, take one for a lunch, with Sam Kaye on the RCA Victor label, that got him off to the races. All in the well- ballad dark did six numbers, mil- ing them up for effect. An imaginative of a Lie dawg giggles which occa- sionally draws a laugh for a boy who's not a comic. His ad was in the laugh. He shewed PR and his relaxed manner, easy charm and general projection mark him as a potential for the future.

Emile Petit backed the singer. Pandit did the rumba. Bill Smith.
VAUDEVILLE REVIEWS

Palace, New York
(Thursday, July 6)

Aquashow, Flushing, N.Y.
(Tuesday, June 27)

The program of Elliott Murphy's sixth annual Aquashow opened in Flushing Meadow Park following the pattern set for it in previous years. Its appeal to one of the nation's most beloved performers, possibly because he is not a clown, but one of the funniest men to entertain on this planet. The audience is made up of those who have always been fans of Elliott Murphy, as well as those who have never seen him perform. The show is a hit with both groups.

O'Brien Swenson, a veteran of many shows, is a welcome addition to the Aquashow. His act is a classic of its kind, and he delivers it with the same flair and style that made him famous in the first place. His ability to keep an audience on the edge of their seats is unequalled in the world of vaudeville.

Two girls, one of whom is the famous Miss Murphy, and the other, Miss Lasky, are also on the Aquashow. Their acts are top rate, and they do their job with the same professionalism and skill that have made them famous. Miss Murphy, in particular, is a sight to behold. Her grace and charm are such that one cannot help but be enchanted by her. Her voice is a joy to hear, and her ability to capture the attention of the audience is a marvel.

The Aquashow is a hit with all ages, and its appeal is universal. It is a show that everyone should see at least once. It is a true vaudeville show, and it is a show that will make you laugh and cry. It is a show that will make you think and feel. It is a show that will make you remember. It is a show that will make you remember that vaudeville is not just a memory, but a living, breathing, thriving art form. It is a show that will make you remember that vaudeville is not just a memory, but a living, breathing, thriving art form. It is a show that will make you remember that vaudeville is not just a memory, but a living, breathing, thriving art form.
Names Scarche, $ Tight as A. C. Keeps Lid On

(Continued from page 16)

Alvarez, Thomas Vernon with a band, are taking over for the Fredonia Hotel has the Tune Sellers. Other side avenue hotels operate with a piano as well as a TV set.

down Patrol

At the late spots and cafes, there are at least offering full floor shows; and three of these are Harlem. Babbette’s, has Steve Murray, a string band and three supporting acts. Paddock International has Johnny, Cahouet, Harry, and More Alvarez, Lynn Allison and Jack Smillie. The central club has Joe Haller and Benny Hayden, Hotcha Drew, Monte and Marie Horne, and Margie Peters. June Effel and Danny Nyenson are filling the stage; a "nothing about four bits policy," has Ben Cotey and a Western review band, and a number of soloists. Willy Mahley, Adrian Peterson, Chet Boswell, Donald Scott, Van Perren and many others.

Sam Singer’s Club Harlem still holds the title to the biggest and the hottest club, but they have taken in Marrie Brave, Fontaine Bros, Lester Goodman’s Octopus and "Flick" Montgomery, Connie Carroll. Three Chocolates, a line of girls and a line of men is serving Philadelphia clothe a floor show, and the thin on the ground here in converting the second floor of the Chaz Paree into an Ebony Room, Alice O’Day,由 Hat, Tondrely, Roos Dyla, Mints Cruz, Slim and Sweet, Virginia Vigil and Thomas for show. The Paradise, once a hot spot has been taken over by Alhambra, and in Chris Powell and the Five Blue Flashes, Red Spencer and the Five Toldly’s. Junior’s at the Lounge; Beetle’s Shang-ri-La has been opened at U.S. 20, and Bell’s at大道 on piano vocals.

Only encouraging sign has been the move on the part of the sadness and roadspote, as well as those in the smaller desert resorts, to offer live musical entertainment. There are no floor shows, but almost a dozen spots are offering acts. More over, three new rooms are in operation with new personalities. Brigantine Beach has Joe Janish’s music launching a Surf Room. James Singerman has opened at the Pleasure City, with Dole Dickens’s Whispers on tap. Arnold Orselli, Philadelphia violinist, has opened Orselli’s Musical Bar in South Bend. Alho Brothers, Delores Mateloff vocals, and Little Emile’s accordion.

PALACE, NEW YORK

(Continued from opposite page)

The audience at the Palace is satisfied. Steelplach is still one of the best animals acts around. The ponies, dogs and monkeys all performed with dispatch. Even the recitation of one pony didn’t interfere with the well-dined tricks of the dog. This Side of Law, Bill Smith.

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

(Continued from page 18)

Meanwhile, AFM President Petriolo, who is not noted for fine distinction in verbiage, keeps the "sole conten- tions" in speaking of the trust fund payments made by the TV-film packagers, and he will be the first to act when the correct term should be abrogated.

This is no mere carping distinction, traders point out. The TV-film trust fund picture looks headed by Rosenthal, have been set up to get around the Taft-Hartley Act, and this prescribes the very "royalty" set-up which Petriolo refers to. There is no direct connection with the AFM, but are "public service contributions" which has used the economic powers of the AFM to an end. TV-film signatories have been required to plunk down non-diminution clauses, and approximately the minimum acceptable figure.

SONG PLUGGER HEAVEN

(Continued from page 13)

White, while others perform pair off with the grooms. The entire appeal will be provided in the form of an amateur music contest, finalists forming the "technique" panel. Because the contest is open to any band, department listeners will have to send a photo along with their request. Rich will teleview the picture while the disk spins. The Dublone will be wound out by a fast studio gang of musical chairs and a serialized screening of silent movies.

NAMM Advance Registrations Soar to 9,000

(Continued from page 10)

tended the 1949 NAMM convention in New York. It is a record for any industry.

Last-minute additions to the heavy pre-announced list of meetings feature nationally known speakers on general retail music business problems. These include, Albert Haring, marketing chairman for Indiana U, Bloomington, who will speak on "Opportunity Music 1950," while Milton Cross, radio announcer and commentator, will discuss the importance of radio as a media in a merchandising program. Dr. Haring has been associated with the Retail Music Industries Conference in a consultant capacity, as executive chairman on Piano Playhouse, ABC web show sponsored by co-operating music manufacturers across the country.

The two afternoon sessions for record retailers, set up independently of the Chicago Retailers’ Association (RRA), will be held Monday and Tuesday at 2 p.m. In the English Walnut Room of the Congress Hotel. Thus far, only Ted Warenburg, of Columbus, Ohio, has been signed. It is expected he will speak at the Tuesday session. He is to appear at special request sent to Victor, Capitol and Decca, but no word has yet been received from these majors.

Big-Time Jazz Duo Gives nightly Treat in Catskill Bistro

(Continued from page 13)

indicates jazz, like other good things, tends to boundaries. The pulse-quickening artists dispensing a delightful repertoire of soft and standard jazz pops are trumpeter Bill Moore, formerly with Ted Lewis and Ben Webber, and Clementine Greaves, who plays the accordion and piano.

Moore is Louis Armstrong-inspired, and with him the trumpet, a harsh instrument in unskilled hands, is to him as a car. He uses his vocal to the combo a beautifully executed melody best.

Moore had the Neseloff repertoire, including such items as Basin Street Blues, Hart and Rodgers and Jerome Kern, on a New York stage. Cole Porter tunes, La Vie En Rose and countless others, are in his bag as well as a complete collection of Tin Pan Alley, etc. The latter was ranged with a melody of his top hits, including Load, I and My Shadow, Following You—all of which scored so at Westwood, and that Dreyer—prevalued upon to do his own piano rendition of his tunes.

When asked of the rapport between the Moore-Neseloff combination and the audience, the singer-narrator indicated—"Intimacy, in fact, rarely achieved by large groups. The success of the operation would seem to point the way toward the use of similar small and intimate groups, but my掠ed to this type of entertainment.

Ellie the Entertainer says GLO-CRAFT gets em ever time

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NOW AVAILABLE VIOLA WATKINS

MGM Recording Artist. Sensational playing violinist. America’s current sensation, Miss Viola Watkins has been making music and bringing joy to the hearts of millions all over the world.

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Comedians—M.C.’s—all Acts—Carriers; Violin Professional Indexes

1950 Glo File 3 monthly issues

2,000 GAGS. Gag, Gagsters, Inksters. Shopper’s铲子, Modern Men, Romance, Personality, Highbrow, and all forms of every type.

The Cabinet in Plastic TRANSPARENT

FOR STUDY USE ONLY

This is a perfect file for study use on TV, Radio or Amateur Shows. by giving you the idea of a car, it is not copyrighted, it may be used as a basis for an idea or a char. The Cabinet is made of cellulose acetate and is easily cut to any size. We also write special material

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MG Mapping Artist. Sensational comic number. America’s current sensation, Miss Viola Watkins has been making music and bringing joy to the hearts of millions all over the world.

MARTINEZ AGENCY

1937 Broadcast Bldg., 6th Ave. N. Y.

Columbia S-149

FRESH COMEDY MATERIAL

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KRAMER & LANDSBERG

9 W. 56th St., New York, N. Y.

THE BEST GAGS ON OUR INDEX CARDS (Price $1.00)
Equity's Tempest on Contract

NEW YORK, July 8.—Four hundred members of Actors' Equity voted unanimously at a special meeting at the Hotel Commodore today to a resolution expressing complete confidence in its negotiations committee and full support of the committee's process in its negotiations with the League of New York Theaters (LNVT) for a new contract to replace the current agreement, expiring August 15.

Also by overwhelming vote the meeting, expressed its belief as to the action which the negotiations committee or Equity Council might undertake to achieve the necessary to the the possible, whatever lengths might be necessary. The action was taken after a report by the active secretary, Louis Simon, advised members in full as to Equity demands, counter-demands by the League, and the status of negotiations.

Reliable Equity sources report any mention of an offer was made by LNYT to Money's, Equity committee or the Equity's Council might undertake to achieve the necessary to the the possible, whatever lengths might be necessary. The action was taken after a report by the active secretary, Louis Simon, advised members in full as to Equity demands, counter-demands by the League, and the status of negotiations.

The resolution passed by Equity's members reads as follows: "We, the undersigned members of Actors' Equity, do hereby express our complete confidence in the negotiations committee and full support of the committee's process in its negotiations with the League of New York Theaters (LNVT) for a new contract to replace the current agreement, expiring August 15."


**Out-of-Town Review**

**MISS LIBERTY**

*Opened Monday, July 3*

**CREEK THEATER, LOS ANGELES**

A comedy by Titus Kine, played by John Beal, directed by Luisa Delir, with music by Kurt Weill, and lyrics by Billy Rose and John Baptist. Presented by Tom Hill and Don Cherry. Produced by Ted Haas.

L inaugurates Miss Liberty, the quintessential American woman, who, through her political activities, becomes the focus of a series of events, each of which challenges her idealistic notions of democracy and justice.

**A CHAIR FOR LORNA**

*Opened Monday, June 31*

**STEPHEN & WALLACE STUDIO**

A comedy by Titus Kine, played by John Beal, directed by Luisa Delir, with music by Kurt Weill, and lyrics by Billy Rose and John Baptist. Presented by Tom Hill and Don Cherry. Produced by Ted Haas.

L inaugurates Miss Liberty, the quintessential American woman, who, through her political activities, becomes the focus of a series of events, each of which challenges her idealistic notions of democracy and justice.

**SQUARING THE CIRCLE**

*Opened Wednesday, July 1*

**WEIDMAN STUDIO THEATER**

A comedy by Titus Kine, played by John Beal, directed by Luisa Delir, with music by Kurt Weill, and lyrics by Billy Rose and John Baptist. Presented by Tom Hill and Don Cherry. Produced by Ted Haas.

L inaugurates Miss Liberty, the quintessential American woman, who, through her political activities, becomes the focus of a series of events, each of which challenges her idealistic notions of democracy and justice.

**BLIND ALLEY**

*Opened Thursday, July 4*

**FLATBUSH THEATER, BROOKLYN**

A melodrama by James Warren, played by John Beal, directed by Luisa Delir, with music by Kurt Weill, and lyrics by Billy Rose and John Baptist. Presented by Tom Hill and Don Cherry. Produced by Ted Haas.

L inaugurates Miss Liberty, the quintessential American woman, who, through her political activities, becomes the focus of a series of events, each of which challenges her idealistic notions of democracy and justice.

**OUTDOOR WAYFARING REVIEWS**

**A CHAIR FOR LORNA**

*Opened Monday, June 31*

**STEPHEN & WALLACE STUDIO**

A comedy by Titus Kine, played by John Beal, directed by Luisa Delir, with music by Kurt Weill, and lyrics by Billy Rose and John Baptist. Presented by Tom Hill and Don Cherry. Produced by Ted Haas.

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**SQUARING THE CIRCLE**

*Opened Wednesday, July 1*

**WEIDMAN STUDIO THEATER**

A comedy by Titus Kine, played by John Beal, directed by Luisa Delir, with music by Kurt Weill, and lyrics by Billy Rose and John Baptist. Presented by Tom Hill and Don Cherry. Produced by Ted Haas.

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**BLIND ALLEY**

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**FLATBUSH THEATER, BROOKLYN**

A melodrama by James Warren, played by John Beal, directed by Luisa Delir, with music by Kurt Weill, and lyrics by Billy Rose and John Baptist. Presented by Tom Hill and Don Cherry. Produced by Ted Haas.

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**Dramatic and Musical Routes**

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**Subway Circuit Review**

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**Out-of-Town Review**

**MISS LIBERTY**

*Opened Monday, July 3*

**CREEK THEATER, LOS ANGELES**

A comedy by Titus Kine, played by John Beal, directed by Luisa Delir, with music by Kurt Weill, and lyrics by Billy Rose and John Baptist. Presented by Tom Hill and Don Cherry. Produced by Ted Haas.

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Magic

By Bill Sach

GREEN, THE MAGICIAN (J. C. Green), the world's oldest pro magician, who is semi-retired, is currently touring Europa. According to show, reports that poor crop conditions have made him decide to retire after 40 years of magical experience, Nakama, who has been making his living in Western Canada for many years, is most satisfied with his current acting. Green recently announced that he plans to return in 1992 to the profession that he left behind. Holiday On Ice, which features Ellin Bertrand's routines, is showing at the Hippodrome in London, England. Green says, with none of them getting results.

Mrs. Don Carosa, who is from Budapest, Hungary, which band (Carosa the Magician) disappeared from that city June 20. The Carosas had been playing a Budapest amusement park with their Illusion Show, before they were made to the Budapest missing persons bureau. Mrs. Carosa says, but is in no condition to be heard from her husband. Carosa is also known as Emil Brix. Mrs. Carosa is the only member of her husband's family and is anxious to hear from anyone who might have any information about her. Her address in care of Mrs. Camarotta, 401 S. Morris Street, Box 1539, Chicago, is the only one officially known. The Magic Magazine is supposed to have announced in June 20 that Carosa had been found, working his new Chinese Sky Ribbon over on his magic show, adding variety to his turn and to effect a change of pace. Layne the Magician (Emmett L. Layne Jr) is at his quarters in Ironstone, O., preparing for his fall season. Layne realized that the network will stress radio's bonus audience, which will have been referred to in any rate structures. This primarily pertains to a collection of radio and portable radios.

WEB RATE SHIFTS

(Continued from page 5)

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Plunkett Beats Elements To Tab Good B.O. Take

CRAWFORD, Neb., July 8.—Al- ternate hampered by rain, dust and snow, Plunkett’s Stage Show rang up good business counts for its stands during June, Kennedy Swain said here yesterday. A portion of the first part of the season has been fair.

Activities on the show during the past month included performances of Gloria Plunkett and Sonny Stahl and Timmy Junides and Ronnie Cristiani. A daughter, Patricia, was born to Mr. and Mrs. Bob Wegler. Mr. Wegler is the former Charlene Plunkett.

Mr. and Mrs. Ed Plunkett have re- signed and taken over the advance. They recently took delivery on a new or modernized trailer. The new or modernized trailer, is now erected in front of the regular stage. The seven-person elements of the Plunkett show are presented on the new stage. Mr. and Mrs. I. L. Plunkett and John C. Plunkett, who have operated the Buck new trailer and the show a new candy floss machine, have joined the show. Plunkett handed the advance for two weeks.

Jim Plunkett has a full crew on canvas. Recent visitors included Harley Sadler, Mr. and Mrs. Joe McKen- zie, who were visiting Mr. and Mrs. Dorothy Dorsey, George Engleier and family and Evelyn Berkley.

Bill Jule Dies Of Heart Attack

DENVER, July 8.—Funeral serv- ices for William Jule, who died June 25, were held June 29, with burial in Denver. Following the Tuesday night (23) perfor- mance, Young had gone back stage to visit with members of the cast.

In Born in Wyco, Wyia, was a young woman who died in hospital here in rep, tent and radio circles as Bill Jule, who died of heart attack in a Denver hospital June 25. June 25, were held June 29, with burial in Denver. Following the Tuesday night (23) perfor- mance, Young had gone back stage to visit with members of the cast.

The Greatest in 16MM Attraction's come from Minot

MINOT FILM EXCHANGE

Midlands, Minn.

2 More Open-Airers

For Eastern Classy

PHILADELPHIA, July 8—Two more open-airers have opened in the Eastern Pennsylvania area in time for the Fourth of July holiday trade. Ten miles east of Gettysburg, on the Lincoln Highway, the new Cross Keys Drive-In has opened, offering bottle-water, tire-changing and gasoline services. A concert by the new School High School Band marked the opening ceremonies.

On 15th Avenue and Cumberland Street, New Lebanon, two open-airers have opened. Film buying for the drive-ins in the area is being handled to increasing numbers by the Allied Booking & Buying Service here. The following open-airers have been added to the service, according to Mrs. Colonial Drive-In, Eddy, Pa.; County View Drive-In, Lakewood, Pa., and the Starlite Drive-In, Tunkhannock, Pa.

16mm. ROADSHOWS

Al Prices You Can Afford To Pay! "$5.50 for the new trend-setting Send for our Amazing Special Sum- mer Package Offer today. A Penny Card forTop new Ernestine, saying what makes and models movies you have. HEISMAN ROSS, Roadshow Div.

INSTITUTIONAL CINEMA SERVICE 1560-B Broadway New York 18, N.Y.

Connecticut Drive-In Plans Extensive Kiddie Play Areas

HARTFORD, Conn., July 8.—Key theater men in Connecticut are con- vinced that practically all drive-in theaters in the State are present to add ground facilities for their juvenile patrons, it was revealed here this week. "Drive-ins," says George E. Landers, Hartford division manager of the Loew's circuit, "are showing a wider interest to the small and big fry in the recreational areas of the country than ever—outdoor modern picture theater's."

The Hartford Drive-In Theater, at the First National Bank in Hartford, recently has presented a newly constructed playground, which features see-saws, a Merry-Go-Round, slides and other items. Horse-shoe courts, pony rides and an area in which the public could not be replaced in time to make its annual summer jubilee outdoor entertainment.

Terp Lure

WASHINGTON, July 8—Sidney Lust has installed a large dance floor adjacent to his drive-in theater at Belleville, Md., as an aid in luring customers. Juke boxes are placed in front of the show and during intermissions.

Lust reports finding great interest in tests and free entertainment be- fore the season closes.

Obrecht Org Off Road for First Time Since 1936

WINONA, Minn., July 8.—With most of the rep and tent shows hitting the road this season, Obrecht has this season marks the first year since 1936 that the Christy Obrecht en- terprise has not gone on the road when the barrier was sprung. It's a terrible disappointment to Christy Obrecht and his wife, Bertha, because Obrecht, started the tradition when he first went on the road, and which featured the ladies band and orchestra, 54 years ago and probably will be gone for thousands of his Midwestern patrons.

Early in May, the fairgrounds barn at Obrecht's, 1560-B W. South, was opened to storage, and the shows were opened and the property. Despite his optimism at the time of the hard-luck break, Obrecht found that he could not be replaced in time to make his annual summer jubilee outdoor entertainment.

For cancelling contracts with his cast, he decided to sit out the summer at his home near Rochester, Minn., and closed in the middle of November.

Rep-Ripples

EARLE PUTNAM has been work- ing around Hettinger, N. D., with 16mm. pix to fair results. Two performers and will work three-cast flesh bills that are making the rounds.

Lamson, hypnotist, has a good spook show. Putnam adds that Lam- son works his hypnotism in the ordinary way but presents it thru sketches in which he uses two performers and some audi- ence. "Lamson plays every- thing with his hands," Putnam said. "He is a swift talker and fine worker. Much of the territory in the central part of the state, has never heard of a hypnotist. I have an announcer on station KFEL and at the time of his death was appearing on the night shift of the KFEL oxford.

By number of years Young toured established territory in West- on, Illinios and the Midwest with his own show.

GREENSBORO, N. C., July 8—Theo and Wayne—In- Theater, owned and built by C. D. Moore, is now open on Lawndale Extension here.

WANTED

For Med Show—Blackface Comedy Team, including announcements. Also, other Performers—expected.

BOX D-392

1/6 The Billboard

Cincinnati 32, O.

BRUNCK'S COMEDIANS

Walt General Booking Agent, Fall '37. Season ends Oct. 1. Address.

HENRY L. BRUNCK

Montrose, Pa., July 16, 1937.
BERNARD—Sam, 61, actor, July 5 in Los Angeles. Survived by his widow and two sisters.

BOWLER—James (*Boro), 53, drummer on Ethel Mccoy’s Gay-O-New Orleans Minstrels with the Gem City Shows, July 4 in Methodist Hospital, Peoria, Ill., following a heart attack. He had trudged for over 30 years. Burial in Memorial Cemetery, Henry, Ill.

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

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

CALKINS—Prentis H., 45, insurance auditor and former dramatic actor and musician, at his San Antonio home, July 15 of a heart attack. His widow, Eddie; four sisters, Mrs. Meta Stiften, Mrs. Kathleen Grandie, Mrs. Mary Dale and Mrs. Cornelius Siedenbald, and a brother, Charles B. Calkins, survive. Burial June 17 in Boerne, Tex.

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

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

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

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

HARE—Walter Ben, 20, actor and playwright, June 30 in St. Louis.

JAMES—Harlie, 74, danced in two shows, that are currently running, the Ziegfeld Follies and the Hit Parade. He died July 13 at his home in Hollywood. Survivors are his widow, Stella; four brothers; and three sisters.

JUDD—George, 67, June 29 in New York. He was a radio and film actor. Survivors are his widow, Helen; a son, a daughter, and four brothers.

KEELEY—Otis, 27, truck driver, July 7 in Philadelphia. He was the son of James Keeley, a former manager of the world-famous Robert E. Lee Motel on the Pennsylvania Turnpike. Survivors include his father, a brother, and three sisters.

KETTA—Lester L., 73, June 28 in Bridgeport, Conn. He was a native of the United States. Survivors include his widow, a daughter, and two sons.

KEETON—Harry, 72, actor and writer, July 4 in Los Angeles. He was a member of the “20th Century Fox” writing team. Survivors include his widow, a daughter, and three sons.

KETTLE—William H., 80, actor, June 28 in New York. He was a former member of the “Ziegfeld Follies.” Survivors include his widow, a son, and three daughters.

KETTLETON—Thomas, 26, actor, June 28 in New York. He was a former member of the “Ziegfeld Follies.” Survivors include his widow, a son, and a daughter.

KETZELTZ—Jack, 29, actor, June 28 in New York. He was a former member of the “Ziegfeld Follies.” Survivors include his widow, a son, and a daughter.

KEWEL—Sidney, 62, actor, June 28 in New York. He was a former member of the “Ziegfeld Follies.” Survivors include his widow, a daughter, and a son.

KILGORE—Alva, 70, Tuesday, June 27, actor, at home in New York. He was a member of the “Ziegfeld Follies.” Survivors include his widow, a son, and a daughter.

KIMBERLY—William, 66, actor, June 27 in New York. He was a member of the “Ziegfeld Follies.” Survivors include his widow, a son, and a daughter.

KITCHEN—William, 64, actor, June 27 in New York. He was a member of the “Ziegfeld Follies.” Survivors include his widow, a son, and a daughter.

KOZNICZ—Max, 80, actor, June 27 in New York. He was a member of the “Ziegfeld Follies.” Survivors include his widow, a son, and a daughter.

KOZMA—John J., 50, actor, June 20 in New York. He was a member of the “Ziegfeld Follies.” Survivors include his widow, a son, and a daughter.

KRAUS—Henry, 70, actor, June 20 in New York. He was a member of the “Ziegfeld Follies.” Survivors include his widow, a son, and a daughter.

KRETO—Vladimir, 65, actor, June 20 in New York. He was a member of the “Ziegfeld Follies.” Survivors include his widow, a son, and a daughter.

KRETSCHMER—Max, 70, actor, June 20 in New York. He was a member of the “Ziegfeld Follies.” Survivors include his widow, a son, and a daughter.

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

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

IN MEMORIAM

Rosie Allen
Died June 6, 1950

Our Deepest Thanks in Our Hour of Bereavement for the Many Expressions of Sympathy from Your Everywhere.

THE ALEX FAMILY

IN MEMORY of Our Beloved Harry (Happy) Winters
Who passed away two years ago, July 14,
Tenderly missed by wife and sons.

ROBERT GREGORESKO

July 15, 1950

The Billboard

MAGIC NOTES

(Continued from page 22)

Three Sisters

The three sisters of Mr. and Mrs. George D. Jones, West Palm Beach, Fla., were here Friday: Mrs. Lucy B. Dow, Fort Lauderdale, Florida; Mrs. Edith G. Johnson, West Palm Beach, Fla., and Miss Mary Elizabeth Moore, West Palm Beach, Fla.

GAINESVILLE

The Gainesville Daily Sun reports that Mrs. Robert Peck, 80, of Ocala, died recently of heart disease. Mrs. Peck was a native of Richmond, Va.

HENDERSON

The Henderson Courier notes that Mrs. W. W. Godbold, a resident of Henderson, died recently of pneumonia. Mrs. Godbold was a native of Henderson County, Ky.

MOUNT VERNON

The Mount Vernon News reports that Mrs. J. W. Hartsell, 85, of Mount Vernon, died recently of heart disease. Mrs. Hartsell was a native of McLean County, Ill.

TALLAHASSEE

The Tallahassee Democrat reports that Mrs. J. H. Brown, 70, of Tallahassee, died recently of pneumonia. Mrs. Brown was a native of Leon County, Fla.

TRINITY

The Trinity Daily Mirror reports that Mrs. W. H. Bailey, 70, of Trinity, died recently of heart disease. Mrs. Bailey was a native of Forsyth County, N.C.

WESLEY CHAPEL

The Wesley Chapel Daily News reports that Mrs. J. H. Johnson, 80, of Wesley Chapel, died recently of pneumonia. Mrs. Johnson was a native of Polk County, Fla.

WILMINGTON

The Wilmington Star-News reports that Mrs. J. H. White, 70, of Wilmington, died recently of heart disease. Mrs. White was a native of New Hanover County, N.C.

WINSTON-Salem

The Winston-Salem Journal reports that Mrs. J. H. Jones, 80, of Winston-Salem, died recently of pneumonia. Mrs. Jones was a native of Forsyth County, N.C.

WINTER PARK

The Winter Park Daily News reports that Mrs. J. H. Martin, 80, of Winter Park, died recently of heart disease. Mrs. Martin was a native of Orange County, Fla.
Firestone Org. Buying Shows

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

AKRON, July 8—A $100,000 deal between Ringling Bros. and Barnum & Bailey Circus and Firestone Tire & Rubber Company for the sale of complete circus performances in a number of cities and blocks of tickets in other spots was outlined here this week. Some of the Firestone dates already have been played by the show, but full scope of the deal won't be told until until Miller Bros. Circus opens in the city this week. The company buys all seats for certain performances of the Bros. plan, and distributes the tickets to its employees without charge. Only Firestone employees were able to get the seats. The scheme is tied in with the company's 50th anniversary observance. Ringling sources said the $100,000 figure is a maximum and that the sale won't be told until the deal is complete because the circus probably will not play at the city involved.

Akron Shows Sold

Keystone of the plan is the Ringling stand in Akron, home base for Firestone, Akron. All four dates have been sold to Firestone; the third will be for the general public. The stand comes during the tire-maker's week-long anniversary celebration. About $30,000 tickets will be distributed to its employees in Akron. A separate deal for concession items has been cleared with the Miller Bros. concessionaires in the city.

At Detroit, tickets of will be provided for employees for the Firestone plant at Wyandotte, Mich. Already behind the circus are the Firestone performances at Reading, Pa.; Fallsburg, N. J.; and Wheeling, W. Va.

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

Janesville Okay

As Mills Starts Wisconsin Dates

FORT ATKINSON, Wis., July 8—Much confusion occurred when the three-week circus houses here Wednesday (5) under Vederation of Firestone plans. At Janesville, Wis., Monday (3), the show had a full matinee and three-quarter night house. The sponsor was an employee from Janesville and one three-quarter house at Boone, Ia. (26).

Johila Pela performed a brief act in the Feature Ring (4), when the show went on. She was doing a slide for life at the marketplace in Beloit, Wis. And W.G. Johnson and other Mills personnel conducted memorial services in Janesville for the late David Watt. Lighting ticket seller with Adam Forerguson Circuit, and in Delavan (6) for W. C. Cump.

National's Races

Pack 'Em In July 4

DES MOINES, July 8—National Special Features Inc. (Al Stewart, formerly of the Grand Ole Opal, white chalked out two whoppin- ing races here this week, with stock cars each weekend. On July 4, with a crowd of 8,000, the track was in such shape it was at $12.25 admission and $1,200 for reserved seats. White handled the meet here, and covered the Lincoln event.

July 4th Shows

In L. A. Area Get

Hefty Turnouts

LOS ANGELES, July 8—Nearly 200,000 people attended the big circus and fireworks displays in this vicinity July 4. Top draw was the American Legion's 15th annual celebration on the Coliseum here which drew $80,000. The show was headed by the Rose Bowl, sponsored by the Pasadena Fire Department, pulled 80,000.

The circus in the Coliseum marked its final performance this year on a five-year deal for War Bros. Circuit. The show, which moved in to this spot from the Los Angeles Municipal Auditorium, was augmented.

Coliseum pyrotechnic display was staged by the California Fire Department, headed by Patrick Lizzio, who has been the electrical wizard for many years.

George Hunt, formerly with the Burt Levy company and now in partnership with Walt Vobrah in the Hunt agency, staged the Rose Bowl show for the first time on his own. He has received the account from Bill Hunt offered nine displays and the show featured the Appollos, high act; World Jungle Coalition lion and tiger acts handled by Pat Anthony and Captain Piazza; Capt. Rudy Muller, elephant, dog and pony act; Carl Shaffer's elephants, Racho Wiggins and his helicopter traps and parachute jump, and Papplewell's Fantazia.

An Old West celebration was staged in Newhall. Covina featured the Konic when horse show with Pedro, Palo Verde and other towns turned out for their respective shows.

Torti To Go Golfer

In Blue Goose Meet

LAKE DELAVAN, Wis., July 8—Fred Torti, Chicago, and George Hunger, both of Delavan, Wis., won the third annual Blue Goose Golf Tournament here Tuesday (4), the fifth annual contest named for the late G. L. Smith, owner of the meat market. Torti was second and Eli Hartenstein, Milwaukee, was third.

Other participants included Bernard Mendenhall, Mrs. Helen Currie, Mrs. Max Worz, Waukesha, and W. E. Kehr, Merrill. Afternoon show, to run between four and five hours, will carry no admission charge. Leo said, The Chicago A. F. O. L. is planning $50,000 in entertainment, with a reported $10,000 to $12,000 to go for a feature. William Green, national president of the A. F. O. L. will be principal speaker. Frank McGivern has been named promotion director of the event.

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

Pageant pull softens to half of Railroad Fair spec — Voorhees-Flecksie ice rCM pic attractions — Arcade gets best of fair to poor business in midway area

By Charlie Byrnes

CHICAGO, July 8—Pulling power of the Chicago Fair now is in the throat of its first real test following a four-day July 4 week-end which was a 54,000 attendance bulge over its predecessor, the Chicago Railroad Fair. Gate count thru Wednesday (5) was announced as 284,618, compared with 194,792 at the corresponding point last year, when the early days were whipped by a combination of extremely hot weather and a rainy July 4. Of paid admissions for the current event, only 12,000 of the $142,000 sold at cut rates in the preceding week showed at the outside gates thru the first eight days. This was looked upon by execs as a healthy sign.

Chi Fair Turnouts Tied Daily Drought

Disappointing, however, has been attendance at the Frontiers of Freedom four-day spice specialty of the fair. Thru Tuesday (4) it was pulling roughly one out of every four fair patrons, whereas the pageant in '49 attracted almost three-fourths.

Leading money winner at the north end of the grounds is the Voorhees-Flecksie ice rink, with the Cypress Gardens water show a close second. Third attraction there, the Barnum and Bailey big top opera circus, still running, is second only to the Ringling Bros. midways in the past.

Midway Quiet

Business at Darien Village, fair midway, continued fair to poor, with the powerful new nation's shave increasing the number of those in the area as the week drew to a close.

The American Legion's circus has been hitting a steady pace, but few of the other midway units were doing that.

Only paid exhibit on the grounds, the Avenue of American Homes, was up to date, with a two-bit gate, continued one of the strangest drawings, giving $6,168 the first 12 days of operation. Midway in the Round thus far has proved the weakest paid attraction, averaging less than $1,363 per day.

TV Doing Big

WGN-TV's television theater, where the Chicago outlet airs several programs daily, has exceeded expectations. Night programs have been running.

(See Chi Fair in Test on page 65)

J.J.J. Shifts Route; Goes to E. Peoria; Cicero Biz Poor

CHICAGO, July 8—Barnes-Curtis Theatrical Enterprises, the city, have been contracted to supply circus-type acts Labor Day to Soldier Field here for the Samuel Comins Central Celebration, William A. 4-L. Lee, general manager, 22-22 American Federal of Labor, announced Friday.

Afternoon show, to run between four and five hours, will carry no admission charge. Lee said, The Chicago A. F. O. L. is planning $50,000 in entertainment, with a reported $10,000 to $12,000 to go for a feature. William Green, national president of the A. F. O. L. will be principal speaker. Frank McGivern has been named promotion director of the event.

East Peoria, Ill., July 8—The Johnny J. Jones Exhibition switched plans this week, shifting here from the Chicago area.

Reason for the shift was poor business in Cicero, outside of Chicago, one of three spots in the area which had been skedded. The Cicero engagement is now a two-day, eliminating disappointing patronage and light attendance.

Tagged by bad weather since outset of the season, J.J.J. shook it loose with the May 11 block of 4,250 seats at the Cicero, and July 4 weather was excellent, but it didn't produce the business expected.

Toronto Weak

Stop in RB's Canada

Detroit Opening Fair

DETROIT, July 8—Opening of the Ringling Bros. and Barnum & Bailey's three-day stand here Friday (7) was only fair despite favorable weather. The matinee was two-thirds full and the night show was a half house. Show's arrival here marked its return to the States after a nine-day loop into Canada, where Montreal was strong and Toronto weak. The performance at London, Ont., was without incident.

Ringling broke into a new lot in the shape of Dan Deardorff, a 44-mile run from the former site. Location caused confusion, the tent was hidden from main avenue and the approach street was torn up. Advance ticket sale in Detroit, always small, was nearly doubled this time thru use of a mail-order plan. A block of 2,500 seats went to the Firestone company.

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

Close-Ups:

Send 'Em Away With a Smile, Is Philosophy of Jim Onorato

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

"TRY to send the public away with a smile and to instill that idea in employees," says James John Onorato in summing up his mode of operation as manager of Steeplechase Park at Coney Island. He's been doing that since he became pilot of the funspot in 1928, and his methods have paid off at the wickets in solid business.

Onorato got off to a fast start in the park biz. He was born February 19, 1908, a block from the amusement center that the late George C. Tilyou created in 1897 on the beach at Brooklyn. Before he ever became connected with Steeplechase Park, he was visiting the park for fresh air on the strength of the friendship between his late father, a Coney Island barber, and ticket takers at the park. Graduating naturally to Steeplechase, Onorato bought a four-horse race on the second day of the season and won. He was assistant to the manager of the park in 1928, and in 1933 he was made the late Matty Dowden, park publicity man, in arranging parades. Jim remembers that Dowden could stage a parade with the best of them, and would do so at the drop of a hat. His duties, in helping select the visitor Dowden chose to honor, consisted of rounding up a marching band from among college boys who worked during the summer at Steeplechase.

Jim made drill the band and prepare them for the annual inspections at Ocean Parkway near the funspot and escorting them to Steeplechase. The late Mayor Al Smith of New York was a frequent guest at the park and received the full treatment on each visit. Many times the band was sent to City Hall to welcome celebrities the mayor was sure his quarterly guests.

Onorato believes that they are particularly good in close contact work with the public. While helping Dowden arrange parades he proved so efficient that the publicity man presented him with a Model-T Ford at the end of the 1923 season. Undaunted by the fact that he did not know how to drive, Jim persuaded a friend to chauffeur him around town.

Named Manager in 1928

In 1924 Jim left high school in Brooklyn six months before he was to graduate because the late Thomas McGowan, then manager of Steeplechase, impressed by his performance as a park cashier, gave him a winter-time job as assistant bookkeeper. He was cashier and assistant bookkeeper from 1924 to 1928, and in the latter year, on McGowan's death, was appointed manager by George Frank and the late Edward Tilyou, sons of the park founder.

As manager, Jim is responsible for the handling of all books from customers. He claims that his biggest headache comes from patrons who can't learn children and attempt to place them on rides that are too stiff for them. He usually manages to soothe the irate parent, but if he encounters a particularly nasty parent he sends an offer to try to get the employee who the customer claims is offensive. This invariably brings even the most ruffled to their senses.

Another angle with the smaller kids in Jim's experience is their tendency to stick with a ride once they are on it. In such cases he just (See Send 'Em Away on page 33)

Ewart Rides Are Tops in Performance

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Parks and Traveling Theater, Chicago, booked the show for the third year.

Five Elton and Alex Sadler will be free acts at the Minerva, O., celebration, the week of August 14. Acts were booked by Ernie Young, Chicago.

The Fire Eirksons opened a week's stand at Roseland Park, Cana daigua, N. Y., Monday (3). Their closed circuit at the Palace Theater, New York, June 28 and appeared in a television show at Comden, N. J., Sunday (3). While in New York the Fireirksons made jumps to visit the Ringling, Cole and Billy circuses.

The Chamberlys, serio-comic cast ing as opened as free attraction at Dreamland Park, Rochester, N. Y., Monday (3), with Belmont Park, Montreal, to follow. Bill Buck has celebrated Fourth of July in Hamburg, Germany. Reports that Emil Wacker's Circus Apollo, under canvas, wound up a successful run there July 6. Powell, American acro-comedy duo, are playing army club dates in Germany.

The Sky High Alcolds, Edna, Louise and Wilma, fine act with Grand State Shows, enjoyed visits from their brothers, Edmond and Maurice, during a recent engagement in Portland, Me. . .

During the Shrine Circus in Waterbury, Conn., Freddie Valentine renewed acquaintances with Willie Allsberry, sway pole act. Those of us who have seen each other before, can recall how Wolfie, a former flyer for the Valentine, was entered in the water pole war. . .

Leo Francis, whiteface musical clown, opens his outdoor act at Wellington, O., Fair, July 20-31, with eight Ohio fairs to follow. Booked into hotspots, Attra, shows. Francis also has been signed to play four State fairs for International Harvester Company, opening at Illinois State Fair, Springfield.

Miss Gabrielle and her high school station, Silhouette, completed South American dates with the Circle K Ranch rodeo and are now in Montevideo, Uruguay, to make a movie.

After which she will play the Argentina Livestock Exposition, Buenos Aires, and the Horse Show at La Eterna. Lou Nelson is her manager.

Talent line-up for Allegheny County Fair grandstand review at Pittsburgh will include James E. Eusas and Company, foot jugglers; Five Elton, high act, Faria Duo, roly-poly; Sanger, Ross and Andre, comedy; Tom and Betty Waters, wire and perch; Jimmy Raa, tumbler and emcee; Alex Sadler, trampoline, as a 24-girl line. Ward (Flash) Williams, Chicago, booked the show for the third year.

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DETROIT 2, MICH.
Ernie Young, of the Chicago agency hearing his name, realized he was tricked. He dropped off at St. Louis en route to Dallas to catch Tom Pucks' circuit.

Vander Barretto, producer of serials for Cole Bros., is flying to Paris for a stay of two weeks, to be followed by a stop-off in London.

Chateau in Miniature exhibit, created by George S. Tomasico, of Philadelphia, was added to Steel Pier attractions at Atlantic City over the Fourth of July week-end. Displays includes replicas of European castles, manor houses and taverns. Each structure is about four feet high, enclosed on three sides and has an exposed room decorated in a certain period.

M. B. (Doc) Rutherford, veteran outdoor showman, is making his home in Dayton Beach, Fla., and entertaining patrons and visitors with songs and dances for the entertainment of the Boardwalk there. They consist of Tim Forrest, manager of the Forrest Amusement; Walter Stoeffel, Wild Life Shows; Dr. Jacks, midway manager; Charles Akers, Embryo Light, and Russel Kelmans, Snowflake Cones. Cones make Shovel Shavers and fun for the "local girl's" angle. Her parents are Capt. and Mrs. Joseph Dalkowski.

Square Dances Set By Mineola Annual

MINEOLA, N. Y., July 8.—In recognition of increasing interest in square dancing, five nights of the dance were set for Mineola Fair, September 12 and 16, and J. Alfred Valentine, president of the annual. Fair formerly devoted to modern dancing. Paul Hunt, in charge of dance events, is as abominating groups of folk dancers and is being assisted by Fred W. Franks.

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Good Acts Help Ward Org Beat Display Problem in Long Beach

By Sam Abbott

LONG BEACH, Calif., July 8.—Ward Bros. Circus turned in a good three-days' business at Municipal Auditorium here, with the first night show, June 29 being the only weak link. That day's matinee and all shows Friday (30) and Saturday (1) won strong attendance. The show, headed by Joe Kilganon, is managed, and the director, is well-known in this area, having appeared here several times for the Sartins and in the Los Angeles Coliseum for American Legion Fourth of July celebrations. The Coliseum show is augmented, but the perform-

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Huge Crowds Up Rockaway Playland Biz

Banner Holiday Crosses

NEW YORK, July 8.—Rockaways' Playland recorded a banner four-day July 4 week-end with more than 4,000,000 persons attending to park Fresy A. Joseph Geist.

Breakdown showed 1,600,000 at the beach both Thursday and Friday (3), with Sunday (2) bringing 1,500-000 and Tuesday (4) 1,200.00. Rides and amusements were well patronized.

Appearance of Clarabelle, live clown with the TV puppet attraction Howdy Doody, resulted in the sale of $400 worth of Howdy novels Tuesday, Geist said. Arcade business was excellent, with a George's Bowl-O game providing a big take.

Auto Traffic Up

Geist said he is convinced that loss of a Long Island Railroad spur line by fire had been overcome by a large increase in patronage due to bus auto. Over the holiday period, he said, all parking areas did turn away biz. Customer sampling has been lent weight to the idea that increased car traffic has taken the slack caused by the loss of the rail line.

Rockaways did not feature fireworks Tuesday, choosing to stage its regular Wednesday night show instead. Free attraction over the week-end was the Stardusters, booked by the Al Martin agency, Boston.

Harrell with his dead-panning and expert chin balancing of chairs and a great many other acts. Starting off approach was to turn the chair, Harrell increases it to three and a table. Adds comedy to his multi-vest, and his stripping down to lighted bra and pink panties. The Sensational Klose close the show with their high wire act. Team works well but loses time getting into the serious side of things by offering too much corn. Kay comes on as a drunk, but it's too obvious that he is a plant. More subtle approach would help.

Jack Bell leads a 14-piece band and spots the pops with circus tunes. Band does an excellent job, but a reverse on programming would give the affair a more larkish atmosphere.
Send 'Em Away With a Smile, Is Philosophy of Jim Ochoro

By Tom O'Connell

(Continued from page 26)

The last task brings interesting results on occasion. Jim recalls that last year a man called the front office, claiming his daughter was missing some earrings. He was asked if a set of false teeth had been found. After learning what part of the park the man had visited, Ochoro had the Old Mill dredged and came up with the teeth. Aside from such isolated incidents, Jim says that spectacles are the article most frequently lost.

This year he inaugurated a new twist in the lost and found department, if immediate identification is possible, it is sent post-paid to the person who lost it. The park manager claims that it is a good form of advertising, with the claimants reading articles spreading news of Steeplechase's courtesy.

Long Hours

During the summer, Jim toils seven days a week, from 10 a.m. to midnight. On Mondays, when the park is closed, he comes in to make up the yard. He remembers the park was closed from September to May when he works two or three shifts a day. He takes a 10-day vacation every November and usually spends it brushing up on the latest developments in the park field.

Such a schedule leaves no margin of weariness on the sticky Jim, who estimates that he has walked 25,000 miles on his tours of the park, averaging some 10 miles daily. When on these struts, he keeps in touch with the front office by means of 20 telephones spotted around the park. He's got a light build and weight more than 200 pounds, attributing some of the weight to the four meals consumed at the park mid-morning, afternoon and early and late evening.

Physical Changes

Since he tied up with Steeplechase, the park manager says that the biggest changes in his physique have been the abandoning of the indoor pool, concentration on the outdoor structure and the rebuilding of 300 feet of Boardwalk fronting on the beach at Coney to a depth of 220 feet. During the latter construction job, he was left for installation of the Parachute Jump, which has since been acquired from the New York World's Fair. The indoor pool was added over and rides set up in its place.

The Parachute Jump is still one of the most intriguing rides at the park. During the war, it could be operated only during daylight hours because of the “blackouts.” But the rest of the park was also dimmed. In 1945 an overheated shuttlebug began to burn, so the park manager purchased a larger tower for a better picture-taking view. Jim at first let her proceed, but changed his mind and recalled the customer who said she worked from earth. On Labor Day, 1948, two girls were marooned for two hours when their chute jammed some 150 feet above the water. Other parachute on the device carrying two people were hoisted to the same level as those of the girls in order to keep them company and panic was averted. The incident scored heavily with the press, and Jim says that patrons still say they want to go on the ride where the people got stuck.

Wartime Obstacles

During the war the labor shortage became acute that the park opened with only 70 employees, as compared to its present 300. In 1946, the park opened again for full-scale operation, and Jim says it was the best Steeplechase had since the war.

Jim tries to make employees of Steeplechase feel that the rides and installations they tend are their responsibilities, and he says the system is effective. He assigns them to jobs according to age and temperament, giving a young energetic man a tricky, challenging device, and letting older hands have more sedentary jobs. If possible, he gets from a man on the same device each season, feeling that it pays off in the added knowledge the employees acquire.

Under a new system, Jim contacts all employees two or more months before the park opens, querying them on their availability for the coming year. They report at any time during the week prior to the park's bow to get everything in readiness and avoid confusion. The turnover in employees at Steeplechase is small—a bit more than 10 per cent of last year's help did not return this season.

Occupational Hazard

When the park closes in September, Jim supervises the dismantling and examination of all rides and the storing of everything movable. From October until April he supervises the depletion of 15 men in numerous tasks necessary for the spring opening. In April he supervises the setting up of rides on them. He has never had a mishap on his rides, since he has never been just about what to expect from each device.

His hobby as the park manager is water color painting, a pastime influenced by art courses he took while a boy. His prime subject as a designer is the park, and, combining business with pleasure, he often lays out the fronts for the theme park at home. Jim and his wife have two children, a boy and girl. Jim belongs only to the Forests of America.

Last year a South American plantation owner visited Steeplechase, and after enjoying the park, asked the manager if he might purchase a few of the rides for his grounds back home. Ochoro had to turn the request down, and it was one of the few times in his career when he wasn't able to send them away smiling.
CARNIVAL ROUTES

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(Routes are for current week as data are given. In some instances possibly mailing points are added.)

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American Eagle: Christianson, O.
American Midway: Railroadmen, Kas., Mass.
American United: Kistings, Idaho.
Army Movers: Fort Roton, Mich., 14-16.
Borden's: Greene, N. Y., 15-23.
Borden's United: White, etc., Connersville 17-22.
Brees Old Reliable: Richmond, Ky., (Pa.)
Belle City: Park Peal, Wyo., 15-16;
Bellingham: Bells, etc., Wisconsin.
Big Four Am.: Melrose Park, Ill.
Big State: Crossley, Texas.
Blue Grass: Inman, Ill.
Brogie, P. C.: Carnival, Mo.
Bozo & Sons: Whiting, Ind., 11-12;
Bozo & Sons United: Ecumen, Iowa, 11-12;
Bremer's United: (Pa.) Richland, Tex.
Buffy, O. C.: Wabba River Junction, VI.
Buffington's: Mo. City, Ky.
Burlocke Fuller: Valley Mills, Texas.
Burkhardt: Bottineau, N. Dak.
Burke, Harry: Eau Claire, Wis.
Caledonia: Chicago, 11-21.
Capev Rise: Shawnee, Okla.
Detroit Area Stands
Off 25-30% for Cote
Pontiac Is Exception

DETROIT, July 8—Playing "under the smokestacks" in the Detroit area has provided grosses 25 to 30 per cent above 1949 for Cote Amusement Company, according to Owner Elmer C. Cote. Out since May 26, the org has drawn to practically the same locations as last year.

Lon exception to the off-business was the four-day July 4 week-end stand at Oakland Park, Pontiac, which yielded business about even with last year. Community enterprises, such as a ball game, merchant tie-ups and merchandise giveaways helped the engagement.

Cote will play celebrations almost entirely to locations of the season, opening July 8 at Drayton Plains.

Personnel follows:

Staff
Elmer C. Cote, owner-manager; Elmer Cote Jr., manager; Lawrence S. King, treasurer; Irene Cote, office manager; Al Page, bookman.

Rides
THREE-DART—Steve Van Slyke, foreman; William Van Slyke, Alex Onley, and Clifford Van Slyke. Five-Prize Wheel—Art Page, foreman. Charles Michaelis, Merry-Go-Round—Russell Koonce; Billy Campbell and Billy Darnell, Chutes; Dan Griswold, 5-Chute; Jay Revell, Manhole—Mrs. Harry Green, Michigan; Parlor—Mrs. John King, Eastern; Relief ride—Bill Hattie, Kent.

Concessions
Frank Mcdonald, Manager; A. Bad- santos and Kirby Merritt, popcorn; C. C. Oder Jr., statistician; John St. Joseph, jewelry stand; Mrs. R. Anderson, cotton candy; Mrs. C. M. Bostic, games; Mrs. M. E. Jones, games; Mr. and Mrs. Bioso Dazagn, ice cream; Al J. Williams, punch plus; Mrs. M. D. Van Slyke, Concession; Mrs. J. A. Resnell, conces- sion; Guy Ellis, Athena, Jr.; David E. Wilkin, for popcorn; Frank Wilson, corner; George Call, dart plus; Paul Keller, doll wheel; Dan Hal- loran, corn popper; Bob Wilson, dart ballon; Emma DeLong, fishנק; Pern Scovil, pitch-an/-plus hot water; Mrs. N. Gochna, duck pond, Fred Torrace, race car.

Show
C. N. Ayotte, Tulip and small sideshow, with Olive Ayotte and Elbert Ayotte, mechanical.

Col’bia Grotto Show
Gets Big Donations

COLUMBIA, S. C., July 8—Charles Parr, publicity director of the June 19-27 Atlanta-based Edmundson’s Olympic Amusements here, reported that nearly 3,000 people attended the five-day run of the hall-park under Arno Grotto auspices.

To facilitate advance sales, the cerebral drive, the group teemed across counties surrounding Columbia, representing more than 50 groups and coordinated efforts of three organizations other than the Grotto. Actually, only $1.75 per cent of aged sales gain than the Grotto called for, and Parr, with county sales repre- senting direct contributions.

250,000 Jam A.C. on Fourth;
Steel Pier Clicks With Kaye

ATLANTIC CITY, July 8—Four-
day July 4th week-end turned out to be a very successful one, despite respect to weather and crowds, with an estimated 250,000 persons visiting here that funds spread over four days held down lavish spending, but took good business. A prime attraction, Steel Kaye, Danny Kaye appearing for the fourth time, had a red one. Bill included Louis Prima’s mam; a staged with Georgia Gibbs and the Dunhillis, two feature movies, outdoor circus and water thrill show, Dick Clemens and His Jungle Monarchos, Tony Grant’s Stereopticon show in the Ocean Theaters, three movie shows, Flicks, Smoky and Thunderhead; Elsie Gross’s or-
canical walls, submarine diving bell, Ripley’s Believe It or Not Odditorium, George G. Ross, chateau d’eau, in miniature exhibit, and Austen Clark’s collection of Swiss dancing dolls.

Wildwood reported a holiday crowd of more than 200,000, with amusements and concessions getting only fair play.

R. Williams Org Exceeds ’49 Biz
Of Predecessor

By Haviland F. Reves

DETROIT, July 8—Clear weather was out under the new Ray Williams’ Shows banner is showing a pick-up for the former Hopper Amusement Corporation during the past three months. Ray Williams’ Shows was formed under the name of Olympic Amusements Inc., and then moved May 8 to Marion, O.; where it added concessions and showed a new act to a series of shows being played throughout Ohio. Ten-day stands in Sandusky and Cleveland yielded good patronage and put the gross slightly over that of last year.

The show returned to Michigan on July 1 to play over the July 4 holiday on the streets at Brighton under the co-operative auspices of the volunteer fire department, which takes in a high percentage of merchants and community leaders. Business there was reported up 25 per cent because of better business conditions, despite a rainout Monday night. Brighton is a central resort area, 40 miles from Detroit, and reflects fairly accurately the return of spending potential as the result of a pick-up in factory em- ployments.

The show was taken over this winter by Ray Williams, who was a partner in the former Hopper Amusement Corporation under Anthony Schaffer last season. Williams is an old hand at the business, having been connected with the late F. L. Flack’s operations for years. In recent years he had operated a small circus in Detroit. Show now carries 6 rides, including a pair of kiddy rides; 1 show and 3 kiddy rides, under W. O. King, next week.

Personnel follows:

Staff
Ray Williams, owner-manager; Florence Williams, bookkeeper; Jane Morley, box office superintendent; Mary Swayne, ride superintendent and electrician; Leo Pierson, mechanical rides.

Rides
Ferdie Wheel, Oscar Will, fireman; Marvin Smith, second man; Merry-Go-Round, Charles Christile, Floyd Johnson, ashtuck; Delina, Charles Smith, tight; Rollo-Plane, Tom Swift, Edward Swift, mechanical kiddy ride, John and Maurice Anderson, owners.

Ray Williams, hogs, with Florence Williams, bookkeeper; Mrs. R. Williams, Mary Mcleod, booking agent; Harry Goughner, caller; Bob Ell and Alice Goughner, D. and Joseph Goughner, E. Williams, poppins and pitch-til-you-win; El Eikin, a new kiddy ride; Ken Eikin, El Eikin Jr., El Eikin Jr., Eddie Bird and Joe Akin, country store; Louis T. Williams, Rubber Johnson, Jr.; Carl Hutcherson, gross-meat-weights, and some races; D. and Bruce Stewen, Bilby and westerns; Elg Eikin, dancing act; Mrs. Ted Eikin, bookman; Mrs. El Eikin, palmen; Harly Mills and George Eikin, mechanical rides; John Eikin, Jr., John Eikin, Jr., Fred Eikin, Joe Eikin, palmen.

Show
Wanda Negre-Base-Cashier; John Negre, owner-manager; Merry Lee, ticket seller-grinder; Henry Anes, charging man; Larry Terry, truck driver; Leo Eikin, monster; Princess Wanda, Leon Eikin, Harold Eikin, butler; Henry Anes, concessionaire; Gene Eikin, photographer; and Tilla Cottle, usher-secretary.

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A wonderful AID in setting up equipment at Carnivals; Fairs; Circuses; Exhibitions; Midways; Tourist Courts; Parking Lots; Livestock Shows; Wide uses in Live Stock Show, Kansas City, San Diego County Fair, Dulmar, Calif.; and in many other places.

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STEEL HOUSING

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efficient, 48, 60, 72 or 96 Flavored Popper Filling

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Now available — the "Ones-Knotones" — tops in appearance and efficiency. Only $10.00 complete. All Wax Ice-Shaven from the inside. Poppers, with warehouses in Philadelphia and Charlotte, can supply the wax, poppers, dispenser, etc., for snowballs and everything you need for popcorn, candy apples, floss and peanut sales.

POLLARD SUPPLY CO., INC.

1211 North 2nd Street

July 15, 1950

The Billboard

GENERAL OUTDOOR

35
JERSEY CITY, N. J., July 8.—In its initial stand under canvas here Thursday a circus encountered a near blow-down, but a couple of capacity houses on the following nights and a crack personnel in a happy frame of mind.

After winding up a series of indoor-outdoor studio dates at a Chicago and Brooklyn, July 4, the show moved on to the pack of Roosevelt Stadium here. With considerable green help fumbling thru the set up, opening matinee was delayed until after four p.m. Storm, which struck shortly after the night show put under way, blow down the magnificent stock tent and other units, and jounced the big mammoth through the air for a few seconds, numbering several thousands, walked out in apprehension. Exodus was orderly and no serious casualties were reported.

Capacity Houses

Wednesday's full houses were due in part to the honoring of ticket stubs from the night before when the entrenched patrons were due part of the show. Business was good, however, with adults paying $1.50 general admission and $2.75 for reserves. Moppets pay 75 cents for general admission and 45 cents for reserves.

Damage resulting from the heavy blow and the several inches of water which almost certainly flooded the larger tent the next day. The big top, according to the set up men, made Arthur Wirtz and Jim Norris owners of the outfit, somehow held together despite its wet torn appearance.

Physical appearance of the show, in view of the fact that this circus opening date and some sparkle was expected, was somehow, to say the least. The old canvas, with a single piece of new sidewalk on the big top and a new opening green canvas, had a touch of the old world and tire of past performances. Mary Stain, a new feature, was the attraction from the rain which accompanied the high winds.

Lack of make-ready was exemplified by the scarcity of new paint, one of the spots splicing of ropes to replace worn lengths, and the crudely lettered admissions sign in pencil on the back of the tent. In truth, the past successes and reputed wealth of the owners, including the star, Bill (Hoppy) Hopkins, for a couple of weeks in Henie, the physical appearance of the org is not commendable.

The gate was coasting along with the intention of awaiting a clearing and the sinewing fresh down into the unit, a normal procedure when short bankrolls impede the rule, but not good showmanship otherwise.

Selling jobs continue in a minor key with billing apparently our newspaper ads limited to a few inches.

Okay Performance

Performance in three rings is creditable. Boyd, his horse, Vogue, continues to get a big hand from the moppets who make up a large part of each audience. Program, which under canvas is essentially the same as the one in the stadium presented the elimination of high acts which could not conform to tent limitations. Production of the tour and the ran through smoothly from start to finish.

Dick Bert's Side Show, working for 25 and 50 cents, did its fair business here.

Six To Reopen Early Biz Okay

HOLLYWOOD, July 8.—Six Bros. Circus, which shuttered Sunday (1) in El Monte because of prior commitments of its acts, will reopen in tour in Lompoc Wednesday (12). George McCall, general manager, reached Los Angeles Wednesday night on trains scheduled to allow the Daltons, Hap Henry, Buddy Muller and other performers to play Fourth of July and other dates for which they had signed before joining the show.

Following a slow start, the circus, which lost several passengers and Art Linkletter, has been turning in some good dates. Outstanding on its program here was a performance by Santa Paula, both played under auspices of police departments. Advance sale in Oxnard was reported exceptionally strong.

Frank Ward has joined the show as general agent. He will work with the show on bookings. A marque, which the show was carrying but not using, will be worked into the program.

Polack Eastern Chicks in West

CHEYENNE, Wyo., July 8.—Polack Eastern city: unit closed its three-
day run here Saturday (1) under Shrine Circus auspices after drawing crowds Wednesday and Thursday at the night houses in the 8,000-seat Frontier. Advance ticket sale to military and civilian personnel at the near-by air base and the officers club.

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Travel Kinks Mark King's North Trail

SPOKANE, July 8.—Clayde Beatty Circus did business here that would have been good if crowded into the original two-day schedule but was only fair when strengthened with matinees. The extra time, Friday (30), was necessary by the way the rug stuck. Beatty moved out after Sunday (2) performances, made Deer Lodge, Mont., and sailed into Helena, Mont., Thursday (6) for an extension of its Friday (7) stand there.

Strike of switchmen on the Great Northern Railroad forced route changes which cut the show several miles and caused the wildcatting. At Helena the show was back on its route, the addition of the matinees ahead so far as moves are concerned. Ironically, the strike ended as the show got back on its route via other lines.

Ferry Relay Trucks

FAIRVIEW, Alta., July 8.—King Ford, of Fairview and Medicine Hat, is offering his truck route with six slices on trees when it moved thru this Upper Alberta section recently. At one of the pin peaks here June 28 when the show passed through, a brick was thrown at Ford and the driver in an all-night relay job. Business was worth the work.

Performance worked out well and ferry operators in loading show trucks and the crews built platforms to replace those washed out when the fast stream recently rose four feet. The cable ferry could handle only one truck at a time and each one-mile round trip required 45 minutes.

The show included many middle-aged persons who were among their first circus. King was the first show here. Many of the local residents came as homesteaders in 1910 and haven't "seen the day" since. One teacher brought 26 students from Cunningham, 20 miles and the Cambridge Valley, 85 miles northwest.

At Peace River, the day before, King had an accident, and a baby, a harem for the matinee. He was on a minor accident on a hill the town.

King played eight towns from 30 to 300, and had a full house for the matinee. One truck had a minor accident on a hill the town.

Bertram Mills Circus

TOO Quiet for Yank

EDINBURGH, Scotland, July 8.—Tom Smallwood, Idaho Falls, Idaho, coin machine operator, found the Bertram Miller circus a little quiet by American standards. Smallwood is touring Europe and also saw Circus Krone in Switzerland.

The American missed calliope music in Scotland. But the American Acts with the British show are announced, he reported, with a sign on which he checked the program the set with the program book's listing. No Side Show is carried, but an extra charge of 14 cents is made for tickets to the main show.

Program includes six elephants in a straight line, and of course the McCullumbers riding act, Alex Kerr's lion turn, Diana and George, elastic rope jumpers, and Joe the cats. About 50 horses are used. Big top holds about 4,000, Smallwood said.

Show drew a four-five house on a Saturday night, a two-three house in this city of 400,000 people, he said.

Biller Biz Fair In N. H. Stands

FORTMOUTH, N. H., July 8.—Biller Bros. Circus attracted a three-
year-old horse and a half in business here Saturday (29) when the circus was fair. Weather was okay until showers began. At Keene, N. H., the show used a newspaper ad dealing children for 33 cents.

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In Loving Memory to Irving J. Polack

The Eastern Unit carries on in the memory of your great name. You pioneered this field and set a high standard for fraternal presentation. Since its founding, millions have been made happy. A tribute to your memory. We pledge ourselves to carry on the good work and the standard set by you all these years. From those who remember your counsel and guidance.

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Kris Krenkel
WM. H. (Bill) Green

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Mr. & Mrs. Henry Barrett
Mr. & Mrs. Clyde Harrison
Walter Ullman
Art Barrett
Ben Yearty
Art Williams
Mr. & Mrs. H. F. Baker
Mr. & Mrs. James E. Harrison
Mr. & Mrs. Doug Harrison
AL Perry

Performers and Artists
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The Montes de Ocás
Harston Troupe
Anteleks
Mr. & Mrs. Natal
Mr. & Mrs. Sidney
Alex Konyot
Mr. & Mrs. Del Rae
Mr. & Mrs. Albert Fleet
Tong Bros.
Mr. & Mrs. Ernie Wiswell
Mr. & Mrs. Cheerful Gardner
Mr. & Mrs. Gene Randow
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Mr. & Mrs. Jack Landrus

Walter Long
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Musical Staff
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Mr. & Mrs. Bobby Harrison
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Al Hyman
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Mr. & Mrs. E. L. Boone
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Mr. & Mrs. George Cutshall
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The Personnel of Polack Bros.’ Eastern Unit
WANTED! GOOD ORGANIZED CIRCUS FOR
HUGE ANNUAL LABOR DAY CELEBRATION
2 DAYS, SATURDAY & SUNDAY
SEPTEMBER 3RD & 4TH (LABOR DAY)

CONTACT
J. L. MARLOWE
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City, Arizona. Phone 8-7439.

DESSING ROOM GOSSIP

Ringling-Barnum
Canadian tour is giving us big business and cool weather. Montreal started their nine-week run with straw hats and sun bonnets. It is the first time that Josephine's residence on Sunday. Montreal is Jeanne Lalanne's home-town and she likes to entertain friends and family. That's the way Joe and his son and a party for the candy hunters. The department gave a party for a number of his boys and spent the evening at the Chicken Coop in Montreal.

Dave Murphy surprised everyone when he reported for the opening at the Side Show. Scott Hall, not to be outdone, also did his opening in French. Franchise Billiards, of the usher department, was the official greeter in the big top for the customers. Lot in Toronto was run for the girls to get to the wardrobe, and special dress was made. Layout of the lot gave the men side all the advantages for the two top acts. George Wood and Charlotte Hagner celebrated birthday parties with parties the past week. Kathy Ruhm had an engagement, but that was not quite to his liking. Tomlinson, president of the CFA and Mr. Tomlinson stopped over in Mentor the other day in their way home from the convention in Denver. Bill Ballantine is visiting for a week. He has more material on an article about the Big Show. His recent article in the Holiday magazine has been the thing. Joe has arrangements here for a week. Mr. Potts has acquired a black crow for his act. A laugh incident took place the week it was Irene, Fat lady in the Side Show, got a ride down the mountain from the conundrum, on a railroad bunch. That's one way to get the bus. Visitors included Mr. and Mrs. Pete Daniels, Mr. and Mrs. Roger Towne, Moose Moore, Martha Beno, Phil Jordan, M. McElvee and Jack Leontil—MARY JANE MILLER.

Polack Bros., Western
Trip into Las Vegas, Nev., was made in good time and all came over the mountains in good shape. Silvers Springs and Darling's Zoo, Landon left their trailers in Bakersfield, Calif., and will pick up the show on the way back to Ventura, Calif.

Hot weather in Las Vegas forced Mr. and Mrs. Frank Shore, Lewis, to cancel matinee and show worked at night only. The Freemans wound up with three sad trays and parades depicting the wonders of Las Vegas. Before opening in Las Vegas, the following took a right-thinking tour: Polly and Walter Majestic, Hubert Castle, Evette and Eddie Kohl, Frances Zemer, Arthur Harris, Mr. and Mrs. Fred Merrick, Ernest and Hannah Balk, Ethel Freeman and the writer. Mr. Madison returned to the show in Las Vegas the next day. Arthur Springer and Jack Klein came up with white suits in Las Vegas. They went to Newark, N.J., visiting Nana Woodford. Ross Paul and his wife went to Woodford's, and Mr. and Mrs. Meade Las Vegas, and report a sad event, but the prize catch goes to Walter Majestic.

Visitors included May Raymond, A. Charles Oles, Mr. and Mrs. Bishop, Mr. and Mrs. William Ford, Pauline and Ray Gillett, Frieda and Reba Hill, and Mr. and Mrs. Frank Floyd; Mr. Madison hosted lunch of Silvers Madison; Ernie Hastings.

Sam Ward had Tony Martin, Jimmey Intranto, Sonny Jones and Richard Mostabah as his guests. Bones Hartt offered also visited. — FREDDIE FREEMAN.

Bro Colos.
Happy Kellam stole the hearts of the audience the last performance at Madison Square Garden. Happy entertained with pantomimes and a variety of small acts. Lefty Swanson are the parents of a new child. Jeanne has rejoined the show. Earl Muggsy Walker, who makes his debut with the show, has spent the past two weeks with his wife at the Chicken Coop in Montreal.

Petie Ivanov has joined the show. The Hannerteds were the guests of Mr. and Mrs. Frank Wirth on their yacht on Long Island Sound. Ted and Alice Corlino got a lot of laughs reminding us that they were in Paris together. Nick Lasco is buying chairs and pins for Jerome. It will be her time under canvas and she wants to be prepared. Visitors included Pat Letor, Mr. and Mrs. Bill Land, Denver Clinic, Eddie Callahan, Marco Wolf, Shelly Kolton, Terry Fontana, Ellen Munchen, Al Fanzo, Vickie Lack, Miss Wells and Mr. and Mrs. James-Paterson, Alice Mummery, Mr. and Mrs. Robert Reda, Bill Green, Mr. and Mrs. Paterson and troupe, Jimmy Ambose, George Londowsky, George Emmett, Alvarez, Keeneley, Yolanda Cristiani and fan.—ZAHRA KADER.

Sibcrand Bros.
Short jump from Dillon to Butte, Mont. The rough roads played havoc with the circus neon, however, and it wasn't fixed until our second day. A hell wind and rainstorm July 4 made cause to cancelation of the show at the halfway point.

Jack Post, has been doing good work throughout the season and has been making half-hour to one-hour talks daily in Butte, Mont. As the circus personnel was interviewed, the show was lost. The beans on the truck. Show has added ring carpets, which make a flash appearance. Layout of lot makes the large cookhouse practically a sleepy jumper. Larry returned to the show. Tom Hodgini's juggling dolls are getting new dresses. Jerry Kreutzer's costuming and Jiggs of Wild Goose for the Hoffmann's finish is done. We were sorry that members of the CFA convention in Denver couldn't catch the show but wish to thank W. L. (Bill) Montague for his letters on the project.—JOE HODGES HODGINS.

Clyde Beaty
The three-day stand in Spokane was a big one. The hotel lobby was always full of show people. Hotel staff joined joyously in the Sunshine Children's Hospital. Doing the entertaining were Sancho Morales, Charles Oles, Charlie Stein, Bud Bailey, Charlie Stein's partner, Mike Brown, John Brown's partner, and Robin Evans and Billy Temple. A white fowls fan was born on the move into Spokane, Alva Evans, with a six-day run. Mrs. Mark Deters has decided to manage a 30-day engagement. Harold Voice's new rope trick with Alva Evans, is proving effective. Show is being reprinted. Recent visitors included honorary Steffen, Charles Shapiros, W. J. Berens, and the CFA.

Wirk's Australian
The Sydney engagement was for 19 weeks against the pre-opening estimates of six. Expiration of the lease was the conclusion and returned to the United States. Tom Snuba replaced Jack Russell as the steamboat's captain. Unga, works the two horse acts. Zacharias, musical buffoons, joined, as did Ollie and Jack, the railroad stars. Burtons do an aerial balancing now. The Nullabur Plain was the longest jump, 1,472 miles. The longest straight stretch of water covered was 110-mile trek in search of game. Rain, lightning and wind天气情况对我们大有好处。有否冷气条件在你的地方——BOB BEHEE.

Tom Packs
Show arrived at Belleville, Ill., June 25, from the Orrin Davenport company, and will stay here until the University stadium in Belleville, Ill. This is the last stop for the 1950 season. Carbondale, Ill. Next stop was a five-day stand at the Public School Stadium. St. Louis, Goodrich worked, resulted in capacity crowds each night. Gary sold out, and the weather interfered with the opening performance.

Show was under supervision of William Nelson, general manager, and Jack Lyor, general superintendents. In Clown Alley are Chester (Bob) Allen, Gary DeKoe, Jimmy Davis, Chic Yale, Hop Green, Jeff Murray, Bill Green, Mary Hershey, Henry, 400 Bill Bentley, and the writer.

Banquet attendees included Frank Torrenro's high pole. Starless Night, Capt. Frank Torrenro's elephant; the Five Elong, high aerial act; the Whirl Winds, the Bermond, the Flying Midgets, Midget acrobats, and Bert and Corine, aerialists. Also wire walking; Buddy, Jerry, Jack, roller skaters; Sonny Moore, dog act, and Clausenious Bears. Paul Armstrong, ex-groom, recently joined Jack Corvene is band leader.

Clyde Beaty
Mr. and Mrs. L. Hagen and the latter's sister, Ma, and brother, visited Eddie Shelley. Mr. and Mrs. Arrell May, ex-grooms, joined recently on a new trailer. Lucky Dever, Edward Knull, and Williie Ralins left the show.

One of the deer got lost but found its way to Olds Park. Mr. and Mrs. William McPherson route to McClusky, N. C. and traveled its machinery. Mr. and Mrs. Parker made a trip to their farm from his mother, Mrs. H. A. Snuba and her companions, recently joined as the new wife, Mrs. Caroline Thompot and daughter, Caroline, also working on the circus. The single elephant act is the department of Frank Wirth. The net is working Baby Norma and the big three elephant act.—MILORD WELLES.

WANTED!

To Hear From Giants. Must be 75 ft. or over. Good proposition. Write, give info and photo.

BOX 1025

Salem Lake City, Utah

KOMEDY KLEW KLEKS
THE TIGHTS ARE OUT!

REAL LEATHER repaid. Good Color Combinations! Free Illustrated Circular, THE BEST BUY.

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LESTER, LTD.
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BURLING BROS.' CIRCUS
Wants At Once!

All privileged, Circus Men, Ring Men, Stunt Men, Stunt Women, Etc. Ideal for people interested in show business. Many excellent opportunities. These positions are open for men or women. Send your resume to Mr. Joseph B. Cooper, 308 Main Street, South Bend, Indiana, for additional, specific information.

ROBINSON BROS.' CIRCUS
Needs at once. Big Show Acts. Family Teams Only. Those interested are requested to send in full information. Please state specifically what you can do and whether you can do it in any picturesque manner. Do not use post cards. Address: Mr. Joseph B. Cooper, 308 Main Street, South Bend, Indiana.

PHONEN MEN
Need two only for established newspaper annual editions. Liberal commission and bonus. References required.

W. J. HALL
General Delivery, Cedar Rapids, Iowa

ROBINSON BROS.' CIRCUS


RALPH BELLER
Shine Circus Office. Johnson City, Tenn.

IF INTERESTED

In exhibiting a cat with wings. Contact:

M. SATURANO TOFF

34, W. 39th St.
New York 11, N. Y.
Bill Bros.

Father Sullivan visited the org at Gloucester, Mass. Fay Avalon has a new stop number. Jacklye Lynn is a new addition to the crew. "Jakey Lynn" is a very good looking lady with a very pleasant and pleasant manner.

Dales Circus

High winds and much rain besieged the show thru Michigan, Wisconsin and Minnesota. The matinee at Eau Claire, Wis. was postponed from the usual 1 p.m. time the peaks had to be lowered.

Anthony Giovanni and Leo LePra will continue thru the states. A show of bullfighting to the program at Iron Mountain, Mich. Fancher Pierce drove a powerful horse and a strong horse for manage. Eddie Akins had a most impressive show. Akins showed the strains of Tige Hale's Gold Medal Band. Chuck Gabriel returned to Grand Rapids.

Marie Hall's opening trick or swinging ladder is a feat that would care to duplicate. It is entirely new to the circus and was impressed on Equestrian Director Mac McCoy's face is caused by the mis-chievous activities of her engagement. Maxine Boulle and Dorothy Z. Rice introduced the sensational love story to the patrons.

Dave Fineman has his share of back luck, the latest being the wreck of his panel truck. Looks as though Eddie Race Jr. and Patti Milligan are the one. The show's biggest innovation is a mixture of animals and equestrian director recently, sounds a loud whistle, even if he does. The writer held up customs at the border for several minutes as he blithely passed thru a tank in the lagrange. The perforators on their Eke, 8-12 night made their very muddy lot, seemed glad to be back in the dominion. BILLY BARTON

Polack Eastern

Colorado Springs, Colo., promoted by Bill Bros., is ready for a big date in some time. The Five Antelopes joined and are doing very fine and are i.e. of a show as they tour the eastern seaboard. Several members of the Circus Eastern Convention will return from the CFA convention held in Denver, Mrs. and Mr. George, of Sprague Bros., and Harry Keys, the Wigwam of the CFA, showed pictures after the Daschens from various cities visited on their way back from their convention in Los Angeles. Whiley and Edythe renewed acquaintance with Victor Rhodes, bandmaster, at a local hotel.

Cheyenne, Wyo., was a new date for the Bros.'s show. Mr. and Mrs. Del Rae joined to do wire and high pole acts.

The opening days were celebrated by Betty Proper, whose husband, Fred, gave a surprise party; June Keen was given a dinner by the personal, and Mrs. Natal, who had a party in the dressing room. Patsy Hickey joined for the summer.

Arriving on the lot, the girls were greeted by Eddie Race Jr. and Patti Illigan. The Wind had lifted it right off the ground. The show is using the prop truck driving thru the stock. Nomination for the best dancer on the show was received by Carla, and Ernie Wisslew are constantly taking pictures of the show.

Bros.'s show at Cheyenne were buying everything in town for furnishings for their new home in Saratoga Springs, N. Y. A big post card was sent to the show and little Sammy Polack is as big as the show's numbers. IRENE LAFERTY

Rail Strike Causes

Beatty Date Switch

HELENA, Mont., July 8.
The Clyde Beatty Circus, impeded by a railroad strike, arrived here and presented four performances daily. At each show a new half house.

Show left here for a Sunday (9) show in Butte, Mont.
Cold Weather First Two Days Cuts Turnout

BRANDON, Man., July 8—Brandon Exhibition grounds today hosted the first annual Brandon County Agricultural and Industrial Fair, the farthest point west on the Canadian Class A Fair Circuit. Friday (7) entered the last of its five-day schedule with a drop in attendance of 12 per cent but with income slightly ahead of last year, a big use for the event.

Cold weather the first two days cut into gate totals. Weather cleared and calmed Wednesday (5) with the temperature hitting the 80's. Closing day opened to excellent weather and crews were hopeful of partially overcoming the gate drop caused.

Stand Prices Hiked

Hiked admission charges for the grounds today, with tickets for adults 25 cents over last year, plus excellent grandstand crowds, offset dollar-wise. The weather may have been coupled with higher income from other sources, enabled the event to go into the final day with a bigger dollar margin than at the same point last year.

Night grandstand show, booked by United Theatres Theaters, has the top prices. Citizens, supervised by Fred H. Kressman, was a crowd-puller thru the first half of the evening when it was given each of the first two nights, with two performances the following two nights. Double admission was a sellout, the other a near-capacity crowd as Thursday (7) were sellouts. Grandstand was priced at $1.25 and $1.50.

Barnes-Carruthers unit, offering a 16-cd line, also Lottie Mayer's dog act, as well as the following specialties and acts: Marion Seabold, dancer; Martin Schwartz, Lucinda and Ashour, dance team; Ming and Ling, Chinese hillbillies and Buckeye, the clown; a knock about comedy; Gautier's Exsect Baggage; dogs; Lance Brothers, comedians, and the Cohn stand and musical.

The midway shows, holding down the midway, experienced good biz, the down slightly from last year. Ronnie Buder unit, priced at $1, was reported outgrossing Leon Claxton's Harlem in Havana, priced at 60 cents.

Hamid Features Set

By Weymouth, Mass.

WEYMOUTH, Mass., July 8—Weymouth Fair, August 13-19, has announced that its circus acts and revue will be presented by the George A. Hamid office. Fireworks are also carded.

New buildings have been erected for the elephant exhibit, and a new barn has been built for cattle. Reproduction of the Abigail Adams house, historical landmark, has been built and the wooden sleds are being used.

Agriculture is to have an educational exhibit at the fair.

Iowa Park, Tex., Skede

New Model Home Exhibit

IOWA PARK, Tex., July 8—Texas-Oklahoma Fair here, this year for the first time, showed an individual home exhibit on its grounds during fair time. Dr. Gordon G. Clark, president, announced.

The model will be a pre-fab built by the United States Steel Company.
Lethbridge, Alta.,
Draws 44,252 Paid;
Top’s ’49 by 8,412

LETHBRIDGE, Alta., July 8.—Lethbridge opening and rodex, aided by perfect weather during its three days, chalked up new all-time opening and closing day attendance records to ring up a total of 44,252 paid admissions, an increase of 8,412 over the ’49 fair. Final day, Wednesday (28), saw 27,834 file through the turnstiles, and official opening day figures of 12,628 did not include large numbers of children admitted free. Second day attendance was 5,881.

Grandstand review, produced by Irving Grossman, drew an estimated 4,000 the first night and 5,000 the final night. Opening day rodeo attendance was 3,500, with 3,000 in the stands at the finale. Wallace Bros’ Shows provided midway attractions and T. W. Hand Company, Cookeville, Ont., staged nightly fireworks. Top winners in the rodeo were Laurel Tews, saddle bronc riding; Charlie Chick, bareback bronc; Johnny Chapman, steer riding; Ray Reynolds, calf roping, and Grant Raymone, steer decorating.

Truro, N. S., Names Layers

TRURO, N. S., July 8.—George Lavers, Halifax, N. S., has been named secretary-manager of the Central Nova Scotia Exhibition here. Lavers formerly was with the Lobster Carnival and Industrial Fair at Pictou, N. S., and the Port of Halifax Fair.

Texas


Arkansas


Virginia

Chapel Hill—Central West Texas Fair. Oct. 1-16.

Barbara E. Duvall.

WANT RIDE FOR MIDWAY

Fair Acts, Exhibitions, Novelties, Concessionaires, Display, Farm Equipment, Industrial Exhibits (serving Central Connecticut) for 5 nights, 3 days, September 1-5 inclusive.

Plainville Fair & Exhibitions

To Be Held at Plainville Stadium, Plainville, Conn.

WANTED

For West Virginia’s Agricultural and Industrial Fair—Stock Car and Motorcycle Racing. September 6, 7 and 8.

T. H. McGovern

203 Owey St., Charleston, W. Va.

GENESEE COUNTY FAIR

At Fair Grounds, Batavia, N. Y.

August 7, 8, 9, 10, 11, 12

WANTS SHOWS AND CONCESSIONS

All Answers: Tee Fair

508 Main Street, Batavia, N. Y.

GENESEE COUNTY FAIR

WANTED

FIRST CLASS CARNIVAL

To play our County Fair, October 3rd through October 7th, 1939, sponsored by American Legion, Order of Eastern Star, Knights of Columbus. Call Frank F. Bierman, Secretary, County Fair Committee, Geneseo, N. Y.

GIVE TO THE RUNYON CANCER FUND
Midwest, So., Hit Pay Dirt

Turnouts strong, spending brisk at most spots as weather generally good

CHICAGO, July 8.—Business peaked and sparked at most Midwest and Southern parks over the long three-day week-end, operators reported this week. The only flake, according to The Billboard survey, turned up in Iowa where crowds put the damper on.

Ohio proved to be a commercial area. Cleveland's Euclid Beach Park skyrocketed over last week, setting records and attendance and attendance at the other 8. Sioux City, La., ta. a butcher.

Even in Euclid, Summit Beach manager, said crowds there on the holiday approached 25,000. It was the highest attendance in the park's history.

At Euclid Beach, Cleveland, Manager George Shannon said attendance was 16,000 more than last year. Similarly, spending zoomed 20 per cent above '49.

In contrast to that of most of the season, show business at the park has been good and weather has been terrible during the first half of the season.

Both Summit and Euclid have inaugurated free gate policies that are making accurate nose counting impossible.

Rain at Cincinnati fell at hours that didn't hurt business for Coney Island. Attendance for the four days was even with a year's gross and showed the park to make up a substantial portion of business it had lost to weather earlier, official said. However, attendance at Wednesday's (1), Sunday and Monday were normal for those days. Rain at 9:30 p.m. Monday caused on the heels of the pyro show and washed out the rest of the show. (See Midtown, South Click, page 6).

O'Brien's Set Trams For Revere Beach

REVERE BEACH, Mass., July 8.—New fairs, new features and other funspots have been put under the control of a new management by Ernest J. and William L. O'Brien. The 12-foot boxes, holding 12 persons, in addition, are run on the boardwalk when it is closed to auto traffic.

So far, business has only been fair and not heavy enough to warrant these trams operating from noon to midnight.

PORT ARTHUR, Tex., July 8.—Grosses this year 8 per cent above the corresponding period of 1949 are claimed by Pleasure Pier here. Those grosses, said Tom Morris, who took over the park management this spring, were made in the face of a definitely tightening supply of money in the area.

The dollar shortage has been aggravated by a strike of Texas Company employees which has thus far kept 6,000 men out of work for 99 days and put a serious dent in the overall business picture for 78,000 people in the area. The pier management, however, was pleased by a carryover advertising budget, using nine-cent ride mailing pieces, and offering reduced rates for other features.

Business last week was termed 'good,' but boxoffice effects of a park using Kurtio and Kurtio, high pole cortoon and trapeze act, as free attractions, and Bob White's human band in the balloon. Both attractions were given a nod by the Playing card opened Saturday (1) at a boat, and that same opposition of Bull Moose Jackon in a local niter. The balloon went on trial Saturday night. Kurtio remained thru July 4. Collins P. Froy, owner of the pier, said that will also use an opposition of using sensational free acts thru the summer.

The park's new originality will include a 40-foot tower, to operate elaborate coffee shop, featuring fine food, have been reopened after being closed two years ago.

The operating company's holdings include the famous 200,000-gallon artif. kaleidoscope, and kitchen and dining room, Company and Buick, also includes Robin Hood Coaster, Skooter, rifle range; Penny Arcade, Kiddie Autos, Planes, miniature train, Merry-Go-Round, Loop, and a 2000-odd ft. speed boat concession is leased to Bud Cross, while Bud Simmons has the gondola tent. Concessions include: pool stand, candy floss, moon cones, cones, and in fact, roast, strawberries, hot dogs, popcorn, and seven hankys panks.

Holiday Biz Best in Years

At Palisades

All Segs Get Money

NEW YORK, July 8.—"The best business the park has had in the last 10 years," was the way Irving Rosenthal, co-owner with brother Albert, described the Fourth of July holiday run.

All rides operated at capacity, concession sales boomed and the swimming pool was well-dilled, and Rosenthal said he expects the park to have a big Fourth of July crowd, as well as a good season, were also well-dilled, and Rosenthal said he expects the park to have a big Fourth of July crowd, as well as a good season.

He said that the price being spent on advertising and promotion at the park was unprecedented. Particularly, Rosenthal, said the tie-up effect between the park and Pepsi-Cola and pop purchasers reduced ride prices, is making itself felt. Monday, (2), usually a slow day, saw the park doing capacity biz.

The park's radio promotion, including paid ads in the New York radio station, has been running. Fireworks were also used in the park, with the Hamid agency, the Aerial Sprayers, trapeze and swallow, and Nore Morales Radio stations.

Rye, N. Y., July 8.—Playland here, operated by Westchester County, scored 175,000 people July 4th, according to park Director Allan McNicol. He said business was 20 per cent better for the same day last year.

Mc Nicol said that per capita spending is off a bit. He reported that prices on a few rides has been raised very little and slightly, but there was no parallel between the two developments. Fireworks were the free attraction on the second week-end.

It is planned to inaugurate weekly fireworks following July 4th. McNicol said. Under the plan, fireworks will be shown at the park on Wednesdays, with addresses held with the management, and drawings held each Wednesday night.

Playland did better biz during June than in the same months of 1948, McNicol said. With bad weather this spring, gross figures did not exceed the corresponding period last year.

Eastern Spots Get Big Play

Record crowds jam many resorts—spending reports variable, but satisfactory

NEW YORK, July 8.—Fourth of July week-end despite sticky heat, was just what park and amusement park proprietors have been yearning for since spring. While showers hit some spots the afternoon of July 4, few big resorts were more than briefly affected.

Coney Island had an estimated turnout of 1,550,000 on the Fourth. This spot has drawn a considerably larger crowd in recent years. However, the invasion toppeled this turn out this season by a whopping margin. The week-end started with 250,000 Saturday (1) and an estimated 1,350,000 Sunday (2). It dropped to 450,000, but even that was satisfactory.

Coney Special Events

Coney Island's Chamber of Commerce finally launched its program exhibitions in the park on Sunday night (2) with a "Night of Stars," in which Lanny Ross and others were featured in shows presented on an open-air stage on Stillwell Avenue. This special event was a hunt for the "Walking Man," with prizes of an 880.- for catching the elusive creature. The mystery man, Tuesday night's feature was a "White House," where a company of the Secret Service was present.

Saturday saw the park have a big Fourth, with 35,000 visitors, and Sunday, 20,000, with the rest of the week in the 14,000 to 20,000 bracket.

Promotion Plus Weather Builds Riverside Take

AGAWAM, Mass., July 8.—A combination of special events and reasonable good weather gave Riverside Park a splendid holiday weekend, with Tuesday night (4) going down in the record books, accord- ing to Manager Eddie Carroll.

Highlights of the promotional program were the annual 10-cars-and-an-boat race at the stadium, spire of fireworks exhibitions in the park, with two regular dances, a 24-lap jalopy race at the stadium, a fireworks display by the Mystic City Park and 36 electric acts on the midway featuring Ray intelligent in its tradition.

Manager and his staff were pleased with the turnout and the weather. (See(b) page 64.)
Ocean Beach Sets
New Mark at Gate

NEW LONDON, Conn., July 8.—With sunny skies and warm weather helping to attract a crowd of 23,500 to Ocean Beach Park here, attendance records for the spot were shattered Sunday (2).

Patrons contributed $5,893.96 for the day's gross figure. Previous attendance mark at Ocean Beach was 22,500, established in 1947.

Revived A. C. Million Dollar Pier Preem Is Big

Holiday Crowds Pay Off

ATLANTIC CITY, July 8.—Million-Dollar Pier returned to the resort's list of attractions Friday, June 29, with a kiddieland, major rides, concessions and a theater featured.

Business over the four-day holiday period was terrific, with demand making necessary the trucking in of supplies from New York. Boardwalk frontage and a free gate assure the spot of a big percentage of steellers.

Pier is under the direction of Jerry Forrester, president, and Max Tubin, general manager of Beach Amusement Corporation. Rebuilding of the pier after last year's fire was under the direction of Joe Mee-Kee, Fallsides (N. J.) Park superintendent, and Fred Freund.

Theater is being operated by William Wood and William Robbins and will offer Broadway hits. Owner was Bert Wheeler in Harvey. Pier neat, a standard attraction, will be continued twice daily. Other features include miniature golf, shooting gallery, kiddie movies, fishing and bath house.

Kiddie rides include Roto-Whip, auto ride, Airplane, train ride, Sky Chief and boat ride, with a Caterpillar, Ferris Wheel, Merry-Go-Round, Tilt-a-Whirl and Looper for adults.

Giveaway Hypos Biz at Bob-Lo

AMHERST, Ont., July 8.—Bob-Lo (Bois Blanc) Park here has been running 10 and 15 per cent better than last year, but its giveaway program has hyped business somewhat, according to Harold Correy, manager.

Special promotion has centered on "crack the safe" in which $3,000 in merchandise, including an automobile, is offered. Tie-up was made with local dealers, grocers and gas stations to distribute free tickets bearing a safe combination. Holder of the combo which cracks the safe gets the prizes.

GREYHOUND DOG RACE FOR SALE

14 units—Guaranteed first class condition.

LAWLOR'S AMUSEMENT PARK

ARNOLDS PARK, IOWA

WANTED

STEAM TRAIN

To operate at Drive-In near heavy traffic picnic area, now to Labor Day. Write or call:

D. C. HALLENBECK

562 Broadway

Albany, N. Y.

Phone 5-7724

WILL BOOK

IN KIDDIE LAND

Caterpillar Rides, Colorado, for balance of season. Merry-Go-Round, Boat Ride or any good Kid Rides. No push.

GEO. P. BARTLETT

2301 Willow Ave.

Colorado Springs, Colo.

Colorado 4-7317

ATTENTION, PARK OWNERS

MINIATURE GOLF HITS BIG TIME

GRABS NO. 1 SPOT OF THE NATION AT THE ENTRANCE TO THE MILLION DOLLAR PIER, ATLANTIC CITY, N. J.

THIS IS A HOLMES COOK COMPANY'S CREATION

HOLMES COOK COMPANY

Room 308, 102 State St.

New London, Conn.

MINIATURE STEAM TRAIN

Train streets next to Coney Island's big parks. 70 trains now in operation.

GROSS $2,500 TO $15.00 A SEASON

Rents ideal for normal season operation. Make real money in any town over 10,000 population.

Ages 4, 6, 8, 10. Built. Steam Engines are optional for popular and repeat rides. Bids from 75 to 80 kids and adults every trip.

OTTAWAY AMUSEMENT CO.

Mrs. Miniature Steam Trains

224 W. Grove St.

WICHITA, KANSAS

High Quality

KIDDIE RIDES

ROTO WHIP — SPEED BOATS — PONY CARTS

CALL TOGU HORSE CARROUSEL

Illustrated Circulators Free

W. F. MANGELS CO., Coney Island 24, N. Y.

YOU CAN GROSS MORE WITH A 12 UNIT GREYHOUND RACE IN THAT LOCATION

$2510 COMPLETE

REASpN

Greyhound Amusement Device Co., Inc.

2356 Sutts Ave.

Espanade 3-6015

Brooklyn 34, N. Y.
Gotham Area
Stand's Okay
For Prell Org

Second Unit for Fairs

HICKSVILLE, L. L. N. Y., July 8.—This date proved a good July Fourth stand for Prell Org. A Business Monday night (3) gave the show its best opener of the season. Over 2,000 persons were in the tent when weather tonight the gross will be comparable to the best garnered to date. Business in the New York area on the opening night was highly satisfactory, Prell said. Last week at West Hempstead, the gross was about 10 per cent. This was the nation’s fifth consecutive stand under the American Legion post.

Previously, at Forest Hills, New York City, with a main highway location, the show racked up satisfaction comparable to opening nights, Prell said. Date was expense, with only $100 for each show and $50 for each concession and rides. A number of contests and a night time attraction bled.

Show entered northern territory several weeks ago when it jumped 300 miles from Madison, Wis., to Jersey City, N. J., to the first five-gate show to play that town in 15 years, Prell said.

Prell said dates still remain before the show plays its first fair, opening July 31 at Hatfield, Pa. Fair regular fare is expected at the midweek week, after which the org will go into Independence Day week with a full per fair route, with nine sensors carried, will begin January 20, Prell said.

Prell’s World Fair Shows, a second unit is scheduled to be on road July 7 in Sanatoga, Pa. Unit has a route of 13 fairs, according to Prell.

Henry Meyerhoff
Quits Crescent; Org
Still on 15 Cars

PENTICTON, B. C., July 8.—Henry Meyerhoff, who recently sold his Crescent Org. stands in the region of Seattle, for a reported $85,000, and was to remain with the shows to close in the fall, resigned as advance agent at Prince Rupert and has returned to his home town, Penticton. Shows are considerably smaller than when under Meyerhoff’s direction. Two of the heavier rides were booked into parks in Alberta. A. J. Rody’s Show is said to have closed, with the personnel returning to California. Mr. and Mrs. Fred Proulx, candy floss guys, left, at Prince Rupert.

Crescent shows are still moving on 15 railroad cars. A policy of the railway companies makes this a “must”, for a reduction in the number of cars would be offset by increased cost of carrying personnel at passenger rates.

Page Sets Biz Mark
At Martin Festival

MARTIN, Tenn., July 8.—Manager W. E. Page said today that his Page Bros. Org. had a single-day gross in the org. history here July 4, when $1,000 paid advance for a week in Martinsville was clocked on the holiday. The combination of weather and a celebration committee, said this year’s attendance and business was up.

The combination was awarded the midway contract for 1951.

Watchin’ the Nut!
MOOREFIELD, W. Va., July 8.—Proof that a carnival isn’t all bad is evidenced in photos Ben Wolfe, manager of Wolfe Bros. Amusement Org., showing to his contemporaries of some of his show trucks and trailers demolished by a heavy storm last Friday. The trucks and trailers were used to transport the Merry-Go-Round. The driver, Tom Shown, magnified by flattening a wheel, said the wreacchage was with only slight injuries. The Merry-Go-Round was put in shape for operation the following night with the repair bill totaling 71 cents, Wolfe says.

Menacing Sky
Hits Hennies
Holiday Play

Toldeo Gets Strong Advance

TOLEDO, July 8.—Threatening weather here July 4 hurt Bros.’ holiday business. The stand, which was expected to be the best in years, figures showing fair business for the full engagement.

The opening two days ending Sunday (9), the show had its strongest billling of the season here. Big signs used before the opening and “now cards” are being carried by them. This new, heavy, big show and outlay is larger than last year.

The city of Hennies rejoined the show here after leaving it at Wau- kegan, Ill., on a business trip. After a few days on the show he left for a visit to Chicago and also some fairings the org has to play. Paul Clare serves as manager in Hennesse.

Wayne, Ind., played last week gave the show practically its 4th receipts in the same spot. Org is the only show which has given a permit to play inside the limits of the Hooptie city in recent years. Shows are considerably smaller than when under Meyerhoff’s direction. Two of the heavier rides were booked into parks in Alberta. A. J. Rody’s Ride Show is said to have closed, with the personnel returning to California. Mr. and Mrs. Fred Proulx, candy floss guys, left, at Prince Rupert.

Crescent shows are still moving on 15 railroad cars. A policy of the railway companies makes this a “must”, for a reduction in the number of cars would be offset by increased cost of carrying personnel at passenger rates.

Wallace Rides, Shows
Up 10% at “B” Fairs
Concessions Off 10%

MOOSE JAW, Sask., July 8—Midway receipts on the 4th closed at $2,000. The “B” fair circuit are running approximately 10% higher to some fairs on rides and shows while concessions are off that amount, according to J. P. (Jim) Sullivan, owner of Wallace Bros. Shows. Shows, which closed its fair circuit of 11 shows for the year here today at the Moose Jaw Fair, July 8.

Receipts at Lethbridge, June 26—6,000 was the highest in this year by any one show, and business was reported as "stvec." Due to heavy rains two days prior to the opening, farmers were unable to attend fields and work was the biggest ever.

Org’s Kiddieland, with eight rides and a new front designed by Jack Ray, has proved to be one of the big attractions and money makers of any show in the line-up.

Lethbridge included Bob Lohmar, general agent, Royal American Shows; City Alderman John Duvall, Mayor Karl Kummer, Owner Sullivan’s wife, Mrs. Sullivan, and her two sons, Karl and John, are skeded to plane from Toronto to Portage La Prairie to catch the show.

Hank Blade, hockey coach of the Kansas City Mahwah, recently returned to the show following an appendectomy at Windsor.

Keene Gives
Buck Record
July 4 Gross

Play Lasts Until 2 A.M.

KEENE, N. H., July 8.—O. C. Buck Shows scored record July 4 business here, an annual date held by the org. for many years. The org’s shows on the holiday slowed down business a bit, and Buck was on the job for the 11:30 fireworks display and the free act which was held until 12:00 a.m. Some units were still open at 2 a.m.

On the holiday local police estimated a crowd of about 5,000 people was on hand. The org. had two bands on hand, one played music for the people remaining after the fireworks display.

On the week following the fair, the org. was on the job at several other places, including the Grand Island fair, where the org. was still on hand at the first fair on the 9th.

Esterhine, Wisconsin
Holiday Good
For Cacalade

Nets Best Day of Season

MADISON, Wis., July 8.—Al Wagner’s Cacalade of Amusement Org. set a new record here July 2 in the sheriff’s weekly contest based on receipts. The org. was on hand here despite opposition of a fireworks company to that effect. The org. had good business, and prospects for a good finish on the season.

Show is spotted on the east side of the city, facing three major highways on a roomy, level lot. Advantages here were strong, with Herb Shive replacing the show and Julian Cole the Sally Rand unit. La Band put in a heavy p. a. schedule. Her radio spots were good, and supplemented by Mr. and Mrs. Fred Shively, candy floss guys, left, at Prince Rupert.

The combination was awarded the midway contract for 15 railroad cars. A policy of the railway companies makes this a "must", for a reduction in the number of cars would be offset by increased cost of carrying personnel at passenger rates.

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FOR SALE
MOON ROCKET RIDE
Ready to work. With or without transportation. Priced reasonably for quick sale.

CRUISE RIDE
Used two seasons. Excellent shape. With or without transportation.

1949 DODGE TRACTOR
Low mileage. Equipped with power wench.

DICK'S GREATER SHOWS, INC.
BOX 401, Chews, N. J. Telephone Camden, N. J. Emerson S-6455.

Bum Breaks Bear Down On Manning
Org. Trails '49 Takes

PEEKSILL, N. Y., July 8—A year ago at this time Ross Manning and personnel of the shows bearing his name were soaring along in high. This year it's been a struggle to maintain the consistency of a much lower order. With the pay-day already past, the business at hand still has to do with getting even, instead of adding to the winter bundle.

Ross, its been mainly a series of bad breaks, with the weather a principal offender. Rain has washed out and potential gold hunters, while the bump stands have been played in near-perfect weather.

Org.'s usual startling routing suffered this past winter when Manning and gang missed darting midway at Hattie's Bi-Centennial Exposition. Except for a flying trip to Albany to attend the State fair meet, in February, Ross remained in Haiti. As a result the opposition lifted a spot here and there and knocked out usual Maine route by snatching the key one.

One Penny Stand
At other spots in Jersey, normally good, Ross found himself in opposition to the biggie World of Mirths, a few miles distant. A 500-mile jump to Oil City Pa., intended to start off a Penny route, paid off in a notable blank with the result that at week's end they missed out and jumped the 74 miles back to Jersey. This date, with a choice in-town, shoe-horn lot which paid off handsomely on two occasions last year, but breaking out this time unless natives turn out in hordes tonight. Fault lies in the fact that a free-day-long civic celebration on the holiday, including a free fireworks show, has held the citizens enthralled for a number of years and even the Barnum shows couldn't successfully compete.

Parcell on Hand
Weather mixed previous showings of Holler's, Greene and Granbite's, Stand here. Due in next Monday (10) for a week are Fred's Broadway Shows, playing a lot on the other side of town. On tap tonight are Perce Parcell and his Joe Crichton Hell Drivers unit.

As a result of the medicare big, visiting hours on the Manning org. have been extended, with Ross and Gladys Manning, Pat and Agnes Parcell and Frank Herman becoming off the vagaries of the weather and the gay between. Fine grossers.

Manning's equipment, as usual, is in prime shape, with new canvas having recently been added to several of the units and fresh paint everywhere. Showman outlook is that some good get-even money dates, including a string of New York fairs, lie ahead.

WANTED
TILT HELP

Can place capable Men, also Ticket Seller. No track driving, lead on wagon. No contact wires. Address: WILMINGTON, W. Del.

WANTED
WANTED
JIMMIE SIMPSON
HARLEM ON PARADE REVUE


FOR SALE
Seven Tub Whir or will trade for Kino, Light Plant or House Trailer. Wheaton, Ill., through July 15.

A. E. RAINES, RAINES AMUSEMENT
Doral Deshon plans to return to the road in early August with a new show, "Stromboli," featuring Margie Flynn, reports Edward Church, of the Lone Star Shows.

Recent visitor on Hennies Bros. Shows, which Mrs. C. E. Glickman, wife of a concession agent on the show, Mrs. Chester H. Naylor, daughter, and Henry Naylor, son of Fred Naylor, Harry will continue on the show for several weeks.

Edward (Red) Erwin, general agent for Avery's Modern Shows, reported good business at the Bayport, Mich., Chamber of Commerce celebration July 1-4. Plans are to make the event an annual.

Jack J. Staring was in St. Louis recently on a talent hunt for William Chalkus, Freak Show operateur. He reported the Snap shows July 4. The org's holiday business, the marred by wind and rain, was, he said.

Recent visitors to Prell's Broadway Shows were Phil Iser, David B. and Ralph Eddy, Benny Herman, Charlie Gerald, Ethel Weinberg, Jack Ivovich, Daddy Simmons, Max Caswell, Mr. and Mrs. Bob Holmes, Mr. and Mrs. Hank Palmover, Mrs. Mike Roman, Frank Schneck and Carl Mayor, of the James Bell Company.

Myrtle McSpadden, of the Lone Star Shows, having recovered from a serious operation in Rush Hospital, Chicago, is back on the mid-way.

Leo Burke joined recently with his Girl Show, featuring Dar- denelle, off the burly wheel... he has charge of the 101 Ranch Wonders on the Morris Rannum Shows, is conglomerating in German- town, Philadelphia, following a major operation. He expects to return to the Hannum org soon. During their absence here his girl shows operated under the management of Robert Travis and his mother, Mrs. Mary Morrison.

Ann Lindsay, having recovered from a recent bout with pneumonia, is making her home in the Tolman House, Portland, Me., since being discharged from a hospital there July 1.

Paul Cole and family of Lansing, Mich., were visitors on the Cole Amusement lot at Pontiac, Mich., over the holiday. Show is operated by his brother, Elmer H. Winter, wife of Jack Winters, con- ducts the concession, has returned to Saratoga Hospital, Detroit, following a cerebral embolism.

Because of anticipated heavy July 4 biz, Cavalcade of Anticipated Shows, kept George Harr, Herb Shire, Joe Kemmer and Louis J. Berger back in...
WANT
Merry-Go-Round and Pony Track for Kiddieland. Operating year-round. Ideal location. Good proposition. We have six rides of our own.

KIDDIELAND
F. O. Box 324, St. Petersburg, Fla.

MONARCH-CARNIVAL SUPPLY CO.
(Write for Price List).
2233 First Street, N. W.
Washington 1, D. C.

Premiums: Bingo Supplies, Novelties, Party Favors, Prizes, Punchboards, Special This Week Only — 10c in. Western Horns, $19.00 each.

YOUR BEST BET —
25% Deposit with order.

AGENTS WANTED
For Add-Up Darts, Ballantine Dart, Ball Game or your favorite Manhattan. JOE WHITLLE
Stilts Nutting Ave. Chicago, Ill.
Phone Mulberry 3-529

FOR SALE
Six Concessions, one Arcade, Sacrifice price due to death of owner.
BOX 314, OLD ORCHARD BEACH, MAINE

WANTED
By the Adams County Agricultural Society, Rides and Games for the week of August 20 to 24, 1950.
CHAS. S. KIRKER, Sec.
WEST UNION, OHIO

AT LIBERTY
Girl Show, completely equipped, ready to go anywhere. Wire. RAVEN ALBERTI
251 Fourth St.
New York City

WANTED
Wheel Foreman for Twin Wheels. Must be A-1 and able to cut it. Also want Wheel Second Men to work top; also must drive semis. drive semi; top salary.
Can Place A-1 Octopus Foreman; must drive semi.

Wire C. C. GROSCHUR
Blue Grass Shows, Newton, Ill.

RELIEF CALLER AND COUNTERMEN
Wanted for Office Operated BINGO by THE CAVALEDE OF AMUSEMENTS.
Address GUY B. WEST, Manager e/Cavalade of Amusements
Milwaukee, Wisconsin, July 18 to 19

MODEL SHOWS, INC.
WANTS FOR UNITS ONE OR TWO
CONCESSIONS: Will bring Drive-In, Drive, Arcade, Roller, Rides. Will handle Cigarette and Concession Scatter. Have all necessary permits.

JULY 15, 1950
THE BILLBOARD
47}

GRIGGS
GREATER SHOWS

WANT for Street Celebration, Hiawatha, Kansas, July 10 to 15, then to all Fairs starting Bedford, Iowa, Sunday, July 23 to 29; Corning, Iowa, July 30 to August 3; Malvern, Iowa, August 8 to 12; Clarinda, Iowa, August 14 to 16; Mt. Ayr, Iowa, August 17 to 19; Greenfield, Iowa, August 20 to 25; Creek County District Fair, Sapapila, Ohio, September 4 to 9; Bristow, Oklahoma, Fair, September 11 to 16; with four Fairs in Texas and the Cotton Country Jill Xmas.

CONCESSIONS—All Hanky Panks, Scales, Apps, Photos, Novelties or what do you have? One Min. Camp, all Eating and Drinking Stands. Sorry, boys, no flat outfits at the Iowa Fairs. Will have two Fine Rides and Pony Rides. These Fairs are ride spots. Mr. Harry Zimlera, call me at Hiawatha, Kansas. Would like to book organized Ten-In-One, also any Grid Show. Ride Help on all rides: good salary; must drive and have license.

All wires to
CHARLIE GRIGGS
Hiawatha, Kansas

EVANS’ NEW CIGARETTE WHEEL

NEW FLASH!

NEW EARNING POWER! Great new, fast paying cigarette store! Plenty of punchy appeal 40" wheel operates on excellent principles, sping from 2 to 5 packages of cigarettes on every spin, with built inductor adding live-action bullay! Beautifully colored, mounted on nickel-plated stand at about 45° deeply setup. Evans 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.
1515 W. Adams St.
Chicago 7, Ill.

GRAND SHOWS

THE SHOW WITH THE PROUD REPUTATION

BURLINGTON, N. J., FIREMAN’S CELEBRATION THIS WEEK; FOLLOWED BY MILFORD, DEL., LEGION CELEBRATION

WANT AT ONCE — Bingo Jones, anyway. Burlington, answer: French Fries, Frozen Custard, Dart Balloons, High Stakes, Cigarette Pitch, Hoop-la, or any Hanky Panks. No Glass Pitches wanted. WANT AT ONCE — Girl Show Manager with First for one or two Girl Shows. Two Headed Baby Show or any good Grid Show for our Southern routes. Want Pony Ride. All mail and wires to
W. M. (BILL) MURRAY

DUMONT SHOWS

AMBRIDGE, PA., JULY 10 TO 15—ROCHESTER, PA., JULY 17 TO 22
WANT CONCESSIONS: Girl, Drive-In, Arcade, Wheel, Photos, Punch, Pigeon, Pin, Yarn, Toys, Wire. Can have Band, Ball, Cork Gallery, Rail Game, and Diggers. Write Dan and John Maloney, get in touch with me. Ernest Arnold wants Agent.

Address LOU RILEY, Mgr., per route above

GRIND STORE AGENTS

WANT
FOR BRAZIL — HOLLYWOOD, SUM, SKOR, PIN STORE, WHEEL, MAN. CAPABLE PEOPLE. CONTACT HORACE ONLY AGENCY.
VINCE McCABE
706 WESTERN UNION
FULTON, ILL.

CONCESSIONS AND SHOWS WANTED

FOR FOLLOWING STREET CELEBRATIONS: Halien, Neb., July 15, 16; Beatufo, Kansas, July 17, 18, 19; Council Bluffs, Iowa, July 19, 20, 21, 22; Council Bluffs, Iowa, July 26, 27, 28; Farmington, New Mexico, July 30, 31; and we wish Fairs each and every day for the rest of the month. Will book one first class Girl Show, we have experienced RIDE HELP. Wheel Foreman, Lead Foreman and second Men who drive. Johnny Elwell wants Agents. Wire: Bn drums. We have the best front in the west of all shows. Setting new records each week.

GREATER RAINBOW SHOWS

PER ROUTE
CARL D. FERRIS SHOWS
The Clearest Midway in Show Business

Wants for PORT ALLEGHENY, PA., OLD HOME WEEK, July 17 to 22—5 Paradis and Car Given Away—and the following Fairs, Beginning at Owego, N. Y., July 12, Sunday 3:30
Inclusive. Then Toenda, Pa.; Watertown, Lowville, Watertown, Little Valley and the
BIG CHAUTAUQUA COUNTY FAIR at Dunkirk, Labor Day. 7 of the Best Fairs in New York
and Pennsylvania—These Fairs Are Continuous Starting at Owego.

CONCESSIONS—Any Concession that will operate New York State Fairs—Crab, Cockshouse.
Short Pitch Bowling, Refreshments, Concessions. All locations open except

corn and Apples. Lewis Wafford wants Spot Agents. Marvin Conflict wants
Small Steep Agents.

SHOW—Side Show: Low prices. We pay you. Any Good Show Drama, Gen.
for some on Masscsell in Girls. Will also book a two boy Band. Can use Tall
for our Fairs. Due Watson wants Man and Wife to handle complete Snake Show. Also a Canvas Man.
Rider: Tilt-a-Whirl, Spot Lights, Toll-a-Wall at any non-competing Fairs. We have Step My-G-Go-Around.
Twin Wheels, Rocket, Fly-a-Plane, Roll-a-Plane, Chairplane, Boat, and Train Rides.

All wire—telephone—phone call: CARL D. FERRIS SHOWS, Ellicottville, N. Y.

UNITED EXPOSITION SHOWS

WANT
Can place a few Hanley Pans that do not conflict, such as String's Basketball, Side, Ride Help that Drive. Come on or write. Can place a complete Side Ride. Have girls, imp, stunts, banner lines with pictures. Want Wrestlers and Boxers for Athletic Show. Bingle
Calder, must be A-1 and must be on call.

All Wire—C. A. VERNON, Mgr., PEKIN, ILL., THIS WEEK: THEN PERIOD.
P.S.: This Show is still making money

GREAT SUTTON SHOWS

WANT FOR LONG ROUTE OF MISSOURI FAIRS AND LAN
Want Wonders on Wheel, Jenny Tiff, Seundar, Lou. Also can use good Second Man. You
get paid here every day or so. No wise theater cowboys or other knowing managers wants for

Vogt's Southern Amusements

Contact F. M. Sutton Jr., Great Sutton Shows

GREAT LAKES SHOWS

Wants for 15 leading Michigan Celebrations, includes Kalamazoo, Mich. American Legion
V Day, Aug. 11-14, sponsored by American Legion in Per. Bristol, Ind. 25th Annual


EC: The Billboard

CARNIVALS

Eddie's Expo Shows

Kane, July 24-29, Firemen's Celebration.

Freeport, Aug. 1-5, American Legion Celebration. First Show in 9 Years.

Parades — Fireworks

Susquehannock, 150 Years, Beaver Co., Aug. 14-19


Labor Day—Stoneboro Fair, West Alexander, Claysville

WANT

Grind Store, Photo, French Fries, Floss, Shows, Snake.

Answer Eddie Dietz

Canonsburg, Pa., this week, or 165 N. Monroe St., Butler, Pa.

WANT TO PLACE BINGO

With Show That Can Support 30x40 Bingo

Seating 160

Privilege or Percentage.

BOB COLEMAN

c/o Western Union

Burlington, New Jersey

WANT TO BOOK OR RENT


WANT

NOVELTY AGENTS AND QUEST YOUR AGE and have your local Chamber of Commerce Directors interested in your Agency.

Wants to start at Hartford, Delaware, Fairfield; 14 more Fairs to follow.

WRITE OR PHONE AARON MYHMS

415 Schenectady Ave., Brooklyn, New York

WANT TO BOTTLE GINGER ALE

First class Cookhouse to join at Tuscola, Homecoming starting July 17th. Can place two bucket Store Agents and 1 Six Cat Agents. Must work for stock. Ride help wanted on all rides: must drive semis.

Evansville, Ind., this week: Tuscola, Ill., next.

H. V. PETERSEN, Mgr.

Tivoli Exposition Shows

WANT

For Fairs and celebrations starting now. Shows with own transportation. Hanks Panks, J. L. Brown, Bob R. Colmey, Paul — all with semis. Can drive 3 agents with gas equipment. We carry 8 Rides.

Warwick, Ill., July 10-11; August 17-21; Carthage Harvest Festival, 41st Annual County Fair, July 25-Aug. 6 all Illinois. No rackets. Wire at once.

Nessler's Greater Shows

Warwick, Ill., this week.

WANT MOUND CITY SHOWS

WANT

good Ride For Everens for Ferris Wheel and Rock-o-Plane. Working Men for all Rides.

Cherokee, W. Va., Address:

Stoneburg, Ill., this week: Waverly, Ill., next week.

WANT FOR SALE

Set of 6 Venetian Boat Swings in good condition.

RICHARD H. JONES

WILMINGTON, DEL.

WANT RIDE HELP WANTED

Footmen on Merry-Go-Round, El Wheel. Ride-O who can drive. Pay every night. Also other help. Address:

SAM'S RIDES

Cincinnati, Ohio.

WANT WANTS

Ride Help at once for Jenny, Wheel, Spinning, and two other Rides. Good reputation for Men and Women who will help keep the ride open for longer hours. Good help for rental of all rides. Am equipment, camping facilities. Address:

MR. HENDRICK

Box 555, Marable, La. Phone 5155.
MT. VERNON, ILLINOIS, THIS WEEK

WANT CONCESSIONS—Frogs, Candy Apples, Popcorn, Peanuts or any legitimate Concession.
WANT GRIND STONES that will take orders.
WANT SHOWS—Glass House, Snake Show or any Grind Show not conflicting.
RIDE HELP WANTED that drive semi and are sober and reliable.
WANT AGENTS for rail concessions.

Contact Ralph Perry
All replies to
JOHNNY J. DENTON, Gold Medal Shows
Mt. Vernon, Ill., this week.

TOP OF MICHIGAN HOMECOMING AND FROLIC

GAYLORD, MICH., FIRST SHOW ON STREETS IN 30 YEARS
Bands, Parade, Free Acts, Rides, and Showing Cows the Queen.

WANT Short Range, Long Range, Cof-fer, Hi-Striker, String Bags, Etc., Mechanical Show, Glass Pitch, Cat Rake, Basket Ball, Penny Arcade, Jewelry, Bunty or any Haaky P寓n working for cash. No Flats or Witt Carries. Get with a winner. All state Celebrations and on the streets. Charles Willson, then Newul Blue Water Federal.

C. Crittenden, Mgr., Merryland Show
Champlain, Mich.; Saginaw City, 17-21; Gaylord, 21-23.

DON FRANKLIN SHOWS, UNIT #2
FREE GATE, NO RACKET. Want for Piano, TV, Fireman's Prize this week, followed by Croesus Pitching Pots. BAND: Croesus Pitching Pots. Required, Croesus Pitching Pots. August 2 to 15, and seven more Fairs announced in previous ad.

WANT Cof-fer, Hi-Striker, String Bags, Etc., Mechanical Show, Glass Pitch, Cat Rake, Basket Ball, Penny Arcade, Jewelry, Bunty or any Haaky P寓n working for cash. No Flats or Witt Carries. Get with a winner. All state Celebrations and on the streets. Charles Willson, then Newul Blue Water Federal.

WALLACE & MURRAY SHOWS
Want for Southern route of Fairs starting at Galliata, Texas, Aug. 14-19, and ending Arkansas Fair at Springdale. Show Manager who can handle Fairs. We have complete unit. Will book any non-conflicting Shows. Jim Hodges wants a large B大陆. Place for work. Mail address: Jim Hodges, Traveling Show Manager, No. J., Fireman's Life Bldg., Chicago, Ill.

WANT legitimate Concessions of all kinds. Good opening for Sagers, and same. Can now expand. Will book for 15-25-30 days. Write with address, phone number, and if you can run large. Send credentials. All replies to M. P. G. W. L. I.

CPLAYING THE CREAM OF THE SOUTH
Will book Sid Show, Gaff, Cof-fer, Hi-Striker, String Bags, Etc., Show Manager who can handle Fairs. Will book any non-conflicting Shows. We have complete unit. Will book any non-conflicting Shows.

Back of Horseman, Sagers, Croesus Pitching Pots, or any other type Concession, also String Bags, Etc., Mechanical Show, Glass Pitch, Cat Rake, Basket Ball, Penny Arcade, Jewelry, Bunty or any Haaky P寓n working for cash. No Flats or Witt Carries. Get with a winner. All state Celebrations and on the streets. Charles Willson, then Newul Blue Water Federal.

MAGIC CITY SHOWS
NOTHING BUT THE BEST on the grounds.
Want to book for Fairs of any size. Will book Complete Unit or for small Fairs. All replies to AL WALLACE, Chesapeake, Ohio, this week. "Waller" is the week.

GAYLAND AMUSEMENTS
WANT
Concessions—Photo, Cof-fer, Newel, Penny Arcade, Jewelry, Cof-fer, any legitimate Concession.
WANT especially want Sid, Freak or Animal Show, Rides—Need Kid Rides. Ride Help—Want better, reliable Fares for Wheel and Ivan. Top pay for those who qualify.

DEER CREEK, ILL., THIS WEEK; DANA, ILL., NEXT WEEK.

WANT whole State
WANT
Want to book for Fairs of any size. Will book Complete Unit or for small Fairs. All replies to AL WALLACE, Chesapeake, Ohio, this week. "Waller" is the week.

C. A. STEPHENS SHOWS
Can place Side Show Operator. We have new top 20 ft. banner 12 ft. Also Snake Show, Unicorn, Fencing, Concessions. Do not bid for small Rides.


HERE IT IS
Want Wild West, Redan, Clown, Thrill Show, Hellish Performers, Clowns, Phonographs, Promoters, Concession Agents to enlarge our now big Texas Rangers Rodeo for our 15th Eastern Canada Dates. Address: C. J. J. Concession Company, Box 10, Ottawa, ONT. or 10, Charlotte, E. C. Concession. Our Cookhouse complete. Ten Semi-Trailers with Tractors. This Show is booked until October 1.

C. A. STEPHENS SHOWS
Can place Side Show Operator. We have new top 20 ft. banner 12 ft. Also Snake Show, Unicorn, Fencing, Concessions. Do not bid for small Rides.


MANNERS, TAMPA, FLA., THIS WEEK

For-Sale Complete Carnival
Will sell all or any part. New true Floy-Pipes with latest safety attachments. 15-Car Ride 60 ft. 40 ft. Allen Herschell Merry-go-Round, El, Para Whirl, 50 ft. Snake 10, 20, 30 ft. Attraction Rides, and 1 little Auto Kiddie Ride. One of the largest shows in the United States. Write for Concession or Cookhouse complete. Ten Semi-Trailers with Tractors. This Show is booked until October 1.

CENTRAL AMERICAN SHOWS
Concord, Ky., 3d July 15; Then Rex 12,7; Wabash, Kan.


C. A. STEPHENS SHOWS
Can place Side Show Operator. We have new top 20 ft. banner 12 ft. Also Snake Show, Unicorn, Fencing, Concessions. Do not bid for small Rides.


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CENTRAL AMERICAN SHOWS
Concord, Ky., 3d July 15; Then Rex 12,7; Wabash, Kan.

WANT ** FOR FAIRS ** WANT

July 23-29 — LOGANSPORT, INDIANA
Custard, Ice Cream and Jewelry only.

July 30-August 6 — SHELBURNE, KENTUCKY
Legitimate Games — Photos — Jewelry — Eats and Drinks — Refreshments

August 8-12 — CROTON, OHIO (Hartford Fair)
Legitimate Games (no Shooting Gallery)

AUGUST 14-19 — LA PORTE, INDIANA
Photos — Jewelry — Ice Cream — Custard

August 20-26 — FRANKFORT, INDIANA
Photos and Jewelry only.

GOODING AMUSEMENT CO.
1300 MORTON AVE.
COLUMBUS 8, OHIO

THE BIG ONE!! AKRON, OHIO
8 — BIG DAYS AND NIGHTS — 8 J ULY 30-AUGUST 6
SUMMIT CENTENNIAL FAIR-EXPOSITION

Can place all kinds legitimate Concessions, Novelties, Photos, Eats, Drinks, etc.

CONTACT CAVALCADE OF AMUSEMENTS
Can place two Candy Floss Operators Immediately

MIGHTY HOOSIER STATE SHOWS

UNIT 2

Want for Celebrations and 4-H Club Fairs
Concessions: All Hankey Finks except Fish Pond, Popcorn and Snow Cone, Waxed Pitch-Till-U-Use, Jewelry, String Game, Games Your Way. Helmets, etc. Can see your chance to make some money.

Nashville, Indiana, July 15-17. Can see your chance to make some money.

In Pontiac all this week. Wire or write

MECKEOWN AMUSEMENT COMPANY
Auburn Hotel, Pontiac, Mich.

WANT AGENTS
SIX CATS, BUCKETS, FISH POND AND SLUM SETS.
Boots Cutler Wants Agent.

ROY T. DUFFY, care 20th Century Shows
FESSENDEEN, N. D.

EDDIE GAMBLE
WANTS FOR THE IMPERIAL SHOWS
TWO BLOWER AGENTS. Wire or Call

Beaumont Hotel, Green Bay, Wisconsin, July 10 to 15.

MOTOR STATE SHOWS

WANT WANT

JOE FREDERICK, Owner-Mgr.

PRELL'S BROADWAY SHOWS

BROADWAY AT YOUR DOOR EVERYWHERE

Want for Port Jervis, N. Y., July 17-22, and Dover, N. J., July 24-29 and 15 Fairs
Want all kinds of Coned Stoves. Want Man to take charge of Monkey Speedway who has Working on Trick Monkeys. Have License. Please contact. Want Bells for all Riders. Semi Deluxe preferred.

Carnival, A.D. and Supply Co., Masonic Temple, Cleveland, Ohio. Address:

J. A. 

Want Rides: Giant Slide, Smallest Ferris Wheel, Snowskater, Octopus, Fly-by-Plane, Spittle, Rock-o-Plane or any ride that does not conflict. Riders want:


Will sell X for Novelties for the following Fairs:

Haffield Racing Speedway Fair, Haffield, Ind., July 31-Aug. 5.
Bedford Fair, Bedford, Pa., Aug. 6-12.
Indiana County Fair, Indiana, Pa., Aug. 25-30.
Sept. 2.
Cambria County Fair, Ebensburg, Pa., Sept. 4-9.
Allegheny County Fair, Covington, Va., Nov. 4-9.
South Georgia Fair, Valdosta, Ga., Nov. 6-11.

To show this. Show closes Thanksgiving Week and reopen January 20, 1951, with 9 Florida Fairs. Those booking now will be given preference for Fairs. All address:

SAM E. PRELL

HILL'S GREATER SHOWS

Want for Following Fairs and Celebrations

Huron, S. D., 11-15; Celebrations; Rapid City, S. D., 17-23; Range Days, Biggest Event in the Black Hills; Alliance, Neb., 25-29; all July, With Montana Fairs to follow; Fort Benton, Forsyth, Baker, Glendive, Chinook, and Springfield, Col.

LEGITIMATE CONCESSIONS: Country Boy, Bell Boys, Ice Cream, Novelties, Fish Ponds, String Game, Counter Gallery, Penny Pitch, Hoop-La, Joe Roller wants Self Agents. Celebration Side Show, with or without top and front. Address: Joe Roller, Minneapolis, Minn.

HILL'S GREATER SHOWS

WANT ACT FOR RAPID CITY, WEEK JULY 17-23.
Rides: Will have Pony Ride, Baby Bumper Cars, Skee Players. Star Cast. Will have Rock-Plane, Snowskater, Octopus, Fly-by-Plane. Will also have Relief Rides, Kiddies, Sliding Wheels, Rides. Salute any object if you can produce. Don't misrepresent.

All wire H. P. or C. O. HILL
HURON, S. D., THIS WEEK; THEN PER ROUTE.

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

NOW PLAYING VEEDERSBURG, INDIANA, STREET CELEBRATION; TIPTON, INDIANA, 25TH ANNUAL STREET CELEBRATION FOLLOWING; DANVILLE, INDIANA, STREET CELEBRATION, AND CRAWFORD COUNTY FAIR, GREENCASTLE, INDIANA

Wanted Independent VINO for Foyers, Illinois and Pennsylvania. Can place Ice Cream Bar and Sandwiches, Cotton Candy, Popcorn, Carmel Corn, Taffy, Novelties, Photos, Short Range, Coke, Apple, Salt, and Water. Will take application for Concessions. Drive your own truck or bus, or we can supply cars. Wants Agents. WANTS WANTED: Motorclothes, Mickey Mouse, Monkey, Snake. Have Tip if you know person who wants. FULL-WASE FUMED FUMED. All are welcome. Send us full in letter to Kenny Trent.

All replies to John Portmante, Mgr., Veedersburg, Indiana.

WANTED

FOR LONG LIST OF FAIRS STARTING FIRST WEEK IN AUGUST AT CHIPPEWA FALLS, WIS.

FOLLOWING CONCESSIONS: Jewelry, Photos, Glass Pitch, Short Range, Coca-Cola Bottles, Penny Pitch, Rotary, Derby, Hit Striker, Basketball, African Dip or any other Hankey Finks not conflicting.

IMPERIAL SHOWS

Green Bay, Wis., this week: or 203 N. Wabash Ave., Chicago, Ill.

WANT—MIDWAY EXPOSITION SHOWS—WANT

For all Celebrations and Fairs, paid till October.


J. B. LEECH, Manager
CARNIVAL WANTED
ANY WEEK AUGUST OR EARLY SEPTEMBER
Sponsored by Fire Department.
400,000 Drawing Population.
Contact
JOHN P. PARKER
London Bridge, Va., or
IVAN MAPP
Chief of Police,
Princess Anne County, Va.

NEW SHOW
OPENING AUGUST 1, MACON, GA.
WANTS
25 HANKY PANKS
Legitimate Concessions who are painting the cream of the Tobacco, Cotton and PeaU markets through Tennessee, Kentucky and Illinois.
PAUL BOYETTE
After July 15, Password: Mason, Ga.

FOR INCOME SALE
One Nosanlndt Column Car, 20 by 40 by 55.
Only 500 miles on this unit, that is in good running order. This trailer has been used for an exhibition and has been kept in good running order.
FRED STIDDUM
Jackson, Ind. Phone 74. City ordinance makes sale legal.

WILSON FAMOUS SHOWS
CAN PLACE
A few legitimate Concessions. Second Men who drive, Clarence Stanton, wire us at once.
Cheillico, Ill., this week.

MIDWAY OF MIRTH SHOWS
WANT
HANKY PANKS SHOW: Any Show with even outline.
Rankin, Ill., this week.

DR. O. C. DIXON
WANTS
A-T Talker, Magician, Talk Stunt Artist, useful people for any location. Add to Arts line.

67 THOROYALD SHOWS
This week, Gary, W. Va. Second week, Cannelton, O.
WE HAVE OPENING
For Naps, Popcorn, Novelties, Groceries, Cones, Ice Cream, Rides, Photo Printer, and Pirouettes.
HENDERSON SAuerkraut Days
July 19-19-20
ELMER E. BECK, Chas., Hendersonville, Alton.

FOR SALE
TWO ARREST MERRY-GO-ROUND
Can be seen to operation. $5,000.00 cash. Will bill.
BOX 247
The Billboard Pub. Co.
128 W. Randolph St.
Chicago, Ill.

HANKY PANKS WANTED FOR THESE MICHIGAN STREET CELEBRATIONS
BELDING, July 18-21—Appliques American Legion.
SOUTH HAVEN, July 17-20—Appliques V.F.W.
AUGUSTA, July 1-5—Appliques Augusta Veterans' Club.
First One In On All These! Plenty More Red Ones To Follow!

LOOK THEM OVER—
THREE RIVERS—Aug. 7-12, V. J. Day Celebration. (Est. attendance last year, 27,000)
WAYLAND—Annual Homecoming. Aug. 29-Sept. 2
ATHENS—Homecoming on the Streets, Aug. 16-19
ARARDMA—Macomb Co. Fair, Aug. 24-27
HUDSONVILLE—Community Fair, Sept. 6-9
PHOTO GALLERY AND GRAB—Have Good Proposition
RIDE HELP WANTED—Must Drive Semis.
Address: RAT WILLIAMS, MGR., P.O. Box 1664, Detroit 31, Mich.

WALLACE BROS. SHOWS
"America's Most Spectacular Midway"

CAN PLACE FOR NORTHERN CIRCUIT STARTING JULY 16, BELoit, WIS. FOLLOWED BY
MONROE, RAOUL, MANITOWOC, JEFFERSON, ELKHORN, BEAVER DAM, ALL WISCONSIN,
AND ESCANABA, MICH.
Want Stock Concessions and Eats of all kinds. Place Side Show and Monkey Speedy, Illusion, Snake Show. Help on Tilt-a-Whirl, Sky Fire, Kiddie Rides, Little Dipper, Light Towers.
All Wire: F. E. FARROW, MGR.

J & B SHOWS
Can place at once for balance of season
Octopus, Rolloplane, Tilt or any other major ride. We only want one major ride, so answer at once. Want Concessions that work for stock. Can place long range Gallery, Shows—Monky, Wild Life, Midget or small 10-1. This show carries a free act and a free gate and always plays to town. Want Ball Game Agent and men to put up office concession. Must drive. All Wire: J & B SHOWS.

STEVE HANLY
Annapolis, Md., this week; Capitol Heights, Md., next week.

STATE FAIR SHOWS
Can Place at Once for Fairs and Celebrations
Three Court Ship Agents, also can Cook House in keeping with our standards. Have one of the fastest Race Derbys on the road, 15 unit, built in 31-42, steel trailer. Will sell and book on show balance of season. Terms to reliable party. Place at Hanly Parks.
All wire SCOTT LAMB as per route
St. Francis, Kansas, July 14; Waterloo, Iowa, July 17-18; Ellis, Kan., July 20-21.

FAIRS — PAGE BROS.' SHOWS — FAIRS
Want for Union County, Ohio Fair of 1950; also Wayne, Aug 1. 10 nights for fair. 12 nights for road. All Wire: FAIRS, NOT FAIR BLUE MONKEY, or any other who may be in. Will sell and book on show balance of season. Terms to reliable party. Place at Hanly Parks.

P. B. Swedig, same home.

EASTERN EQUIPMENT CO.
WANT WANT WANT
For Nevada Fairs, Old Home Week, etc.
Girl Show with own transportation, also Snake, Monkey, Wild Life, Unions or any other tent or marquee Concessions that don't conflict. Want Concession Agents immediately.
M. S. EARL
Lisbon Falls, Maine, July 10 to 15.

FOR SALE
COMPLETE CARNIVAL EQUIPMENT
Consisting of Ferris Wheel, Kiddie Ride, Trucks, Light Generating Plant, Trunks, Popcorn Machine, Candy Floss Machine, Cable, etc. As a unit or any part. Contact:
JOSEPH PAGANO
59 Addison St., Waterbury, Conn.
Tel: 4-0771

ATTENTION CARNIVAL AND BEANO PEOPLE
We have a Large Selection of Premium and Flash Items for You. Wholesale or Retail Car.
Nu-Way Sales Company,
208 Bridge St., N. W., Grand Rapids, Michigan.
Phone: GL 4010

WANTED
BILCHALKIAS
SNAPPY GREATER SHOW
Rockford, Ill., this week.

WANT
P. C. Decker, Ball Game Worker; also Ride Men for Wheel and Merry-Go-Round. Beach location for 1st Labor Day, then 12 Fairs. All contact.
SHERMAN HUSTED
Western Union
Myrtle Beach, S. C.

MARGARET HALL
Wishes to express her thanks
For many cards and flowers
during her recent illness.

Cameron-Elvis Post #242
WINCHESTER, OHIO
Wishes to hold a Carnival some time between now and Labor Day, or at any other time that may be convenient, please contact Post, giving information concerning rides, etc., and open dates.

HUTCHINSON MODERN MUSEUM WANTS
To open July 15 for a four week strap all Fairs. All Shows of a Side Show type. Best and Largest Shows can not be outbid. Interested parties contact Mr. and Mrs. Turlock Strollers and Lecturer. Our Show is still fair with no weak spots, Fairs, or others. Health is very good and I enjoy operating. All address: James T. Hutchinson, Caucauses, Minnesota.

SIDER SHOWS
WANT
Set of Diggers, Coney Russell, enclosure. Also any type of Grass Shows, Fairs, start Anchorage, Seward, Kamtak, July 15. Address: M. A. SIDER SHOWS, PRATT, KAN.

C. B. MOORE
WANTS AGENTS
For Nebraska Fairs, Old Home Week, etc.
Girl Show with own transportation, also Snake, Monkey, Wild Life, Unions or any other tent or marquee Concessions that don't conflict. Want Concession Agents immediately.

THE BILLBOARD
July 15, 1950
THE PUNXY PRE-FIRE FAIR
PUNXSUTAWNEY, PA., JULY 24-29

This will be one of the largest attended fairs in Pennsylvania. Layout of midway makes every location a good one. Free Acts, Fireworks. Special Events each day. Fairgrounds only two blocks from center of town. CONCESSION SPACE AVAILABLE. Room for demonstrators in buildings.

ARMSTRONG COUNTY FAIR
FORD CITY, PA., AUGUST 1-5

Under new management this fair is staging the biggest fair in its history. A big program every day.

For space for shows and concessions at the above fairs write or wire BAKER AUTOMATIC SHOWS, P. O. Box 41, New Plymouth, Idaho. Also wanted. All replies to Milton N. MeNeace, 1324 E. 8th St. Marines, S. C. This week they have two acts.

ALLEN COUNTY FAIR, FT. WAYNE, IND.
Saturday, July 22nd to Saturday, July 29th Inclusive

CARNABY—All legitimate merchandise concessions to start now. Will place all eating and drinking stands at fairs.

WANT—Foremen for the following rides: Caterpillar, Roll-o-Plane and Chair-o-Plane. Will also place experienced ride men on all rides. Paul Raduza, please answer this adv. immediately.

CLETIN & WILSON SHOWS
Charleston, W. Va., until July 19th, then Fort Wayne, Ind.

NOW BOOKING FOR THE BIG ONE
CHAMPAGNE-URBANA FAIR, OPENING JULY 21, 1950, URBANA, ILL.
THEN DANVILLE, ILL., WITH 12 OTHERS TO FOLLOW

Due to difficulty will book Custard for season. Will book Cookhouse, French Fries, Jewelry, Hanky Panks, Legitimate Concessions of all kinds.

WANT Agents for office-owned Legitimate Concessions.

Address Thomas D. Hickey, Gen. Mgr., or W. E. Snyder, Business Mgr.

Mr. Snyder will be in Champagne, Ill., commencing this week.

NEW BOOKING FOR THE BIG ONE
WANTED
WANT-Forest for the following rides: Caterpillar, Roll-o-Plane and Chair-o-Plane. Will also place experienced ride men on all rides. Paul Raduza, please answer this adv. immediately.

CLETIN & WILSON SHOWS
Charleston, W. Va., until July 19th, then Fort Wayne, Ind.

ALANO EXPOSITION SHOWS
WANT . . BIG DAYS . . WANTED
FOR EL DORADO SPRINGS, MO., 69TH ANNUAL STREET CELEBRATION, JULY 18-21

VETERANS UNITED SHOWS
WANT FOR THE FOLLOWING TOP ROUTE OF FAIRS:

INDIANA: Lebanon, Indiana, Aug. 4-15; New Albany, Ind., Aug. 14-23; Jeffersonville, Ind., Aug. 15-24; Richland, Ind., Aug. 18-27; Lime Ridge, Ind., Aug. 25-33; Washington, Ind., Aug. 25-33; Evansville, Ind., Aug. 30-31; Brown County, Ind., Aug. 31-Sept. 1; Plainfield, Ind., Aug. 31-Sept. 1; Linton, Ind., Aug. 31-Sept. 1; Terre Haute, Ind., Aug. 31-Sept. 1; Logansport, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Wayne, Ind., Aug. 31-Sept. 1; Fort Way
Good Turnout at Final Session For Empire; No. 6 to Shutter

BROOKLYN, July 8.—A better-than-average crowd, including many old-timers, showed up to skate at the last session of the Empire Rink this season, which closed last night. The rink began its run about 16 years ago, and the managers announced that they did not consider it an unreasonable figure.

The closing brought to six the number of established rollerdromes in New York City which had shut down in recent years. Other were Columbus Circle, operated by Mead, Fideulu and Brody in Manhattan; Fan Courtland, operated by Mike Dondero; the Empire Rink, operated by Asley Marsh (now deceased); in Queens; Brooklyn, operated by the Carmadore family; and St. Nicholas Arena, Manhattan, operated by A. H. Genes and Willami Kelly and to be known as the Roller Skating Rink of Gentilly by reason of its location in the city's Gentilly area.

Plans call for construction of reinforced concrete and steel building with full-size rink. The one-story structure will have a capacity of 500 and will be used exclusively as a year-round skating rink. Equipment will include an air-conditioning system of a heating load of 125 by 320 feet will be parked in front of the building, which will be completed in 90 days, will measure 70 by 200 feet. Interiors to be finished with colored walls and ceil- ing. Plans call for a maple floor and paneled doors.

Genes said instructors will conduct skating classes for children and adults, and that special sessions will be held to accommodate parents and children at separate times.

Big Plans Planned for Det. Arena Bow

DETOUR, July 8.—The September grand opening of Arena Gardens, Det.-Edgewood, is to be early. At a special meeting, Fred A. Martin and Earl King, is expected to be one of the most colorful local skating events in years.

With details still in the embryo stage, plans call for a virtual carnival of skaters from rinks in other cities through the Midwest to attend the send-off. Single boys and skaters will be shipped by rink operators from groups in Toledo, Chicago, Cleveland, Milwaukee, Indianapolis; Saginaw, Mich.; Buffalo and Toronto. King's and Edgewood Rink have signed to be shipped to the Empire.

Ventnor After Summer Biz

VENTNOR, N. J., July 8.—With a marked influx of vacationers, Ventnor Athletic Club has flooded the resort area with its skaters calling attention to the roller rink. The rink is operated by Joe Basile.

Parking is expected to provide two loads.

Edgewater Biz in 50% Boost; 3 Classes Set

DETOUR, July 8.—School activities are expected to highlight the program at Edgewater Roller Rink this month, as the vacation closing of the National Athletic Roller Teaching Coaches is located there. Three children's classes are being established, with enrollment of over 200, according to Vivian Heerd, who directs both projects.

The Academy, which recently held formal graduation of last year's students, many of them studying under G. I., school rights, resumes sessions September 5.

Major change in policy has been a switch to a club-type operation, with the rink now known as the Edge- water Private Skating Academy. The rink now operates Wednesdays thru Sundays. On week-ends Jack Donner is at the rink con- trols.

Unusual report of a 50 per cent in- crease in business for the first six weeks of 1935, comparison is attributed by Miss Heerd to "per- haps the best operation."

A 700 pound boy is on the floor, but a large part of the business is attributed to Miss Heerd, who has, incidentally, just returned from an extended vacation in the South, where she covered health following an operation some months ago.

Pro Roller Hockey Revived in Gotham

NEW YORK, July 8.—Revival of American Roller Hockey League, a professional group that operated last winter at such local spots as St. Nicholas Arena, Jamaica, and Hempstead Gardens and Westchester County Center, was announced recently. The official Don Willard Co-promoters are wrestling man Al Fedor and Horan, an associate in the earlier venture.

According to Degna, a skeleton roller hockey league has been formed for Sunday night games to run all summer. They are to start July 2 at 8 p.m. in Flushing (W. J.), Convention Hall.

He said plans have been made for the final of the game to be held at a number of arenas in New York, Philadelphia, and Jersey towns. There will be one new arrangement. In the New arrangement, Degna claims, players will be paid a regular fee, unlike last winter when payment was contingent on profit.

Mystery Toon Night

Hypis Biz at Flint

FLINT, Mich., July 8.—Mystery Toon Night is expected to attract a big crowd at Blue Skies Arcade here under the management of Mr. and Mrs. P. E. D. Richardson.

Two tunes are played and a lucky person is given the chance to name them at each Friday night session. In jackpot style, the prize is increased every week. If a name is given that is unable to name them, until a skater names both correctly.

FOR SALE

PORTABLE SKATING RINK Complete, used once, like new, or new ones with larger capacity, $25.00. Fred Degna, 311 E. 19th St., Detroit, Mich.

OWNERS RAPHAEL COTTON HOFFMAN General Delivery, Washington, D.C.

CURVECREST RINK "COTE" THE PLASTIC RINK SURFACE


FOR SALE

PORTABLE SKATING RINK Complete. All in excellent condition, 20 to 40 rink capacity, will do any size. Send for information and price list. We will deliver and set up any rink. Will ship to any state or country. Skaters can buy at $850.00. Don't miss this chance, send for Catalogue. ROLLER RINK, Chicagoo, Ill.

RINK WANTED

TO LEASE OUT. Preferable location where there is a skating rink or one opening. What do you have? Suggest size, location, transportation, etc. Make a proposition that I will answer. C. A. W. The Herald Cincinnati 21, Ohio.

COMPLETE PORTABLE RINKS

SECTIONAL RINK FLOORS

Discounted to suit location.

BILT RITE FLOORS & RINKS

549 S. Vine, Tyler, Texas.
CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers

RATE: 12¢ A WORD — MINIMUM $2
All Classified Advertisements must be accompanied by remittance in full.

FORMS CLOSE

THURSDAY NOON IN CINCINNATI
FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertisement in the earliest possible issue, arrange to have your copy reach the publication office, 2100 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PAROdiES

ACTS, BAND LEADERS, COMIC, HOOTERS,
VISITORS, etc. Also C unterstützt, Spitzenwürfel. Please write for list. Entirely satisfactory. Mr. G'.s positive hit.58th street, west 8th street, New York, N. Y.

ATTENTION! SMART SONGS, PARODIES,
Monotones, Traditional Elegies. Mr. G.'s positive hit. 58th street, west 8th street, New York, N. Y.

EMC-2 MAGAZINE — CONTAINING BAND
Novelties, Parodies, Parodies. C. & S. (i), $4 for four, eac...

FREE-STAMPED, SELF-ADDRESSED ENVELOPE
PLEASE MENTION THIS PAPER IN ALL YOUR CORRESPONDENCE!

LAUGH-LINES—FOUR READY, MAIL DOL.
Pp. 8. 50c, 1.00, 2.00. Envelope, bound, $1.25, 2.00. Every number.

SONG OF SONGS: "YOU WROTE IN MY BOOK." BY CLINTON, H. S., New York.

SOMETHING FOR EVERYBODY — LARGEST SELECTION
Genuine, original, no imitations. Satisfaction guaranteed. All in good order. Write for list.

It's the thing to have — for a Christmas present!

BAND LEADERS, COMIC, HOOTERS,
Etc. Get the benefit. Mr. G.'s positive hit.58th street, west 8th street, New York, N. Y.

GEM SALES CO.
533 Woodward street
Detroit 26

SILVER PLATED
32-Pc. SERVICE FOR SIX

LOWEST PRICES!
BEST SERVICE ALL-THE-TIME

S. R. CANTERMAN
1113 CLEVELAND ST.
PITTSBURGH 1, PA.

MERMANCE

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BEST SERVICE ALL-THE-TIME

S. R. CANTERMAN
1113 CLEVELAND ST.
PITTSBURGH 1, PA.

MERMANCE
ATTENTION
New Prices Effective Immediately!

Item No. | Description | Price | Net | Doz.
--- | --- | --- | --- | ---
4006-1 | Original Horse Clock | $7.00 | $5.90
111 | Omega & Horse Clock | $10.55 | $8.80
4006-1 | Bowling Ball Liquor Set | $7.30 | $6.45
115 | Majorette March Clock, Gold Finish | $6.35 | $5.50
116 | Same as Above, Bronze | $6.95 | $6.00
116 | Bronze Ranger Clock | $6.50 | $5.65
117 | Gold Ranger Clock | $6.95 | $7.00
305 | Bronze Coach Clock | $5.90 | $7.00

We regret the necessity of this upward trend; however, it is unavoidable due to increase of raw materials.

25% Deposit, Balance of C.O.D. if not for resale, and Federal Tax.

PENL LIGHTER
An excellent reproduction of a pistol on small base. Press trigger and it automatically lights. Highly polished chrome plated with black trim on handle. Overall dimensions 2 1/4 x 2 1/4 inches with 1 1/4 inch diameter base, individually boxed.

No. X831839 \- \$16.50
Per Dozen

LAMP LIGHTER

No. X62W788 \- \$4.95

ELECTRIC HORSE CLOCK
Beautifully modeled 10% inch high horse, 6 inch high clock mounting with Western motif. Horse and clock in highlighted horse finish on heavy wood base. Manual starting electric movement. Overall dimensions: 17 inches wide, 11 1/2 inches high, 5 inches deep.

No. X83162 \- \$14.40

BEAUTIFUL 5-PIECE JEWELRY SET
"Looks Like a Million Dollars"
Retail Price \$24.95
Your Cost Only \$5.50
The Set in lots of 3 or more

25% deposit on C. O. D. orders.

WHOLESALE JEWELERS
106 S. Main St.
P. O. Box 473
MEMPHIS, TENN.

NEW CARNIVAL AND NOVELTY CATALOG READY
STATE BUSINESS WHEN REQUESTING COPY

Plush Toys, sparkling Plastics, first, second and third self Ringo Prices, Srum, new top imports and a thousand other items. All at the lowest prices.

MA 10 - Pocket Combe Co. \- \$9.00
MA10 - Must Be Tied, Ec. \- \$8.90
MA10 - Nail Bot. Ec. \- \$8.90
MA10 - Horseshoe Cap. Ec. \- \$8.90
MA10 - Horseshoe Cap. Ec. \- \$8.90
MA10 - Corks. Per 1000 \- \$2.50
MA10 - Horse-Leg Rings, Doz. \- \$1.00
MA10 - Horse-Leg Rings, Doz. \- \$1.00
MA10 - Clover Plugs, 100 Per. \- \$1.00
MA10 - Clover Plugs, 100 Per. \- \$1.00

25% DEPOSIT WITH C. O. D. ORDERS, POSTAGE EXTRA.
WE OPERATE ON CENTRAL DAYLIGHT SAVING TIME

LEVIN BROTHERS
Established 1886
TERRA HAUTE, INDIANA

CARNIVAL NOVELTIES

CELLULOID FEATHER DOLLS WITH EARRINGS, HAT AND CANE

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<td>X3032</td>
<td>1 1/2 inch Child</td>
<td>$3.75</td>
</tr>
<tr>
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PAPER PARASOLS

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<td>X3044</td>
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LARGE SIZE INSIDE HUMMEL FLYING BIRD

<table>
<thead>
<tr>
<th>No.</th>
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<tbody>
<tr>
<td>X3045</td>
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CARNIVAL SUPPLIES

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<tr>
<td>X3046</td>
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</tr>
<tr>
<td>X3051</td>
<td>Extra Heavy Bamboo Canes</td>
<td>$35.00</td>
</tr>
</tbody>
</table>

CARNIVAL NOVELTIES DAILY
WRITE FOR INFORMATION!!
WATCH FOR OUR ADS!!
25% deposit required on all orders

N. SHURE CO.
200 W. ADAMS STREET
CHICAGO 6, ILLINOIS
FOR SALE—SECOND-HAND SHOW PROPERTY

(Continued from page 56)

KOLLER SKATING OUTFIT—COMPLETE
trade in. Fox Fur, China Clark Mfg. Co. system, with 3 skaters, new automatic return track,
$1,500.00.

SHOEING GALLI—S-SHELL LEARING
$75.00. 700. 1200. 1900. 2300. 2500. 2800. 3000. 3300. 3600. 4000. 4500. 5000. 5500. 6000.

SHORT RANG TARGETS—25 KINDS, MANY
short range, fine samples. Fine Arts Press, 13
Dundurn St., Toronto, Ont.

THEATER SEATS—RECONDITIONED
Findings Chairs. York Film Productions, Colo-

MANTLE, Kansas City, Mo.

THEATER ROADSIDE—RENT BUD
Pg. 10, 1950 FORD BROCHURE. Contains \( \frac{1}{2} \) to \( \frac{3}{4} \) inch high print. Ideal for action, "Hollywood Boom-."

TRUCKS—500 MODELS SOME SLIGHTLY
used, but all in excellent condition. Landis Truck

Co., 8400 S. Weller, Los Angeles, Calif.

SOUND FILMS FOR RENT AND SALE
Available. Rogers Film Service, 166 S. Weller,

San Francisco, Calif.

MISCELLANEOUS

BELLY BANDS, $5.50; STEEL, SIX OR TEN
yards, extra fine Quality. Buck's Auto Wiring, 1127

PITCHFORK—CLEAN MERCHANDISE

SIDEWALL—WATERPROOF AND MILD
 Egg. Full line of egg holders, with heavy grade,

rubber, \$5.50; \$5.00; \$5.25; \$5.00. Sold to many

vegetable firms throughout the country, \$5.00

rubber count, \$5.25 carton, \$5.00 cage, \$5.25

cage.

SPECIAL CUT—5000 BOUND BALLOONS
for parades. Missing prints. Balloons are

sold in many colors. Each balloon \$1.50.

SOLD TO MANY VEGETABLE FUR-DOGS
 contract. \$5.00 per carton. Balloons in

many colors. Each balloon \$1.50.

BANDS—ASSEMBLED, \$5.00 per dozen.

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE—USED RICHARD ORGON, IN
strument, for sale. \$25.00. 1202 E. 90th St.,

Chicago, Ill.

PARTNERS WANTED

MAN WITH TRANSPORTATION TO HELP
work "Photios" on car can be carried on car. All

parts, \$8.00. 1432 23rd St., N. W., Washington, D. C.

PERSONALS

ANYONE KNOWING WHEREABOUTS OF AL
Owen, 146-58 West 10th St., New York City. He left

home March 26, 1950. Will pay \$5.00 for infor-

mation. Any information will be kept confidential.

WANTED:

ROOMMATES: 2 young men. Desirable. Standard

hotel, \$30.00 per month. Write Box 301, Chicago, Ill.

INSTRUCTIONS BOOKS & CARDBOARD

SWING PIANO BY MAIL—SELF-TEACHING
 Linden Piano Co., 1200 S. Weller, Los Angeles,

Calif. \$5.00 with one set of-stripping paper, \$7.00

with two sets of-stripping paper.

MAGICAL APPARATUS

A NEW SUB-MINIATURE RADIOPHONE FOR
magicians, mindreaders, horror and others. Good

as a gift. \$10.00 each. For catalog, \$1.00 each.

RUBBER MAGIC-JACK'S MAGIC BEER
v. 2, \$5.00. 6, \$25.00. 12, \$45.00.

You can have in your own hands the same
drinks that are advertised in the magazines for

your entertainment.

You can have a fine free gift.

THE SILENT CATALOGUE—We are printing up

a new catalogue of silent films for the benefit of all

people who enjoy silent films. This catalogue is

being printed in a size that will be suitable for

every use of your choice. It is being printed in a

size that will be suitable for every use of your choice.

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every use of your choice. It is being printed in a

size that will be suitable for every use of your choice.
WIRE ARTISTS

BUY YOUR ROLLED GOLD PLATE WIRE
DIRECT FROM THE MANUFACTURER

No order too small or large that cannot be shipped immediately from our large stocks
25% deposit on all orders, bal. C. O. D.

Write at once for a generous working sample of 1/60 1/2. Have it in size desired.

Sample will be shipped immediately entirely FREE OF CHARGE

THE IMPROVED SEAMLESS WIRE COMPANY

375 EDDY STREET
PROVIDENCE 5, RHODE ISLAND

WIRE ARTISTS

GOLD WIRE ARTISTS
DEMONSTRATORS, FAIR AND RESORT WORKERS
We manufacture and sell an extensive line of纪检金, plain and size-set bracelets, necklaces, rings, pendants, earrings, etc., in all quality, color and size sets. The New Gold Plate wire, rolled gold plate wire, gold and gold-plated wire in all sizes, bracelets, necklaces, rings, pendants, earrings, etc., in all quality, color and size sets.

For Wholesale and Retail orders, please write.

MILWAUKEE, WIS. 1006 N. THIRD ST.

POT OF GOLD
NEW BEACON LEOPARD DESIGN BLANKET
54x72 Packed 30 to Case

 Ea. $2.90
Less Than Case Lots, $3.00 Each
Include 75c Postage for Sample Order


WISCONSIN DELUXE CO.

GOLD WIRE ARTISTS
DEMONSTRATORS, FAIR AND RESORT WORKERS
We manufacture and sell an extensive line of纪检金, plain and size-set bracelets, necklaces, rings, pendants, earrings, etc., in all quality, color and size sets. The New Gold Plate wire, rolled gold plate wire, gold and gold-plated wire in all sizes, bracelets, necklaces, rings, pendants, earrings, etc., in all quality, color and size sets.

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NEW BEACON LEOPARD DESIGN BLANKET
54x72 Packed 30 to Case

 Ea. $2.90
Less Than Case Lots, $3.00 Each
Include 75c Postage for Sample Order


WISCONSIN DELUXE CO.

ATTENTION: ENGRAVERS -- DEMONSTRATORS

NO. 55 100% 5c EACH
SAMPLE IDENTIFICATION DEPARTMENT

5c EACH
SAMPLE IDENTIFICATION DEPARTMENT

5c EACH
Sample Identification Department

2ND TO NONE FOR VALUES
606 W. LAKE ST., CHICAGO 6, ILL.

PISTOL LIGHTERS, JEWELRY AND RINGS
SEND FOR CATALOGUE

We have 31 Exclusive Styles in Exquisite Lighting, Fuseable Gold Plate and Silver Plate MEN'S AND LADIES' GOLDFINGER "IMPROVED SETS" -- GERMAN HAND-CRAFTED BRACELETS, RINGS. They are just what you need for Department Store, Window and Ring Sales.

Prices from $1.00 to $75.00 Per Doz.

Send for Catalogue

GULLY GEARING BROS. INC.

ATTENTION: ENGRAVERS -- DEMONSTRATORS

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SAMPLE IDENTIFICATION DEPARTMENT

5c EACH
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Prices from $1.00 to $75.00 Per Doz.

Send for Catalogue

GULLY GEARING BROS. INC.
GIVE TO THE DAMON RUNYON CANCER FUND
Write Buyers' Service Depart-
ment, 215th Patterson Street, Cin-
ninnati 22, O., for a complete list
of addresses of sources of supply
for this column. To expedite handling,
please enclose self-addressed envelope.

New York:

Norman Toy Company is nearly
ready to go with its new 29-cent
refill, Howdy Bub, a plastic mon-
ster meant to be used as a toy or
as a novelty inside a package or
as a member of a set. A packaged
refill, Howdy Bub, is sold for 6
cents, in a cardboard package.

Lighted cigarettes, $12.00

per carton, were offered by
the recent Coconut Grove. The
operators believe the appeal of
the product is strong enough to
draw in a new type of customer.

Theodore K. Brown, of Olvera Tradi-
ting Post, is getting many orders for
the new Chicago man, the Sassy,
then a rubber laugh voker.

Here and There:

A combination pencil-memo pad
for New York is being manufactured
by A. H. Walter Company, 155-
Fifth Ave., New York. The pencil
pads are available in various sizes
and colors, and are made of high-
quality materials. The pads are
ideal for use in schools and of-
fice settings.

ALBEE NOVELTIES, Inc.
The Benny-Albee Novelty Co.
362 South 17th St., Brooklyn, N. Y.

We guarantee our hats to be of the finest
quality ever offered to carnival jobbers
at promotional prices! Write for prices,
samples, etc.

NEW CARNIVAL FELT NOVELTY HATS
by ALBEE NOVELTIES, Inc.
Division of the famous Benny-Albee Novelty Co.

3 Horse Clock
With quality finish and craftsmanship.
The best value by comparison anywhere.
A handsome Original Western Decorated Horse
Bronze, 15" high, with case 4" high by 6" long.
Treated with lacquer varnish. $5.00.
B. W. Maxwell St.
Chicago 8, Ill.

Write for Free Folder.

Sensual TIE VALUES
Men's. Women's Hose Direct
From Mfr.
Genuine Hand Painted
Jumbo Size Ties
$10.00 $5.00
In 3 Doz.
Doz. more
LATEST STYLE PANEL TIES

-at Value-
All Panel Stamps
Spring a Summer Special King Elsa Pure
Nylon Hose with Rhinestone Band
for Sale. regulator.
Doz.
Monthly.
3 Doz.
4 Doz.
57.50
62.00
6.60
6.90

ORDER NOW!-Immediate Delivery
To All Exceptional Hose in Original Box
ALL ORDERS SHIPPED PREPAID.
I. WOLMARK
921 Roosevelt Rd., Dept. B, Chicago 8, Ill.

"BOOBY" Queen of Burlesque
New Saloon Records Made by Susser's
Life-Like, Fats Lippa's
She's Boppy She's Grindin
$7.20 sample dav.
$72.00 gross
$1.00 sample

ORDINARY
35% dep., Bal. C.O.D.
HARRIS NOVELTY CO.

Never Again Can We Offer
Such a Profit Maker!
5,000,000 U.S. INSIGNIA PATCHES
At ridiculously low price!

$1.50 gr.

CAMPFIRE RIBBONS
Some deal for distri-
butors of every kind.
25 gr. $5.00

10 gr. $3.00

Sample, $5.00

Thousands of American Legion Posts, VFW,
Veterans, Catholic War Veterans, V.F.W., Veterans,
Etc., want them! And wonderful domestic firms deal to sell mer-
chantable.

AND as a collector's item that will be scarce
and valuable, here is the

AND as a give-away, prize, grab-prize, item,
...and other things.

HODGE DIST. CO.
12 E. 14th St., D outbound
New York, L. I.

CLOSE-OUTS
Red, White and Blue
26-Inch BATONS
With Gold-Tone
Silver Handle
Knoe.
Per Gross
4 Gross $33.00
for Sample Dozen—$1.00
Cash or Credit
No C. O. D.'s

Chas. Demee Mfg. Co.
108-116 E. WALNUT ST.
MILWAUKEE 12, WIS.

A PERFECT LADIES' GIFT
TINY CIGARETTE LIGHTER
A Gilt in
A performance
Made in U.S.A. Shiny gold plating and metal lighter for charm and beauty. Prestige.

$17.00

$5.00

$1.00

25% Deposit, Balance C.O.D.

Automatic Panel Lighters, etc.
For Beauty, Quality, and Effect. Largest stock in the country.
FRED B. BECK
35 W. 95th St.
New York 36, N. Y.

CASH IN ON HOME SCALP TREATMENTS
Used by beauty salons and barbers. Home Scalp Remedies, etc., who demand the best for their customers.

$50.00-

$10.00-

$1.00-

$25.00-

$25.00-

$1.00-

Many salons demand C. I. B., the finest natural products.

Margaret C. L. Maxwell, 1227 Broadway, New York, N. Y.

CLEAN UP
WITH PLASTIC RAYON TOWELS
Grease, oil, starch stains right out in cold water. Soft, strong, absorbent. Used in homes, salons.

14" x 14" Towels, 100's $1.15 green. Send customers a sample.

200's $2.25. Green, blue, red, and white. All colors absorbent. Balance C.O.D.

DIAMOND PRODUCTS
St. Petersburg, Fla.

MERCHANDISE TOPICS

Italian sculptor, Isold Del Signore. The model was selected in Holly-
wood... Sam DeKoven, of Sidney-
Williams, has completed a list of 39
orders for soft rubber pins, which
claims this is the largest inventory of this sort of merchandise in ex-
istence... Gene Hoffman, of
Wholesale Specialty, is featuring
new lighter called Ready. It is dur-
ably made and automatic. The
lighter is priced to meet retail com-
petition... E. Gordon, of the
lowest Novelty Company, is featuring
the Walking Bear. With many of
the outdoor concessionaires going heavy on prizes we still think Gordon declare
that this item will be right up their
alley... Harry Hesslein and Bob
Norman, of Pico Novelty, have
come up with a new item, Pee-Wee,
the Skipper. It is priced to sell at
low retail price for soft plastic rub-
ber... Pistol lights and ball pen
sets, old stand-bys, have gone to
the fore again, according to Murrey
Coffborg, of Murrays Sales Company.
During the past few weeks there
has been shipping large quantities
of these items to customers... Lou Rubin, of SATIS-factory
Sales, report a huge number of sales
of The Finger Puppet during the
recent Shrine convention. The
rubbers believe the appeal is increa-
sed by the fact that Happy were
Other type hats for the puppet are
available. Chicago novelty man, is now
making his home in Southern Cali-
fornia. He is offering the off-
golf ball. It cannot be pulled or
pushed. "Simon, Sherman, and
J. R. Brownow, of Olvera Trading
Post, is getting many orders for
the new Sam, the Sassy Man. The
Brownow says, is a real laugh pro-
voker.

MERCANDISE

ราคา $4.50

EA.

in lots of 4 &

Sample $5.00

*ELECTRIC*

13 HORSE CLOCK
With quality finish and craftsmanship.
The best value by comparison anywhere.
A handsome Original Western Decorated Horse
Bronze, 15" high, with case 4" high by 6" long.
Treated with lacquer varnish. $5.00.
B. W. Maxwell St.
Chicago 8, Ill.

Write for Free Folder.

Sensational TIE VALUES
Men's, Women's Hose Direct
From Mfr.
Genuine Hand Painted
Jumbo Size Ties
$10.00 $5.00
In 3 Doz.
Doz. more
LATEST STYLE PANEL TIES

-at Value-
All Panel Stamps
Spring a Summer Special King Elsa Pure
Nylon Hose with Rhinestone Band
for Sale. regulator.
Doz.
Monthly.
3 Doz.
4 Doz.
57.50
62.00
6.60
6.90

ORDER NOW!-Immediate Delivery
To All Exceptional Hose in Original Box
ALL ORDERS SHIPPED PREPAID.
I. WOLMARK
921 Roosevelt Rd., Dept. B, Chicago 8, Ill.

"BOOBY" Queen of Burlesque
New Saloon Records Made by Susser's
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She's Boppy She's Grindin
$7.20 sample dav.
$72.00 gross
$1.00 sample

ORDINARY
35% dep., Bal. C.O.D.
HARRIS NOVELTY CO.

NEW CARNIVAL FELT NOVELTY HATS
by ALBEE NOVELTIES, Inc.
Division of the famous Benny-Albee Novelty Co.

We guarantee our hats to be of the finest
quality ever offered to carnival jobbers
at promotional prices! Write for prices,
samples, etc.

3000 B
$300 B (Binding on Edge) $33.00 Gr.

NOTE:
THRU STORES ONLY! All dealer inquiries are referred to jobbers
in respective districts.

ALBEE NOVELTIES, Inc.
The Benny-Albee Novelty Co.
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in respective districts.
TOKORO WEAK FOR R-B
(Continued from page 26)
business here by offering something new but only fair patronage at night.
Light Toronto Turnout
At London the circus played to two thousand people
All but in Toronto Tuesday and Wednesday (4-5)
Taking the blame was a poor location, an abandoned golf course and away from the hotel district. Ticket cuts were surprising in view of big business at Montreal and the long absence of circuses. Both men thought business was
Maine at the one-third level and, also the second night's show was a failure. Maine management figured it did little better.
Hang-up press in Toronto dailies was handled by Allen Lester, but the newsmen were busy handling only weak backing for his work. Advance efforts to find a suitable location have failed and show settled for the suburban location, 14 miles out.
Montreal Big Tops
At Montreal, where the police department sponsored the show's four-day run, there was little excitement main-
ess that started strong and built to solid, capacity houses.
One of the smaller shows of the season (June 29) was a half house, but the matinee was filled largely by people who registered a three-quarter matinee and a full night house. Dominion Day (1) brought the show's fourth and last to show in droves. Matinee was full and night show was a turnaway.
Daytime (2) gave Ringling two full houses.
Chi Billing Strong
Meanwhile, the show, which opened in Chicago for the July 15-23 late-front engagement. Display of paper is from an attempt to draw more sale, the usual amount is being used.
Now this year in Chicago will be Ringling, the circus will be run from the outside of streets and busses. Heretofore, the space has not been available to Ringling, but with this street bid, a form of the city after August 1. However, K-B wagging an offer for an earlier date and will be first to use the space.
Advance ticket sale began in Chicago last week, with phone and mail orders coming in to the show's office, where Harry Bert set up shop. Frank Carrier, manager, is making the papers in Chi during the week. Bill Antis, radio man, was set to start in Chicago Sunday (9).
R-B DUCAT DEAL
(Continued from page 26)
will be the show, Des Moines employees also will see Ringling.
For performances will be booked at Memphis, where the company has a large plant. The number of shows to be played there has not been determined.
Los Angeles Out
Circus deal was made in Los Angeles by several Los An-
geles employees apparently will not go through Ringling-Barnum is not expected to announce the deal within a year.
All of Akron's big rubber company can have the tie-ins with radio and television, but this is the first time they are making such a move with such a magnitude.
Single ambition of a booking show has sold complete performances. Of the company's own, but none of the sales have been announced.
In Akron, the Ringling spec will be the one situation, the most likely for firestone features. The firm's annual promotion program will be marked by dedication of a new factory building.
CHI FAIR IN TEST
(Continued from page 26)
plays all houses, but even morning shows are given a tryout.
National Tea Company exhibit, in a weathered trailer, is giving the public a big up a big giveaway program every day.

CARNIVAL ROUTES
(Continued from page 34)
Cape Cod: Westerly, R.I.; South Portland, Me. Crafts Expos: Deering, Maine; 10-18.
Cumberland Valley: Gettysburg, Pa.; York, Pa.; Hanover, Pa.; Carlisle, Pa.; Baltimore, Md.; Motion Picture Film: Entrance Fee: $1.00.
Columbus: Ohio: 16-22.
Columbus (2): Columbus, Ohio; 12-23.
Columbus (3): Columbus, Ohio; 16-23.
Dale: Dale, Ill.; 17-23.
Day: Dayton, Ohio; 17-23.
Dayton: Dayton, Ohio; 16-23.
Dekalb: Dekalb, Ga.; 16-23.
Delaware: Delaware, Ohio; 16-23.
Denver: Denver, Colorado; 17-23.
Duluth: Duluth, Minnesota; 17-23.
Elkton: Elkton, Md.; 17-23.
Elkins: Elkins, West Virginia; 16-23.
Emery: Emery, Utah; 17-23.
Enid: Enid, Oklahoma; 17-23.
Erin: Erin, Wisconsin; 17-23.
Eustis: Eustis, Florida; 17-23.
Fayetteville: Fayetteville, Arkansas; 17-23.
Ferguson: Ferguson, Missouri; 17-23.
Fresno: Fresno, California; 17-23.
Fresno (2): Fresno, California; 17-23.
Fresno (3): Fresno, California; 17-23.
Fruitland Park: Fruitland Park, Florida; 17-23.
Fruitland Park (2): Fruitland Park, Florida; 17-23.
Fruitland Park (3): Fruitland Park, Florida; 17-23.
Fuquay-Varina: Fuquay-Varina, North Carolina; 17-23.
Gatlinburg: Gatlinburg, Tennessee; 17-23.
Gatlinburg (2): Gatlinburg, Tennessee; 17-23.
Gatlinburg (3): Gatlinburg, Tennessee; 17-23.
Gatlinburg (4): Gatlinburg, Tennessee; 17-23.
Gatlinburg (5): Gatlinburg, Tennessee; 17-23.
Gatlinburg (6): Gatlinburg, Tennessee; 17-23.
Gatlinburg (7): Gatlinburg, Tennessee; 17-23.
Gatlinburg (8): Gatlinburg, Tennessee; 17-23.
Great Falls: Lagnade, Louisiana; 17-23.
Greater: Greater, Indiana; 16-23.
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SALESDOARD SIDELIGHTS

Jerry Scablan, Chicago, reports sales activity on the three-part line of seven Little Chief card and ticket punches continuing to keep pace with material, construction and play quality built into the design. The prime operator benefits are, and 2016, the work figures as are further heightened by firm's lower overhead costs.

Jay Zelle, Triangle Manufacturing company, Minneapolis, tells of motion-wise orders for White, Blue combinations. Firms 15-board line is also moving a service clip, but the firm's.

Midwest South Click

(Continued from page 42)

On the Fourth brought out more than $3,000 and spending was excellent. Four Mid America's latest collaboration, the Cincinnati zoo also had a full and steady attendance, staying for the evening opera performances.

Rollercoast Betsy Average

George Schmidt, manager of Chicago Riverview Park, said an increase in spending "stands out like sore thumbs." A crisis doesn't occur at $2.50 level. At the spot was 4 per cent better than average for the holiday, but the money was up 20 per cent. Over the four-day period, Riverview had 103,000 in attendance, or 1,328 per day. Attendance and turnouts continued into the week.

A. W. Ketchum, manager of Forest Park Highland Park, St. Louis, reported both attendance and spending were up to the 1934 level for the poor weather this time. Rain threatened most of the week-end. Detroit parks found the going a little rough. Turnouts were heavy on Saturday (4) but a minor rainstorm shower killed possibilities. In general, holiday business at Edgewater, Forest Park, Riverview, Wadsworth, Tashmoo was no better than a fair average. Spending on concessions was up somewhat, but the over-all picture was held down by weather.

The 10 per cent decrease in business marked the week-end at Riverview Park, Des Moines, according to Manager Robert A. Riechardt, but taken alone, the Fourth was okay. Attendence on the single day was up 15 per cent and receipts increased 19 per cent over 1945. At 7 p.m., on the Fourth curtailed, then, the annual show and appearance of Station WOS's Buckaroo.

But it was in Sioux City, Iowa, that the rain really hurt. Merris Ward, manager of Riverview Park, reported it rained all afternoon on the holiday. Attendance was poor and the park business was off 90 per cent. Midget auto races in the evening were called off due to weather. The work show was limited to an aerial display, because set pieces were too dangerous for use. Wardmill reports.

At Wichita, Kan., R. G. Langenwalter, manager of Joyland, said his spot enjoyed its biggest Fourth to date. An old-fashioned celebration with grease pits, suds rabbit races and a hopped-up pole attracted many from out of the city. Weather was just 9 p.m., when rain curtailed business.

Colihan's Excelsior Park, Excelsior, Minn., enjoyed whopping good business July 3 and 4, and he said he was on a par with the spot's activity two years ago. Last year's Fourth business was killed by a heavy wave, he recalled, but weather was good this time. Fireworks displays were given Monday and Tuesday (4). The greatest crowd in the history of Monticello, Ind., and its twin lakes, Shaker and Freeman, throned that report during the four days.

Tom Spackman, manager of Ideal Beach on Lake Shaker, said he couldn't begin to estimate the crowd at his spot. Many concessions sold out and Spackman said that more than 1,000 people an hour fell past the gate. At Star Lake, Shaker and Freeman, a big crowd saw the advocate of reduced rates in his Ideal Beach home. The Bill Car-
USED COIN-OPERATED MACHINES
Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.
RATE—12c A Word
Minimum $2
Remittance in full must accompany all ads for publication in this column.
No charge accounts.
Forms Close Thursday for the Following Week's Issue

SACRIFICE-50
Lo-Roy
Model
CIGARETTE
130

MERCURY ATHLETIC FLOOR DELUXE
thirty plate scale.
three months old, like
new
400.00
Cash.

SACRIFICE-50
Lo-Roy
Model
CIGARETTE
130

MACHINES—US: ELECTRIC TIPS AND
TIPS & COMBINATION TIPS & ORNAMENTS.
all in good shape.
80 each.

SACRIFICE—50
Lo-Roy
Model
CIGARETTE
130

HOLDS HUNDREDS
OF PLATES IN
PROOF & SOFT
GUARD.

SACRIFICE—50
Lo-Roy
Model
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Biz As Usual Despite War Scare

Korean Outbreak Has Not Yet Affected Industry; See Price Rises as New Problem

Adopt Watch and Wait Attitude; No Stockpiling Now

By Norman Weiser

CHICAGO, July 8.—With the Korean war now in its second week, there has been no noticeable effect on the coin machine industry. A survey of key centers throughout the country revealed that the most noted change is the "normal" aloofness of the average traveler. Sales are reportedly down in all quarters, but there is no evidence of panic buying, and the industry is not noticeably suffering. It is expected that the war will have a long-term effect on the industry, but for the present, sales are steady and profits are good. A number of new manufacturers have entered the field, and competition is keen.

An important development in the coin machine industry is the growing interest in amusement games. This trend is expected to continue, and manufacturers are looking to the future with optimism. A new machine, the "Coin-A-Matic," has been developed, and it is expected to increase the popularity of coin-operated games.

Appoint Semack To Travel Wis. For Nat'l Coin

CHICAGO, July 8.—Joe Schwartz, head of National Coin Machine Exchange, has announced the appointment of John Semack as sales representative in the Wisconsin territory. He will work out of National's Chicago headquarters.

Semack has been in the trade for more than three years. Last month (The Billboard, July 8), National was appointed distributor of Gottlieb products in Wisconsin. Firm also handles Gottlieb in Iowa, Northern Illinois and Northern Indiana.

Blaze Destroys Pin Plant

ROCKVILLE, Md., July 8.—Volunteer firemen from six towns fought a blaze here which destroyed the Red Ball Manufacturing Company, a pinball plant owned by Paul C. Damages were estimated at $75,000 and a fireman from Rockville was burned to death after being overcome by smoke.

Chicago Fair Arcades Buzzing

July Fourth Trade Starts Ball Rolling

Older Equipment Featured

CHICAGO, July 8.—Spurred by a rush of visitors over the July 4 weekend, coin machines in the Penny Arcade at the Chicago Fair of 1950 were doing a roaring trade. Competing with the arcade for top interest in coin-operated amusement equipment was the House of Nine-o'Clock, operated by Joseph Valente, who also owns the MI-Arm Arm, a city landmark for old-time music man (See CHI. FAIR on page 55).

German Industry Moves Ahead Despite Many Postwar Shortages

BRAUNSCHWEIG, Germany, July 8.—Hampered by the lack of coin-operated amusement equipment, Germany's coin machine industry is nevertheless making rapid strides toward its prewar status. So reports Gert W. Schulze, editor of Automaten-Markt, one of two coin-machine magazines currently being published in Western Germany.

"The postwar vending machine business," Schulze said, "is just starting again, and the prewar standards of merchandise and amusement machines have not been reached by far." Bells and consoles, Schulze reported, cannot be operated, but free bells and other amusement equipment are popular.

Biggest boost to the industry came this past spring, Schulze declared, at the Frankfurt Fair, which seems designed to replace the prewar Leipzig Fair in its importance to the coin machine industry. German manufacturers took an entire building at the fair to display all types of equipment, and coin-operated vending machines predominated.

Gradedly, Schulze said, the government has frozen all coin-operated amusement equipment, and it is now possible to obtain a certain number of coins in coin growths, all phases of the industry will benefit.

Popular Units

Most popular games in Germany today are the "Coin-A-Matic," "Coin-A-Matic" with pinball and hockey and football themes. Among the largest game manufacturers are Novembach, Hamburg and Lowen-Automatendienst, Brabant with Schell,等地. One manufacturer, Jacob Ritter, is in production with a coin-operated pool table.

Merchandise vending machines and coin-accreting machines are adhering closely to prewar construction and principles, although there have been minor mechanical improvements and exterior modernization.

Dominated by the vending machine field in Germany at present are ABAMA machines built on their own and on the Continental market, and Voelklein's Feinmechanik—a vending in since 1944—produced periodically by vendors with fully equipped machines and is designed to fill the market void which is created by the lack of a cigarette intended for small, volume, small-space slopes.

Coffee Machine

The third Berlin company, Maschinen, is building a coin-operated coffee machine for use in the States which dispense the finished product, solves the problem of coffee in small portions. It consists of a small grinding machine which grinds coffee beans and simultaneously dispenses the coffee into the cup. Because of the high livestock tax and the competition of street peddlers who sell coffee in small portions, this type of coffee machine isent very popular in Germany. For this reason, automatic machinery has no place in the German market. It is, however, very popular in the U.S.

Call Publicity Post Resigned By Pickering

To Form Own Firm

CHICAGO, July 8.—John E. Pickering has resigned as public relations director of Coin Machine (CMI) and has formed his own public relations firm with headquarters at 134 North LaSalle Street. Under the new St-up, Pickering will continue to serve the association in an advisory capacity as well as an active capacity.

In announcing his resignation, Pickering said the firm was interested in the drive to put the coin-operated amusement industry on a more dignified and respectable basis. However, demands for services by the various groups was so great that Pickering made this arrangement to meet this demand. Pickering and other CMI board members have made this possible.
Op's Warm to Ice Cream Vendors

Minute Maid Launches Frozen Orange Juice Vendor Program

NEW YORK, July 8. - The entry of orange juice prepared from the frozen Bar-Cup cup, or bag, a cup vending on a substantial basis is being blueprinted here by the Minute Maid Company. It is announced that during the past week began final location tests of a machine recently developed to handle the product.

Perfected by Minute Maid engineers in cooperation with Mala Industries, the first hand-made unit of the present model has been installed in a mid-town subway station by Canteen. Another is being delivered to Union News, with other in the test run to be located in Florida and Washington.

Early models had been tested by Snow Croq marketeers, as well as Minute Maid, but they had technical bugs which are said to have been eliminated in the present machine. The machine is manufactured by Mills exclusively for sale to operators designated by Minute Maid, according to E. Burke, manager of the juice vendor's automatic vending department. Burke has abandoned for the time being its own vending program, as it was learned, and is concentrating on the sale of the machine-operated dispenser for counter use.

Burke said Minute Maid's prime concern in the product is to use the coin machines as centers for further public acceptance of frozen orange juice. Persons getting their first "Minute Maid on the run" (see page 72).

Form Lunch Box, Inc., To Market 5-Choice Food Unit

CHICAGO, July 8. - The formation of Lunch Box, Inc., was announced this week by C. Moreau, principal owner of the multi-product food vendor firm. A feature of the company's in-plant food vending business will be the offering of a wide variety of foods, under thru its vendor, in effect making a complete lunch possible from a single machine. Because of reducing multiple purchases by one customer, Moreau states test operations have exceeded expectations by a wide margin, and for the office building or retail or service establishment with as little as a 50-customer potential daily can support profitable operation.

The new company is headquartered at 7 West Madison Street here, using an eight-column machine to sell five or six food items, selected so that two or three purchases will make a complete meal. The vendor is a successful, ballerina pointed out, with the coin mechanism manufactured under contract by Cincinnati Metalcrafts, Inc., Cincinnati.

External appearances remain unchanged, but Moreau contemplates changes in the vending mechanism designed for the additional food products. With total capacity of approximately 140 items, the vendor stocks an average of 10 to 15 columns of cold food items, one column each of canned juice, fresh and frozen fruit, and a variety of other items, with the desserts and beverages overcrowding the others.

Location Tests

Eight test locations, now being operated by Lunch Box, revealed that bar sales thru vendors was a major factor in keeping their cold weather installation going. This will mean for even greater cooperation with the food vendor manufacturers.

Wrigley Gum Vendors Get Outdoor Spots at Chi Fair

CHICAGO, July 8. - Installation of the hands of a battery of 10 Wrigley's four-column gum vendors at the World's Fair was announced this week by Mechanical Merchants, Inc., Herman Stamer, vice-president, and an unusual feature of the installation was the outdoor placement of the units.

Initial outdoor operation on a round-the-clock basis has proven successful. Stamer pointed out, with rain, radical temperature changes and dust, not hampering vending operation, and aiding merchandising programs for the day, with a 100 percent operating record.

New Franchises Set By Dad's Root Beer


They are:

1. Established operators of candy, ice cream and soda fountain equipment are further diversifying their interests in this manner with new operators adding to the program, 2. Vending equipment and ice cream vendors, having adopted a policy of by-passing actual operation of vending equipment, now use independent operators by obtaining new locations for the vending of guaranteed delivery contracts at pre-set price levels.

3. Suppliers' decision to aid operators by the discovery last winter, by those active in the vending field, that bar sales thru vendors was a major factor in keeping their cold weather installations going, to use even greater cooperation with the vending equipment manufacturers.

4. Vender manufacturers have placed a number of field-tested machines in regular production, concentrating on sales to the independent operators, and set up operations for making supply contracts for the operator, etc. (see article on ice cream vending equipment in The Billboard, July 8.)

Predict Gains

Adding the outdoor potential for the ice cream operator is the prediction.

Milwaukee Corp. Converts Popper Unit to Vender

MILWAUKEE, July 8. - Popperette Corporation announced this week the addition of a coin mechanism to its manual peppering type popcorn dispenser, and a step-up in production. Albert Armondo, president of the company, announced the unit, and former type location, has been added to the line. Formerly priced at $250 for the non-coin model, the new model now lists at $295.50, which includes a de luxe stand.

Test installations with the new coin unit, according to Armondo, resulted in almost doubling sales volume over the last 50 minutes of the vendor's announcement in the vendor nearest customer traffic, instead of back-of-the-counter positions of the past.

Intro Last October

The Popperette was originally introduced during the fifth annual Popcorn Industries convention in Chi- cago last October (The Billboard, November 8, 1949). As in the non-coin version, it continues to dispense a one-pound portion of popped corn in 1/2 to 2 minutes. A glass-fronted cabinet, into which a measured amount of raw corn is dropped from a globe topping the cabinet, completes the story.

(See Milwaukee Corp. on page 74)
RAKE SELLS FINE EQUIPMENT AT FAIR PRICES

NEW COUNTER MACHINES

Kicker & Catcher ........................................ $84.50
Electric Shocker ....................................... 25.50
Victory Basketball .................................. 31.50
Mill Vest Pocket Bell ................................ 65.50
Grathec, Yankee, 15 or 25 ......................... 36.50
Grathec Wife, 10 or 25 ......................... 14.50

NEW VENDING MACHINES

S.K. Charm King, case of 4 ........................... 47.00
S.K. Charm King, case of 4 ......................... 47.00
H.W. MODEL 6, 15 & 25 ............................. 45.00
H.W. Delux Caro, 15 & 25 ......................... 40.00
Adam Model N, 15 Gum .......................... 21.50
W. Stambaugh Ball Toy .......................... 25.00
Marion Scale ......................................... 79.50
Walking Scale ....................................... 59.50
Shimman Stamp, 3 Col. .......................... 29.50
Aurora, 15 or 25...................................... 17.50
Aurora, U-Shape Ball Toy ....................... 11.50
Master Novelty .................. 15.50
Match Buy Vendors ............................... 6.90
Model GV, 6 Col. Adams Gum ........................ 11.50

RECORD, VENDING MACHINES

NW Model 35, 12 Foot ................................ 9.75
NW Model 36, 12 Foot ............................... 9.75
NW Model 40, 12 Foot ............................... 9.75
NW Model 46, 12 Foot ............................... 9.75
NW Model 68, 12 Foot ............................... 9.75
NW Model 69, 12 Foot ............................... 9.75
NW Model 70, 12 Foot ............................... 9.75

ACCESSORIES & SUPPLIES

Vending Stands, Heavy .................. $2.75
Cross Bars, Two Vendors .................. 1.00
Candy Containers, 15 & 25 .......................... 5.00
Base Card, for 100 foot card .......................... 3.50
Blank Gum, per 50 lb. carton ..................... 7.50
Base Gum, per 50 lb. carton ..................... 19.50
Rainbow Wrappers, 1 lb. ....................... 6.30
Grathec—Complete Line, Send for
Charms List—$1.00

SPECIAL—

ELECTRO-SERVE
HOT POPCORN MACHINES

with 7 states and 5 colors:

$17.50 Ea. With Base

COMPLETES LOT, $110.00. Incl. Base.

WRITE DEPT. V FOR CIRCULARS & PRICE LIST OF COMPLETE LINE. VENDORS CAN BE PURCHASED ON RAKE "24 PAY" PLAN. WE TAKE TRADES—Liberal Allowance!

1/2 Deposit With All Orders. Balance C. O. D.

RAKE COIN MACHINE EXCHANGE

609 Spring Garden Street
100 E. 34th St.
Philadelphia 22, Pa.
Pittsburgh Office: 2120 Fifth Ave
Chicago 13-1142 Pittsburgh, Pa.

ATTENTION

25c & 30c COINS

Silver, Quarter or combination Nickel-
Blonde. Guaranteed Parts.

CIGARETTE MACHINES

UNEEDA, 8 Col. .................................. $100.00
UNEEDA, 6 Col. .................................. 90.00
Uneeda Model 500, 9 Col. .......................... 350.00
Pack Cap ........................................ 100.00
8 Col. Model 6, 240 Pack Cap ................... 52.50
P-X: 10 Col., 425 Pack Cap ....................... 125.00
National 5-6, 350 Pack Cap ....................... 95.00
National 7 Col., Electric ......................... 160.00
Challenger, 7 Col. .................................. 100.00
DuGrenier Model W, 8 Col. .............. 308 PACK CAP
250 Pack Cap ..................................... 62.50
ROWE ROYAL 8 Col., 525-pack cap .............. 60.00
600 Pack Cap ..................................... 85.00
10 Col., 400 Pack Cap ......................... 85.00

SALE

ROWE, 120 Bar Cap .................................. 75.00
CANDY MACHINE, like new, 72 Bar Cap .................................. 100.00
Box, Enclosed Base ................................ 62.50
Victor 120 Bar Cap .................................. 75.00
U-Select-It ........................................ 35.00
UNEEDA 105 Bar Cap .................. 75.00
Rowe 120 Bar Cap, 120 Bar Cap .................. 35.00
Special 4 Col., 100 Pack Cap ..................... 52.50

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED

ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Warranties available for all makes and models.

UNEEDA VENDING SERVICE
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 Clymer Street
1024 West 34th Street
Brooklyn 11, New York

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
from . . . .

ROY TORR

* LANSDOWNE, PA.

Hairoon Named

Penguin Distrib.
For Michigan

DETROIT, July 8—Hairoon, Inc.,
newly chartered Michigan firm, has
been appointed State distributor
for the Penguin Hair Dryer by Con-
solidated Productions, headed by
the O'Connor brothers. The company
will handle the Penguin within its
home territory, inasmuch as the
machine is made here in Detroit
by the Consolidated plant. It has been
introduced in a number of Eastern cities,
but has not been extensively shown in
this area.

Heading the new company are T.
M. Lybeck, Walter C. Piekirk and
C. J. Link. The three partners are
all newcomers in the vending ma-
chine field. Headquarters are be-
ing established at 15002 Montevista
Avenue.

Census Bureau Sees
Big Hike in Candy
Bar Sales for May

WASHINGTON, July 8—A healthy
increase in May sales of bar candy
by manufacturers is indicated in a
preliminary report by Census Bureau
this week. The agency said first re-
turns indicate an increase over May,
1949, of 11 per cent in pounds, and
12 per cent in dollars.

Bulk goods sales were up 18 per
cent and 26 per cent in weight and
dollars respectively, while the gen-
eral line was up 26 per cent in pounds
and 21 per cent in dollar value. Pack-
age goods sales were up over the pre-
ceding May by 7 per cent in both
categories.

Chunky Ups Production

NEW YORK, July 8—The Chunky
Chocolate Corporation is stepping up
production of its sugar-coated pean-
ut specialties packed specially for
vendors, according to Jeff Jaffe, presi-
dent. The 15-cent refer, in a double-walled
shell, has been packed 50 units to
the carton.

NOW!—
Bigger Profit
FROM EVERY LOCATION
With the New

CABINET STAND
FOR MODEL 49

THE NORTHWESTERN CORP.
220 ARMSTRONG STREET, MORRIS, ILL.

GET
NEWER CHARMS

Write for Details or See Your Distributor

THE NORTHWESTERN CORPORATION
220 ARMSTRONG STREET, MORRIS, ILL.

Lower Prices from America's newest
Charm manufacturers.
Over 30 new and dif-
ficult series of Charms.
Our prices are lower!
Send 35c for complete
samples.

PENNY KING CO.
145 Neyman Street
Pittsburgh 26 Pa.

FINEST ALUMINUM DISCS
Plain or Colored
Buy DIRECT
FROM THE MANUFACTURER

STANDARD SCALE CO.
1609 Delmar Blvd.
St. Louis 3, Mo.

METAL TYPE MACHINES
PARTS AND SUPPLIES
**30 DAY MONEY BACK TRIAL**

**Northwestern**

**MODEL 49 SPECIAL**

**Prices**

<table>
<thead>
<tr>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>LESS THAN .50</td>
<td>Deluxe, 7/4 c. Baked Metallic</td>
</tr>
<tr>
<td>LESS THAN 1.00</td>
<td>Black Porcelain, 1 lb.</td>
</tr>
<tr>
<td>1.00 OR MORE</td>
<td>Deluxe, 7/4 c. Baked Metallic</td>
</tr>
</tbody>
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**GUARANTEED NORTHWESTERN SPECIALS—Used**

**DELUXE**

- 7/4 c. Baked Metallic
- Black Porcelain

**MERCHANDISE AND SUPPLIES**

- PISTACHIO, Jumbo 4-y
- CANDY TUPPER, Large 3/4 lb.
- INDIAN NUTS... 100 Nuts
- CASHMERE, Waxed
- CANDY CUPS & DESK SETS
- LICORICE LOZENGES... 25¢

Complete Line of Party, Supplies, Snacks, Ginger, brackets, charms, etc.

**Time Payment Plan Available—Trade-ins Accepted**

**NORTHWESTERN SALES AND SERVICE COMPANY**

MOE MANDELL

438 WEST 42nd STREET, NEW YORK 18, N. Y. • 4-3143

1006 16th AVENUE, BROOKLYN, N. Y. • 6-6663

**A WONDERFUL, WONDERFUL PRODUCER**

1c or 5c All Purpose Bulk Merchandiser

**ACORN**

Order Yours Today!

Day in and day out this exceptionally all-purpose bulk vendor produces larger profits for you.

- Vends all sizes of Ball Gum
- Vends all sizes of Pictachios
- Cashews, Almonds, Candy, Nuts, and Charms.

**WRITE FOR COMPLETE DETAILS TODAY!**

**IT'S SENSATIONAL**

**The New ACORN**

**ALL CHARM VENDOR**

Immediate Delivery

WRITE AT ONCE

**ACORN**

**ALL PURPOSE BULK MERCHANDISER**

**Northwest Vending Supply Inc.**

3116-28 29th Street

Minneapolis 16, Minnesota

**Let Us Know What You Have To Trade**

GE. 9177

**Big Money Maker**

1c or 5c

**Flatto Stamp Vendors**

Brand New Profit-Makers!!!

**Flatto Stamp Vendors**

**Model 823**

Illustrated $19.95

1000 rubber stamps at 1c each. In the event the rubber stamps are not used in full, you will receive back the difference in the price you paid for the unused stamps.

**Opportunity for Distributors**

**Paul A. Price Co. Dept. P**

220 Broadway, New York 7, N. Y.

**Charm Distributors**

For the Latest and the Best

M. J. Abelion

Representative Leading Charm Manufacturers

185 Fifth Ave., New York 1, N. Y.

**Flatto Manufacturing Co.**

17 W. 60th Street

New York 23, N. Y.
Ops Go for Ice Cream Venders; 4-Point Operating Pattern Set

(Continued from page 69)

by leaders in the frozen confection
industry. Although the annual volume
is estimated to be around 1,000,000,000 lb
by 1933, there are still many unknown fac-
tors involved in the industry.

Supporting this statement is the
decline in the distribution of ice-
cream venders, which has decreased
over the past decade. In 1930 the 12-
month period saw an estimated 60,000 venders,
dropped to nearly 50,000 in 1933, and is
expected to handle a route of 20-25
models. Of these, the average service
vender can look for an average of 20-30
years of profit or economic vender life,
which is widely separated by the sex of
the operator.

A summarization of on-location ser-
servicing, maintenance, service volume,
and overall effect of the survey reflects the
effect of the majority of present-day operators.

At this point it is expected that the
average service vender can look for an
average of 20-30 years of profit or Economic
vender life, which is widely separated by
the sex of the operator.

Break-Even Point

A break-even point for single-flavor
venders is figured at $50 sales per
day, with double that amount for
selective units. This is based on aver-
ges and averages, but an actual break-downs per unit sale (each dime bar)
of $1.50 is indicated; for example, 3 cents
for labor, servicing, maintenance costs and
material. A break-even point for selective
venders is calculated at 5 cents, and can be
inexorably diversified by either the number
of products or the size of the product.

Using yardsticks for defrosting equipment is between 2,000 or
10,000 meals a month on a per-

unit basis. Actual frequency of defrosting, however, varies
considerably in amount. Vender

summer months; for instance, when volumes range between 250
and 500 meals a month or even

below 250 meals. Actual defrosting can be
accomplished in a half-hour by the
operators, with special problems for
process and shortages it by scrap-
ing off the "ennon." Venders.

Servicing

Extra service calls drop to the
vannishing point in summer, due to
the fact that the increased volume
requires more frequent servicing. In
March, January and December, the
inspection keeps equipment in top
condition. Periodically, lower volume
weeks bring the greatest potential
for service calls, due to lengthened
peripheral loading time.

A number of operators solve the
summer servicing problem, with
a reversible defrosting panel on the
body, which allows multiple loadings on
daily basis, by having an extra round-up
make the second trip to each stop. If their equipment has a storage
compartment, he carries no stock problems,
thus extra bars and places them
in vender position. He does not have to deliver his list of
bars.

The biggest seller, operators report,
is the banana bar, which accounts for about 85 per cent of all sales.

Suppliers Report

On the supplier's front, the con-
fidentialities are sure to claim the
improved operator-supplier rela-
tion, as this decade develops. Because
of the plus-sales gain achieved thru
customer distribution, it is of utmost
importance that the manufacturer, and more
and more ice cream makers are expected to follow a similar program.

Sensible and logical, businesses of
Phillipson Ice Cream Company
Philadelphia, reports that the sales
managing arrangements for their
50 venders in the city has substan-
tially increased its gallonage.

According to the firm, Donley &
Wiley sales manager, explains that
the斜券 clients is well past the
inability of his company's salesmen
on the independent, distribution
basis. As an incentive, the company pays its
salesmen a bonus for each vender lo-
calized by the salesmen.

Wiley points out that while his
firm is concentrating on the change from
a plus outlet, it is not in the vender
machine business. He has devised a standard contract form for
order sales, which takes delivery of the bars
at the company's plant.

The Supplier vender program was
introduced in late January this year, a month unusually
slow in operations, due to the
remaining snow. Firm's merchandising
manager, C. Sullivan, states that the
conversion of 250 Accounts, in the first five
months, had been achieved by
December 1, and that the company goals
were exceeded. The number of two-flavor
venders for the year was set at 100.

Newcomer to Biz

Another supplier currently inaugu-
rating a vendor sales program is
Southern Dairies, Inc., Washington,
V. S. A., and its current hands-off policy on actual operation
will be handled by independent
operators. Like programs are now in
effect, or about to be placed in effect
by a number of milk route and dairy
vender manufacturers over the country.

"The most important aspect of
winter sales is the determination
wait-and-see attitudes or "operate our
own venders" thinking.

"The return to the operator, recent
weeks have seen a number of old
route firms add ice cream
venders to their present routes,
making the initial diversification of
machine route and seasonal sales
by diversifying an already three or four
product operation. Some of the
operators of ice cream venders
include the Washington branch of the
American Distributing Corporation, (Timken-Detroit
Fishman's Automatic Merchandising
Company, Chicago, with its Chicago
Midway Airport installation; Service
Corporation, Chicago, and the
Novasol's West End vender
operations, West Allis, Wis.,

Expansion Plan

Other operators, like Reynolds St.
Onge and Albert A. Feidman of New York,
jointly head Merchandise Vending
Company, in Detroit, one of the
current present ice cream vender installations.

They expect to increase their present
31 ice cream machine operation to
about 150 units by the end of 1930,
According to Merchandise Vending's
daily per machine average, ranging
from a low of 30 bars during the cold
months, to highs of 100 bars during
January, will begin in late June, thru July and August of 1930.

Two units of August or two or three times a week
during the September thru May period
and daily or twice a week during the
three midsummer months.

Unit Sets Record

While not advancing it as a usual
occurrence, Merchandise Vending of
Detroit, has experienced a phenomenal number of bars recently in one
unit set. The ice cream vender
Pointing to the instance as proof of
customer potential and the possibility
of increasing current daily averages
they said one vender in a 2,000-
envelope ice cream plant (Timken-Detroit
Plant, 7200 S. Michigan Ave.) sold 4,200 bars over a three-week period.
It was refilled three times daily. They admit this is an all-
time record, however.

Firm officials state one method of
keeping cold weather volume is to re-
new the flavors as necessary.

Abandoning the vanilla-chocolate standard, venders are stocked with a smorgasbord of choice flavors
and banana-flavored ice cream bars.

A number of new types of locations
sought by Mechanical Vending have
been successfully operated, like in
supermarkets at major transfer points
where the vender can be set up just on
the side of the street.

Top Operation

Perhaps one of the largest and old-
est ice cream vender practices, Traf-
lic Refreshment Company, New York,
spent $100,000 in 1925 when it purchased
the 100 two-flavor venders built for
the Northern Consolidated (See Op Go for Page 74)
Vend Reprints Can Help You... Use them in location solicitations. Each article written by leaders in industry.

Order By Number—
10c Each

INDUSTRIAL GROUP SERIES
1. HOW TO WIN PLANT MANAGEMENT'S SEAL
On the job in various management-employee relations.
2. GOOD HOUSEKEEPING AT INVESTOR STEEL
How vendors contribute to the efficiency of operation.
3. MANAGEMENT TALKS PLANT VENDING
A survey showing the need for vendors in industry.
4. PLANNED PLANT EXPANSION
How to plan vendor locations in new factory.

Send Your Order To:
VEND, Reprint Dept., BB-715
2160 Patterson Ave., Cincinnati 17, Ohio

VICTORY'S VICTORY BASKETBALL GAME
The big game with a thrill! Prize for each home run, 1st, 2nd, or 3rd place, diagrammed.
On larger orders, every ticket is backed by a liberal trade-off on any type of location.

$3.25 each.

VINCO
Sales & 1132 Handy Ave.

HONEST TO GOODNESS
HERE'S YOUR BEST BUY—
"WONDERFUL CHARMS—SERIES 400"
—because there are forty (40) different types of "CHARMS" in this Series—the LATEST, the NEWEST and the BEST CHARMS ever made.

Plastic........ $3.75 per 1,000
Metal-Plated... $5.75 per 1,000
F. O. B. Jamaica, N. Y.

They vend perfectly. They speed up action at your machines. You should buy them. Immediate delivery.
THE MARKET IS "HOT" SO CASH IN TODAY ON JUMBO-SIZE BALL GUM

Candy Mfrs. Acknowledge Value Of Vendors Via Package Design

CHICAGO, July 8.—Importance of the vendor to the manufacturer of nickel products was emphasized again last month when Verdi, sister publication of The Billboard, concluded a survey of leading candy-makers on packaging trends.

Keynote of the candy industry's thinking in the packaging problem was the necessity of allowing for vending in each of its lines, tailoring both bar size and wrapper for automatic merchandising. This was stated in the Walden Baker Company's late and Cocoa Division of General Foods Corporation in its statement: "Or transformation in dedicating new products or redesigning old ones is the vending machine trade."-Re-Revised Molds

During recent years Baker has redesigned all its 5-cent candy bar molds to fit vendors, thus admitting open up a broader sales-stimulating market for its merchandise. As a result of the mold changes, bar items by most candy manufacturers, attributed to the influence of the candy vender, have been better wrapping with trade names on sides and top, or in visual identification in machines (better wrapping meaning improved sealing of jackets) and equipment.

William Schuler, president of Schuler Chocolates, Inc., Winona, Minnesota, has voiced the thought of a majority of firms responding to the changes with his observation that "vending machine distribution has had a strong influence on the appearance and the visibility of the nickle candy bar package; the result is a cleaner identification and better protection for the bar."

Resston Corp. Starts Coin Vibrator Output

NEW YORK, July 8.—Resston Corp., producer of the "Schema," has announced that its coin-operated massage unit, Resston Vibrator, has started production. The unit, listing for $350, was originally introduced at the International Inventors' Exposition here in June, 1949.

According to Paul Betholin, Reston president, the Stimulator was delivered within six to eight weeks. Each unit, packed separately, is fully assembled and ready for operation. The Stimulator operates three minutes for a dime and supposedly resembles a scale. In place of the scale dial, however, there is a round vibrating element, approximately eight inches in diameter. The vibration can be adjusted to several different heights, enabling the patient to massage portions of his body from hips to shoulders. The desired vibrating power is controlled by a foot pedal.

MILWAUKEE CORP. (Continued from page 9)

Vending Machine Salesman

Two Commissioners to Top North pcmonal men able to travel and finance themselves until under way—brand new machines that make the operator money. Coin operated and non-coin operated, 24-hour or 8-hour, coin-bill or coin-Keypay are sold. Will mail you full information. Exclusive territory granted. No free sample artists considered. Write Box 410, Chicago, Illinois.
**Detroit Org Pushes Shuffle As Public Service Industry**

**Detroit, July 8.—The shuffleboard business is being emphasized as a public service industry in our region. The Detroit Shuffleboard Association (DSA), with the completion of a strong trade organization as an essential keystone to the business, is making progress.

As voiced by Fred W. Chlopán, executive secretary, "this industry is being considered in business as those who are in it recognize their social responsibility to the people of the community in which they operate and express that responsibility in terms of constructive self-regulation."

"Unify as exemplified by a strong association could and will remedy any public resentment from the complacent attitude on the part of a minority of the operators which is not in keeping with the best interests of the industry."

Implementing the DSA program is a move toward definite public relations activity, with details to be worked out. Denoted membership attendance at meetings is being stressed in a step toward securing unified support of association activity by the trade as a whole."

**Chlopán Re-Elected Lions Club President**

**Detroit, July 8.—**Fred W. Chlopán, executive secretary of the Detroit Shuffleboard Association, who has been active in a dozen fields simultaneously, has been re-elected president by the Motor City Lions Club. This marks the first time in the club's history a Lion has been elected anyone to a second term as president. Chlopán, who was officially a staff official at a party at Warren Country Club, also is executive director of the Detroit Michigan Table Top Licensees Conference, Inc., representing Leroux Cordials and Great Western Wines and Champagnes, the president of the city's civic association and a member of the Rosedale Park Improvement Association.

---

**Union City, N. J., July 8.—**The first major rules change in recent shuffleboard history to affect a large segment of organized play was adopted here officially this week by American Shuffleboard Leagues, Inc. (ASLI).

Designed to make the game more interesting both to spectators and players, the new regulation is part of a general overhaul of the ASLI rule book that will guide tournament play sponsored by the organization beginning next fall. It is aimed at stimulating more frequent scoring and will serve in reducing playing time markedly in tournament matches.

Coming after weeks of discussion with ASLI State directors and tournament managers, the new rule makes it mandatory for a player who has the hammer, or final weight of a frame, to score in that frame or lose the hammer in the next frame. Should a player with the hammer miss his opponent's lending weight, thereby enabling the opponent to score, he then retains the hammer.

According to the rules under which ASLI tournaments were conducted last season, the player who obtained the hammer could hold it frame after frame until he received a scoring break. This usually resulted in dull and lengthy contests, in the opinion of ASLI officials.

"We are hopeful that the new rule will inject new interest in the game just as happened in basketball when the center jump was eliminated," said W. W. Pendergast, ASLI executive director, who helped draft the regulation. "Players have been queried on the new rule and have endorsed it."

(See New ASLI Rule on page 84)

---

**Purveyor Has the Winner!**

**"ATOM JET"**

It's Really Sensational!

New—Fast Action — Bigger Prize — The First Remote Controlled Pin Ball Wall Type Game.

2 Bowlers Largest Cash Box With Each Game.

---

**TROUBLE FREE — LOCATION TESTED THIS GAME WILL SWEET THE COUNTRY SHOULD BE YOUR BIGGEST MONEY MAKER! GET THE BEST LOCATIONS ORDER YOURS TODAY!**

**Purveyor Shuffleboard Co.**

3232-24 Na. Western Ave., Chicago, Ill.; Phone: Harrison 6-3181, 6-3187, 6-1616
No Stockpiling Now

(Continued from page 68)

Milwaukee

Business as normal seems to be the keynote here as the Korean war moves into its third week.

United, Inc., distributing firm owned by Harry Jacobs Jr., reported "business as usual." Business is good, with ops ordering Wurlitzer equipment to beat the price rise deadline of July 15.

The S. L. London Distributing Company stated it had noted no change in buying habits since the outbreak of war, Sam Hastings, heading the Hastings Distributing Company, said there was considerable talk regarding the war, but as yet he had not noted any stockpiling.

Carl Happel, Badger Novelty Company, reported there has been no noticeable increase in purchasing since the outbreak of war, but that normal business was holding up strongly.

Dallas

Operators and distributors here have adopted a "wait and see" attitude since the Korean war.

There has been practically no physical reaction, either thru excessive purchases or stockpiling of equipment.

General consensus is that it would be a business mistake to stockpile at this time.

Detroit

Impact of the Korean situation upon the coin machine industry here appears to have been negligible so far.

This does not reflect a lack of awareness by operators of current war events, but rather an uncertainty as to what course of action to take, together with a policy, which appears more general, of avoiding panic reactions.

"Generally, we have the jitters," is the way Carl Angott, of the Angott Distributing Company, summarized the situation here. "It is true that no new equipment is being shipped, and, therefore, operators have limited opportunity to try out new machines. The new phonograph business has been good late this summer, and, with the exception of a period of anti-Japanese emotion, we have not had the usual buying for new machines. Attention has been focused on the current price rise on used equipment which could not readily be disposed of should the war scare subside.

WMG Asks Disk Return Rights For Operators

WASHINGTON, July 8. The Washington Music Guild (WMG) is in the middle of a sustained drive to get diskiers to grant return privilege on the new disks, and the present effort is being directed at Decca, the biggest of the majors.

WMG officials figuring that if one major gets in line the others will follow.

WMG is pointing up the tremendous number of disks bought weekly by the nation's operators, claiming that if the ops were given a 5 per cent return privilege, even more records would be bought.

"Return privileges," said one WMG official, "would greatly benefit the record companies as well as the juke operator." According to WMG, King Records is now the only diskier offering the same return privileges given retailers.

Mercury Introduces Radical New Disk Giveaway Program

(Continued from page 13)

500 to 1,000 disks at one purchase would work a hardship upon a juke op's inventory, Mercury's distributors feel, so in order to maintain a proper inventory on the part of the distributor, who also will be able to keep a sufficient inventory to meet juke needs during the period and avoid an overstock of the type of disk not needed, Mercury distributors, will be channeled to Mercury's pressing plants, where steps will be taken to meet the requests of juke men during the sale.

Merrv, Price, sales manager of Mercury, emphasized that juke box ops may make their regular weekly purchase upon the disk Westinghouse.

This will enable them to follow more closely the regular buying habit of their customers. Each line will set orders from a Mercury distri burtion point during the sale event, he said, and the juke dealer will be given every back-up of both the regular list and the extra order for a limited number of disks, but the minimum number which may be purchased will be a minimum of 10 to 25 disks for the premium offer is 500 disks.

Price said that the juke op, in estimating the number of disks he will be purchasing during the sale period, is asked to estimate as closely as possible the number of disks he will buy, but he added that a juke op is well advised to purchase a little more than he needs so that he will be more likely to fulfill the pledge, unless he wishes to participate in the plan.

Price said that the offer is designed upon the juke op premium plan after the experience of representatives of the juke industry that the Mercury disk and Mercury districh distriutors. Because of the success of the plan offered record retailers (The Billboard, June 24), it was decided to initiate the plan to aid juke box men during the summer period.

It is felt that the Mercury premium plan may have interesting repercussions in the trade, because closely following upon the announcement of the Mercury retailer plan, Victor and later London label followed suit with retailer plans patterned after the Mercury program (The Billboard, July 1). As is the case with the Mercury plan, the record retailer plans the juke op can buy either 78 or 45 R.P.M. merchandise during the plan.

All Decca Pops on 45 R.P.M.

NEW YORK, July 8. —Decca Records today announced that the diskery and its subsidiary Coral and Brunswick labels are going to enter the 45 R.P.M. field, thus putting the Decca firms on a three-speed basis.

Decca's move to 45 will be handled through new Deccaphone, Harry Warner, Harry Lombardo, Fred Waring, etc., to supplement the already large host of doughnut platter talent. (See story on page 3 for complete details.)

Mercury is timed to come hot on the heels of the Victor and Columbia diskiers' and Rudolf Wurlitzer juke box firm's co-op drive to sell seven-inch platters on juke boxes in a package campaign which will incur no cost to the operator. (See The Billboard, July 8)

Price, Not War of Problem

See Wurlitzer Move Followed By Other Mfrs.

Tape Recorder Used to Up Music and Vender Incomes

ST. LOUIS, July 8.—A new sales stimulator, which encourages juke box operators to stock more than one make of phonograph, is being introduced here by the Sales-a-Matic Company. Unit is a tape recorder with a five-inch square bright orange bag, which comes complete with 100 speakers. List price of the Sales-a-Matic, complete with the speakers, is $290 plus an installation fee of about $15 for the average location.

The Sales-a-Matic unit can be activated in two ways. The sales record can be set to start automatically at certain times, or it can be triggered by a location door, by the location owner himself.

It carries a series of announcements played on the tape recorder over the jukebox.

A typical announcement in a Juke box location would be as follows: "Our Juke box is featuring GUY LOR- badro's latest recording this week. Tune into this weeks recording of the latest hits of your favorite artists."

Additional speakers for a larger installation are available at extra charge.

Other Locations

The Sales-a-Matic unit can be used in practically every coin machine location throughout the country, it is designed to be adaptable to various types and locations of coin and juke boxes, and at the same point in time all the units in the same location will be operating simultaneously.

The Sales-a-Matic recorder is presently being manufactured in Los Angeles, but the tape recordings are being cut here by the Sales-a-Matic Company. The tape recordings are made from the phonograph records, the tape messages, with professional announcers from radio and television stations.

Commercial announcements (calling attention to the machines or to products being sold through the machines) can vary from 30 seconds to two minutes in length.

In the case of Dearborn's "prejs," the tape messages will be given to the operators for his own use.

AMl Appoints Two Canadian Distributors

GRAND RAPIDS, Mich., July 8.—AMI, Inc., in line with the recent easing of import restrictions on music machines in the Canadian provinces, this week announced the appointment of the AMI line of juke boxes and accessory line, John W. Hadlock, president, said R. P. C. Specialty Corporation, 700 Notre Dame Street, Montreal, will represent the AMI line exclusively in the province of Quebec, the Maritime Provinces, The Province of Ontario and also the Prince Edward Island.

The Toronto Trading Post Ltd., Ltd., 736 Yonge Street, Toronto, will have an exclusive on the line in the entire province of Ontario.

While some difficulties present some difficulties under today's conditions," Hadlock said, "we welcome this move. It is a step in the right direction.

Both new appointments will represent the AMI Model C and accessory equipment some time this month in the vise territory. As a matter of fact this month.

Appointment of a third Canadian distributor for the western part of Canada will be made soon.
Button,

Button,

Who's Got the Button?

That easy-to-see, easy-to-understand program explains why the "C" draws an unceasing torrent of coins into its cash box. Program buttons embody a radically new design never before used in connection with juke box play. Push a button on the "C", and it's a release—instead of an application—of pressure that makes the contact. A switch in back of the button is all ready to send it into action. The patron's finger simply releases this power with a minimum of effort. On the "C" there's ONLY ONE BUTTON TO TOUCH and that's right alongside the title desired—the patron doesn't have to THINK or WORK or STRUGGLE to get the music he wants! Yes, the "C" is built for the operator, and for the location, and FOR THE PUBLIC!

Who's got the Button? AMI!
Tele-Juke With Free Video Is New Speedway Route Wrinkle

NEW YORK, July 8.—With mounting sales of home video sets here cutting into coin play of combo television-juke units, Speedway Products, Inc., pioneer combo operation, has steered a new tack, offering strong placement arguments to tavern owners with tele sets nearing obsolescence.

Accelerating the shift of Speedway Tele-Jukes to tavern spots, Al Bloom, president, now tells proprietors they can by-pass the television coin mechanism, giving their patrons free video entertainment. The phonograph segment of the unit, however, still operates only upon the insertion of a coin. Speedway then takes the first $15 of weekly income from the juke cash box and the tavern owner pockets the remainder.

The inducement to the proprietor is that he has the free use of an up-to-date television unit. In addition, if his establishment is normally a good juke location, his allot of phonograph income will probably be larger than in usual operator-location commission deals.

The two-year contract signed with the location specifies that the television unit will be modernized from time to time to keep pace with industry advances. Thus, while it presently houses a 16-inch tube, a 20-inch rectangular viewer will be installed in the Tele-Juke in about 60 days, according to Bloom. Similarly, when and if color television becomes an industry factor, suitable conversion mechanisms will also be incorporated in the machine.

Until recently all Speedway Tele-Jukes have been placed in luncheonettes, neighborhood candy stores and other locations where free television is not normally offered as a customer inducement. Bloom claims this policy has enabled him to make coin television a paying proposition, whereas other operators of combo units have found the tavern market unprofitable.

He admits that income from his old locations has dropped to an average of $18 a week per spot. He attributes the decrease to the greater distribution of home sets in neighbor- hoods, generally. Patrons are less willing now to pay for viewing time, he observed.

COBRA CARTRIDGES Registered and registered, for each, plus postage (collect time and performance claimed). 20 days service via air mail P.P. Licenses to practice, not to sell. Phoenix, Arizona

COBRA CARTRIDGES Registered and registered, for each, plus postage (collect time and performance claimed). 20 days service via air mail P.P. Licenses to practice, not to sell. Phoenix, Arizona

EXPAND YOUR MARKET AND PROFITS with this NEW Sensational RE-STACKING RISTACRAT MUSIC BOX

YOUR small investment in a Ristacrat Music Box is returned to you in a very short time and then the profits really roll in! Costs but a small fraction of standard Juke Boxes yet has many added advantages. Plays twelve 45 RPM records and Restacks Automatically! It can be set at 5 cents a play or two for a nickel. One or two wall speakers may be connected to the Music Box amplifier. You can operate several Ristacrats for the cost of one ordinary Juke Box.

Ristacrat is a high quality instrument of beautiful tone quality with easily controlled amplifier and plenty of power output. The unbreakable plexiglas dome is lighted in soft glowing colors and the cabinet is hand-finished. It's attractive and has plenty of "play" appeal.

Write for complete details

RISTACRAT, INCORPORATED

Exclusive Manufacturers

1376 EAST WISCONSIN AVENUE • APPLETON, WISCONSIN

RISTACRAT—"THE MUSIC BOX FOR THE SPOT YOU FORGOT"

Merchandising Music

A PENNY INVESTED...Building location and patron interest in the music machine has been accomplished by the Western Ohio Amuse- ment Company, St. Mary's, O., thru a unique gimmick. Firm has been keeping each location stocked with penny postcards, which are self-addressed, and when the location, or one of its patrons, comes up with a record request, all they do is put the name of the tune on the blank side of the card and drop it in the mail. Giving the customers a say in disk selections featured on the machines keeps their interest up on a more permanent basis, the operator reports.

CHEESECAKE...A Brownsville, Pa., operator, R. Angeili, has par- laysed pictures with song hits to build up his grosses. Angeili uses various pictures of recording stars to decorate the juke boxes he has on location, making sure these pix are visible to the patrons. With the cheesecake drawing the customers' attention to the machine, it then becomes important to have the right kind of music in the box to keep the nickels rolling in. Angeili programs his juke via The Billboard's Service and an artist from the local disk jockeys.

SERVICE AND MORE SERVICE..."You can look for ways to in- crease your juke box earnings, and you can keep on looking," says Roy and Donald Estes, Estes Music Service, Rockland, Me., "but the best way is thru service—prompt, courteous and efficient service. Go out of your way to please a location or a juke box. The Estes boys practice what it preaches... . . . The Estes boys are joined by J. E. Britt, Dunn Music Company, Dunn, N. C., in further advocating the policy of listening to location employees when programming a machine. Britt says: 'The best thing I have found is to put records on that the girls in a cafe ask for.'

DANCE DISKS...From Yorkers, N. Y., spanning place of many of the leading dance bands of years gone by, comes the comment from M. Schabel that "dance bands are getting a big play in locations where young people patronize the juke box. They are playing a lot of Ray An- thony records, and I have put a lot of the old Glenn Miller records in my machines and they, too, are well played." Miller was one of the all- time favorites at near-by Glen Is- land Casino, and Ray Anthony has played the Westchester dance spots for years—these records are still favorites in that section of the coun- try.

L. A. Diskery Sets Expansion Plan

LOS ANGELES, July 8—Expanding its operation and aiming primarily at the juke box trade, Interna- tional Records has connected with Dan Estes, of Gotham Records, Philadelphia, for pressing and eastern distribution, Sammy Lane, Inter- national owner, said. Distributing points have been made in New York and Memphis where Jack Benson, Apollo, and Music Sales, respectively, will offer the line.

Specializing in rhythm and blues records, Lane said that佩蒂 Taylor recently cut eight sides for the International label. Mickey and the Flames are now in the process of making eight sides for early release.
Price, Not War, Op Problem; Mfrs. Follow Wurlitzer Move

(Continued from page 76)

spread at present among coin machine men, and is probably due more to the risk of being proved poor prophets than to the fear of a pastera. The idea of coin machines not being worth anything has been put on the market, as a subject. As a result, little or no change in operating and distributing policies is yet noticeable.

Los Angeles

The war in Korea has not affected coin machine sales in this area, but it has resulted in a decreased interest in coin machines. A former operator in Okinawa is getting set to establish a jobbing firm there. William R. Hapelle Jr., of Badger Sales Company, said there had been a considerable interest in the war. Jack Leonard, head of the parts department of this firm, backed up Hapelle's statement. While operators faced serious shortages of parts during World War II, they evidently do not feel there will be a repetition of such shortages.

Buy Powers, head of the phonograph department of Badger, had a rather sad story to tell. He said that operators, who three weeks ago were considering selling their routes, had decided to put off the sale until after the war. There were others, Powers said, who had indicated that they will increase their investments in coin machines, and are making in some cases real coin that would compete with the buying of pay phones.

El Wilkes, of Paul Laymon Company, said that he had felt no influence in his sales.

$8 Angle

One of the things that may keep operators from stocking equipment at the present time is money. Jobs are still scarce and many operators do not want to invest large sums of money in equipment that are definite signs of war-prosperity. Operators and jobbers alike agree that at a certain point no one knows what will happen.

A bright future for coin machines, as predicted by Fred Emerson who is now in Japan, is set to leave July 13 for Japan. Emerson, who joined on Okinawa after the war, has been an operator in the Pacific for almost five years. He has been setting up a jobbing house in Tokyo and will survey the territory for vending machines.

Emerson has been close to the scene and studying conditions. Before coming to the United States to see equipment he made a trip to Hong Kong, Shanghai, and other points. He is due back about August 1.

While there was no buying spree, there was also no curtailment. Operators are going along and buying about the same as they did three weeks ago. But now there is doubt whether they will loosen their purse-strings or tighten them.

Philadelphia

The scare headlines have been giving the local machine distributor and operators much cause for reflection. However, there has been brought about the semblance of any buying spree of either large or small equipment. It is recognized that where the economy was geared almost entirely to war production phases and the machine industry reaped a harvest. Today, however, regardless of the outcome in Korea everyone agreed that now is the time for watching buying rather than unreasoned buying.

Under normal circumstances, it is not an unusual headline would bring a rush for equipment. However, that is not the case now. The threat of bombings and the realization that in such an eventuality the entire city would have to be evacuated, such thoughts are hardly conducive to the buying of any kind of equipment at this time.

Current Status

In addition, distributors say that they all have plenty of equipment on hand now to take care of any rush. It is also pointed out that present production is in much better shape than might ordinarily be expected, particularly since some machines do not get the same kind of play as before. Another factor holding off any buying sprees is price—fears that any rush to buy might result in price booms.

It also was pointed out that since the country return to a war-time status, the coin machine industry would have to adapt itself to the next time. Particular mention is made of the fact that during the last war, television was never a competition factor. And it wouldloom even greater in times of crisis. As a result, the operators and vending machine manufacturers have been planning the production of their machines to be a most important future factor. The question of whether they are days of peace or war.

Des Moines

The war scare has caused some operators to buy up equipment in the Des Moines area but distributors generally were discouraging the buying because of inflation danger.

Several Des Moines distributors reported business slightly better than during the normal summer run but are still in the same situation. Many industries are buying up equipment on the grounds that it will only help to increase inflation in the country.

Boston

The war scare panicked all business interests in the Boston area and the coin machine industry was no exception, with used equipment being bought up and selling at record prices. Some increased buying of new equipment was noted.

There is some general trend for noticeable thru all segments of business and industry. All but everybody was talking for publication, it was apparent a new cautiousness in used equipment dealers has come to the fore.

Distributors are fearful that in the event of another war, freeze controls will cause a ton of far more drastic measure than in World War II.

Washington

According to the Washington Music Sales Guild, which includes some 65 per cent of all local juke and amusement machine operators, the Korean situation has so far had no effect at all on buying plans of operators.

Bill Schwartz, Hird Coin Machine Company, stated: "I don't know of an operator in town who has changed buying habits because of the war situation."

Safe, Sane 4th

CHICAGO—July 8—With Illinlinois conducting its largest scale drive against the sale and use by youngsters of fireworks, the jucke box came in for some extra promotion during the July 4 weekend and also for some extended coin sales due to the Korean situation.

Wurlitzer

What's next for your coin machine? What will be the result of the Korean situation? What can you™t expect to happen in the coin machine business?

Washington, D.C.

The world is waiting for the outcome of the Korean conflict. Will there be a war, or will it be a limited conflict? Will it lead to a general war or will it be limited to Korea? Will it lead to a general war or will it be limited to Korea? Will it lead to a general war or will it be limited to Korea?

The question of what will happen in the coin machine business is a matter of speculation. Some operators believe that the Korean situation will lead to a general war and that this will have a disastrous effect on the coin machine business. Others believe that the Korean situation will not lead to a general war and that this will have a beneficial effect on the coin machine business.

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Effective July 17th
the list price of the

WURLITZER

Twelve Fifty
will be advanced to

$799.50

When we originally priced the Model Twelve Fifty, we stated that it was the most phonograph for the money on the market today. That statement still holds true notwithstanding the increase in price which we are announcing.

Costs of steel, plastic, lumber and the many mechanical and electrical components which go to make up the Twelve Fifty are still rising and the wages of our employees at North Tonawanda have been increased in accordance with the current trend.

At its new price, the Wurlitzer Twelve Fifty offers you the greatest dollar for dollar value available on the market today. The maximum earning power provided by 48 selections, protection against obsolescence no matter what speed record becomes standard, and its many improvements and refinements, makes today's Wurlitzer Twelve Fifty the most profitable, the most versatile phonograph you can operate.

See Your Wurlitzer Distributor Now

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
Washington:

The Washington Music Guild (WMG) has switched its meeting rooms from the Hotel 2400 to cooler quarters at the Arlington Municipal Building. Meetings will continue on the first Thursday of the month during the summer. WMG, as a result of gaining several new members in 81 per cent of all music and amusement machines in the Wash-

vices, is a Triangle Pocono Mountains firm. June 29. She'll vacation there for the summer. She is a native of Germany, Italy, Denmark and Switzerland, according to Eddie Ren-

On a Sunday, one machine located at a swimming pool served 3,200 persons figures auger well for business this summer, because

the temperature that week hovered around the 90-degree mark. Neither it nor the humidity was un-

Xavier Shepherd also reported that Coin-

Collections for a four-day period during the month of June was 

lished a Spacarb of Washington record, and a new WMG member.

vending machines is high, according to recent figures. It points to the growing popularity of vending machines on college campuses.

The guild, founded in 1913, has a membership of about 4,000.

Mrs. Ruth Elgin, owner of the Northern Virginia Music Company of Alexandria, said that her company will close June 29. She'll vacation there for

Los Angeles:

Jim McDaniell, distributor of Houston, was here last week and took time out to visit coinrow in the Los Angeles area. Jim's

the Nevada distributors for the Rock-Ola phonograph, according to reports.

Mr. W. B. P. T. was in Chicago last week, in the city on a four-day trip... Phil Foulens, of Apple Val-

Dare Gould, who has a part-

sents

During the recent

same time as Coinrow's showing of new machines, held in the Los Angeles area, the

in La.

Philosophy, was present and inspecting new equip-

selling for the company in the Los Angeles area. It is said that

Dan McDaniel, local operator, re-

from a fishing trip in Minne-

Hartford, Conn.

Robert L. Perry, of Trading De-

商务部

because, while the temperature that week hovered around the 90-degree mark. Neither it nor the humidity was un-

Maurice J. Feldman, of the Central Coin Machine Exchange, has

Philadelphia:

Robert Colucci, Second Distribu-

Ralph Colucci, Second Distribu-

Abe Fish, of Greater Hartford Distributors, Hartford, took his 3-year-old twin sons, Ralph and Robert, to see their first movie at the Wonderland, operated by Mr. and Mrs. Joseph Cohlin, and this has been at a

Chicago:

South Carolina, was appointed general sales manager for Western Amusements Company, Inc.

Chicago Coin, Inc. has the Chicago Coin 

Pin Bowler on display. Mrs. Bern-

Gordon, of the Brawley (See LOS ANGELES on page 43)

New York:

Eddie Lane, of the American Q. Mechanical Company, reports that popul-

A. J. Baldwin, a member of the company's executive board, was recently shifted to Saturday nights over WJZ-TV...

Max Leis, owner of one of New York's largest Coinrow installations, was in town last week for the opening of the new Coinrow store which he has opened recently.

Mr. W. B. P. T., who was in Chicago last week, reported that Coinrow's showing of new machines, held in the Los Angeles area, has been a success. The company is said to be planning a similar show in New York.

Because he had to cut his recent return trip short due to a snowstorm, Bob Mansfield, general manager of the company, was unable to attend the meeting.

Vincent Weiss is now in the Miller-Newtonmark office here. Vincent is a native of New York City, a graduate of the University of Illinois, and has been with the company for several years.

Mrs. Edna Sager is no longer with the company.

Robert L. Perry, of Trading Devices, is actively handling promotion and staging of the Ottawa Indian Pageant sponsored by the Ottawa Indian Council, and is planning to stage a similar event in this area. Weiss reports he is now working on the second pageant, which is scheduled for July 15. Weiss reports he is now working on the third pageant, which is scheduled for August 15.

Winston Churchill, in charge of Kwick-

kade headquarters, announces that the company will be closing its plant in Bayonne, New Jersey, to take advantage of the latest hit records.... Nick Sarris, operator of Linton, Ind., and Dick Dusenbury, operator of Oxford, Ind., bought equipment for Sicking, Inc., a leading New York City distributor, which converts the original Shuffle and deal machine into a coin-operated vending machine.

John Pachetti, of Evans Specialties,

Frank Mercouri, Exhibit Supply sales manager, made a quick trip to Toronto Sunday and Monday (2, 3). When he got back at his desk after the Fourth of July he found several inquiries on the firm's arcade line. Plus Hughes, Exhibit's chief engi-

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Another reason for his departure was the fact that he had been unable to attend the meeting.

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COINMEN YOU KNOW

Chicago: (Continued from page 81)
hit at the Chicago Fair... Mr. and Mrs. Jim Mangus and Mr. and Mrs. Paul Reimer attended the advertising fraternity at Grand Shay's wedding.

At Chicago Coin Machine Company, Ed Lewis, Ed Levin and Aaron Genshur are handling long distance orders for Pin Bowler, the new five-ball game with the bowling theme. It features a simulated alley on the front cover and Chicago Coin is not closing this summer because of the plans running well ahead of this time last year... Joe Schwartz, National Coin Exchange, states that plans have been laid for his firm to do a big job with Gottlieb equipment in Wisconsin. National Coin also handles Gottlieb products in Northern Illinois and Iowa.

Despite the long holiday week-end, there was plenty of activity at the United Municipal last week. Billy DeSelm, general sales manager, reported the firm's Shuffle Slugger, two-player Shuffle Alley Express and the combination unit faring very well. According to Howie Freer, office manager, operators were dropping in in bunches with requests for new and used late model equipment. His boss, Gil Kutt, says ops are now beginning to buy as if they were afraid of getting caught short in case the Korean situation becomes more serious.

Murray Rosenthal, of Colfax, spent a long week-end at his Wisconsin cottage over the Fourth. The Beach plant is turning out Turf Kings which is proving to be one of the best one ball introduced in a long time. It combines the best features of Citation with some innovations which players and operators have put their stamps of approval on. Turf Kings is stepping up output on the Bat-a-Score. This year's model has an improved pneumatic features section and gives 10 balls for a nickel. Les Rieck, head of the Evans music division, says Constellation biz is more than holding its own this summer and that distributors are bringing home the bacon.

At Universal Industries Mel Binks and Bill Ryan have been entertaining a steady stream of out-of-town coinmen who were at the plant to order Winner one balls. Ryan adds that Feature Bell, Universal's new console, is going strong in the field. The Universal plant picnic will be held August 28. Alto business is going along at a fast clip and the plant will be closed July 22-30 for group vacations.

National Wide Novelties has stepped up its activities on its Baseball game. Col. L. Lewis reports. Charlie Gillard and Nick Wurts say the game is coming along at all parts of the country. The new plant turned out novelties for the Baseball owned by National Wide and features a long assembly line.

First Distributors thru Joe Kline and Wally Fink points out that the firm has enlarged its shop facilities to take care of the refurbished game equipment. The shop is being used for Keeny and has had a lot of}
**MILL'S Bells!**
We have all Mill's latest Bells in stock.

FRIEDMANN AMUSEMENT COMPANY
412 Edward Ave., S.F., Atlanta, Ga.
AUTHORIZED BELL-MAINTAINER DISTRIBUTOR

**SOUTHERN CALIFORNIA ROUTES FOR SALE**
27 Late Model Phono-machines, includes 100s. Established, High Income. Price $14,000.00.
Established Route—20 Very Late Phone-Pographs and Excellent Returns. Price $12,000.00.
18 Pins, Shuffle Boaters and Phonographs, New and Second-Hand. Price $7,000.00.

**CAN BE FINANCED**
BOX A-95, The Billboard
6000 Sunset Blvd., Hollywood 28, Calif.

**KEENEY DUCK PINS & DOUBLE BOBBLES, 9½"**
Fastest Selling Two Player Rebound Bowling Games! PRICED RIGHT! Come in and See Them in Athletic! 'TILL ACCEPTED TRADES Will pay cash for music—what have you?
Available at:
KEENEY ELECTRIC CIGARETTE HARDWARE
D.AVELOWY & CO.
Exclusive Distributor for Keeney Products in the Matron Barrett Area
505 Tenth Ave., NEW YORK, N.Y.
Phone Christo 4534
INDEPENDENT LOCK COMPANY

You are building a greater America when you help the American Heart Association.

THE BILLBOARD

July 12, 1950

New ASLI Rule To Speed Play

(Continued from page 75) indicated enthusiastic approval," he asserted.

The hammer rule was tested this past season during ASLI's national championship event using its acceptance on a test-by-test basis.

Elaborating on events leading to this rule, Poulsen pointed out that many contestants had been demanding "something new" for players as a result of the format system of play, in which as little as one game could mean a win or loss of a season.

Other modifications of the rules to be employed in ASLI play next season were also announced by the rules committee here, Poulsen indicated.

By mid-August it is expected that the new rules package to league secretaries and ASLI player-members will be completed during ASLI's 15 State tournaments last season and 190 tournaments in the Peoria, Ill., 11 rules are being re-examined with the view of "streamlining the game," he added.

Milk Vending Studies At Cornell: Seen as Aid to Public Health

ITHACA, N.Y., July 8 - Vending machine distribution, as a means of providing food for the public, is being studied by the school of nutrition at Cornell University.

When the agriculture and home econo-

mics at Cornell University, it was said yesterday.

Greater consumption of milk, made possible through increased prosperity, health and nutrition of the American people, and the increased level of income of the student body, is the result of these studies, it was said.

In the past, milk vending was considered to be a marginal operation in the broader scheme of distributing food to the public.

The purpose of the co-operative project, it was stated, is to investigate and evaluate sanitary and mechanical aspects of machine vending of milk. This is expected to be accomplished by a co-operating laboratory, the school of agriculture and home economics.

Findings of many of these studies will be made available to interested persons as they are developed, it was stated.

Puck Patter

(Continued from page 73)

handling rules which are intended of startling the active organization of shuf-

fleets, the Detroit Shuffleboard Association. He has had preliminary experience in Great Britain. The near approaches to the accepted rules were filed by the Telegraph Road section of the city.

Hartford, Conn.,

Area shuffleboard distributors are optimistic over summertime business figures. Competitors note a growth in the number of customers, who buy more products for the summertime season. This time let's just put it over. Let's make the shuffleboard a sport of the major sports in the nation.

TAA SETS ConfAB

(Continued from page 75)

we must work hand-in-hand with each other, in other words, we will sell your boards and supplies and even your leagues. We see shuffleboard as a sport. We merely ask your cooperation. So send down a representative who is interested in leagues, tournaments and rules. Let's make a plan for the future. This time let's just put it over. Let's make the shuffleboard a sport of the major sports in the nation.
Abco Appoints Munves Distrib For N. Y. State

CHICAGO, July 8.—Ed Hanson, sales manager of Abco Novely Company, this week announced the appointment of the Mike Munves Coronado Company as a distributor in New York State for the Hit-A-Homer counter baseball game. The Mike Munves firm is headed by Mike Munves and has headquarters in New York and has a large volume of business in the state.

Practically all the street trading and black market involves English and black market cigarettes, Schultz said, with an estimated tax less than the street price of approximately $90,000,000 marks yearly. Tobacco interests want to see continued and increased emphasis placed on interdiction of cigarette counterfeiting in Germany and at the source of manufacture, a policy which makes them cautious in buying equipment.

According to Süddeutsche Tabakzeitung, German tobacco trade journal, vending machines were responsible for a 20 per cent increase in cigarette consumption prior to the war.

CHI FAIR ARCADES

(Continued from page 68)

chimes on Chicago's Northwest Side.

A part of the equipment in the arcade is older units but were refurbished and operated at peak efficiency. The equipment includes video and photo machines, video and photo machines, and baseball and football games and strength testers. The newly designed units were also from the Bally Sport multiple gallery target gun game.

The exhibit consists of vintage music boxes produced just before and after the turn of the century and the Violin/Violin, the coll-opera
ted violin, which was tabbed as one of the most inventions in the 1910-20 decade.

First has Twins!!

Keeny's 8 ft. Disk pi
dodle Boiler

With Shuffle-Bowl Games

CHICAGO, July 8.—Diversification has been the key word among hos
cial music operators on a constantly growing level, climaxing during recent months by a still sharper trend to add non-music equipment to their routes. The best of recent additions are bowling type shuffle games, which are now being operated by half of the established City music firms against a bare 20 per cent a year ago, a check of locations reported by The Billboard revealed this week.

With such equipment drawing average amounts ranging from $30 to $60, depending upon location, season, promotion, etc., operators indicate that the trend is not an over

night one, and that it will continue to grow as this fall brings further increases in play.

Reports from distributors handling the shuffle-bowlers show music op
erator demand for this equipment is still growing. One firm which added the games about two months ago, Automatic Phonograph Distributing Company, claims operator demand for the equipment is now so great that shipments of such equipment to its music line.

Automatic's Mike Spagnola de
describes the animation and rapid-fire action of the new games is prime player attractions and that new games for the fall and winter, those which would keep player and operator and location, interest continuous thru the winter.

Usually, operators start off with two machines and after three games, and no more as they prove out on location. "It's a good location consolidation measure, brings in extra gross to cushion fluctuation in juke play," according to Adolph Raymond, head of the M. & N. Music Company. Another typical comment by Charles Wilhoit, Tri-County Music Company, is that "music locations are tailor-made for the bowling shuffle games, and increase good will for the operator when the location owner finds that his commission has grown fat-
tier.

A big factor in the growth of game operation by the juke operator is that there is no problem when it comes to music. Practically there is no great problem in acquiring quality music and the biggest is the right tavern spots, and where the play volume does not prove out, the operator does not keep on a machine that has a ready-made stops waiting to "try it on for size." However, location shifting is of the same order as the rule, as games are originally installed in proven high play spots, as indicated by juke play, and work out satisfactorily.

Three "promoters" have been in the market with two machines and list for $50.00, it is operable with penny or nickel.

German Industry

(Continued from page 68)

weeks ago, breaking an unofficial general strike against tavern equipment instituted many years ago by Mayor Frank Hague, supported by his fi

lial Frank Eichers as well. The operators continued by the present mayor, John \nwho in the present agreement, drafted there was no legal bar to amuse
game operators. Hubert Betti and Howard A. Fel

ing, of the Jersey City Tavern Serv

Seek To Ban Games

(Continued from page 68)

ars to operate the games, supplied and manufactured by Bally, United and Chicago Coin. Betti said the games were placed only after specific re

quest had been made by the Tavern Owners' Association of New York. They had assurances that the skill games would be permitted here by city officials as asserted.

On orders of City Commissioner Charles S. Wiltokwski, word went out to pick up the games, but last Friday (9) a temporary stay order from Superior

Court Judge Thomas J. Stanton, on Orders of the (10) the litigation before the Freehold Court, with the city officials was continued in force. They counters

Commissioner Wiltokwski's conten

that the city was going de

vices and pointed to a recent ruling by the New Jersey State Alcoholic Board approving the games.

Jersey City Solons

Seek To Ban Games

(Please turn to page 68)

COIN MACHINES 85

CHI OPS DIVERSITY ROUTES WITH SHUFFLE-BOWL GAMES

Want to buy—sell or exchange

Mills Slot Machines

WRITE—PHONE OR TELEGRAPH FOR PRICES AND ALLOWANCES

BAKER NOVELTY COMPANY

THE WORLD'S LARGEST SUPPLIERS OF CLUB EQUIPMENT

1700 WASHINGTON BOULEVARD

CHICAGO 12, ILLINOIS

If You Want to Buy—Sell or Exchange

Mills Slot Machines

Write—Phone or Telegraph for Prises and Allowances

Baker Novelty Company

The World's Largest Suppliers of Club Equipment

1700 Washington Boulevard

Chicago 12, Illinois

Interesting Figures

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Chicago 25, Ill.
BETTER BELL BUY FROM BUCKLEY

NEW SENSATIONAL STANDARD MODEL CRISS CROSS

Here's a Lower Priced Bell Comparable to any Jackpot on the Market.

Sells to Clubs at $225.00 for 5c play, $235.00 for 10c, $245.00 for 25c.

WRITE FOR OPERATORS' AND DISTRIBUTORS' QUANTITY PRICES

BUCKLEY MANUFACTURING CO.
4223 W. Lake St.
Chicago 24, Ill.

Donut Vender, Big-Top Hats and Signs Drawing Arcade Spenders

ATLANTIC CITY, July 8.—Donuts from an automatic coin-operated vending machine were introduced for the first time to Atlantic City vacationists with the location of a Tom Thumb donut machine in the Funcafe, giant amusement machine operated by Irving Fisherberg. The machine, requiring less than two feet of floor space, drew large crowds. And with a dozen donuts selling at 15 cents, the machine dispensed 3,200 donuts the first day.

Batter for the machine is delivered daily in a refrigerated truck, using a proprietary mixture and freezing in an all-vegetable shortening. The machine puts out 180 dozen Tom Thumb donuts in an hour.

While not a coin-operated device, the new feature at this coin machine amusement arcade is the monogram cap concession, operated by Samuel Rosenberg and featuring a large line of specialty caps and hats of the S. & M. Cap Manufacturing Co. of Philadelphia. Biggest seller is the Big Top cap.

Outdoor Sign

With the summer season in full swing, Fisherberg also arranged for a new outdoor sign to make the arcade a Boardwalk landmark. The neon sign, said, would be 38 feet high and 15 feet in diameter, visible from every place on the Boardwalk. There will be 22 color changes every second and rings around the tower will create a wavelike effect, he said.

The dimensional Mother Goose and story-book pictures created on the walls by Paul Berner and which are animated when identification chart graph records are played have been completed. In addition, Berner created a complete circus as a background setting for the giant mechanical Laugh Clowns, making it the arena's identifying trademark. An attractive sign at the exit reads: "Funcafe's Happy Clowns. See You Back in Town—So Long, Folks."

Calendar for Coinmen

July 12, 19, 26—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.


July 14—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), semi-monthly meeting, Maccabees Building, Detroit.


July 14, 15, 16—Table Shuffleboard Association of America (TSA), annual convention, Hotel Jefferson, Peoria, Ill.


July 16—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

July 24—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.


July 25—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Las Vegas, Nev.


July 26—Music Merchants' Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.

July 27—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.

July 27—Michigan Self-Service Laundry Association (MSLA), dinner discussion meeting, Leeland Hotel, Detroit.

July 27—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, New York, N.Y.

August 2—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Chamber of Commerce Building, Houston.

August 3—Cleveland Phonograph Merchants' Association (CMPA), monthly meeting, Hollenden Hotel, Cleveland.

August 3—Summit County Music Operators' Association (SCMOA), monthly meeting, Athens Hotel, Akron.

August 5-9—Southern Candy Wholesalers' Association (SCWA), annual meeting, Municipal Auditorium, Bermuda.

August 7—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.

August 14—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.

September 26—National Automatic Merchandising Association (NAMA), Region II (New York) annual meeting, acting chairman, Frank Bradley, Statler Hotel, Buffalo.

Operator Sailing To Japan To Open Coin Machine Firm

LOS ANGELES, July 6.—Japan is to receive its first coin-operated vending machine firm. Fred Emerson, former head of the Chiswick, New York, firm, has been named president of the new firm, which will be called Nippon Coin Machine, Inc. Emerson has taken over as president of the new firm from San Francisco July 13 to set up the business here.

Emerson was the first operator to have venders and juke boxes on Lake Chiswick and has operated there for the past four and a half years. He has selected this time in the territory for the coin-machine jobbing business for he believes it offers an unlimited field. Up to now, Emerson said, the handling of coin machines has been done by exporting and importing firms as a segment of their business. If possible, Emerson hopes to set up warehouses and carry complete lines. When asked if he planned to go into the vending machine business in Japan, Emerson declared that he expected to add another field of automatic merchandising there.

At the present time, Emerson will handle several equipment lines and offer both sales and service.
Turning Back the Clock

10 Years Ago This Week

CHICAGO, July 6, 1940.—The nation's cigarette operators were taking steps to meet the new federal defense tax increase on cigarettes.

We are proud to announce the appointment of EAST TEXAS NOVELTY CO., P.O. Box 1562, Jacksonville, Texas, as Exclusive Factory Distributors for the state of Texas on HIT-A-HOMER

$27.50
1/3 Deposit with order

George A. Gober, owner of East Texas Novelty Co., has much in mind for the HIT-A-HOMER and can make immediate deliveries. He plans to stock the HIT-A-HOMER throughout the state of Texas.

ABCO NOVELTY COMPANY
Manufacturers of HIT-A-HOMER
200 W. Iowa St., Chicago, Ill.
Phone: Everside 6-2823

100 BALL
Champions ....... 125.00
Citation ...... 110.50
Jockey Special 97.50

FIVE BALL
Safecatcher $19.50
Summer Time 25.00
Share Shooter 79.50
Robin Hood 31.50
Just B. 114.50
Blue Skies 24.50
Deed-Won-Delay 34.50
Screw Ball 36.50
Fizzling Power 49.50
Life-Or-Dead 49.50

Gottlieb Bowlette .... 100.50
Chicago Coin 75 Bowling Alley .... 14.50

GENERAL DIST. CO.
1526 N. Broadway
New Orleans, La.
Phone GALVEZ 1799

Most Liberal
Most Magnetic
Most Profitable
Coin Machines for
Every Amusement Purpose

O. D. JENNINGS & CO.
4307-29 W. Lake St., Chicago 24, Ill.

In Louisville it's
SOUTHERN AUTOMATIC
MUSIC COMPANY, INC.
624 S. Third Street
LOUISVILLE 2, KENTUCKY
PHONE: WABASH 5094

No Electrical Changes Necessary!
Only 10 minutes to install

with ALLIED's
New Whiz BOWL Conversion
for Bally's
and United's
SHUFFLE BOWLER

- Animated Upright Plastic Pins
- Units made to match Cabinets
- Designed with all the features of ALLIED'S SHUFFLE ALLEY
- Conversion is a big money maker
- Immediate Delivery

LOTS
$74.50
OF 3 EA.

Unit Price ...... $79.50
Terms: 1/3 dep., bal. C.O.D.

DISTRIBUTORS—Write for
FOUR TERRITORIES STILL AVAILABLE!

Allied Coin Machine Co.
828 Milwaukee Ave. • MO 6-2110 • CHICAGO 22, ILL.

Prices Reduced—Used Music Equipment
Phonographs—Seeburg
Auxiliary Equipment—Seeburg
Victory Model .......... $29.50
Seeburg W222 10-Wire Universal ..... 24.50
Seeburg W122 Universal ..... 24.50
Seeburg W222 20-Wire Universal ..... 24.50
Seeburg W122 20-Wire Universal ..... 24.50

Cabinet Speakers..... 15.00
Speaker Organs ..... 15.00

With Art and Cabinet
C. 11 Hifone & Lettering ..... 4.50
C. 11 Hifone & Labeling ..... 4.50

H114 R. C. Special 375.00
H116 R. C. Special 375.00

W. B. DISTRIBUTORS, INC.
1922 MARKET STREET
ST. LOUIS, MISSOURI
**NOTICE**

**COMMENCING JULY 1**

**THE D. Gottlieb & Co. FACTORY**

**WILL BE CLOSED FOR THE ANNUAL 2-WEEK VACATION**

Operations Will Be Resumed by All Departments on **JULY 17**

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**BUY...**

**Tradio**

The Greatest Name in **COIN OPERATED TELEVISION**

Operators who know will buy no others. Because they have learned from experience that Tradio builds a set that will stand up under all operating conditions and produce the greatest dollar return everywhere. Every part in this wonderful television unit is manufactured by Tradio—not assembled.

**ORDER TODAY!**

Complete Details on Request

**CLIP AND MAIL TODAY!**

Tradio Television Corp.
Asbury Park, N. J.

**TELEVISION CORP.**

Manufacturers of RCA Licensed Television

Asbury Park, N. J.

Asbury Park 2-7447

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**INFO IN OTHER DEPARTMENTS**

Among the stories of interest to the coin machine industry to be found in other departments of this issue of The Billboard are:

**NEW HITS TAKE DISK SALES OUT OF DOLDRUMS.** Up-surge in record business noted in past week (Music Department).

**GREAT HEARTS HAVE IT!** "FOOLISH" AND "DEAR" YEAR'S NO. 1 AND 2 TUNES. Peetman annual survey of tunes with largest radio audiences (General Department).

**EXCISE BILLS FATE TIED TO WAR FEAR.** Outbreak of World War III would mean no cuts in excises and quick increases in other levies (General Department).

**DISK INDUSTRY PLEADS FOR EXCISE REPEAL.** Waller Rivers, Capitol Records exec, appears before Senate Finance Committee (Music Department).

**MUZAK TO SUPPLY MUSIC IN TRANSIT.** Company sets up a special travel music division to provide trains, airlines and ships with magnetic tapes (Music Department).

And other informative news stories as well as the NAMM Supplement, in which the Honor Roll of Hits and pop charts are carried this week, and a special Billboard feature—four columns devoted to new merchandising and mechanical developments in the business—the Radio-Phone-TV Section.

---

**WATCH Genco**

**HOLD YOUR LOCATIONS WITH THE TOP MONEY MAKING — CONVERSION "S-P-E-E-D BOWL" FOR UNITED SHUFFLE ALLEY**

No Soldering—Simple Installation! Screw Driver is the Only Tool Necessary to Install!

**NEW BACKBOARD GLASS**
**NEW DISAPPEARING PINS—INDIVIDUALLY NUMBERED**

**SPEED BOWL** is designed to bring in the Maximum Profit. Comes complete with newly designed and colorful back glass plus brand-new, clearly lighted cabinet and shaped bowling pins, with pin-gle shield.

**WIRE, PHONE OR WRITE**

DISTRIBUTORS WRITE

M. & T. Sales Company
2645 W. Fullerton Ave.
Chicago, Illinois
EVANS' WINTER BOOK WITH NEW ADDED FEATURE!

VISIBLE ODDS 10 TO 1 UP TO 100 TO 1!
ALL COIN PAYOUT! Twin Payout Tubes! No Tokens!

ORDER FROM YOUR DISTRIBUTOR OR WRITE DIRECT
H.C. EVANS & CO.
1220 W. ADAMS STREET
CHICAGO 7, ILLINOIS

VISIT THE WILLIAMS MUSEUM OF AMERICAN ARCADES
The First American Arcade Museum
www.americanradiohistory.com

WANTED TO BUY
ANY QUANTITY OF ORIGINAL FLIPPER GAMES
HIGHEST PRICES PAID
SEND IN COMPLETE LIST
Exclusive Gottlieb, Seeburg and Williams Distributors

CENTRAL OHIO COIN'S QUALITY BUYS!!

SLOTS-SAFES
New and Used

CONSOLES
Mills J-Bells, Late Model... $295.00
Evans Games, Conn., CP-F... $350.00

WORLD'S LARGEST SELECTION OF PINBALLS

VISIT THE WILLIAMS MUSEUM OF AMERICAN ARCADES
The First American Arcade Museum
www.americanradiohistory.com

WANTED TO BUY
ANY QUANTITY OF ORIGINAL FLIPPER GAMES
HIGHEST PRICES PAID
SEND IN COMPLETE LIST
Exclusive Gottlieb, Seeburg and Williams Distributors

TRIMOUNT

40 WALTHAM STREET
BOSTON 18, MASS

Remember
IN NEW ENGLAND
IT'S TRIMOUNT
MILLS' NEW 1950 BELLS

MILLS' NEW VEST POCKET BELL
Operates on 3-5 Mystery Payoff System. 5¢ Prize. Prizes: 3¢, 7¢, 8¢, 9¢, 10¢. $95.50

"21" BELLS BLACK BEAUTY DOUBLE BELL TOWEL BELL 5¢-10¢-35¢-50¢-75¢-75¢

GUARANTEED RECONDITIONED MACHINES

BOWLING TYPE GAMES
Gottlieb Bowl-a-Rama $27.50
Skee Cane Per. 25¢
Rin. w/f 1.50
Camilla, w/f 1.50
Bally Reserve Bell 1.50
Bally Bounce Bell 1.50
Bally Reserve Bell 1.50
Bally Bounce Bell 1.50

5-BALL FREE PLAY GAMES
Playtime $17.50
Skee Cane Per. 25¢
Bally Bounce Bell 1.50
Don't Trade In

MILL'S NEW Q.T
A "Penny-Size" Ball. Weight only 25¢, 5¢ Prize. Prizes: 5¢, 9¢, 5¢, 10¢, 5¢, 10¢. $89.50

"21" BELLS BLACK BEAUTY DOUBLE BELL TOWEL BELL 5¢-10¢-35¢-50¢-75¢-75¢

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5-BALL FREE PLAY GAMES
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Skee Cane Per. 25¢
Bally Bounce Bell 1.50
Don't Trade In

SUMMER SIESTA
Office and Shop will remain closed Saturdays, July through May. Daily Hours, 9 to 5:30.
are you on a merry-go-round?  Are you riding the pink horse of high hopes? Hoping that some day your old equipment will bring big revenue again? It never pays to operate old, out-of-date equipment for that spot or location is far too valuable to waste on high hopes of better days. Time and time again less cautious operators have tried this method and have always failed. The cost on a coin machine operation involves several expenses, such as trucking, bookkeeping, servicing, collecting, etc., and that cost seldom changes. But the coin intake does, especially if the coin equipment is old and out of order constantly. Successful operations are based on keeping the equipment in good working order and replacing it with more up-to-date machines.

Our 1950 Bell line features two exceptionally interesting machines, Bonus and Wild Deuce, which offer a great deal of fun and amusement to the player. Reports from operations give these Bells an unusually good rating as money-earners. Their brightly colored fronts attract and hold the play.

The ride on the merry-go-round can be a happy one if all the equipment you operate is making money for you steadily. For a ticket to ride this happy whirl, call, write or phone us for any of our 1950 model Mills Bells.

BELL-O-MATIC CORPORATION

WORLD'S EXCLUSIVE DISTRIBUTOR: MILLS BELL PRODUCTS, 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS
Take a Good Look

at Chicago Coin's
NEW MONEY MAKER
PIN BOWLER

IT'S THE GAME EVERYBODY
WILL BE TALKING ABOUT!

FREE PLAYS
ON BOWLING
SCORE

ANIMATED
BOWLING ACTION
in Back Rack

SIMULATED ALLEY
Strike & Spare
Scoring

BOWLING SCORE
& HIGH SCORE
IN RAPID FIRE ACTION

THE No. 1 HIT

CHICAGO COIN
MACHINE COMPANY

1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

GUARANTEED RECONDITIONED CONSOLES

GUARANTEED RECONDITIONED PHONOGRAPHS

RECONDITIONED ASST. EQUIPMENT

DIME SLOT SALE

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"

BOWLING GAMES
3 CENCO BOWLING LEAGUES
3 UNITED SHUFFLE ALLEY
2 BALLY SHUFFLE BOWLER

WE REQUIRE 1/2 DEPOSIT, BALANCE C.O.D. OR SLIGHT DELAY

www.americanradiohistory.com
Bargains Versus Values!

“Bargains” is an overworked word. Sometimes a so-called bargain costs MORE in the long run. Don’t go around for needed equipment on the basis of price alone, instead look for experienced and reputable and recom- mendations of games you buy for those valuable for years. You can be sure of all this when doing business at EMMER!

PIN CONVERSIONS

UNITED’S SHUFFLE ALLEY DELUXE DISAPPEARING PIN CONVERSION EASILY INSTALLED IN 15 MINUTES

PRICE $79.50

Make-Driven Print Post, Quiet, Smooth
New Multi-Colored Back-Glass Markers

CLOSE OUT! PIN CONVERSIONS

For Chefs, Universal, Antique $18.95

www.americanradiohistory.com

The Counter Game Profit-Line

<table>
<thead>
<tr>
<th>WINGS</th>
<th>5-Real Cigarette Machine</th>
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<tbody>
<tr>
<td>POK-O-REEL</td>
<td>Straight Poker Game</td>
</tr>
<tr>
<td>YORKAN</td>
<td>with cigarette and fruit reel changed instantly from cigarette to fruit reel on location.</td>
</tr>
<tr>
<td>KLIK &quot;21&quot;</td>
<td>BLACK JACK</td>
</tr>
<tr>
<td>KLIX</td>
<td>with POK-O-REEL and YANKKE equipped with combination penny and nickel or straight change drop.</td>
</tr>
<tr>
<td>GIVE TO THE DAMON RUNYON CANCER FUND</td>
<td>WRITE FOR PRICES</td>
</tr>
</tbody>
</table>
July 15, 1950

UNIVERSAL'S WINNER!

Take advantage of these play-inviting entry flash features for greater profits than ever!

* Daily Double... Returns ball after a winner, with odds remaining at same level for start of next game!
* Extra New Selections... Boot—Saddle—No. 4, etc., etc., advance, for better advantages and stay filled until a winner is made from these lites!
* Lites Feature Race... Gives player an additional method of "buying" feature race!
* Advances Odds... One of the greatest incentives for additional play!
* Purse and Show Sections Score Win Odds... the familiar feature that players try for after obtaining other advantages!
* Additional Selections: 3, 4, 5, simply or in combination.

Plus

Mystery Type Advancing Odds
Added Entries Game-to-Game Carry-Over
Spell Name A-B-C-D Bumpers
Feature Race
Automatic Ball-Lift
Illuminated Playfield
Armor Plate

Order Universal's Winner Today!

New! Kick plate on front door

Universal Industries, Inc.

Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

5737 North Broadway, Telephone Uptown 8-2345, Chicago 40, Illinois

Write, Wire, Phone, See Your Universal Distributor!
Put New Life Into Your Shuffle Alleys!

UNITED'S

Shuffle Alley Deluxe

New Disappearing Pin CONVERSION UNIT

New Flashy Back Glass

Turns your original Shuffle Alley into a New Shuffle Alley Express

(ALSO AVAILABLE FOR SUPER SHUFFLE ALLEY)

- Easily Installed on Location
- Takes Only 15 Minutes
- No Switches Added
- No Electrical Changes Needed
- Matches Cabinet Design

Made by the Originators of Automatic Scoring Shuffle-Type Bowling Games

SEE YOUR DISTRIBUTOR

UNIVERSAL MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
New! FASTEST!

KEENEY'S

Sensationally fast

DUCK PINS

THE OUTSTANDING BOWLER FOR FAST REBOUND ACTION

- Faster Action! Rebound puck cuts game time to 45 seconds or less.
- Hi-Speed Totalizer registers score for 2 players or one.
- Scores ALL Split Shots!
- Improved Design and Greatly Simplified Mechanism!
- Quiet Play!

2-PLAYER BOWLER OF TODAY!

20-30 SCORING

Scores 4-7 and 6-10 Splits

20-30 SCORING

Scores 4-7 and 6-10 Splits

See YOUR
KEENEY DISTRIBUTOR

J. H. KeeneY & Co., Inc.
3600 West Fifteenth Street, Chicago 37, Illinois

EASY-TO-READ SCORING FOR BOTH PLAYERS!

See THE MAGICAL ACTION OF KEENEY'S DUCK PINS! ITS BIG PROFIT PERFORMANCE JUSTIFIES YOUR IMMEDIATE ACTION!

SIZE
8 FEET LONG BY 2 FEET WIDE

SIZE
9½ FEET LONG BY 2 FEET WIDE
Bally TURF KING
GETS RECORD-SMASHING PLAY
from All Types of Players!

I PLAY FOR
BETTER
ODDS

PURSE OR SHOW
SCORES WIN
IS MY MEAT

I GO FOR
DOUBLE
SCORES

WE CONSERVATIVES
PLAY ALL
ADVANTAGES

WAVE THAT
FEATURE
FLAG
FOR ME

GIVE ME
MORE
SELECTIONS

I'M WILD ABOUT
WILD
HOLES

AMAZING NEW
PLAYER'S CHOICE IDEA

offers attractions to every type of player... the passer-by who plays a couple of Nickels now and then... and the dyed-in-the-wool pinball fan who enjoys lengthy sessions of exciting play. And TURF KING permits each player to test his judgment before the final skill-test of shooting the ball. The result is complete player-satisfaction and the greatest, continuous earning-power in pinball history. Get your share
... get TURF KING now.

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
UNITED'S "SHUFFLE SLUGGER"
A FAST REBOUND BASEBALL GAME

1 OR 2 PLAYERS
BASE RUNNING
ANIMATION
PLAYER PITCHES
AND BATS BALL

WATCH BALL IN FLIGHT AS SINGLES,
DOUBLES, TRIPLES AND HOME RUNS ARE MADE

AUTOMATIC SCORING TOTALED FOR EACH PLAYER
... INNING BY INNING

COMPLETE MECHANISM IN BACK BOX ... EASY TO SERVICE

UNITED'S PROVEN DROP CHUTE

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
only Seeburg gives you

1. "MUSIC FOR EVERYONE"
   For tots, for teen-agers, for old-timers — the music everyone wants to hear, played by the artists of their choice.

2. 100 SELECTIONS ARE ESSENTIAL FOR PROPER PROGRAMMING
   Proper programming is the key to a successful music business, and 100 selections are essential to proper programming.

3. FAST REFERENCE, EASY SELECTION!
   Just as a well-organized menu provides fast and adequate selection of a meal, so does the selector panel of the Select-O-Matic '100' permit fast reference and easy selection of music to suit every taste. For here are 100 selections — supplying a reasonable choice of titles under the 5 basic musical classifications.

Be 100% with Seeburg... only Seeburg has...

100 selections

at the phonograph anywhere in the location

Seeburg DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION Chicago, Ill.